

The Robert Simpson Company, Limited

THE STORE SERVICE

Fifteen (15) Standard Plunger Passenger Elevators

(And More to Follow)

WE ANNOUNCE THE COMPLETION of fifteen Standard Plunger Passenger Elevators, situated as follows:

Seven on the Queen St. Side Four on the Yonge St. Side Four on the Richmond St. Side

These give a perfect elevator service—the best that money can procure—speedy, steady and absolutely safe. Our plan is to make every floor as accessible and convenient for customers as the ground floor. When you ride on one of these elevators the sensation is that a portion of the floor has moved up with you. Fifteen now complete and more to follow.

The steady growth of this business during these last years of construction and rebuilding has been a marvel to everybody. No sooner was any part of the new store ready than business overflowed it. We have been doing business under difficulties. Some of them manifest to everyone; many of them evident to the staff only, who have worked loyally at great inconvenience.

We take this opportunity of thanking our customers for their patience and forbearance in the past. It has been our growing time—physically—and the oldest of us has not forgotten the inconvenience and annoyance of our "growing pains." Stores have "growing pains."

But having come to the full stature of a store we put away these things and undertake to give

FIRST-CLASS SERVICE

courteous and prompt attention, speedy delivery, ready adjustment of differences, and all that pertains to a well organized, fully equipped establishment.

Instead of having our energies crippled for want of space, we now have store premises which facilitate the service and enable us to give undivided attention to its improvement. You've seen us grow bigger, now watch us grow better.

The new location of Exchange Office, Transfer Office and Adjustment Office--Centre of Main Floor

Our Strongest Line-up for Men

The demands of Thanksgiving Day--its parties, its dinners and its varied outing attractions--must impress upon you the necessity of being well dressed. You cannot enjoy the holiday as you should with an old Overcoat or Suit. They must be new, and they must be right.

Simpson's Men's Suits and Overcoats, for Fall and Winter wear, are the best productions of this continent. There are a large variety of modes to meet every requirement of slender, medium and stout figures. You will find exactly the right model for your figure, and ready to put on. They are high-grade garments, in materials, in workmanship, in style and in finish--yet at most moderate prices.

MEN'S TWEED SUITS.

Excellent Medium-Priced English Tweed Suit, brown, with diagonal weave, and also in rough surface tweed; cut single-breasted three-button style; correct in every detail. Price 12.50

MEN'S FALL AND WINTER OVERCOATS.

The Price for the Young Man's Overcoat is \$15.00 --It has all a young man's snap and dash of style carefully tailored into it. The material is a two-tone brown English tweed overcoating, in a diagonal weave. This Chesterfield is lined with good mohair, and has velvet collar; also a beautiful fawn diagonal, with plain back, in a smart Chesterfield style, with self collar, patch pockets, double-stitched edges. Wonderful value 15.00

The Warm Overcoat Without Excessive Weight is made from chinchilla cloth, in plain gray; the cloth so much worn by good dressers. A Chesterfield coat with class and distinction 22.00

BOYS' BANNOCKBURN TWO-PIECE SUITS.

Smartly-Tailored Double-Breasted Two-Piece Suits, made from genuine Bannockburn Scotch tweed, in brown or dark gray shades, lined with mohair. Sizes 27 to 33 7.50

BOYS' ETON BLOUSE SUITS.

Made From a Winter Weight Brown Tweed, in double-breasted "Eton collar" styles, silk bow tie and white linen collar; full cut bloomers and first-class making. Sizes 23 to 27 3.50

BOYS' ROUGH TWEED PRUSSIAN OVERCOATS.

Very stylish double-breasted, cut-with close-fitting collar and adjustable belt on back; gray herringbone tweed, with satin-finished linings; 3 to 7 years 4.50

BOYS' ULSTER OVERCOATS.

Up-to-Date Double-Breasted Ulster Overcoats, made from gray diagonal English tweed, wide convertible collar and full skirt:

Sizes 29 and 30 8.00
Sizes 31 to 35 8.50



Extra Values in Furnishings

\$3.50 TO \$5.00 SWEATER COATS, \$2.98.

About 200 of them, in several different styles, makes, weaves and colors; all sizes up to 48. No Phone or Mail Orders Filled

\$1.75 TO \$3.50 UNDERWEAR, \$1.00 A GARMENT.

Men's Underwear, in medium and heavy weights, some double breast and double back, double seat to drawers, ordinary double breast, and a few single breast; several popular English and Canadian makes; all sizes in the lot 34 to 52. Regular prices \$1.25, \$1.50, \$2.50 and \$3.50. To clear Saturday 1.00 No Phone or Mail Orders Filled.

\$2.00 TO \$4.50 PYJAMAS FOR \$1.48.

500 Suits of Men's Pyjamas, in light, medium, and heavy weights; stripes and figured designs, and several plain colors, pure flannel, English and American, best quality flannelettes, cashmerette, genuine English Lingolas, silk and wool mixtures, etc.; all sizes in the lot. Regularly \$2.00, \$2.50, \$3.00 and \$4.50. Clearing Saturday, a suit, for 1.48 No Phone or Mail Orders Filled.

\$1.25 TO \$2.00 NEGLIGE SHIRTS, \$1.00.

A host of designs, in colored stripes; all this season's goods; ready to wear; clean and perfect in every way; a good range of sizes; every shirt is extra good value at their regular prices, \$1.25, \$1.50 and \$2.00. Saturday, each 1.00 No Phone or Mail Orders.

Men's Hats

1000 Men's Soft Hats, in Trooper, Telescope, Fedora and Neglige styles, new Fall 1912 colors and mixtures, of fawn, tans, browns, greens, bronze and grays; very popular hats for this season's wear; fine imported felts and well finished. Saturday 1.00

Men's Derby Hats, latest English and American designs, specially good quality fur felt and best grade trimmings, for Saturday's selling, three special lines of extra good value at 1.00, 1.50 and 2.00

SCOUTS, ATTENTION!

300 only Boy Scout Soft Hats, fine grade felt and the regulation shape, good hard-wearing hat, leather chin strap. Saturday special39
Boys' Varsity Caps, in fine quality navy blue melton cloth, well finished, Boy Scout, Maple Leaf or Toronto Coat of Arms emblem on front. Special value39

The Robert **SIMPSON** Company Limited

Thanksgiving Boot Sale of "Derby" Boots for Men "Cleo" Boots for Women

On Saturday we will sell the entire made-up stock of the Murray Shoe Company of London, Ont., consisting of Men's and Women's Fall and Winter Boots, on the very newest lasts, and in all popular leathers at almost half-price.

In making these half-price factory sales we select only factories with reputation for quality, finish and very latest styles.

First choice at 8 o'clock, but sizes for everybody all day.

MEN'S \$4.50 AND \$5.00 SAMPLE BOOTS, \$2.95.

Beautifully-Finished Sample Model Pairs of "Derby" Boots, made by the Murray Shoe Company to represent the style, fit, finish and material used in their popular line for Fall and Winter wear, tan Russia calf, in two shades, velours calf, gunmetal, patent colt, vici kid and box calf, with plain or fancy button or Blucher tops; some are leather lined, some have heavy waterproof viscolized soles. All are Goodyear welted. Sizes 6½, 7 and 7½. Regularly \$4.50 and \$5.00. Saturday 2.95

MEN'S \$4.00, \$4.50 AND \$5.00 "DERBY" BOOTS, \$2.95.

Men's High-Grade "Derby" Fall and Winter Boots, in all leathers and styles, button, Blucher and straight lace tops, tan calf, gunmetal, patent colt, viscolized tan Russia calf, vici kid and black Winter calf, single, double and triple thick Goodyear welted soles; some have the new short vamp and high heels; others the medium vamp and heel; some the recede vamp and very low heels. Size ranges are complete from 5 to 11. The regular prices were \$4.00, \$4.50 and \$5.00. Saturday 2.95

WOMEN'S \$4.00, \$4.50 AND \$5.00 SAMPLE BOOTS, \$2.45.

"Cleo" Sample Boots, in exclusive and original styles for Fall and Winter wear; every leather and combination of leathers; also satin, velvet and cravenette, button, Blucher and Balmoral cuts; all heights of heels, all weights of soles, short and medium vamps; high, medium and recede toes; boots that enjoy the highest reputation, and are sold in every city in Canada. Sample sizes are 3, 3½ and 4. Regularly \$4.00 to \$5.00. Saturday 2.45

WOMEN'S \$3.50, \$4.00, \$4.50 AND \$5.00 "CLEO" BOOTS, \$2.45.

Dainty "Cleo" Boots, made by the Murray Shoe Company, London, Ont., for Fall and Winter trade, and include almost their entire range of popular and easy-fitting lasts, selected vici kid, dull kid, patent kid and colt, gunmetal, tan Russia calf, etc., etc.; staple and fancy toppings, all weights of soles; high, medium and low heels. Every pair perfect and sold with the same guarantee as those bought at regular prices. Sizes 2½ to 7, in all popular widths. Regularly \$3.50 to \$5.00. Saturday 2.45

Vertical text on the right edge of the page, including "JAMES FOR", "King St. Fro", "Foot, W", "Plann", "Do", "The James Bu", "northwest corner", "streets, one of the", "houses in the D", "by Sir Edmund", "John a", "Monte", "a million do", "\$1,500,000. Robin", "closed the deal", "party transaction", "the actual", "Sir Edmund O", "for less than two", "The assessment", "and on the built", "street frontage", "is five stor", "Figuring the", "and a quar", "near the act", "Mr. Robins", "city, making the", "at \$15,000 a foot", "Robins, it is sa", "to English peo", "time the p", "property was", "old country", "Varic", "Various sum", "night by real-", "buyers behind", "were mention", "probability th", "would be aver", "ALLI", "IS S", "II", "In Nine D", "Have", "Capt", "Presi", "LONDON, Oc", "ter a four day", "garians are r", "reports of fig", "line from Kir", "The Bulgarian", "whether they", "Adrianople by", "the garrison b", "army of the B", "Kilisen is all", "most certain t", "son there eff", "town before a", "the Bulgarian", "The early c", "was a great s", "and the swift", "expected by", "been only m", "cleared war, ar", "to the po", "of interventio", "is talked of", "Stand", "Much inter", "of the allianc", "is said on ge", "the provision", "no one state", "out the other", "in Thrace is", "Servians and", "Region. Cons", "the success of", "Servians yes", "Vuchirin an", "between Mitro", "The Monte", "attack on Sc", "the Turkish a", "dred to the", "of the town", "a prepar", "The Greek", "northward n", "Searal, abou", "Town of Ser", "Tu", "Despatches", "burg and of", "the London", "cribe the T", "proper pre", "tion of the", "necessary at", "tals between", "for. Nazim F", "commander", "the former c", "war centre", "Abdullah P", "trate the ar", "The Dall", "people corre", "date of Oc", "port distan", "he says, in", "short of a", "which, he d", "announced", "large scale", "be a fortis", "permit", "the Ottoman", "The corre", "YO