

SIMPSON

Store Opens 8 a.m.

Closes 5.30 p.m.

H. H. FUDGER, President. J. WOOD, Manager

Probabilities Winds becoming southerly to south-easterly; fair; same temperature.

SIMPSON

Men's Sweater Coats

Men's Wool Sweater Coats to sell at 98c each, that are away better than any offered at the price; colors are grey, trimmed red, or navy trimmed red; ribbed or plain knit; all sizes to 42. Special, 98c each.

Men's Worsted Finish Sweater Coats, cardigan style, pockets, pearl buttons; colors are all black, navy with red trim, grey with cardinal or navy trim, and all grey; all sizes. Each, \$2.00.

Men's Finer Quality Sweater Coats, fancy worsted finish knit, pockets; tan with grey trim, grey with red, or all grey and all navy; in all sizes. Each, \$2.50.

Men's "Hand-made" All Pure Wool Sweater Coats, fancy stitch fronts, collar, ribbed cuffs, pockets, etc.; plain grey, grey trimmed, royal or cardinal, or can be made to order in any color desired; all sizes to 44. Each, \$3.50.

Men's Best Quality Fancy Knit Sweater Coats, heavy and warm, the best \$5.00 Sweater Coat made, perfect fitting collar, pockets, etc.; colors plain grey, navy or white; also shown with various combination trimming, or can be made to order in any color desired. Each, \$5.00.

The Victor Boot For Men

There is distinction and class in every line of our new Victors for Fall and Winter.

Our salesmen are enthusiastic about them, and that means success from the start.

It would be impossible to describe the different lines and do each one justice in this space—you must see them.

We would be glad to monopolize 15 minutes of your time on Wednesday.

4.00 4.50 5.00

Wall Papers Reduced

1600 rolls of Foreign Papers, for dining-rooms, parlors and halls, rich color effects, silk or flat-faced papers. Regular 65c and 75c. Wednesday, 31c.

2500 rolls Imported Parlor and Dining-room Paper, in reds, browns, greens, blues, greys, warm effects. Regular to 35c and 50c. Wednesday, 22c.

2900 rolls Imported Paper for Sitting-rooms, Bedrooms, Parlors and Dining-rooms, in browns, blues, greens, greys, cream and light shades. Regular to 20c and 25c. Wednesday, 11c.

150 yards Japanese Leather Jap Metallic Effects. Regular to \$1.50 a yard. Wednesday, 69c.

1000 yards Burlap, green, red or brown. Regular to 30c. Wednesday, 23c.

10,000 feet Room Moulding. Special, 1 1/4c foot.

Bulbs for Fall Planting

Tulips, single, separated colors, named. Per dozen, 25c.

Tulips, single, mixed colors. Per dozen, 15c.

Dutch Hyacinths, at 5c and 10c each. Sacred Lilies, 5c each, 6 for 25c.

Good Hosiery Values

Women's All-wool Sample Plain and Ribbed Black Cashmere Hose, fashioned, close finish, good values, double heel and toe; sizes 8 1/2 to 10. Wednesday to clear, 29c.

Women's First Grade Fine Real French Kid Gloves, two dome fasteners, over-seam, gusset fingers, Paris point back, choice qualities, new fall shades, all sizes, Worth \$1.00. Wednesday, 75c.

Boys' and Girls' 2-1 Ribbed Black English Cashmere Hose, seamless, medium weight, splendid school stocking, double knee, heel and toe; sizes 6 1/2 to 8 1/2. 25c quality. Wednesday, 19c.

Infants' Pure Lamb's Wool Hose, soft elastic finish, fine 1-1 ribbed, comfort and warmth, pure silk heel and toe; sky, pink, tan; cream, black; color guaranteed fast; sizes 4 to 7. Simpson price, 25c.

A Complete Set of Stevenson for \$7.25

25 sets of Stevenson, bound in maroon silk cloth, gilt backs, 10 volumes to set; this is the first time that we have been able to offer a complete set at this price; for 10 volumes, \$7.25.

On sale in Book Department.

Men Who Know the Value of Good Clothes

IN most walks of life, good clothes are now acknowledged to be a good business asset; for although clothes do not make the man, at least they classify him, and if a man's clothes are always right, it minimizes the danger of his being turned down on appearances—a thing that is more likely to happen nowadays than ever before, on account of the rush and busy-ness of modern offices.

Some men have learned to appreciate the value of good clothes, and when they hear of them selling at dollars less than the usual price, they want to know the name and reputation of the store. In this case it is Simpson's; enough said.

It is not an unusual thing to find a few odd sizes in good suits reduced to our Wednesday price; but we want to call your attention to the fact that many of these suits were late in arriving, and that we're putting these late-comers, all sizes and good patterns, right out on the floor Wednesday morning for quick disposal, and simply swamping all profit.

All this season's goods, the newest designs, and the most called for patterns. They consist of fine English and Scotch tweeds and fancy worsteds; complete lines, which were late in being delivered; all high-grade materials; made on the newest models; carefully tailored, with best trimmings: no better ready-to-wear suits made in Canada. Sizes 35 to 44. Regular values up to \$22.00. On sale Wednesday at **\$12.95**

Suit Cases and Club Bags at \$2.95

35 only Suit Cases, 28 only Club Bags, for quick selling Wednesday morning; size of suit case 24 inches; size of club bags 16 and 18 inches. Regular selling prices from \$3.50 to \$4.50. Wednesday's clearing price **\$2.95**

No phone or mail orders. No dealers supplied. Two only to each customer.

75c and \$1.00 Pictures Below Cost---at 35c

275 Framed Pictures, suitable for any room, suitably framed in gilt mouldings, some with gilt mat; sizes 12 x 20 and 15 x 22. We draw particular attention to this special bargain.

On sale in Picture Department and Main Floor. No phone or mail orders.

The **SIMPSON** Company Limited
Robert



Interesting China at Unusual Prices

"We never saw china like this in Toronto before," said a customer in our Basement yesterday. And she might have added, about the china that was to be found elsewhere, as well as here, that she never saw it marked at such prices as ours. Here's to-morrow's list:

40-piece China Tea Sets, genuine Carlsbad china, decorated with cobalt blue band and natural color floral spray, gold lined. Regular \$4.25. Sale price, **\$2.69**.

Haviland Limoges China Dinner Set, beautiful translucent china body, decorated in coin gold, broad band edge and line, old gold handles, Kerniss shape cups. Regular \$75.00. Sale special, **\$55.00**.

102-piece Limoges China Dinner Set, dainty rosebud floral band, high grade ware. Reduced to a popular price. Wednesday, **\$37.29**.

Austrian China Dinner Sets, 98 pieces, handsome floral decoration, all pieces gold trimmed; an extra dainty set pruned to a very low price; 60 sets only at Wednesday's special price, **\$8.75**.

7-piece Austrian China Berry Sets, floral decorations. Complete set, Wednesday, **39c**.

1000 pieces Fancy Art Wares, Bric-a-Brac, etc.; big, bright values at little cost; pieces of Wedgwood, Flemish wares, Doulton wares, Nippon wares, Vases, Jardinières, Bon-Bons, Chocolates, Figures, etc. Extra special, **69c**.

800 pieces Fancy Glassware, beautiful colors, comprising Plates, Salads, Comports, Handled Nappies, Card Receivers. Values up to 25c. Sale price, **10c**.

150 only Glass Water Jugs, Chippendale design. Regular 50c. Wednesday, **25c**.

100 Brass Jardinières, pierced work, Flemish and Japanese brass ware. Wednesday's special, **\$2.99**.

For the Bedroom

300 yards 10-4 or 90-inch Bleached Twilled Sheet, best quality fine even thread, snow white and free from dressing. Regular 40c and 42c yard. Wednesday **32c** yard.

25 only Venetian Doylies, 20 in round beautiful deep lace edge, very fine design; 25 only at a special price. Wednesday, **\$1.48** each.

40 Ariel Bed Spreads, light weight satin spreads, 11-4 or double bed size, good floral and scroll designs. Special Wednesday, **\$1.63** each.

BEDROOM CHINTZES AND SILKS

We have a splendid stock of French and English chintzes, particularly suitable in pattern and coloring for bedroom drapery and upholstery.

Wall papers to match some of them, i.e., identically the same design and colorings on both paper and chintz. Prices per yard, 75c, \$1.00, \$1.50, \$2.00 and \$2.50.

For those who prefer silks, we have a new and most interesting collection of Jacquard fabrics which challenges the printed fabrics for first place in the estimation of artistic decorations.

These silks are of lighter weight, giving a "feeling" of daintiness, and yet close in texture to ensure substantial service.

The colorings are in the most delicate tones of rose, ivory, blue, green, etc. This applies to both the plain and patterned fabrics.

The prices range from **\$1.25** to **\$2.50** per yard.

BRUSSELS FLOOR COVERINGS

Both in piece goods and rugs, Brussels remains the popular floor covering for bedrooms. We have a splendid assortment of designs and colorings to show on the fourth floor to-morrow. Plain bodies with illuminated borders, lattice grounds with rose decorations, lovers' knot in conventionalized form, and others of more than ordinary merit; 1/4, 3/8 and 1/2 borders to match. Prices per yard, **\$1.25** and **\$1.45**.

Rugs, 9.0 x 10.6, 14.00 and **\$17.50**.

Rugs, 9.0 x 12.0, **\$16.00** and **\$20.00**.

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