

# SIMPSON'S

Store Opens at 8.30 a.m. and Closes at 5.30 p.m. Daily, Including Saturdays

# SIMPSON'S

## Women's New Fall Coats at \$27.50

### A Striking Special Value Wednesday

A low price, indeed, for coats of rich wool velour, in winter weight, particularly when they feature the latest, most favored modes, with new crush collars, fancy pockets and belts. Colors burgundy, taupe, brown, green, navy or black. Specially priced for Wednesday's selling at \$27.50.



## Attractive Pricings on Women's New Fall Suits

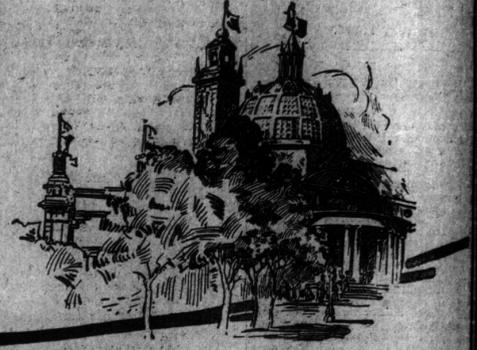
Hundreds of suits to choose from, each typical of the smartest New York modes. Tailored, pleated or novelty cut coats, with shallow or muffer collars; braid and button trimming; silk lined. Skirts straight, short and narrow; variously trimmed. Moderately priced at \$25.00, \$30.00 and \$35.00.

## Women's Tailored and the More Dressy Fabrics \$22.75

Satins, taffetas and serges, in the newest designs, alone or attractively combined with georgette, showing smart pleats, tunics or soft drapes. Navy, green, greys, burgundy, sand and black. On sale Wednesday morning at 8.30 at \$22.75.

## Women's Exclusive Fall Coats---Masterpieces

For the woman that wants a garment just a little different and attractive in cut and style, we offer Wednesday a very comprehensive assemblage that features the most modish styles, leading winter fabrics and newest shades. Plain or fur trimmed. Wonderful style and value. Price, \$45.00 to \$75.00.



# Revealing the Highly Superior New Fall Dress Suit and Coat Weaves

Due to Early Purchases---Prices Are About 35 Per Cent. Less

New Silk Velvets and Plushes are pouring in from Yokohama. Pink Silks---Pink silk crepe de chine, in several weights; pink kabe crepes; pink wash satins; pink habutais, in all shades; 6 to 10 mommy weights. Many of these fabrics are scarce, and difficult to procure. See Wednesday's "pink display."

From New York---Lovely qualities in colored silk crepe de chine; plenty of the fashionable dark street shades, and hosts of new pastel colorings. Yard, \$1.95, \$2.95 and \$3.50.

New Crepe Georgettes, the popular Copenhagen, sapphire and French blues, with greys, taupe, olive browns, sailor blues, various shades of new greens and purples. Yard, \$2.50.

Many ranges in Novelty Silks, including exquisite satin plaids at \$2.50; kiltie plaids at \$2.95; taffeta and satin checks and stripes at \$3.50 and \$4.50 yard.

From Lister's, of Bradford---Complete ranges of their famed silk plushes, at, yard, \$5.00.

From France and Switzerland---Silk Brocades---A truly wonderful display of brocades for dresses, waists, gowns, wraps and especially for fur or fur coat linings.

## Woolies for Little Tots

Priced Moderately for Wednesday

Hand-Crocheted Wool Booties---Mothers do not need to be reminded that they could not crochet any kind of bootie today for 25c. Yet here they are tomorrow in two dainty styles, with wool cord and tassels at ankles and stitched at top in white, pink or blue. Wednesday special, 25c.

Infants' Fall Hose---Made of soft white wool and cotton mixture, "merino finish." Silk heels and toes. Sizes 4 to 6 1/2. A money-saver. Wednesday at 39c.

Infants' White Velvet Cord Coats---Lined with soft white flannelette. Semi-double-breasted style, trimmed with novelty pearl buttons. Sizes 6 months to 2 years. Regularly \$3.50. Wednesday, \$2.50.

## Women's Blanket Cloth Kimonos \$2.95

We have been able to secure just 75 of these warm, cosy, long-wearing gowns. Attractive grey, with red floral designs. Collars and cuffs piped with red satin. Sizes 36 to 42. No exchanges, no refunds, no C.O.D.'s. Regular \$5.00 value. Wednesday, \$2.95.

## Rarely Attractive Values in Whitewear---Corsets

Women's 50c Drawers, 29c---Made of strong white cotton and finished with full hemstitched ruffle. Extra special, Wednesday, 29c.

Women's White Cotton Underskirts---With tucked embroidery flounce; cotton underlay. Remarkable value. Wednesday, 88c.

Women's Corset Covers---Made of fine white cotton, with yokes of Swiss embroidery. Special value, Wednesday, 55c.

Women's Cotton Nightgowns---Well made, in roomy slip-over style, yokes of lace and Swiss embroidery. Wednesday, \$1.19.

Women's \$2.00 Corsets, \$1.25---Low bust models, made of strong white coutil, with long unboned skirts. Elastic inserts, and four short elastic hose supporters. Regularly \$2.00. Wednesday, \$1.25.

Women's Fall Weight Combinations---Made of Egyptian cotton; low neck and no sleeves, or V-neck and elbow sleeves. Drawers are ankle length. Both styles. Specially priced Wednesday, \$1.48.

Women's Vests---Made of fall weight ribbed cotton, high neck, long sleeves, or low neck and short or no sleeves. Wednesday, 49c.

# One Word Describes Wednesday Glove Values---Remarkable

**Women's \$1.25 Black Silk Gloves, 98c.**  
In fine Milanese weave; double tipped fingers. Sizes 5 1/2 to 7 1/2. Regularly \$1.25. Wednesday, 98c.

**Women's \$2.25 Suede Gloves, \$1.50.**  
"Perrin" make, first quality, in black only. Beautiful skins. Gusset fingers, and silk cord backs. Wonderful value. Wednesday, \$1.50.

Please make note---these glove prices will be offered for one day---Wednesday.



**39c White Cotton Gloves, 25c.**  
Good weight; fine, close weave, and perfectly finished. Sizes 6 to 8. Regularly 39c. Wednesday, 25c.

**59c Lisle Thread Gloves, 49c.**  
Stylish and dressy. Black and white. Sizes 5 1/2 to 7 1/2. Regularly 59c. Wednesday, 49c.

**\$1 White Chamollette Gloves, 89c.**  
Extra fine, dressy, suede finish. Sizes 6 to 8. Regularly \$1.00. Wednesday, 89c.



**Women's \$14.00 Wrist Watch, \$9.95.**

Expansion Bracelet Watches. Fortune quality gold filled cases. Detachable bracelet. Thin model. 15-jewel movement. Written guarantee with each. Regularly \$14.00. Wednesday, \$9.95.

# Annual Blanket Sale

Extra Good Values on Sale Wednesday Prices Less in Many Cases Than Today's Mill Price



There's enormous satisfaction in buying blankets for less these times---everybody appreciates real saving. We do not wish to frighten anybody when we say that supplies for civilian use are being so curtailed as to make present prices look half of what may be asked in the near future. Bear in mind that the blankets offered here are all Simpson standard quality. Wise are they who shop early for the following:

**Flannelette Blankets for Less Than Wholesale Price.**

Just 300 pairs to clear. Single bed size; 54 x 80 inches. White or grey. Wednesday, pair, \$2.29.

**Bed Comforters, Special, \$6.95.**

Blues, greens, pinks, yellow and lavender. Silk mull covering on both sides. Size 72 x 72 inches. Extra special, \$6.95.

**\$9.50 Blankets at \$8.45.**

Canadian Grey Union Wool Blankets; weight 7 lbs. Size 60 x 80 inches. Warm and serviceable.

**\$8.50 Blankets at \$6.95.**

Made from Canadian wool and cotton mixed, white with pink or blue borders. Size 64 x 82 inches.

## Flannelette 39c Yard---Flannel 47c Yard Bath Towels 69c Pair

**\$2.00 Table Covers at \$1.98**---Hand-made, Battenberg Lace Table Covers; size 54 x 54; round; just the size for the dining-room table; beautiful designs.

**Grey Union Wool Flannel, 28 inches wide; 60c value, Wednesday, yard, 47c.**

**Large Size White Terry Bath Towels, with hemmed ends. Pair, 69c.**

**heavy serviceable quality; will bleach white, 800 yards to clear.**

**Sheeting Less Than Today's Mill Price, 47c**---Fully bleached, serviceable quality; 70 inches wide, 1,000 yards to clear today, yard, 47c.

**Flannelette Less Than Mill Price**---Showy white, lovely sort quality, for women's and children's wear; 34 inches wide, 1,500 yards to clear today, yard, 27c.

**\$1.50 Damask at 95c**---Semi-bleached, 2 yards wide;

## VISITORS

are urged to make use of the **Store Conveniences** **Palm Room Restaurant** Sixth Floor. **INFORMATION BUREAU** Main Floor---Centre. **TELEGRAPH STATION AND FREE PARCEL CHECK ROOM.** Basement---Centre. **WOMEN'S REST ROOM.** Third Floor. **POST OFFICE.** Street Floor. **TELEPHONE BOOTHS.** Throughout the Store.

## Dine Today in Simpson's Palm Room Restaurant

Canada Food Board License No. 10-4322. **BREAKFAST, 8.30 a.m. to 10.00 a.m.** **DINNER, 11.30 a.m. to 2.00 p.m.** **AFTERNOON TEA, 3.00 to 5.30 p.m.** **A LA CARTE LUNCHEES, at all hours.** ---Sixth Floor.

## An Exhibition of Style, Quality and Value

## Shown in the Men's and Young Men's New Fall Suits at \$19.45

Smart tweeds and worsteds in numerous shades and patterns, offering all the most popular models---the three-button sackie for the conservative dresser and the form-fitting and trencher models so popular with the younger men. Sizes 34 to 44. Wednesday morning, at \$19.45.

## A Great Collection of Men's and Young Men's New Fall Overcoats

AT \$15.00---THE STANDARD FLY-FRONT CHESTERFIELD made from medium shade of plain grey cheviot. Sizes 35 to 44---\$15.00. **AT \$18.00---THE ENGLISH SLIP-ON, WITH FULL BACK**---natural shoulders and slash pockets. Smart grey and black "Donegal" effect tweed. Sizes 35 to 42---\$18.00. **AT \$18.00---THE TRENCHER, WITH ALL-AROUND BELT**---made from a rich dark brown tweed; the popular model for young men. Sizes 35 to 42---\$18.00.

## Overcoat Special \$12.95

Odd sizes and broken lines of smart, serviceable tweeds, made up in the slip-on and half-belted back effects. Some lined throughout, others quarter lined. Sizes 35 to 44. Wednesday morning at \$12.95.

## Beautiful French Tartan Silk Blouses \$3.95 A Very Special Price For Wednesday

The Tartan Plaid is always most effective for fall wear, and here is a charming assortment of six different plaids, featuring navy, Copenhagen, red, green, etc. A most becoming tailored style, fastening with large smoke pearl buttons and having turn-back lapels, broad square sailor collar and turn-back cuffs. Sizes 36 to 44. Remarkable value Wednesday, \$3.95.

## 15,000 Books In a Big 4-Day Sale

**Hundreds of Good Titles on Sale Wednesday The First Day of the Sale, at 30c**

Specially purchased months ago. Popular fiction offered at 50 per cent. below present day values. Many of these volumes are now out of print, owing to paper scarcity. Buy a liberal supply now. Per volume, 30c. Phone Main 7341. Any of the following books at 30c. **JACK LONDON.** The Road. Iron Heel. The Scarlet Plague. The House of Plague. John Barleycorn. The Call of the Wild. **MYRTLE REED.** Old Rose and Silver. A Spinner in the Sun. Flower of the Dusk. Lavender and Old Lace. The Master's Violin. **ETHEL M. DELL.** Knave of Diamonds. **SEWELL FORD.** Sidestepping With Shorty. Shorty McCabe. **GENE STRATTON PORTER.** Laddie. Freckles. Girl of the Limberlost. The Harvester. At the Foot of the Rainbow. **JEAN WEBSTER.** Daddy Long Legs. Jerry. **ROBT. W. CHAMBERS.** The Fighting Chance. **BARONESS ORCZY.** Beau Brocade. The Bronze Eagle. By the Gods Beloved. **GEORGE B. McCUTCHEON.** Graustark. Beverly of Graustark.

**Odd Titles Included at 30c** **Queed,** by S. H. Harrison. **The Bean Bowl,** by Joseph Vance. **At the Villa Rose,** by A. E. W. Mason. **A Knight on Wheels,** by Ian Hay. **Lovely Mary,** by Alice Hegan Rice. **Lady of the Decoration,** by Francis Little. **The Man on the Box,** by Harold McGrath. **Oh Christmas,** by J. J. Bell. **Pigs in Flig,** by E. Butler. **Penrod,** by Booth Tarkington. **Richard Chatterton,** by Ruby Ayres. **Rebecca of Sunnybrook Farm,** by Kate Douglas Wiggin. **Shepherd of the Hills,** by Harold Bell Wright. **The Trail of '98,** by Robt. W. Service. **Tombarron,** by Frances Hodgson Burnett.

The Robert SIMPSON Company Limited