

The SIMPSON Company Limited



Today at the Simpson Store

Women's Smart Tailored Suits of the Better Kind

To the woman who dresses with fine discrimination these smartly tailored suits will make a strong appeal. Made of fine serges, wool poplins, broadcloths and wool velours in the new autumn shades of Burgundy, beet-root, amethyst, taupe, navy and black, with full three-quarter length coats, belted and relieved by bandings and collars of seal, mole, sable and plush, and lined with excellent quality silk or satin. Sizes 34 to 42. Prices \$35.00 to \$67.50.

Serge Dresses in Many Styles \$18.50 to \$30.00

Simple, straight and serge is the latest word in the autumn utility costume. These dresses are shown in pleated effects with normal waistline and tunic or draped skirts. A chic finish is given by embroidery and novelty buttons. Colors are black, navy, grey, Burgundy, brown and green. Sizes 34 to 42. Price \$18.50 to \$30.00.

Youth, Charm, Simplicity Expressed in These Misses' Dresses

A straight serge dress that has its side pleated skirt attached to a charming bodice in bolero effect; has also a large cream serge collar and long pointed cuffs; large novelty buttons add a simple decoration to the bolero at the waistline; colors navy and black. Price \$22.50. Another delightful model that is shown in navy, black, Burgundy, brown and green serge has a box-pleated skirt attached to bodice at normal waistline; features that make it truly something different being the extensive use of military braids on bodice, sleeves and broad straight belt; also the large white tulle collar. Price \$22.50.

Men's All-Wool Sweater Coats Splendid Value \$4.89

These sweater coats are the kind that keep warm inside and look good outside. They are made in real heavy all-wool yarn, knitted in fancy stitch, having double-knit storm collars and heavy elastic rib cuffs. Included are such good colors as light or dark grey, maroon, brown, etc. They are made with two pockets. Sizes 34 to 44. Special value today at \$4.89.

Men's Khaki Flannel Shirts, with pockets, separate collar or with collar attached. Made in long, roomy size, with double-sewn seams. Sizes 14 to 17. A remarkably good value at \$2.00.

Men's Sanitary Fleece-lined Underwear, shirts and drawers, in good weight, having soft, fleecy lining, making excellent garments for Fall and Winter wear; are warm and non-irritating. Sizes 34 to 42. Per garment \$1.00.

Wonderful Values in Whitewear and Underwear

All-wool Combinations. They are made of a beautiful soft quality, finely ribbed, pure all-wool, in a natural shade; just the right garment for elderly women; made with high neck, button front, and long sleeves; ankle length drawers; sizes 34 to 38. Regularly \$4.00. Today, half price \$2.00.

These are a special lot we bought from a high-class manufacturer in the proper weight for these chilly nights. They are made of lovely soft yarn in a silk and wool mixture, in low neck short sleeves style; finished with dainty beading and draw strings; sizes 34 to 42. Regularly \$1.75. Today \$1.25.

Nightgowns, 85c. In three dainty slip-over styles of a fine even quality nainsook. Some have yokes of Swiss embroidery medallions or lace edgings, others have pretty Swiss embroidered yokes in small neat patterns with silk ribbon draw strings and narrow edgings to finish neck and short sleeves. Special value \$1.25.

Other Cabinets at \$1.75 and \$1.95. Bathroom Stools, white enameled finish, four rubber-capped legs \$1.69.

These models will be found the names of many of the most famous makers of New York and Paris, names renowned the world over, such as Lewis, Marguerette, Leone, Marie Guye, Lewison and Georgette; and in the New York models will be represented the best Fifth Avenue authorities so familiar to the majority of women; among these are Bendel, Kurtzman, Rawak, Earl, Farrington & Evans, Moorhead & Jardine, and other well-known milliners.

These models are the latest word in styles, workmanship and exclusiveness in design. They have been our inspiration and authority for our fall styles, and today will be sold at half price.

Twenty Very Important Specials From the Semi-Annual Notion Sale

- General Purpose Scissors, 7 1/2 and 8-inch sizes. Sale price, pair \$1.50.
- Roll Tape, white only, 4-yard pieces. Sale price, 4 for \$1.00.
- Hurricane Hairpins, 100 to box; black only; assorted lengths. Sale price, 2 for \$1.50.
- Mending Wool, black and tan, full length cards, best English spun. Sale price, 5 cards \$1.00.
- Dexter's Colored Knitting Cotton. Sale price, 2 balls \$1.00.
- Crochet Hooks, all sizes, with point protector. Sale price, each \$1.00.
- Hooks and Eyes, guaranteed rustproof; black and white; all sizes. Sale price, 6 cards \$1.00.
- Shoe Laces, 36-inch, best mohair lace; black only. Sale price, six pairs \$1.00.
- Hair Nets of real human hair. Sale price, 2 \$1.00.
- Coats' Mercers' Crochet Cotton, white only, all sizes. Regular 1lb ball. Sale price, dozen \$1.00.
- Linon Buttons, assorted sizes. Sale price, 3 cards \$1.00.
- Straw Cuffs, for protecting the shirt sleeves. Sale price, 3 pairs \$1.00.
- Challenge Pins, 200 best plated pins to sheet. Sale price, five sheets \$1.00.
- Heavy Wrapping Cord, 7 oz. balls. Sale price, 2 for \$1.00.
- Gettings, black and white, 2 in. wide. Sale price, 2 yards \$1.00.
- Eastwest Dress Shields, sew-in style; sizes 3 and 4. Sale price, 2 pairs \$1.00.
- Cellar Sumpets, adjustable, finished with pearl, turquoise or brilliant pins. Sale price, 3 cards \$1.00.
- Stocking and Vest Dryers, made of heavy wire. Sale price, each \$1.00.
- Shoe Laces, 36-inch, best mohair lace; black only. Sale price, six pairs \$1.00.
- Hair Nets of real human hair. Sale price, 2 \$1.00.
- Coats' Mercers' Crochet Cotton, white only, all sizes. Regular 1lb ball. Sale price, dozen \$1.00.
- Linon Buttons, assorted sizes. Sale price, 3 cards \$1.00.



Queen Quality SHOES
As Illustrated— Patent colt v a m p, with neatly perforated tip; 8 1/2 in. cinnamon buck top, blind eyelets, Goodyear welted sole, and graceful leather heel with vanity plate. 18.00

The above is a new fall Queen Quality Boot of excellent quality and attractive appearance. The sharp, shapely, thin lines give this boot an exceedingly graceful appearance, and the correct designing assures unsurpassed comfort. Queen Quality superiority is manifested in every detail of manufacture, each detail being the result of years of experience in meeting the exacting demands of a most particular patronage. Queen Quality Shoes wear reasonably long, therefore they are inexpensive to buy even at higher prices.

Heavy Cotton Eiderdown, 29c Yard

Soft, fleecy, Warm Eiderdown for kimono, dressing gowns, sacos, soldiers' bed socks, etc. Plain shades of pale blue, grey, pink; also spot and figured designs; 28 inches wide. On sale today for less than the present wholesale price. Per yard \$29.

Corded Poplins, 40 inches wide; cream, champagne, khaki, sky, Copen, coral; suitable for dresses, skirts, children's wear, curtain drapes and linings; "haz" colors. Regular 90c. Today 25c.

Swiss Dot Marquettes, 40 inches wide; a high-class fabric, in rose, pink, mauve, cadet and sky; suitable for evening frocks, children's party dresses, etc. Has been selling this season at 75c. Today \$39.

Thousands of Pieces of Bathroom Fittings in a Remarkable Clearance Sale

A general clearance of many lines, including "The Brass-crafters" high-grade fixtures of recognized merit for superiority of design, workmanship and finish. In many cases these sale prices would not buy the brass above at present prices. The following is but a small list of what will be on sale today:

- Bath Showers, a very complete outfit, with large ring shower, curtains and tube ready to attach to bath tub faucet. Today \$10.00.
- Mirrors, best French bevel plate, with nickel-plated, brass or white enamel frames; oblong and oval shapes, in medium and large sizes. Mirrors worth \$12.50 to \$15.00, today \$10.00; mirrors worth \$6.50 to \$9.00, today \$5.00.
- Medicine Cabinets, a good big size, substantially built of well finished hardwood, with large beveled plate glass mirror in door; a good \$7.00 cabinet. Today \$3.98.
- Other Cabinets at \$1.75 and \$1.95.
- Bathroom Stools, white enameled finish, four rubber-capped legs \$1.69.
- Tumbler Holders, Combination Soap and Tumbler Holders, Tooth Brush Holders, Soap Dishes, Match Holders. These and many miscellaneous pieces to sell today at Half Price.
- Basin Stoppers, 1, 1 1/2 and 1 3/4-inch sizes. Today, each \$1.00.
- Towel Bars, nickel-plated steel, 14, 16 and 18 inches long. Today, each \$1.19.
- Knickerbocker Bath Sprays, with brush to attach to faucet. Reduced from \$2.35. Today \$1.49.
- Opal Glass Towel Bars, with nickel-plated brass posts. Size of bar 1 x 18 and 1 x 20 inches. Today \$1.98.
- Toilet Paper Boxes. Reduced from \$2.00. Today \$98.
- Towel Bars, Reduced from \$4.50 and \$6.00. Today \$2.95.
- Comb and Brush Trays, nickel-plated brass, open patent. Reduced from 85c. Today \$69.
- Glass Shelves, complete with nickel-plated brass brackets and screws; size of shelf 5 x 18 inches, today \$1.25; 5 x 24, \$1.50; 5 x 30, \$1.75.

Fashionable Autumn Silks in the Best Shades

Six Special Values for Today

- 400 yards of Natural Shantung Silks, guaranteed perfect washing and wearing weaves. Special value, per yard \$1.00.
- 800 yards of yard wide Ivory Habutai Silks, extra firm weaves. Special value, per yard \$1.00.
- 1,000 yards of Firmly Woven Wide Vale Sulling Cord Velvets, in a complete range of staple shades and in the lighter tones for sport coats; 27 inches wide. On sale, per yard \$1.00.
- Hand-cut Chiffon Cord Velvets, the finest obtainable for suits, separate skirts and coats, 27 inches wide. Our \$2.00 qualities. On sale, per yard \$1.00.
- 400 yards of the richest Black Sulling Satin. Specially priced, per yard \$2.44.
- In All-silk Crepe de Chine we offer our \$1.50 quality and many odd pieces in \$1.50 quality, colored and ivory, French, Swiss and Venetian makes, at per yard \$1.33.

These Handsome New Coatings and Suitings Will Be Best Bought Now

New Materials for Suits—Broadcloths, velours, gabardine, tricotine, satin twills, drupe-superbe, in the lovely new shades of taupe, java, beet-root, purples, Burgundy, marie, heaver, Normandy and Japan blues, flame, navy, etc. Yard, \$3.50, \$4.00 and \$5.00.

Special Showing of Coatings For Baby and Misses' Wear

In our Cream Section in baby blues, reds, cream, grey, tan, navy, cardinal, in tulle, polo, chin-chilla, Bedford cords, bear cloth, etc. Per yard, \$2.00 to \$2.50.

Dusting Caps at 9c

1,000 Dusting Caps, in a variety of cotton fabrics, such as Japanese crepe, flowered crepe, dark or light percale, fine gingham, striped prints and crossbar muslins, made in a smart style with turned back front with elastic in back. You could not buy the material for the price. Today, special \$9.



Boots for Misses, Boys and Younger Folks

For Little Lads—200 pairs of gummetal Blucher boots, made on machine round toe style, with good weight McKay sewn soles and low heels. Sizes 3 to 10 1/2. Today, special \$2.19.

Babies' Boots, in button and lace styles; red, blue, pink, black, white and combination colors, soft soles, full wide fitting boots. Sizes 0 to 4. Regular \$6.00 and 75c. Today \$4.00.

Girls' Button and Lace Boots, in gummetal and dongola kid leathers, on natural wide toe shape, with patent topcap, medium weight sole and spring heel. Sizes 5 1/2 to 7. Today \$1.29.

Boys' Grain Blucher Boots, with solid leather standard screw soles, full fitting round toe, solid leather heel. Sizes 1 to 5. Today \$2.69.

An ultra-smart style is the misses' "Daintymaid" high-top lace boot of vicid kid, designed with nobby broad toe and neat perforated tip; having medium heavy McKay sewn sole and broad comfortable heel. Sizes 11 to 2. Price \$4.00.

Another "Daintymaid" misses' boot for Fall has vamp of soft flexible patent leather and top of fine calf, showing comfortable wide toe; made with medium weight sole and broad flat heel; for street, dress or school wear this is a very practical boot. Priced to meet with the approval of economical mothers \$3.75.

Blouses Of Crepe de Chine, Lace, Ninon and Habutai Silks Half Price

We have prepared for today's early morning business about 75 pretty blouses, in a variety of Georgette, crepe de chine, lace, Ninon and Habutai silks, as well as a few of the more plain styles in heavy habutai washing silk. These blouses are in white, black and a good range of wanted colors. Sizes 34 to 42 in the lot. Regularly priced \$3.95 to \$4.00. Today, half price.

Women's Kimonos of Crepe at 89c

Women's Well-made Perfectly-fitting Kimonos of crepe, in white or mauve, with collar, three-quarter sleeves and elastic at wrist. Sizes 35 to 45. Regularly priced \$1.50. Reduced for today \$89.

The SIMPSON Company Limited Big Warm Blankets

of All-Wool, Pair \$9.45 Regular \$11.00

White Blankets of all-wool Saxony; lovely soft quality; weight 7 lbs.; size 64 x 84; pink or blue borders. Sale price, today, per pair \$9.45. Regularly \$11.00.

Big Values in Flannelette Today

A range of neat striped Flannelette for pyjamas, shirts, etc.; 34 in. wide. Regularly 25c yard. Today, per yard \$20.

White Flannelette, 30 in. wide. Clearing today, per yard \$15.

White Saxony Flannelette, 35 inches wide, evenly napped quality, 32 inches wide. Regularly \$18. Today \$19.

Butter Crocks

Heavy Salt-glazed Straight Side Butter Crocks, without covers. Phone orders filled. No mail orders.

5-lb. size. Today, each \$13. 10-lb. size. Today, each \$25.

Phone Main 7841 for Fruit Jars

Pints, per doz. \$75. Quarts, per doz. \$85. Half-gallons, per doz. \$95.

6-oz. Tin Top Jelly Glasses, per doz. \$40. 8-oz. Tin Top Jelly Glasses, per doz. \$50.

Red Rubber Jar Rings, per doz. \$10. Black Rubber Jar Rings, per doz. \$5.

Glass Tops for Crown Jars, per doz. \$20. Metal Rings for Crown Jars, per doz. \$20.

Book Special \$1.25 Edition for 60c

"Somewhere in Red Gap," by Harry Leon Wilson, author of "Ruggles of Red Gap," etc.

Toilet Goods the Soldier Boys Want

Every soldier at the front and at home should have one of these packages.

Each package contains 1 cake Carbolic Soap, 15c; 1 cake Helix Toilet Soap, 15c; 1 shaving stick, 15c; 1 cake Talcum Powder, 25c; 1 tube Tooth Paste, 15c; 1 Tooth Brush, 25c. Every article of standard quality and complete, ready for mailing, for 1.00.

The following list of Household Necessaries at prices sure to attract: Cattle Soap, in cakes, per doz. \$3. Ivory Soap, cake, 6c and 10c. Wheel's Carbolic, Regular 6c. Special 4 for \$1.00.

Peroxide Bath Soap, Regular 15c. Special 2 for \$1.00. H. and H. Soap, for carpets. Regular 15c. Special 2 for \$1.00. John Knight's Toilet Soap, 3 in box. Regular 15c. Special box \$1.00. Osmoclear and Olive Oil, Bismark, Ontario, Regular 40c dozen. Special, dozen \$1.00.

Shampoo Powders, 7 in box. Regular 15c. Special \$1.00. Lilia Talcum, Regular 15c. Special 11 Violet Chin Chin Talcum, Regular 15c. Special 2 for \$1.00. Violet Ammonia, Regular 15c. Special \$1.00. Toilet Brushes, Apollo quality. Regular 15c. Special \$1.00. Orange Tooth Paste, Regular 15c. Special \$1.00. Handle Buttonhooks, Regular 15c. Special \$1.00. Hair Brushes, 10 in box. Regular 15c. Special \$1.00. Ebony Finish Hair Brushes, Regular 15c. Special \$1.00.

Toilet Paper

5,000 rolls Fine Smooth Toilet Paper, 5 \$23. 5,000 rolls for \$1.00.

Smart, Exclusive, Stylish

Small Black Tailored Suit Hats for the Well-dressed Young Woman. Prices \$15.00 to \$20.00.

The ever-increasing demand for a hat, tailored to suit the younger women, for dress or motor wear, has forced us to exert unusual effort to make this showing of stylish millinery meet this long-felt need. Come and see the new small hats that will be displayed today at

\$15 to \$20

Second Day of the Sale in the Boys' Clothing Dept.

This Two-day Sale will be long remembered for the quantity and the character of the merchandise offered, as well as for the low prices. For the second day of the sale we repeat the following money-saving special values:

\$4.98 For Boys' Handsome Suits of English Tweeds and Beautiful Worsteds

283 suits, specially priced for today's selling, and you will do well to purchase from this lot; single-breasted Norfolk style, with yoke, pleats, and belt at waist; full fitting bloomers; a splendid selection of richly woven cloths to choose from in rich greys, browns and navy blues. Very special value. Sizes 25 to 34. Ages 7 to 16 years. Value \$6.50, \$16.00 and \$27.50. Sale price \$4.98 today.

\$7.35 For Boys' Imported Tweed Suits That Are Worth More Than \$9.50, \$10.50 and \$11

210 suits that are tailored in the very newest styles, of pinch-back and fancy models from rich shades of brown and grey imported tweeds, also navy blue serges. These are mostly simple suits, and every one is a wonderful value. We would suggest early buying, as in many cases there are only one and two suits of a pattern. Sizes 26 to 35. Ages 8 to 17 years. 7.35 Sale price.

\$6.95 For Boys' Well-tailored Shower and Windproof Raincoats

We have decided to clear out the balance of our Boys' Double-purpose Overcoats, therefore this exceptionally low price. They are single-breasted style, in grey and fawn mixed check, with convertible collars, storm tabs on sleeves and loose-fitting box back. Fancy check rubberized linings. For boys 8 to 17 years. Regular \$9.95 \$11.50 to \$13.95. Special at \$6.95.

\$10.95 For Boys' Hand-tailored Suits, Worth \$13.50 to \$15

110 suits that are especially well-tailored and beautifully designed, in fancy pinch-back and Norfolk styles, with full-fitting bloomers; all-wool Scotch and English cloths, in a splendid selection of weaves and colorings; serge lined. Sizes 27 to 36. Ages 8 to 18 years. Sale price \$10.95.

\$5c For Boys' Bloomers
Full-fitting Bloomers, tailored from serviceable grey and brown winter weight tweeds; strongly sewn seams; wide and back pockets; warm linings, and strap and buckle at knees, for boys 6 to 16 years.

\$2.95 Small Boys' Suits \$2.95
Suits for boys 3 to 9 years; cut from strong wearing tweeds, in grey and fawn check patterns; single-breasted, with lay-down collar and belt at waist; warm linings; straight knickers, lined. Sizes 3 to 9 years. Special \$2.95.

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