

Telephone Main 7841

1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919 Market Adelaide 6100

# At SIMPSON'S--Showing New Winter Millinery, Today



**Exclusive Models from Paris, New York and our own designers--revealing to an unlimited degree the marked tendency of Fashion toward richness and warmth of coloring, brilliance of fabrics and unique originality of design.**

Glittering jet vies with gleaming metal and Oriental brocades, frosted flowerets enhance luxurious seal, mole, squirrel or beaver; monkey fur drips its long strands about crowns of ribbon brocade—one glorious combination and another achieving effects hitherto undreamed of, and forming a collection of exclusive model hats surpassing in elegance, becomingness and bewitching appeal.

Large drooping effects in both brims and trimmings are seen in theatre, dance and tea hats, while toques and turbans are in favor for tailored and motor wear.

## A Clever French Toque of Grey Squirrel

—gains the newly-adopted high effect from a striking bow of heavy grey faille ribbon.

The most adorable dance hat from Martha Yerles' has a deep head band of kolinsky, a brown lace brim and a mere puff of satin for a crown.

## Glittering with Black Jets

—in crown and broad brim and touched with monkey fur is another beautiful dress hat.

Picture, too, the fascination of a French blue and gold turban applied with huge blue velvet flowers.

Simpson's—Second Floor.

## Beaver, Mole, Seal and Squirrel

—are the furs emphasized, and many and wonderful are the toques that are fashioned from them.

For instance, a glorious set comprises a hat of taupe and gold brocade with upturned brim of mole, mole handbag and mole scarf, brocade lined.

These and other glorious models present a display you must see to appreciate. In the French Room, today.

## Entertaining Reading for the Long Fall Evenings

The Most Popular Fiction of Today

75c

By the Best Known Authors

Choose from this selected list today:

- |  |  |  |
|--|--|--|
| Tarzan of the Apes, by Burroughs.            | Sin of the Children, by Cosmo Hamilton.  | Molly Make Believe, by Hallowell Abbott.         |
| Tarzan and the Jewels of Opar, by Burroughs. | Simon the Jester, by W. J. Locke.        | Salt of the Earth, by Sidgwick Gray.             |
| Unpardonable Sin, by Rupert Hughes.          | Halcyone, by Elinor Glyn.                | Gray Dawn, by Stewart E. White.                  |
| Adventures of Jimmy Dale, by F. L. Packard.  | Bolted Door, by George Gibbs.            | Road of Ambition, by Elaine Sterne.              |
| Silent Legion, by J. E. Buckrose.            | Circular Staircase, by Mary R. Rinehart. | Triumph, by Will N. Harben.                      |
| Anne's House of Dreams, by L. M. Montgomery. | Amazing Interlude, by Mary R. Rinehart.  | Girl of the Limberlost, by Gene Stratton Porter. |
| Miss-Million's Maid, by Berta M. Ruck.       | Long Live the King, by Mary R. Rinehart. | Miss Billy's Decision, by Eleanor Porter.        |
| Right of Way, by Gilbert Parker.             | Lifted Veil, by Basil King.              | Miss Billy Married, by Eleanor Porter.           |
| T. Tembarom, by F. H. Burnett.               | Cappy Ricks, by Peter B. Kyne.           | Just David, by Eleanor Porter.                   |
| Way of an Eagle, by Ethel M. Dell.           | Lion and the Mouse, by Charles Klein.    | Barbarians, by R. W. Chambers.                   |
| Knave of Diamonds, by Ethel M. Dell.         | The Traitors, by Thos. Dixon.            | We Can't Have Everything, by Rupert Hughes.      |
| Mistress of Sherston, by F. M. Barclay.      | King Spruce, by Holman Day.              | Martha By the Day, by Julie M. Lippmann.         |
| Derelicts, by W. J. Locke.                   | Friendly Road, by D. Grayson.            | Making Over Martha, by Julie M. Lippmann.        |
| Jaffery, by W. J. Locke.                     | Arms and the Woman, by Harold McGrath.   | On With Torchy, by Sewell Ford.                  |
|  | Double Traitor, by Oppenheim.            | The Harbor, by Ernest Poole.                     |
|  | The Harbor, by Ernest Poole.             |  |

Well Printed and Cloth Bound. Phone Book Department, Main Floor.



## Housefurnishings, Including Furniture, Linens, Lamps, etc., Specially Priced Today

### Double Bed Sheets \$6.75 Pair

64 pairs English Sheets, hemstitched or plain hemmed. Made from a good strong plain weave linen-finished sheeting. Size 70 x 90 inches. Regularly \$8.00 and \$8.50 pair. Today, special, pair, \$6.75.

### Extra Large Sheets, \$7.95 Pair

55 pairs hemstitched English sheets. Made from best quality plain weave sheeting. Extra large size for the wide beds—80 x 100 inches. Regularly \$10.00 pair. Today, special, pair, \$7.95.

### Embroidered Pillow Cases, \$2.35 Pair

Irish manufacture, with deep 2 1/2-inch hemstitched hems. Embroidered on good quality linen-finished pillow cotton in very dainty designs. Size 43 x 36 inches. Greatly reduced today, pair, \$2.35.

### Irish Linen Towels, \$2.95 Pair

The famous Old Bleach quality all-linen huckaback towels, hemstitched ends, with fancy damask borders. Size 22 x 38 inches. Extra special today, pair, \$2.95.

### Damask Table Cloths, \$4.95 Each

Beautifully finished table cloths, in an assortment of pretty bordered designs. Size 2 x 2 1/2 yards. Today, special, each, \$4.95.

### Table Napkins to match, 22 x 22 inches. Dozen, \$4.95.

### Baby Blankets

Fancy blankets, in a great variety of animal and floral designs. Pinks and blues, some silk ribbon bound. Prices, each, 85c, \$1.50, \$1.75, \$2.50 and \$3.50.

Simpson's—Fourth Floor.

### Special! Printed Cork Linoleum, 4 Yards Wide, \$1.29 Square Yard

Linoleum, made with linseed oil, cork, flour and gum, pressed on a painted canvas back.

Eastern carpet design, on a grey and white ground, with the design carried out in blue, gold, red and green. A dainty floral design on a light ground and two neat block designs, both on a light ground. This wide width will cover most rooms without a seam.

The surface is exceptionally well finished and these linoleums are thoroughly seasoned. Four yards wide. Today's price, square yard, \$1.29. Simpson's—Fourth Floor.

### Handsome New Table Lamps That Will Lend an Exquisite Air of Charm to Your Room

We have just received a large assortment of our new table lamps for living-rooms, dens, drawing-rooms and bedrooms.



At \$27.50  
This lamp is really a work of art—exquisitely finished in Pompeian gold, the tinting in the shade having a sunset effect. Suitable for living or drawing rooms, \$27.50.



At \$38.75

This larger lamp is more suitable for the den or large living-room. It is finished in Tuscan gold—the shade has amber panels, with floral effect. \$38.75.

### Lamps for the Bedroom, \$7.50 to \$21.00

In white enamel, silver, Tuscan gold, Pompeian gold and polished bronze, with decorated shades. \$7.50 to \$21.00.

### At \$10.00

### For Living-Room or Den

This lamp stands 20 inches high—the shade 12 inches wide. It comes in two finishes, old gold, brush brass and black. Exceptional value at \$10.00.

Simpson's—Sixth Floor.

### Simpson's Home-Lovers' Club

Housekeepers who are contemplating the purchase of additional furnishings for the home, but are delayed in putting their plans into execution because of the lack of sufficient funds to cover the complete cost of the goods, will find the

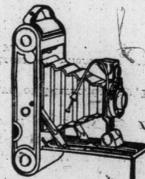
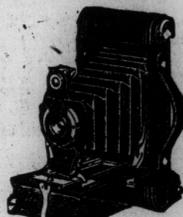
### Home-Lovers' Club

a splendid boon. Members of our club can secure possession of the desired articles on making a part payment in cash and arranging for the balance in a series of future payments. They can thus avoid months of delay in the enjoyment of a well-furnished home. Membership is open to all responsible people. It costs nothing to join, nor do you pay anything in addition to the prevailing cost price for the goods. For further particulars consult the Club Secretary, Fourth Floor.

### Have You a Kodak?

Perhaps no other possession will yield you such dividends of pleasure and satisfaction as a Kodak. It enables you to preserve the memory of the cherished incidents of your daily life. A Kodak does not require skill to operate—it is simple and inexpensive. Select yours from this list:

- |  |                         |
|--|-------------------------|
| 0 Box Brownie, \$2.90.                   | 2A Box Brownie, \$4.60. |
| 2 Box Brownie, \$3.35.                   | 3 Box Brownie, \$6.00.  |
| 2 Folding Brownie, \$10.25.              |                         |
| 2A Folding Brownie, \$11.25.             |                         |
| 2A Folding Brownie, R.R. lens, \$13.75.  |                         |
| Vest Pocket Kodak, single lens, \$10.50. |                         |
| Vest Pocket Kodak, R.R. lens, \$11.50.   |                         |
| Vest Pocket Kodak, F.7.7 lens, \$18.00.  |                         |



- |                                    |
|------------------------------------|
| 1 Kodak Jr., \$16.75.              |
| 1 Kodak Jr., F.7.7 lens, \$24.25.  |
| 1A Kodak Jr., \$18.25.             |
| 1A Kodak Jr., F.7.7 lens, \$26.75. |
| 3A Kodak Jr., R.R. lens, \$24.75.  |
| 3A Kodak Jr., F.7.7 lens, \$31.00. |

### Window Rods OF EVERY WANTED KIND.

"Brushed" Brass Flat Extension Rods, 20c to \$2.75 Each  
This make of flat curtain rods is becoming more and more popular as it becomes better known. Each rod carries with it a guarantee against sagging or tarnishing, and the new dull or "brushed" brass finish is very effective.

Sash Rods, extending from: 20 to 36 inches, each, 20c. 28 to 50 inches, each, 30c.  
"Goose Neck" or Curved End Rods, extending from: 16 to 28 inches, each, 40c. 28 to 48 inches, each, 45c. 36 to 63 inches, each, 55c.

Double Goose Neck Rods For use with side drapes, extending from: 28 to 48 inches, complete, 80c. 36 to 63 inches, complete, \$1.00.

Single Bay Window Rods. Sides extending from 26 to 40 inches. Centre extending from 28 to 50 inches. Set, \$1.50.

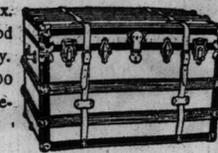
Special note—If any of your windows are wider than the above sizes, we can supply "extensions" which are made to fit in the centre of any rod, so that the largest window can easily be fitted. The extensions are 36 inches long. Priced, each, 30c.

Simpson's—Fourth Floor.

### Are You Going Travelling?

### Tourists' Trunks Are \$8.95 Today

Canvas covered, on large box. Two heavy cowhide straps. Good locks and fasts. Divided tray. Sizes 32 and 34 inches, \$11.00 and \$12.00 value. Today, special, \$8.95.



### Fabrakoid Club Bags, \$9.95.

High-grade club bags, made of fabrakoid, with double drop and high handles, reinforced corners, durable rubber cloth lining, with double pockets. Sizes 18" and 20". \$9.95.

Simpson's—Sixth Floor.

### Furniture for Bedroom and Living-Room

### \$11.75 Couch, \$9.75

Full spring seat—upholstered in imitation leather (Spanish). Regularly \$11.75. Today, \$9.75.

### Living-Room Chairs and Rockers, \$12.00

With deep spring seats, all over upholstered in good grade of artificial leather. \$12.00.

### Dressers, \$28.50

Mahogany finish—40-inch case, with two long and two short drawers. Fitted with large bevelled plate mirror. \$28.50.

### Chiffoniers, \$20.75

### Dressers, \$27.25

In pure white enamel, three large drawers, with wood pulls; shaped standards, with oval bevelled plate mirror. \$27.25.

### Chiffoniers, \$29.25

White enamel, four large drawers, oval mirror to match. \$29.25.

### Dressers, \$33.50

Of ash, golden finish. Two large and two small drawers, fitted with large oval mirror. \$33.50.

Simpson's—Fifth Floor.



The Robert SIMPSON Company Limited