

Telephone Main 7841

1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919

Market Adelaide 6100

Simpson's--Silks, Dress Fabrics and Wash Goods Underpriced Today

Store Conveniences For Visitors

People visiting Toronto are invited to include the Simpson store in their holiday plans. And when here, to take advantage of the conveniences provided for your comfort and utility, as follows:

- The Palm Room** on the Sixth Floor—a good place to dine.
- Information Bureau** on the Main Floor, Centre.
- Telegraph Station** and Free Parcel Check Room in the Basement, Centre.
- Post-Office** on the Street Floor, Centre.
- Women's Rest Room** on the Third Floor, Richmond side.
- Telephone Booths** conveniently located throughout the store.

We Prepay
Delivery Charges on all purchases of \$10.00 or over to any station in Ontario.

Sale Extraordinary!

Women's and Misses' Dresses at \$18.75

A Special Purchase of \$32.50 and \$35.00 Styles in Fine Serges and Wool Jersey

They were bought just for this great sale—hence are fresh and new. And they offer unsurpassed opportunity to the out-of-town shopper in town over the holiday.

A host of the latest modes for street, sports and dressy wear, in serge and wool jersey—tailored and button-trimmed or beautifully embroidered. Leading shades.

No exchanges, no refunds, no C.O.D.'s on these dresses. Today, 8.30 a.m., special, \$18.75.

Women's and Misses' \$22.50 Afternoon Frocks \$12.75

60 only—soft taffetas and lustrous satins—in many of which appealing combination with georgette and touches of contrasting color give charm. Mostly navy and black.

No exchanges, no refunds, no C.O.D.'s on these dresses. On sale today at the ridiculously low price of \$12.75.

Simpson's—Third Floor.

MISSES---

May Save \$10 Today on Smart Youthful Suits at \$35

They have been taken from \$45.00 stock—are wonderfully attractive, beautifully tailored and of excellent materials.

Many variations of semi-fitted, straight belted, box and Russian designs—smartened by braid, pin tucks and vestes.

Made from men's serge, gabardine, tricotine and wool poplin, in tan, walnut, shepherd checks, navy and black. No exchanges, no refunds, no C.O.D.'s on these suits. Today, \$35.00.

Come Early Today for These Misses' Coats, \$17.50

They Are \$25.00 to \$35.00 Styles, So Will Likely Go Out With a Rush

Besides, they are of velour—a fabric seldom seen in coats at such a low price. And the styles and colors are so charming and various as to delight you.

No exchanges, no refunds, no C.O.D.'s on these coats. Today, \$17.50.

Simpson's—Third Floor.



A Great Monday Clearaway of Smart Millinery at Reduced Prices

2500 Untrimmed Hats at 89c, \$1.19 and \$1.79.

Wonderful variety—hats for misses, children, young women or matrons. All representative of the season's smart and becoming styles.

Mostly in black, with an assortment of the best colors. Regularly \$1.75 to \$2.75. Today, 89c. Regularly \$2.25 to \$3.00. Today, \$1.19. Regularly \$2.75 to \$4.50. Today, \$1.79.

Extra! Leghorn Hats at 89c.

Only 100 of these, so be here at 8.30 a.m. sharp today. Sale price 89c.

Trimmed and Banded Hats, \$3.75.

A final clearance of many lines in Trimmed or Banded Hats—every hat of which was originally marked at dollars more than this very low sale price. An especially good variety of matrons' styles among them. Today only, \$3.75.

Sale---Crepe de Chine Camisoles, \$1.48

Charming models of rich crepe de chine, flesh or white, with dainty yokes of lace. Ribbon shoulder straps. Regularly \$1.95 to \$2.25. Extra special value, today, \$1.48.

Underskirts, Special at \$1.19.
Made of fine, soft, white cotton—deep flounce of Swiss embroidery and cotton underlay. Regularly \$1.95. Today, \$1.19.

White Cotton Drawers, 85c.
Wide umbrella style, with frill of lace or embroidery. Regularly \$1.25. Today, 85c.

White Lawn Band Aprons Half Price, \$1.00 for 50c.
Full size Band Aprons, of fine quality white lawn, with the strings of self. Wide hems. Today only 50c.



Women's Combinations, 63c.
Regularly 75c, 95c and \$1.00. Made of fine ribbed cotton, with low neck and no sleeves—some with lace yokes. Tight or wide knee drawers. Sizes 34 to 44 in the lot. Today, special, 63c. Simpson's—Third Floor.

Women! Buy Boots Today--- When Up to \$10 Kinds Are \$5.75

Button and Lace Boots, made from brown and black calfskin, also grey, white, brown and black kid—patent colt and other combination leathers. Fancy colored embroidered cloth—colored buck—black calf and kid uppers. Fancy welt and flexible McKay and hand-turned soles. Plain vamp and fancy toe and heel foxings. Cuban, Spanish and covered Louis heels. Every boot of superior workmanship and material. Values up to \$10.00. Today, \$5.75.

Women's Low Shoes at \$3.75.

Colonials, Plain Paris Pumps, Fancy Strap Slippers and Lace Oxfords—Choice of dozen different colors and leathers, brown, white, bronze and black kid, gunmetal and patent colt leathers. Plain toe shapes. Cuban and spool heels. Widths A to D. Sizes 2 1/2 to 7 in the lot. Regularly \$6.00 and \$6.00. Today, \$3.75.

Women's Countess Oxfords Reduced

Style 86 1/2—Brown Kid Lace Oxfords, with light McKay sewn sole and perforated imitation tip. Spanish leather heel. Sizes 2 1/2 to 7. Today, \$4.50. Also in Plain Pump—low heel. Sizes 2 1/2 to 7. Today, \$4.50. Women's Grey Kid Oxfords, \$1.75—Style 829—Medium shade, on long leather heel. Sizes 2 1/2 to 7. Today, \$7.75. Growing Girls' Patent Pumps—Style 567 1/2—Smart recede toe, plain vamp, light-weight sole and low heel. Sizes 2 1/2 to 7. Today, \$4.50.

M - E - N

\$6.00 and \$7.00 Boots at \$4.75.

Blucher and straight lace style. Havana brown, gunmetal and patent leathers. Wide, medium and English recede toes—leather and guaranteed rubber fibre soles. Military and low heels. Sizes 5 to 11. Values \$6.00 to \$7.00. Today, \$4.75. Simpson's—Second Floor.

WOMEN--- Will Find Remarkable Value in These Suits at \$37.50

Most of Them Were Originally Higher Priced, and All Are Exceedingly Smart

FOR INSTANCE—A Gashing grey tweed for travel, motor or street—gains added smartness from an inverted box-pleated back, deep buttoned pockets, and grey bone button trimming. Price \$37.50.

A CHIC NAVY SERGE TAILLEUR has braid-bound pleats, pockets, collars, and rows of black buttons for a pleasing finish—\$37.50.

VERY DRESSY IS A SUIT in stone grey tricotine. The box coat has a deep tuxedo hem between back and front panels that grows into great pockets—tuxedo collar and smoked pearl buttons. Price \$37.50.

As for Women's Coats

THE WOMEN'S COAT SECTION solves every coat problem for present and later wear. To aid the perplexed out-of-town week-end visitor in her hurried search for a smart coat at a moderate price, we quote the following:

At \$25.00—A striking belted top coat, in soft fawn wool velour, has pipings of Pekin blue velour and large two-tone buttons for chic.

At \$35.00—A jaunty cape of fine serge, in sand shades, has a clever coat front, with buckle-caught belt and bone button trimming.

At \$40.00—A beautiful dolman of soft velour, in the favored midnight blue. Trimmed with huge smoked pearl buttons, and lined with novelty silk.

At \$45.00—A stunning Pekin blue dolman, has cuffed hem, large envelope pockets and silk overcollar. Lined throughout.

Simpson's—Third Floor.

Heavy Habutai and Silk Moire

Petticoats at \$3.95

Regularly \$4.95 to \$8.50. Only 60 garments in the splendid assortment, marked for quick clearance. A variety of wanted colors in the lot, and clever tailored designs, with deep ruched or accordion-pleated flounces. Sizes 24, 26 and 28. Today, only \$3.95.

Spring Tonics Salines and Patent Medicines

- Burdock and Sarsaparilla 52
- Hamilton's Pills 25
- Quinine and Iron Wine 78
- Syrup of Hypophosphites 52
- Beef, Iron and Wine 68
- Parish's Chemical Food 37
- Blaud's Iron Pills 100 for 13
- Wedge's Effervescent Saline 52
- Citrate of Magnesia 25, 30, 1.00
- English Sherbet 25
- Apperit Saline 25
- Fruit-salves 33
- Dodd's Pills 31
- Pink Pills 37
- Gin Pills 37
- Baby's Own Tablets 18
- Hamilton's Pills 25, 50
- Household Liniment 15
- Sal Hepatica 32, 63, 1.25
- Bromo Seltzer 9, 21, 42, 78
- Listerine 24, 47, 89
- Glyco-Thymoline 26, 52, 1.00
- Sage and Sulphur 63, 48
- Dandelion 26, 52, 89

Extra Special

- Chloride of Lime 2 for 23
- 25c Riga Water 2 for 23
- 25c Headache Wafers 2 for 23
- 25c Kidney Pills 2 for 23
- 25c Cough Cure 2 for 23
- 75c Emulsion 2 for 78
- 10c Silver Polish 2 for 17
- 10c A.B.S. & C. Tablets 2 for 17
- 35c Colorite Hat Dye 19
- 35c Sunset Dye 19
- 15c Wormac Cleaning Fluid 3 for 19
- \$1.50 Air Pillows, special 75

Monday Savings on Children's Wear



Children's Princess Slips and Underskirts, 43c. Regularly 75c to \$1.15.

Of soft, creamy, white flannelette. Princess slips, with deep scalloped flounce of goods on skirts. Sizes 2 to 6 years in the lot. Regularly 75c to \$1.15. Today, only 43c.

Infants' Stockings, 59c.

Of fine ribbed white Australian cashmere wool. Seconds, with slight defects. Sizes 5 to 6. Regularly \$1.25. Today, 59c.

Children's Summer Combinations, 95c.

Of fine ribbed white combed cotton. Low neck, short sleeves or no sleeves. "New Mode" Harvey brand. Sizes 3 to 15 years. Special today 95c.

Children's Dainty White Pique Hats, \$1.35.

Lined with lawn. High four-piece crown, and deep shady scalloped brim. Sizes 20, 21 and 22. Exceptional value today, \$1.35.

Children's Pullover Sweater Coats, \$2.69.

Knit in pretty fancy weave of pure wool. Sizes 4 to 14 years. Colors French blue, with golden brown; coral, with Irish green; male, with black; Irish green, with black. Today \$2.69.

Simpson's—Third Floor.

In the Simpson Men's Store



Men's Outing Suits at \$14.75

Regularly \$18, \$20 and \$22

Two and Three-Piece Suits—Made from attractive tweed mixtures and home-spuns. Single-breasted, two and three-button, soft roll, semi and form-fitting models. Also regulation and novelty Norfolk models. Regular pockets with flaps and patch pockets. Some quarter and half lined—others lined throughout with wool, mohair or lustre. Sizes 33 to 44. Today, \$14.75.

MEN---

HERE ARE SOME FINE SUITS AT INEXPENSIVE PRICES

At \$28.00

Smart Grey and Black "Donegal" Tweed Suits, single-breasted, two-button, long soft roll lapels, semi-form-fitting models, regular pockets with flaps, sizes 36 to 42, \$28.00.

At \$30.00

Dark Brown Fine Finished Tweed Suits, with small invisible darker over-check pattern, single-breasted, three-button, soft roll conservative model, sizes 36 to 44, \$30.00.

At \$38.00

Dark Grey Worsted, with small novelty check pattern, single-breasted, two-button, soft roll peak lapels, form-fitting, slant pockets with flaps, sizes 36 to 44, \$38.00.

At \$50.00

English navy blue chevrot, single-breasted, three-button, soft roll semi-fitted model, regular pockets with flaps, four sizes, 36 to 42, \$50.00.

TROUSERS

For Business, Dress or Outing Wear.

White Duck Trousers—Five pockets, belt loops and cuff bottoms, sizes 31 to 44, \$1.75.

Khaki Duck Trousers—Five pockets, belt loops, side straps and cuff bottoms, sizes 28 to 44, \$2.00.

Tweed Trousers—A firmly-woven material—medium grey with neat, narrow stripe effects, sizes 32 to 44, \$4.00.

Worsted Trousers—Made from fine finished medium grey worsted, with neat black pencil stripe, sizes 32 to 44, \$7.50.

Simpson's—Main Floor.

The Robert SIMPSON Company Limited