

Store Opens Promptly at 8.30 a.m. **The Robert Simpson Company, Limited** Store Closes Exactly at 5.30 p.m.

Long Coats and Fur Collars Distinguish the Women's Imported Model Suits



That Fashion has left no stone unturned to make the autumn suits more stunning, more practical and warmer than ever before, is evinced by the exclusive New York models for women.

There are rich silver-tones, wool velours and gabardines in wood brown, rust, Pekin, Russian green, henna, navy or black.

Whether mannish-tailored, semi-tailored or extremely dressy, they boast great collars, cuffs, and bandings of Hudson seal, nutria, coon or coney, handsome silk linings, cosy interlinings and coats often more than knee length. Priced \$75.00 to \$115.00.

Misses' and Women's New Autumn Skirts

THAT DISPLAY THE VOGUE FOR STRAIGHT LINES, SMART TUNICS AND PANELS, AND FRINGE.

That Fashion is particularly interested in skirts this season is shown by a charming assemblage of exclusive autumn models. Satin, taffeta, charmeuse, serges, gabardines, velours, velvets and wool plaids are favored in an endless array of lovely colors and designs.

One smart model of rich satin, in taupe, grey, navy or black, falls in soft folds from beneath a deep yoke, uniquely pointed and button trimmed. In the Misses' Section. \$15.00.

A dashing skirt displaying the beauty of navy and sand wool tartan, also boasts many box pleats and great square pockets. Ornamented with glazed buttons. In the Misses' Section. \$25.00.

Of rich heavy black satin is one lovely dress skirt. Its chief beauty lies in an irregular rippled tunic, bordered with deep silk fringe. In the Women's Section. \$30.00.

Taffeta or charmeuse, in black or navy, composes a striking model, with loose back and front panels, edged with ball trimming. Short rippled cascades on the hips add charm. In the Women's Section. \$25.00.

AT 10.30 A.M. TODAY

Misses' Taffeta Silk Dresses Half Price

Smart afternoon frocks—excellent value even at the original price. Made from soft taffetas and foulards in a variety of lighter shades. Pretty draped panel and tunic style, with smart touches in the way of stitchings, embroidery, beading, georgette and fringe. Regularly \$20.95. Today, 10.30 a.m. sharp, \$10.48.

Misses' High-Class Fall Suits ORIGINAL, YOUTHFUL AND DISTINCTIVE

Simplicity, but not severity, marks the stunning suits for young women.

Coats vary from finger-tip to knee length, and reveal long graceful lines, smart stitchings, braid and buttons, and as often as not, cosy collars of seal plush or fur.

Velours, serges, gabardines and broadcloths fashion them in deep tones of burgundy, plum, navy, brown, Russian green, taupe, Oxford and black. Price, \$32.50 to \$55.00.

Good Positions Now Open Offer splendid opportunities to Women and Misses who would like part time employment on **Fridays and Saturdays** The Robert Simpson Co., Ltd.

Distinctive New Fall Coats for Women

Velours, plushes, chevrons and Whiteins in an exceeding great variety of attractive designs make a collection worthy of every woman's attention.

One lovely model of Lister's seal plush, is in full style that can be worn with or without its straight belt. Lined throughout. Price, \$27.50.

Cosy velour in burgundy, navy, plum and taupe, fashions a clever coat with novelty belt and pockets, elbow cuffs and plush-trimmed collar. Price, \$35.00.

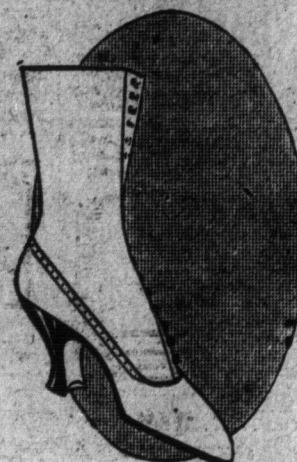
The enormous capette collar of two-toned or beaver plush gives charm to a lovely velour coat in taupe or green. Price, \$35.00.

Remarkable Savings on Boots for Men and Women---Close-Out of the Two Days' Sale

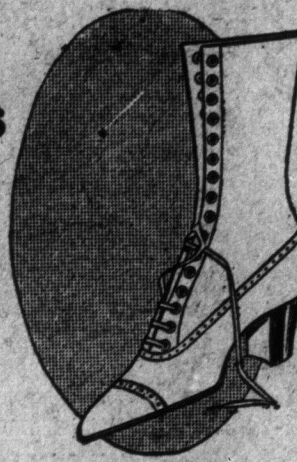
No Mail Orders---No C.O.D.'s---No Phone Orders---No Refunds or Exchanges

EXPLANATORY NOTE---There would be no shoes remaining in the sale had not a huge shipment arrived ahead of time unexpected and swelled our original stocks enormously. It was utterly impossible to dispose of such a phenomenal lot in two days, so today will see the grand clean-up of every pair left in the sale, without a single exception whatsoever.

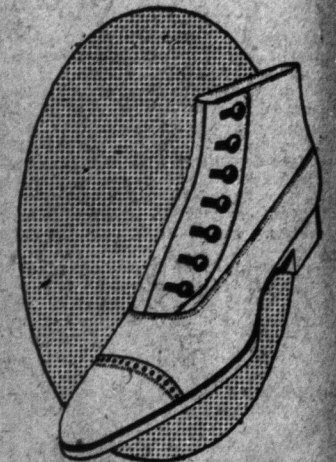
All the boots are in correct styles for Fall and Winter wear. The opportunity is truly remarkable and ought to bring crowds of shoppers early this morning.



Women's Boots \$6.45 Pair



Men's Boots \$5.45 Pair



\$8.00 to \$13.00 Queen Quality and Novelty Samples---Sizes 2 1-2 to 7

NEARLY EVERYTHING YOU COULD WISH FOR---black, grey, brown and other colors---kalf and patent leather. Newest styles, with high tops---fancy and plain vamp.

CHOICE OF GOODYEAR WELT OR MCKAY SEWN SOLES. SPANISH, CUBAN AND LOW HEELS.

No matter how discriminating a woman or miss may be, she will surely find the shoes of her choice among this excellent assortment. Sizes 2 1/2 to 7. Regular value \$8.00 to \$13.00. Any pair, today, \$6.45.

A Real Saving of Not Less Than \$2.00 or More on Every Pair

CHOOSE FROM FIFTY TO SIXTY DIFFERENT STYLES. Many sample boots included---that means extra quality, for samples are better made than regularly stock boots. Boots come in fashionable models for fall and winter wear---good looking and expertly made.

COLORS AND BLACK CALF, KID, PATENT AND STORM CALF LEATHERS, IN THE SMARTEST STYLES OF THE SEASON.

Heavy and light soles, Goodyear welt. No man who needs boots and has money in his pocket can afford to miss this wonderful chance to buy new boots today, the final close-out day, at pair, \$5.45.

Just Today and Tomorrow to Share in The Sale of Notions

Today and Tuesday remain in which to benefit by the money-saving opportunities offered in this most successful semi-annual event.

Women's Satin Pad Hose Supporters, in black and colors. Sale price, 25c.

Simpson's Special Box of Wire Hair Pins, black only, 100 count, invisible and plain. Sale price, 2 boxes for 15c.

Locket Safety Pins, guarded coil, 12 assorted pins to card. Sale price, card 5c.

Wooden Coat Hangers. Sale price, 2 for 15c.

Gold Medal Knitting. In white. Sale price, 3 balls for 25c.

Bone Underwear Buttons, two-hole. Sale price, 2 dozen for 5c.

White Celluloid Knitting Needles, four to set. Size 10. Sale price, set, 17c.

Wooden Stocking Darners. Sale price, 2c.

Women's Boot Laces, finest quality, 72 inches long---tan, grey and champagne. Sale price, pair, 15c.

Men's Tan and Black Boot Laces, finest quality. Sale price, 3 pairs for 25c.

Men's Elastic Arm Bands. Sale price, 14c.

King Collar Buttons, with pearl back. Sale price, 3 for 25c.

Mending Tissue. Sale price, 6c.

R.F.C. Mercer Mending, in balls, suitable for "walk" hose. Sale price, 3 balls for 14c.

Daisy Corset Laces, 3 to 10 yards long. Sale price, 13c.

Kitchener Waist and Hose Supporters. Sale price, 22c.

Sanitary Towels, 3 to box. Sale price, 32c.

Sanitary Aprons. Sale price, 25c.

Men's Navy Blue Trousers \$6.45

WELL TAILORED and finished, with five pockets, and belt loops. Very likely you can match your blue coat and vest with a pair of these high-class trousers. Today, \$6.45.



Youths' Odd Trousers \$2.25

Sizes 27 to 31. Serviceable and well made from dark tweeds---five pockets, and belt loops. Only 50 pairs today, at \$2.25.

MEN'S LONG MUNITION OR FACTORY DUSTERS, of strong tawn drill---close-fitting collar---patch pockets and detachable buttons. Sizes 38 to 46. Today, \$2.25.

THE JIFFY-ALL and overall can be put on and taken off in a minute. Oil-proof and waterproof. Sizes 34 to 46. Today, \$3.00.

New Seamless Wilton Rugs \$82.50 to \$132.00

Wonderfully attractive are these new rugs made in a very close weave, with thick, deep pile and fine back. Copies of Persian designs, or in plain colors, with narrow borders. Artistic and durable. Size 8' 3" x 10' 6", at \$82.50 and \$115.00; size 9' x 12', at \$90.00 and \$123.00.

Scotch Tapestry Rugs, \$14.95 to \$23.75. An immense stock of these serviceable Rugs, including designs and colors suitable for living-room, dining-room or bedroom. Reliable quality. Size 7' 6" x 9', at \$14.95 each. Size 9' x 9', at \$17.25 each. Size 9' x 10' 6", at \$20.50 each. Size 9' x 12', at \$23.75 each.

Heavy Axminster Rugs, \$7.50 to \$12.25. A deep pile Axminster Rug, in good Oriental patterns and soft colors, suitable for room and hall. Size 2' 3" x 5', at \$7.50 each. Size 3' x 6', at \$12.25 each.

Oilcloth for Stairs and Passages, 30c, 35c, 40c, 45c and 50c Per Yard.

Designs and colors in both canvas back for stairs and painted back for passages. Canvas back, 13" wide, 30c per yard; 22" wide, at 40c per yard. Painted back, 18" wide, at 35c per yard; 22" wide, at 45c per yard; 27" wide, at 50c per yard.

(Simpson's---Fourth Floor.)

Dine in Simpson's Palm Room Restaurant

These crisp Autumn mornings one's appetite needs satisfying with substantial food. It is this, combined with excellent cooking and good service, that makes the Palm Room the popular place that it is.

Canada Food Board License No. 10-4322. BREAKFAST, 8.30 to 10 a.m. DINNER, 11.30 a.m. to 2 p.m. AFTERNOON TEA, 3.00 to 5.00 p.m. A LA CARTE LUNCHEONS at all hours---Sixth Floor.

Splendid Savings in the Basement Sale Today

Every homekeeper interested in saving time, energy and money, as well as safeguarding the health of the family, will profit immensely by coming to the Basement Sale today. Here she will find just such equipment as every well-kept home requires, and, as you can easily see, the savings are too good to ignore.

8.30 Special Bread \$2.00 Bread Boxer 98c Each. Think of it! Less than half price! These Bread Boxes have white enameled finish, and round corners. Size 12 x 9 1/2 x 10 1/2 inches. 100 only to sell this morning at 8.30, for each, 98c. No phone, mail or C.O.D. orders for these.

WEAR-EVER ALUMINUM Aluminum Tea Kettles \$3.75. 1-qt. size---500 to sell today at about \$2.95. 5 1/2-qt. size, today, \$3.75. 8-qt. size, today, \$3.75.

Wash Boards 35c. Wash Boards with metal face---full size. Today, 35c.

Clothes Wringer \$6.69. The Viking Clothes Wringer, has ball bearings, warranted grade rubber rolls, 11 inches wide, enclosed cogs, a very serviceable wringer. Today, \$6.69.

Ash Sifters \$3.75. The Banner Dustless Ash Sifter, saves coal. It is dustless in operation---serves also as an ash can. Made of heavy galvanized iron. Today, \$3.75.

Wash Boilers \$1.95. Copper Bottom Wash Boilers with heavy tin wash and cover. No. 5 or No. 9 size. Today \$1.95.

Chamber Pails \$1.10, \$1.39. Chamber Pails, made of galvanized iron---with cover, 10-quart size \$1.10; 15-quart size, \$1.39. Today 95c.

Coal Scuttle 49c. Coal Scuttles---Black japanned steel, today 49c. Galvanized iron, 17-in. size, \$1.00.

Gas Hot Plates \$2.39. Gas Hot Plates with two star drilled burners. Suitable for laundry or kitchen use. Today \$2.39.

Metallic Gas Stove Tubing, complete with rubber ends, in 3, 4, 5, 6, 7, 8 or 10 ft. lengths. Today, foot, 16c.

Universal Food Choppers, the best made; cuts meat, fruit, vegetables, coarse medium or fine, small family size, \$1.75; large family size, \$1.95.

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Bread Mixer \$3.25. Universal Bread Makers, mix and kneads dough in three minutes. 4-loaf size, \$3.25; 8-loaf size, \$3.75.

Rapid Vacuum Washer 98c. The Rapid Vacuum Washer, may be used in a pail, tub or boiler. It takes out the dirt with little effort, and is easy on the clothes. Today, 98c.

Preserving Kettles 29c to 49c. Preserving Kettles of Grey Enamel. 5-quart size, 29c; 7-quart size, 35c; 10-quart size, 49c.

2000 Thin English Tuscan China Cups and Saucers, three gold line decorations. Today, cup and saucer top 25c.

ODD WHITE CUPS, ONLY 1c. Only wide shape. Today, each 1c.

CLOVER LEAF DINNERWARE---Cups and Saucers for 15c. Dinner Plates 15c. Breakfast Plates 15c. Soup Plates 15c. Tea Plates 15c. Bread and Butter Plates 15c. Fruit Saucers 15c. Covered Vegetable Dishes 50c.

New White Rinsed Pudding Bowls---Half-pint 12c. 1-pint 15c. 1 1/2-pint 18c. 2-pint 22c. 3-pint 26c. 4-pint 29c.

TEAPOTS, 49c. 500 Teapots, famous English make, brown and black decorations; 4, 5 and 7-cup sizes. Today, special 49c.

Quick Cookers 55c to \$1.25. 5-inch size, capacity 1 pint, for 55c. 6-inch size, capacity 1 1/2 pints, 76c. 7-inch size, capacity 2 1/2 pints, 90c. 8-inch size, capacity 3 1/2 pints, \$1.00. *Phone orders filled.

Crown Fruit Jars. *Phone Your Orders Today for Preserving Time Money. CROWN FRUIT JARS. Pints, per doz. 1.00. Quarts, per doz. 1.10. Half-gallons, per doz. 1.25.

FOR SALE... Detached, 20... 2 bath... 2 billiard rooms... 1000 sq. ft. on King St. E. PROBS: M... WARD... BANK... BY... Serbe H... Thousan... Hu... RAILWA... British Tr... ation c... Fr... London, B... Vardar River... eastern end of... British troop... of Kara Ogh... are advanced... west bank of... coming to a... used this... War Office... At the rear of... the extent has... Dolman to a... day... The text... follows: "As a result... tional heavy... Greek troops... French and... west, the en... whole line of... of the Vardar... Mudova stati... Tite and... troops and... along the r... bombed and... royal air force... "We have... Oguljar, Ha... south of Pog... Vardar are... such with... The Serbia... tween 8,000... 150 guns. The... 4000... Serbia... Washington... forces in Mac... dore River... sides cutting... onica there... Cerna River... Desoviste, G... principal cor... German-Bulg... mission is co... official statu... cation to... The at... "In a victor... retreat of all... fresh reserve... Sept. 21 had... er. It has a... certain deta... of the river... ting the prin... connects the... (Laxus) with... Serbian troop... River and ha... will, Gradi... pal communi... Bulgarian... "The interrup... the strateg... cial communi... complete plan... are enormous... influence on... "From Sep... Serbian army... straight line... the infantry... from the mo... up to 40 kil... prisoners... material, capt... creating." Rome, Eight... communication... says: "In Macedo... the resistance... the difficult... Saturday nig... suit of the... At dawn, af... of about 15... ture of 18... of the left wing... of Chari-Do... carried at... tion or Mou... numerous pr... CONSTAN... London, Se... was bombed... Forces Frida... week, accord... munition 14... tonight. The... "The Greek... bombing of... 29 and 21... leaflets into... "A balloon... three" operat... hangars... MORE E... Danger to S... here to... Amsterdam... troops have... a's member... ment in Russ... will be fresh... says a Mosc... base.