

Messaline, Crepe de Chine and Heavy Jap Silk, \$2.95 and \$3.95
Waists at \$1.95

Small lots of various Silk Waists which we cannot repeat. Black, navy, copenhagen and grey, messaline, a few crepe de chine in light colors and a quantity of good, reliable white habutai silks. Popular styles. Sizes 32 to 44 in the lot. No phone orders. Today \$1.95.

Gingham House Dresses LESS THAN HALF PRICE

Women who need extra large house dresses will appreciate this splendid offer. Grey and white striped gingham, with belt, pocket and cuffs of plain grey, chambray. Sizes 41 to 51. No phone orders, exchanges or refunds. \$2.25 value. Today, \$1.00.

Combinations \$1.98
The Celebrated Harvey Brand That Meets the Demands of All Women

Full weight Egyptian cotton. High neck and long sleeves, low neck and short sleeves, or Dutch neck and elbow sleeves. Knee and ankle length drawers. Both styles. Extra value today, \$1.98.

WOMEN'S WHITE SAXONY FLANNELETTE NIGHTGOWNS, Mother Hubbard with high neck, V-neck or square neck. Yokes of Swiss embroidery, or hemstitching. Also pyjama style fronts braided trimmed. A splendid offering, today, \$1.95.

WOMEN'S WHITE FLANNELETTE UNDERSKIRTS, with deep flounce. Regularly \$1.35. Special today, 79c.

WOMEN'S VESTS AND DRAWERS, in full weight. Vests have high necks and long sleeves. Drawers are ankle length. Colors white or natural. Greatly reduced for today, per garment, 39c.

CHILDREN'S FLEECE-LINED SLEEPERS, of soft cotton, in light or heavy weight, white and natural. Sizes 1 to 10 years. In the Whitebear Department. Priced according to age, 90c to \$1.25.

Goddess Corsets \$3.00
Front Lace—Special Value

Made of extra quality Batiste and Coutil. Medium and low bust styles, with long graceful hips. Best boning throughout and 6 strong elastic hose supporters, rubber finished. Wide elastic insert at back. Special value, \$3.00.

Women's High-Class Untrimmed New York Hats



Revelations of Style and Value

A smart wing, a circle of ostrich or burnt goose, a unique mount or ornament is all one of these lovely shapes needs to make it a model. They are of Hatter's plush, Lyons silk velvet or attractive combinations of the two. Shapes for misses, matrons or elderly ladies—close-fitting, broad-brimmed or the sweeping up-turn style, for street, business or dressy wear. Colors taupe, beaver, navy, wine, purple or black. Priced from \$6.50 to \$15.00.

Trimmed Hats Today at \$8.50

Many of them are hand made from Lyons silk velvet. Beautifully finished in a splendid variety of styles and colors. No two alike. Very moderately priced at \$8.50.

Tailored Hats \$3.75 and \$5.00

Rich velvets and plushes in very smart styles comprise this big lot of new street hats. Every one of the best colors may be had. Also many of black Lyons silk velvet. Today, \$3.75 and \$5.00.

Infants' Fall Vests 5c



Today at 8.30 a.m.

Clearing all balances from a previous sale of underwear. Slight imperfections, scarcely noticeable. Full weight white and cotton mixture and soft white cotton. Long sleeves, slipover style. Sizes 1 to 3 years in the lot. No phone or mail orders. Rush price today, 5c.

INFANTS' WHITE SILK BONNETS, with soft fall lining. Full crowned style with dainty shirring and embroidered yokes. Sizes 14, 15 and 16. Wonderful value, today, \$1.25.

GIRLS' DARK PRINT APRONS, bungalow style. Flowered, striped and check designs. Sizes 6 to 14 years. Regularly 95c. Today, 69c.

CHILDREN'S WHITE FLANNELETTE PRINCESS SLIPS, Regularly 75c. Today \$1.00.

Children's Sweater Coats \$1.85
Regularly \$3.50.

Jersey pull-over style, made of close ribbed heavy wool, with high double collar. Colors navy, white and Saxe blue. Sizes 2 to 6 years in the lot, but not in each color. Not more than two to each customer. Extra special value today, \$1.85.

SIMPSON'S

Women's Fall and Winter Suits \$35.00

The Greatest Collection at This Popular Price That We Have Ever Offered



Dozens of styles from which to choose, covering the ever-popular tailored and semi-tailored, with or without belt, and made with dressy convertible collars. Some are braid or button trimmed.

Colors black, navy, brown, green or grey, in serge, gabardine or cheviot; splendid value at \$35.00.

10 o'Clock Bargain Today

Women's Dresses at \$12.95

Formerly \$14.95 to \$18.50

They're such smart frocks at the price that wise women will be here sharp at 10 o'clock today to be sure of getting one.

Street frocks of serge and dressier ones of silk poplin. Knife-pleated and tucked skirts, embroidered and braid-trimmed bodices. Colors tan, grey, navy, green or black. On sale at 10 o'clock today, \$12.95.

Special Offer for Today in

Women's Rich Plush Coats \$32.50

They are of silky Esquimette plush from Sats, the renowned maker, whose name appears on the label of each coat.

Made in dressy full style, with broad belt, large crush collar and cuffs, and fancy colored linings. Repeat orders of these will have to sell at \$40.00, so buy today. Sale price, \$32.50.

Special Offer for Today in

Women's Rich Plush Coats \$32.50

They are of heavy velour in a host of charming styles, with huggars of self, kerami or plush, novelty pockets and button trimming. Collars burgundy, taupe, brown and green. \$42.50 and \$45.00 values. Today, \$34.75.

Sensational 10 to 11 Sale!

Misses' New Velour Coats \$42.50 and \$45 Values--\$34.75

Reflecting the Leading High-Class Modes and Beautifully Finished in Every Particular.

Only 50 coats on sale for just one hour—10 a.m. to 11 a.m. today. The miss who wants a high-grade coat at a moderate price knows what that means.

They are of heavy velour in a host of charming styles, with huggars of self, kerami or plush, novelty pockets and button trimming. Collars burgundy, taupe, brown and green. \$42.50 and \$45.00 values. Today, \$34.75.

Girls' Comfortable Rain Capes

Special Purchase
Wonderful little capes that will go like hot cakes at such a low price. A thoroughly waterproof, rubberized material in an attractive battle-ship grey. The good fitting hood is plaid lined. Sizes 6 to 14 years. No exchanges, no refunds, no C.O.D.'s. Today only \$1.98.

Misses' Skirts \$4.95

Silk Poplin Skirts—Smart styles, with novelty pockets and fancy stitchings and embroideries. Colors navy, black, brown and green. Today, \$4.95.

Girls' Coats \$7.50

Winter weight—made of good quality wool curlioth. Belted novelty styles, with convertible collar and button trimming. Half lined. Colors navy, green and taupe. Sizes 6 to 12 years.

Girls' Dresses \$3.95

Splendid for either school or dressy wear are these smart shepherd checks. Made one-piece style, with gathered skirts, chic pockets and button trimming. Round collar of white pique. Sizes 6 to 14 years.

Misses' New Silk Frocks, Popularly Priced

That lustrous satins and soft taffetas are to be more favored than ever in the coming season is shown by the pretty new frocks that crowd the Misses' Section.

A score of styles are there, featuring close-fitting or flowing sleeves of self or georgette, graceful surplises, long apron panels, collarless neck lines, and many buttons; colors reindeer, taupe, beaver, green, peacock, Foch and navy blue, and black; moderately priced at \$25.00.

Seconds of Women's 35c to 59c Stockings 29c

Without doubt the best Hosiery opportunity that has visited Toronto this season—Women who realize how really wonderful the values are will be here today 8.30 a.m.

Take our word for it, they are worthy of the earliest efforts, after the store is opened. They are fully fashioned and perfect in every way. Because they came to us by the price concession route, we are giving those who are fortunate to share the opportunity the benefit. Here's what the sale comprises:

Plain Cotton Stockings—plain lisle thread stockings—mercerized lisle stockings—silk lisle and fibre silk stockings. Colors black, white, tan, brown and grey. Sizes 8½ to 10 in the assortment, but not in every quality or color. Today, 29c.

Among the New Fall Homefurnishings

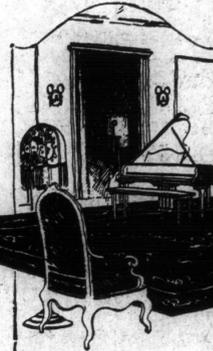
**New Chintzes---New Curtains---
New Scrims---New Voiles and
New Madras Cloths**

NEW CHINTZES, 79c YARD—With light and dark grounds. Effective shadow, verdure, bird and floral patterns.

ECRU SCRIM CURTAINS, \$1.98 PAIR—Attractive lace edges, hemstitching, double hems; 2½ yards long. Pair, \$1.98.

NEW STENCILLED VOILES, 89c YARD—Conventional designs in the centre; washable colors; 40 inches wide. Per yard, 89c.

SCOTCH COLORED MADRAS, \$1.75 YARD—Verdure designs in tones of green, gold, rose, brown and blue. Today, yard, \$1.75.



New Wall Papers

NEW STIPPLE and MULTI-TONE BLEND PAPERS—Neutral and rich colorings, 44 and 60 inches wide. Regularly 40c and 50c. Yard, 25c.

ENGLISH WALL PAPER, stencil design in all over leaf pattern, warm buff tones on duplex oatmeal stock. Regularly \$1.00. Today, single roll, 50c.

50c CHINTZ WALL PAPERS at 25c—Allover floral designs in blue and pink on white grounds. Charming decorations for bedrooms. Regularly 50c. Today, single roll, 25c.

New Rugs THAT CHARM AND MYSTIFY

New Wool Rugs from Scotland—In this shipment just received are some pretty and novel designs. Colors and patterns to go with the latest chintz wall papers and other decorations.

Size 7 ft. 6 in. by 9 ft., at \$14.95 each.
Size 9 ft. by 9 ft., at \$17.35 each.
Size 9 ft. by 10 ft. 6 in., at \$23.75 each.
Size 9 ft. by 12 ft., at \$34.95 each.

New Inlaid Linoleum

Large assortment of new designs in block, tile and wood effects; made in three qualities:

Quality No. 1, per square yard, \$1.85.
Quality No. 2, per square yard, \$2.15.
Quality No. 3, per square yard, \$2.35.

Notions

Corticelli White Tape, 5-yard roll. Special, 2 rolls for 9c. Rick Rack Braid in white, 4-yard bolt. Special, 2 bolts for 15c.

Black Silk Military Braid, ¾ inch. Special, yard, 14c. Black and Tan Mercerized Women's Shoe Laces. Special, 2 pairs for 15c.

Eldorado Pin Sheets, 160 finest quality brass pins to sheet. Special, 2 sheets for 15c.

B. P. C. Crochet Cotton, in white and ecru; all sizes. Special, 3 balls for 35c. Knitted Dish Cloths. Special 14c.

Mending Wool in skeins, in black, tan, white and natural. Special, skein, 5c.

10k and 14k Gold Brooches and Pendants.

Half Price

Set with pearls, amethysts, peridot and aquamarines in dainty designs. Regular \$3.00 to \$10.00. Clearing today half price.

PENDANTS OF 10K OR 14K GOLD, set with pearls, peridot, amethysts and some with diamonds. 1½-inch soldered link chains. Regular \$6.00 to \$16.50. Clearing today, half price.

\$2.50 Table Cloths at \$1.95

Serviceable quality damask—good designs. Size 62 x 82 inches. Today, \$1.95.

1750 TABLE NAPKINS at \$4.95 DOZEN—All pure linen—assorted designs. Splendid washing and wearing quality. Size 21 x 21 in. Limited quantity to clear. \$7.50 value. Rush price today, per dozen, \$4.95.

BLEACHED SHEETS \$2.39 PER PAIR—Less than wholesale price. Made from a good, strong quality bleached cotton. Size 70 x 90 in. Finished hemmed. Special today, pair, \$2.39.

75c CEYLON FLANNELS AT 49c—Big range of stripes, suitable for winter shirts, pyjamas, etc.; 50 inches wide. Clearing today, yard, 49c.

\$3.00 TABLE COVERS at \$1.98—Hand-made Battenberg Lace Table Covers. Size 54 x 54 inches. Just the size for the dining-room table. Beautiful designs.

\$4.50 WHITE SATIN BEDSPREADS, \$3.85—English make—large size.

HEAVY TWILL NAPPED BLANKETS, \$5.89—Lovely soft quality, snowy white, with pink or blue borders—ribbon bound. Large size, 72 x 81 inches. Extra special, pair, \$6.69.

SATEEN COMFORTERS, \$8.00—Pretty satin borders—extra well quilted. Size 12 x 12 inches. Beautiful range of colors. Special, \$8.00. Simpson's—Fourth Floor.

Young Men's Fall Suits

The Popular Kind by the Famous American Makers—Hart, Schaffner & Marx.

Developed in green and brown mill-finished worsteds, with novelty stripe effects; single-breasted, three-button form-fitting sacque, with the new rope shoulder, full skirt and slash pockets; manufactured by the celebrated American makers, Hart, Schaffner & Marx; sizes 35 to 40, at \$50.00.

Dark grey mill-finished worsted, with invisible overcheck pattern; single-breasted, three-button conservative sacque model; sizes 36 to 44. Price \$28.00.

Top Coats \$25.00

Popular Styles for Young Men at a Popular Price.

Made from a fawn covert cloth; double-breasted, three-button form-fitting model, with all around belt and velvet collar; sizes 35 to 40, at \$25.00.

Made from a dark grey cheviot, in the standard fly-front Chesterfield model; lined throughout; sizes 36 to 46, at \$24.00.

Men's \$1.00 and \$1.25 Colored Oxford

Work Shirts 79c

Grey mixtures and other colored patterns—collar attached—pocket—large roomy bodies; manufacturers' samples and broken ranges; sizes 14 to 17. Regularly \$1.00 and \$1.25. Today, 79c.

2 Good Underwear Values

MEN'S FLEECE-LINED UNDERWEAR, 90c—Shirts and drawers for fall and winter wear. Natural shade—soft, warm, silky fleece. Sizes 34 to 44. Special today, garment, 90c.

MEN'S MERINO UNDERWEAR, 75c—Fall and winter weight—natural mottled shades—elastic ribbed cuffs and ankles. Sizes 34 to 44. Special today, garment, 75c.

Boys' Work Shirts 59c

Manufacturers' samples—large collection of different styles. Collar attached and pocket. Sizes 13 to 15½. Regularly \$1.00 and \$1.25. Today, clearing, 59c.

2 Good Values---BOYS

Wool Tweed Suits \$9.50
New Trencher style, tailored from an imported tweed in medium grey, showing a broken check pattern. Single-breasted, 3-button model, front retaining fronts and shoulders, notch lapels, loose belt with buckle. Easy break with welt pockets and full length. Bloomers are lined. Boys 7 to 11 years. Sizes 25 to 35. \$9.50.

Chinchilla Reefers, \$11.00
Made from dark navy blue chinchilla coating in a smart double-breasted model. Close fitting black collar, full back with half belt, emblem on sleeves, and set-in pockets with top flaps. Brass G.R. buttons and red flannel linings. Boys 3 to 10 years. \$11.00.

3000 Yards 75c Brocade Coat Linings 59c

The greatest event in the history of our Lining Departments is this sale of lovely woven and printed brocade coat linings. All the fashionable shades, 40 inches wide. Today, yard, 59c.

5000 Yards 69c and 75c Plain Sateens 59c

Extra high satin finish, in a wide range of colors, for coat linings, comforter coverings and draperies. 36 to 40 inches wide. Today, yard, 59c.

Smart New Countess Lace Boots \$9.00

Style 013, Smart Long Plain Vamp Patent Colt Lace Boots, with lustre kid 9-inch top; Goodyear welt sole; Spanish leather heel; widths AA to D. Sizes 2½ to 7. Today, pair, \$9.00.

Women's \$5.00, \$6.00, \$7.50 Patent Leather Boots at \$3.95

Today at 8.30 a.m. we offer a great variety in broken assortments at a way less than regular prices. Laird-Schober and other well-known makes are included, in cutout and back styles, with calf and black cloth tops, plain vamp, wing and straight toe caps. Goodyear welt and McKay sewn soles—high and low heels. Sizes 2½ to 5½. Values \$5.00, \$6.00 and \$7.50. Today, pair, \$3.95.

Men's \$6.50 and \$7.50 Patent Colt Boots at \$4.40

For dress or street wear, 375 pairs Patent Colt Boots—button and lace, with genuine calf uppers—narrow and wide toe shapes. Light and medium weight Goodyear welt soles—military and flat heels. Sizes 8½ to 9 in the lot. Today, pair, \$4.40.

Today in Simpson's Market

- Canada Food Board License No. 8-1851. Commencing sale of Exhibition Beef. Phone orders will receive careful attention. Exhibition Beef Round Steak, lb. 40c. Exhibition Beef Sirloin Steak, lb. 42c. Exhibition Beef Rib Roast, per lb. 44c. Gunn's Maple Leaf Breakfast Bacon, select curing, by the piece, lb. 45c. Gunn's Eastfirst Shortening, 5-lb. pails, extra weight, per pail, 95c.
- Finest Oleanmargarine, per lb. 25c. No. 26, white, package, 20c; yolks 15c. Carleton Milk, large tin, 15c. Orange Marmalade, 4-lb. pail, 85c. Shredded Wheat, package, 14c. MacLaren's or Ingersoll Cream Cheese, large package, 50c. Pot Barley, 5 lb. 25c. Cranberry Jelly, 4-lb. pail, 85c. Vegetable Soup, assorted, 3 tins 27c. Pure Raspberry Jam, 4-lb. pail \$1.10. Reister's Prepared Coffee or Cocoa, per tin 25c. Roman Meal, large package 25c. Peanut Butter, in bulk, per lb. 25c. Carleton Milk, large tin 15c. Ribwort's Malt Vinegar, bottle 15c. Ripe Olives, 4½ lb. 40c; Apricots, lb. 25c.
- FRUIT SECTION. 500 lb. Choice Cooking Onions, while they last, 5 lb. 25c. Choice Carrots, 5 lb. 15c. Choice Beets, 5 lb. 15c.
- FLOWER SECTION. Large Boston Fern, each 1.50. Rubber Fern, each 1.25. Boston Fern, each85. Asparagus Fern, each75. Hardy Fern, each15. Palms, each45.