

# At Simpson's Today, Reproductions of Model Millinery, Featured at \$10

## In the Blanket Sale Today

All Pure Wool Blankets, lovely soft quality; warm, fleecy finish; double bed sizes; some are slightly mussed. Regularly \$16.00 to \$20.00. Sale price today, per pair ..... 12.95

White Union Wool Blankets; size 64 x 82 inches. Regularly \$7.00 a pair. Sale price today ..... 5.45

White English Satin Bed Spreads, a splendid washing and wearing quality; double bed size. Special today ..... 2.90

There will be a wide range of shapes; some soft brim, close-fitting styles; also small sailors and chic New York French-edge shapes. These are all best quality silk Lyons, or hatters' plush, with trimmings that are new and different.

There will be wings and new mounts from Paris, and many becoming feather trims; flower and French ornaments will also be used. The new taupe shade will be in evidence, along with purple, wine, corbeau, navy and nigger brown. Of course many stylish hats will be included in the ever-popular black. Altogether an unusual assortment to choose from. Each ..... 10.00

## Velvet Shapes at \$3.50

It has taken considerable effort on our part to collect a range of stylish becoming shapes at this unusual price. There will be many new sailors, some side rolls and mushrooms, also many close-fitting styles. All the best colors for early fall will be included, along with a large quantity of black. Today's selling price ..... 3.50

## Mourning Hats

Our French Mourning Hats are now here, and display new features that should please highly those who are seeking a stylish, becoming imported mourning hat; the shapes are new and more than usually attractive. Grenadine, Georgette and mourning crepe is used this season, and many new and novel effects are produced. The trimmings are mostly gros grain ribbon and ornaments. Prices range from \$3.50, \$5.00, \$7.50, \$8.50 to \$10.00.



## A Most Comprehensive Assortment of Women's Coats at \$25.00

Soft, thick velours, heavy heavers, serviceable tweeds and splendid chevots are the materials that you may choose from in our \$25.00 assortment of Women's New Fall and Winter Coats. Some are full-lined, and others are half-lined with durable satin, and the large draping collars are trimmed with velvet and plush; new belts, new pockets, new colors; they are exceedingly interesting in every way; and last, but by no means of least importance, they all come from reputable makers.

### One of These Misses' Suits Might Suit You

And if not, there are hundreds of others to look through, at any price you may wish to pay. These at \$29.75 embody all the charms of new styles, besides their durable and good-looking materials. One style has a coat with back belt and side piece cut in one, and the collar is of silky pony skin cloth. It is also trimmed with silk braid and bone buttons; misses' sizes. Price ..... 29.75

### Variety in Our Women's \$35.00 Suits

They are very superior, either in strictly tailored styles or the more generally popular suits of semi-tailoring. The materials are real good qualities of broadcloth, gabardine, wool poplin, serge and grey Oxford suitings. Amongst the selection are suits of mannish plainness, dressy pleated and braid models, and plain suits that have big collars of velvet, many buttons, and stylish details; in all the new shades. Price ..... 35.00

### Beautiful Serge Skirts, for Misses

These most attractive and youthfully made skirts will appeal to every woman who can wear a misses' size. Made of the finest suiting serge, they have neat pockets, stitched from the waist, and trimmed with smoked, pearl and bone buttons; shirred backs, with wide belts, and represent the best workmanship. On sale today, price ..... 9.00

### Latest Dresses of Satin at \$22.50, \$25.00 and \$27.50

They have just come to our Women's Section from New York; frocks of rare beauty in materials, colors and styles. They are of the smooth-faced satin, so new for fall, and made in tunic, draped and pleated effects, with large white collars, and many with self-colored Georgette sleeves; in wine, tank grey, Havana brown, green, black and navy. Sizes 32 to 42.

## Simpson's

### Initial Showing of Fashion's New Creations in Beautiful Furs for 1917-18

The magnificent Furs shown here today are typical of the various authoritative styles that are to be seen in the exclusive shops of New York and other fur-wearing centres.

From the smallest piece to the rarest and expensive coat the assemblage embraces exceptional quality.

The styles are distinctive and exclusive and show perfect matching of the rich, glossy, full-furred skins used in their designing.

Only by keeping in closest touch with the New York, Paris and other fur markets were we able to take quick advantage of the price opportunities. Quality considered, the values are quite as exceptional as the beautiful styles themselves.

The vogue of the Hudson seal coat for this season is shown in various models on display here today, each having been selected with the greatest care, and constitutes the very last word in designing—the loose-fitting coat with full ripple from shoulder to hem is popular. Also styles with medium, full skirts and belted waists. The lengths vary from 40 inch to 48. Contrasting furs of skunk, k ulnsky, opossum and lynx are employed as trimmings, with deep or cape collars.

In smaller furs fox, wolf, lynx, kolinsky, mink and seal are shown in all the newest shapes. Our fox and wolf furs in taupe, Lucella, pearl grey and Georgette shades are from the finest imported skins. The styles will be identified with those worn in New York and other fashionable fur countries during the coming winter.

—Fur Section, Third Floor.

Special advantage awaits those who will select their furs now from this well selected assortment.

## Men's Overcoats Only \$15.00

We offer a number of those ever-popular Chesterfield Overcoats for today at this very modest figure.



They are made from a dark grey cheviot, have fly front, velvet collar, and are exceedingly well-tailored. Sizes 36 to 44. This is a coat that can be worn eight months of the year and is always good style. Priced at ..... 15.00

### Men's Golf Coats

The "Glanston," an English-made golfing coat. The material is a heather mixture tweed; has patch pockets and pinch-back. At ..... 8.00

### Men's Suits

Norfolk Coats and Trousers, in brown and grey shades Donegal tweeds; single-breasted, three-button style; trousers finished with five pockets; belt loops and cuff bottoms. Sizes 36 to 44. Priced at ..... 15.00

### Club Bags

Black Walrus Grain Bag with strong handle, steel frame, leather corners and inside pocket. Sizes 16 and 18 inches. Today ..... 2.98

### Suit Cases

Fibre Suit Cases, having two leather straps, strong handle, brass lock and bolts, with inside pocket and straps. Sizes 24 and 26-inch. Today ..... 2.98

## Sale of Furniture

- Parlor Suites, birch mahogany finish; settee, arm chair and arm rocker; panel and slat backs, full spring seats upholstered in tapestry. Regular \$29.75. Today, selling at ..... 22.75
- Parlor Suites, top rail and arms of solid mahogany, shaped slat back, full spring seat upholstered in mixed tapestry; set consists of settee, arm chair and arm rocker. Regular \$36.00. Today, selling at ..... 25.50
- Chiffonier, in pure white enamel, four deep drawers, wood trimmed, back fitted with large beveled plate mirror; slightly damaged. Former price \$20.00. Today, selling at ..... 13.25
- Divanettes, frame of genuine oak, fumed finish; can be used during day as settee and double bed at night; has full spring seat, upholstered back, covered with imitation Spanish leather; bed has good spring and a soft, comfortable mattress. Regular \$39.00. Today, selling at 32.50
- Very Good Values in Mattresses and Pillows
- Mattress, wood fibre centre, jute felt both sides, ends deeply tufted, full depth border. Today, selling at ..... 3.55
- Pillows, mixed feathers, encased in good grade of ticking. Pair ..... .95
- Pillows, all feathers, size 19 x 26, weight 6 pounds, encased in good grade of art ticking. Per pair ..... 1.50



### WE PAY FREIGHT

We pay freight or express charges to any station in Ontario on all purchases of \$10.00 or over.

### VISITORS

Simpson's store conveniences were installed for your special benefit—with a view to lending whatever assistance they might perchance be to you. Therefore, use the rest room, from there write and despatch your correspondence, using the store's stationery, for which there is no charge.

OTHER CONVENIENCES FOR YOU ARE:  
Rest and Waiting Room—Third Floor.  
Information Bureau—Basement and Main Floor.  
Free Parcel Check Room—Basement.  
Telegraph Station—Basement.  
Postal Station—Main Floor.  
Telephone Booths—All Floors to Third.  
Excellent Breakfast and Lunch in Palm Room—Sixth Floor.

### The New Edison

So perfectly is the human voice and all other music reproduced on the "New Edison" that the term "re-creation" is most fittingly used in connection with Edison instruments and records.

Come to our Music Studio, Sixth Floor, and hear "Just for To-day" and "Whispering Hope" sung by Christine Miller on the New Edison, and say other Edison re-creation that you love.

## All Ready for Today

### Boys' Navy Blue Serge Suits \$7.65

Your boy can get a handsome dressy suit of a splendid quality imported cheviot serge for \$7.65. These splendidly tailored suits come in two models, single-breasted pinch-back style coats, and in the regular Norfolk. Sizes for boys 7 to 18 years. These suits are neat, durable, well-made, and most unusual value. Price ..... 7.65

### Boys' Tweed Suits, Special, \$4.95

A splendid assortment of boys' sturdy School Suits, strongly tailored in fashionable pinch-back effects, from grey and brown tweed suitings. Coats are single-breasted with form-fitting shoulders, neat lapels, side and breast patch pockets and belt. For boys 7 to 16 years. Today, special ..... 4.95

### Boys' Tweed Raincoats, \$6.95

Boys' Double-Purpose Overcoats, in grey and brown check tweed, single-breasted with convertible collar, loose-fitting box back, storm straps on sleeves, fancy check rubberized lining; seams are stitched and cemented. Sizes 7 to 15 years. Today, special ..... 6.95

## Women's \$3.00 Sweater Coats on Sale Today at \$1.95

No Phone or Mail Orders.

Women's Sweater Coats, made of good quality wool yarn, with just a thread of cotton in back, which does not show on surface. They are high neck style, with smart military collars, double-knit cuffs, and two patch pockets. Colors rose and Copen. Sizes 36 to 42 bust in the lot, but not in both colors. 8.30 a.m. special today at ..... 1.95

## 8.30 a.m. Special--Men's General Purpose Boots, \$2.95

265 pairs only, Men's Extra Heavy Blucher Boots, made of box kip leather, double weight standard screw soles, outer sole slugged and sewn with wax thread, solid leather counter and box toes. Sizes 6 to 11. Today, special at ..... 2.95

### Men's Popular Priced Boots That We Recommend for Fall Wear

- Simpson's Special Gummetal Blucher, extra wide-fitting Blucher boot, made of gummetal leather, with toe-cap, double weight Goodyear welt sole, medium heel. Sizes 6 to 11. Per pair ..... 5.50
- Simpson's Special Rubber Sole Boots, made of gummetal leather, with dull calf top, medium round toe, Goodyear welt rubber fibre sole, low perforated tip, light weight leather heel. Sizes 6 to 11. Goodyear welt sole, low heel. Per pair ..... 5.00
- Simpson's Special Patent Lace Boot, No. 6061 1/2, men's patent colt lace boot, black cloth top, English recede toe, light weight sole, light weight leather heel. Sizes 6 to 10. Per pair ..... 4.50



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