

Simpson's "3-Day Sale" of New York Trimmed Hats Begins Today

Dependable Velvets, Velvetens and Plushes Of Usual Simpson Standard Quality

The demand today is for fabrics that "wear." Simpson fabrics wear splendidly and afford the utmost satisfaction for the money. Make your selection today, or as early as possible, for even now some looms have stopped production of these materials and are working on war work exclusively.

Millinery Velvets in Colors, \$2.00 Yard—Same price and quality of a year ago. From Lister's and from French makers. Purples, several tones; mid, light and dark greys; taupe in the grey and brown; wine in burgundy and cardinal; the dark seal browns, and hosts of the lighter colorings. Yard, \$2.00.

The Better Quality Black Lyons Velvets, in panne, couche, and erect pile. Priced from \$3.00 to \$4.50 per yard. 18 to 24 inches wide. There are J. B. Martin's best blacks, fully 25% under manufacturer's prices today.

"Tootal's" Chiffon Velvetens, guaranteed fast pile and fast colors. Complete color ranges, 27 inches wide, \$1.50 and \$2.00; 36 inches wide, \$3.00; 44 inches, \$3.50 per yard.

Simpson's Twill-back, Silk-finished Velvetens, 22 to 24 in. wide. The richest Fall colorings obtainable, especially dyed for us by "Worrall's," the world's leading velvet dyers. Yard, \$1.00 and \$1.25.

A Word About Our Black Velvetens, "Raven" and "Imperial" blacks that never lose their deep lustrous appearance—positively guaranteed fast pile and finish. Yard, \$1.00 to \$3.50.

Cord Velvets now most popular. Fine ranges in woven cords at 70c to \$1.50; in hollow cut, at \$1.25 and \$2.00.

Lister's Silk Plushes, for suits, coats and specially for collars. These plushes are unexcelled. The shade range of 26 colorings includes every dark street shade imaginable. \$3.00.

French Chiffon Velvets, in black and colors, are arriving in splendid variety. Be sure and see them today.

Satins

What a Wonderful Assortment of Satins

This season's selling of satins has been phenomenal. The color ranges are wonderful—the many different weaves and finishes will please every taste and fancy.

"Baronette" Satins for suits, coats and wraps.

"Kitten's Ear" Satins for the draped effects.

"Liberty" and "Charmouse" Satins for afternoon wear.

Duchesse, Meteor, Grenadine and Jersey Satins for street waists and rich silk satins for evening apparel.

Simpson's—Fourth Floor.

Broadcloths at \$4.50 Yard

1,000 Yards in the Sale—The Kind You Would Ordinarily Pay \$5.00 to \$6.50 For

Our standard high-grade satin and velour broadcloths in suiting and coating weights.

Fashionable fall shades of browns, wine, purple, navy, Russian green, taupe, Japan blue, amethyst, nutmeg, blue and black.

All thoroughly shrunk and guaranteed spotproof, 32 to 54 inches wide. On sale in suit and coat lengths only. Today, yard, \$4.50.

Silk and Wool Dress Fabrics

So widespread is the demand for these charming fabrics that additional selling space is devoted to them. We would emphasize the wonderful durability of these fabrics—guarantee to wear against other cutting, pulling or slipping. They come in the correct weights for Fall and Winter dresses and suits. The following are featured:

Silk and Wool Bengaline, \$4.00 Yard
An ideal fabric and extensively used for suits. All the fashionable shades shown. 40 inches wide. Per yard, \$4.00.

Silk and Wool Poplin, \$3.50 Yard
This weave is in high favor just now. It comes in lovely mauve, taupe, purple, wine, new blues, greys, rose, plum, navy, russet, etc. 40 inches wide. Per yard, \$3.50.

Silk and Wool Crepe Cord, \$2.95 Yard
Richly creped, soft drap-

ing quality for dresses, 40 inches wide. Full color range. Per yard, \$2.95.

Wool and Silk Satin, \$3.50 and \$4.00 Yard
Fashion's favored weaves for dresses and popular separate skirts. Lovely rich drape. 40 inches wide. Priced, yard, \$3.50 and \$4.00.

Silk Warp Poplins, \$2.44 Yard
Greatly reduced. A weave that cannot be replaced to sell at less than \$3.50. Colors for street, business and party dresses. 40 inches wide. Today, per yard, \$2.44.

A Real Thanksgiving Opportunity to Buy Smartly Styled Hats at Two Special Prices

Hundreds of Styles to Choose From

\$6.85 and \$7.85

Millinery Section on Second Floor



Just in from New York—these hats depict the newest designs and trimmings in wonderful variety—and despite advanced cost of materials, importation, etc., on sale today at two extremely moderated prices.

Could anything be more fortunate? This tremendous collection of smart new Autumn hats arrived from New York just in time for holiday buying. Today they go on sale at two extremely moderate prices, \$6.85 and \$7.85.



They are developed in silk velvets, featuring all the new shades, with taupe, brown, purple and black predominating. Many lovely combinations also shown.

Large dress hats, softly draped turbans, tricorns, rolling and irregular brims are among the vast assortment—styles for the miss and her mother—mostly with the favored ostrich trimming, novelty mounts, etc. Do not miss this opportunity. Sale begins today with two wonderfully attractive prices, \$6.85 and \$7.85.



Beacon Cloth Kimonos

Twice as Many Designs and Colorings as a Year Ago at Practically the Old Prices.

Truly noteworthy is this—prices almost unchanged, and the assortment greater than ever before. Great foresight on the part of the buyer brought it about—yours is the benefit.

Excellent quality beacon cloths, attractive designs and beautifully combined colors. The styles are numerous, and as smart as they are roomy and comfortable.

Priced all the way from \$5.95 to \$17.50. Also Corduroy Velvet Kimonos. Priced from \$8.95 to \$12.50. Simpson's—Second Floor.

Children's Wear Beautiful and Practical Garments, Low Priced

We have again enlarged our Infants' and Children's Wear Section, and there you will find assembled the biggest and best selection of Fall and Winter Wear we have ever shown. Every need for tiny tots from babyhood to six years is included.

INFANTS' HAND CROCHETED WHITE WOOL JACKETS, with touches of pink or blue. Thursday special, 50c.

AN EXQUISITE WOOL BONNET, in hand-crocheted, double white wool. Silk stitched revers in pink or blue, ornamented with ribbon flowerettes. Wonderful value today, \$1.50.

SCOTCH WOOL HONEYCOMB SHAWLS, in white. Fancy border and knotted fringes; 56 inches square. Extra, today, \$1.95.

A VERY SMART WASH DRESS is made of fine striped percale, in pink or blue. High-waisted style, long sleeves, two smart pockets and novelty collar. Sizes 2 to 6 years. Today, \$2.25.

FOR WEE BOYS OF ONE AND TWO YEARS ARE LITTLE NEW YORK COAT DRESSES of splendid quality serge or nile chambray. Striped sailor collar and cuffs and chic pocket. Today, \$1.95.

EVER SO SMART IS A WASH SUIT, made of strong grey and white pinhead chambray. Sailor collar and white piped, middy front, red tie and long sleeves. Daintily pocketed, also knee pants. Sizes 2 to 5 years. Special value today, \$2.75.

A SMART DRESS ROMPER in pretty Dutch style, with quaint peaked side pockets. The collar, cuffs and lower part of pink or blue chambray. Waist and sleeves of striped percale. Strong elastic in knees. Sizes 2 to 6 years. Today, \$2.49.

A Thanksgiving Offering of Women's Suits, \$35

A Most Attractive Pricing on Regular \$42.50 to \$50.00 Autumn Suits for Today Only—100 Suits in the Sale Group—All Handsomely Tailored Models

Many of the newest styles in broadcloths, serges, poplins and gabardines. All lined and interlined. New shades. Women who are bent upon wise economy and who have an eye to quality and style, will delight in these charming suits. Extra special value, today, \$35.00.

Women's Plush Coats \$27.50, Velour Coats \$30.00

The plushes are Lister's—rich and silky. Made in smart dressy styles and well lined. The velours are in colors, brown, green, taupe, burgundy, navy or grey. Styles for all occasions—of modish New York design. Both specially priced, today, \$27.50 and \$30.00.

Women's Silk Frocks Moderately Priced Today

Perhaps you are going away for the holiday, or perhaps you are entertaining. In either case you will want a smart frock. Then see these attractive styles in taffeta and satin, so various in styles and moderate in price that you are almost sure to find just what you want. All feature new ideas in the way of design, while embroidery, beading and fringe add attractive touches. Popular colors. Priced \$18.50 to \$27.50.

New Models in Serge Skirts for Stout Figures

These skirts are made on excellent lines, giving ample fullness at the back. The fronts show plain and panel effects.

Some are side pleated, others finished with military braid—still others feature loose, narrow, button-trimmed side panels. Navy and black only. Sizes 31 to 36. Priced \$11.50 to \$18.50.

Misses' Dresses, Coats and Suits

New styles are daily arriving, and the miss who wants a new coat for Thanksgiving should see them before choosing.

They are fashioned from soft velours and broadcloths, in lovely shades. New ideas are pretty, expressed in collars, pockets and trimmings. Satin lined. Prices, \$42.50 and \$45.00.

At 10.30 a.m. Today Misses' Silk-Faced Poplin Dresses, \$6.50

100 frocks at a price that should make them go like hot cakes. Fact is, offered today exactly at cost, just for rush selling.

Novelty and tailored styles, smartly made and finished. All the leading shades. No exchanges, no refunds no C.O.D.'s. Be here sharp at 10 a.m. Thursday sale price, \$6.50.

Misses! If You Want a New Skirt

See the stunning models in satin, serge, taffeta, wool velour and crepe de chine that have been flocking in. Dozens of adorable styles. Priced from \$10.50 to \$22.50.

Girls' Chic New Reefers

Made from all-wool materials. Lined and interlined throughout with flannel. Velvet collars and brass button trimming. Sizes 6 to 16 years. Prices \$12.75 and \$15.00. Simpson's—Second Floor.

Attractive Styles in Girls' Dresses

Made in smart empire style of lustrous velvet. Novelty pockets and collar and cuffs of white satin. Trimmed with large pearl buttons. Colors navy, brown and oyster. Sizes 8 to 14 years. Price \$10.50.



Handsome Muskrat Coats for Matron or Miss—Fur Dept. 2nd Floor

Many a woman who longs for the luxurious warmth of a fur coat at a moderate price will rejoice in the splendid assemblage of rich muskrat coats that await her choosing. They are tailored from dark, beautifully-marked selected muskrat skins. Mostly 45 and 50 inches long, lined with satin or poplin, and finished with shawl or cape collars.

One smart warm model for the motorist is 50 inches long. Huge cape collar, inset pockets. Price \$125.00. Another handsome model has a great collar, deep cuffs and trimming of Hudson seal. Wonderful value at \$150.00.

2,000 Women's Corset Covers at 29c Each

A wonderful clearance crammed full of tempting values. The covers are made of fine white cotton in a large variety of pretty designs. Handsome yokes of Swiss embroidery and lace insertions. Pretty ribbon-run beadings and lace edgings add attractiveness. All sizes. Regularly up to 75c. A genuine bargain, today, 29c.

WOMEN'S \$2.50 TO \$3.50 CORSETS, \$1.89—High-grade makes, such as Royal Worcester, C-B and A, etc. White coutil, with medium and low bust, long, free-fitting hips and finest rustproof boning. Sizes 19 to 30. Regularly \$2.50 and \$3.50. Today, 60c to \$1.89.

WOMEN'S VESTS AND DRAWERS AT 29c A GARMENT—Fall weight fine ribbed cotton. Vests have high neck and long sleeves. Drawers are ankle-length, closed.

WOMEN'S VESTS AND DRAWERS AT 50c A GARMENT—Perfect fitting underwear in a good winter weight ribbed cotton. High neck, long sleeves, or low neck, short sleeves. Ankle-length drawers, both styles.

WOMEN'S VESTS AND DRAWERS, 75c A GARMENT—Fall weight ribbed cotton and wool and cotton mixture. High neck, long sleeves, or low neck with short sleeves. Drawers are ankle-length, both styles.

WOMEN'S VESTS AT 85c—Made of extra fine quality wool and cotton mixture. High neck, long sleeves, or low neck, short sleeves. Some silk and wool with low neck and no sleeves.

WOMEN'S VESTS AT \$1.69—Cotton mixture of excellent quality. High neck, long sleeves, low neck, short sleeves, or V-neck, elbow sleeves.

WOMEN'S WHITE FLANNELTIE NIGHTGOWNS, in slip-over style, with round or V-necks. Some finished with hemstitchings. Today, \$1.29.

Extra Special! 14k Necklaces at \$9.95

Regular \$12, \$14, \$15 to \$20 Values



Greatest bargain of the year—14k Pearl Necklaces, set with real pearls, cameo, amethysts and peridot. Eight designs to choose from. Regular \$12.00, \$14.00, \$15.00, \$18.00 and \$20.00 values.

We cannot possibly offer these again at any like this price. Today's selling price, \$9.95. No C.O.D.'s, exchanges or refunds on these goods. Simpson's—Main Floor.

AT LAST! REAL FOOT COMFORT POSSIBLE. By Wearing the New "Lynco" Muscle-Making Arch Cushion

And Other Lynco Foot-Comfort and Corrective Devices.

Sold Exclusively in Toronto by Simpson's.

The Robert SIMPSON Company Limited

Men's and Women's Boots—Remarkable Values



Men's Hunting Boots \$7.00

As illustrated. An exceptionally good boot for hunting or rough weather wear. Made from best brown American elk leather, with 10-in. leg—full bellows tongue—extra heavy sole to heel. All seams are sewn with waxed thread, full fitting last. Sizes 6 to 11. Ask for style 6837. Today, \$7.00.

Simpson's Special Boots for Men, \$6.00 and \$7.00

Gunmetal or brown calf leathers—five different shapes, blucher or button, heavy and light weight leather or rubber fibre soles. Sizes 6 to 11 in each style. Black, per pair, \$6.00; Havana brown, per pair, \$7.00.

Men's Heavy Fall Boots, Today, \$4.65.

Only 180 men can share in this special offering. The boots are specially made, with full leather lining—extra heavy solid leather outer sole, and solid leather insole. Guaranteed counter and box toes. Every pair warranted satisfactory. Sizes 6 to 11. Today, \$4.65. No Phone, Mail or C.O.D. Orders on Sale Footwear.

Women's Countess Sport Boots, \$7.00.

They come in gunmetal leather, with dull calf tops, neat perforations, blind eyelets, imitation wing tip. Neolin soles and rubber heel. Sizes 2 1/2 to 7. Today, \$7.00.

Women's Patent Kid Lace Boots, \$9.00.

Style 013, plain toe and Louis heel, with bright upper and white trimming on welt. Widths AA to D. Sizes 2 1/2 to 7. Today, \$9.00.

Women's Glazed Kid High Cut Boots, \$4.50.

At a glance you see the dressy appearance of this boot. Made of genuine black kid leather, on new long plain toe last—light weight flexible McKay sewn soles, high Cuban heels. Widths A to D. Sizes 2 1/2 to 7. Today, \$4.50.

Simpson's—Second Floor.

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