

Store Opens at 8.30 a.m.

SIMPSON'S

Telephone Main 7841
Connects With All Departments

SIMPSON'S

Store Closes at 5.30 p.m.

That Bully Feeling of Being Smartly Dressed, Comes From a Classy New Fall Hat. Choose Yours Today at Simpson's

Simpson Hats for Men Possess the Newest Fashions of the Fleeting Moment and Suit Every Whim of the Present Hour

Particular men prefer hats of known quality—that fit right from the start and retain their good looks. The hats you buy at Simpson's are the inspiration of expert hat designers. In beauty of finish and perfect comfort these hats have the endorsement of every wearer.

Men who appreciate individuality and distinction in hats should not miss seeing these new autumn and winter styles.

- The Vanity Hat of New York, \$6.50
- John B. Stetson Soft Hats, \$6.00.
- Lincoln Soft Hats, \$5.00.
- John B. Stetson Stiff Hats, \$6.00.
- Other Styles, \$2.50, \$3.00 and \$3.50.
- Leeds Soft Hats, \$4.00.

New Fall Caps for Men Are Here in Splendid Variety.



The Simpson Hat Department is just inside the Yonge St. entrance, near Richmond.



Friday Bargains On Sale Today

8.30 Special
\$1.00 Scarfs and Squares at 59c
A clearing of odd and broken lines of Hand-made Battenberg Centres. Size 30 x 30 inches. Scarfs size 18 x 54 inches. Regularly \$1.00. A limited quantity to clear. Rush price today, each, 59c.

\$15.00 Blankets Now \$12.45

Very interesting value this for Friday shoppers. White Union Wool Blankets—large size, 68 x 86 inches. Regular \$15.00 value. Friday bargain, pair, \$12.45.

70 x 84 Flannelette Blankets, \$2.95 Pair

These Blankets could not be bought at that price today from the mill. Largest size, 70 x 84 inches. Best Canadian quality—white or grey. 500 pairs to clear. Not more than three pairs to a customer. Rush price, today, pair, \$2.95.

\$5.50 Comforters Clearing at \$4.45

Including light and dark colorings—all extra well quilted, and filled with white fluffy cotton down. Size 72 x 72 inches. A limited quantity to clear. You save more than a dollar on these. Today at \$4.45.

5 Yards Towelling at 95c

Less Than Mill Price
Bordered Crash, 16 inches wide. Made in Scotland; good, strong quality for rollers, etc. 2,000 yards to clear. Get your share of it. Today, 5 yards for 95c.

Fixture Bargains

Flexible Stem Table Lamps, brushed brass finish, with glass shade, green outside and white inside. Regularly \$6.00. Today, \$5.25.
60-watt "Mazda" Tungsten Bulbs. Today, 45c.
25 and 40-watt Tungsten Bulbs. Today, 35c.
15 and 25-watt Round Frosted Bulbs. Today, 55c.
Extension Cords, 6 feet long, with 2-piece plugs and key socket. Today, \$1.00.

Have You Had Breakfast In the Palm Room?

One cannot help but thoroughly enjoy the well prepared food—the appreciable service and pleasing environment of the most popular of all Toronto restaurants — The Palm Room.

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 to 5.30 p.m.
A la Carte Lunches, all hours.

Special

Men's \$2.50 Soft Felt Hats Today **\$1.85**

You may choose from an excellent assortment of colors, such as—

Steel Grey, Pearl Grey, Myrtle, Green, Fawn, Brown and Black.

In popular rough and smooth finished shapes. A Friday bargain today at \$1.85.

Today---Men Can Choose \$1 Shirts and Pay Only 79c

There's a Friday saving for thrifty men. The shirts are negligee style with either laundered or soft cuffs. They are made up of good shirting in hairline and cluster stripes. Coat style.

Sizes 14 to 17

Get your dollar shirts today, men, when the price is 79c.

Working Shirts for Men, 59c Regular \$1.00 Value

Made up in Oxford shirting with collar attached and pocket. Large roomy bodies, strongly stitched. Sizes 14 to 17. Today these \$1.00 shirts go at 59c, but hustle for yours.

You Can Save \$3 on Auto Rugs at \$7.50

Because they're \$10.50 rugs in the regular way.

They are handsomely developed in good weighty material with mohair backs. They come in fancy designs and colorings.

Today is the only day to buy \$10.50 Auto Rugs at \$7.50.

Friday Bargains On Sale Today

\$4.00 to \$7.00 Dining-Room Chairs at \$2.95

40 Odd Dining-room Chairs, in solid oak, golden and fumed finish. Arm chairs and side chairs. Leather seats. Regular values \$4.00 to \$7.00—\$2.95.

Living-room Chairs, solid oak frames, massive design. Seats and backs are covered in good grade of tapestry. Regular value \$19.00—\$11.65.

Living-room Chairs, solid oak, fumed finish, slat backs, deep springs. Seats covered in tapestry. Special, \$6.00.

\$101.25 Living-room Suite at \$74.85.

One Only, Living-room Suite, consisting of settee, chair and rocker. Deep, comfortable seats, high backs, all-over upholstered in good tapestry. Regular value \$101.25. Friday bargain, \$74.85.

Library Tables, of solid quarter-cut oak, fumed finish. Size 44 x 28, has double book shelves at each end and drawer on each side. Regular value \$23.75—\$17.95.

Manufacturers' Clearance of Curtains, Marquisette and Scrim, \$1.49 Pair

150 pairs—double hems, with a row of hemstitching—dainty lace, trimmed Dutch valance. Ivory only. 2 1/2 yards long. Friday bargain, \$1.49.

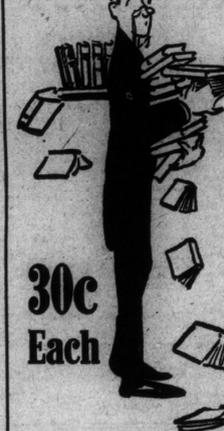
Curtain Lengths of Marquisette, Complete With Edging, Each, \$1.39.

That's nearly half price. 50 only—ends of fine quality mercerized marquisette, in white only—measuring 5 yards—enough for a pair of curtains. The price includes 7 yards of lace edging for trimming same. Friday bargain, each length, \$1.39.

Fine Marquisettes, 39c Yd.

A maker's clean-up of 600 yards of richly mercerized marquisette for curtains. Sells regularly up to 79c yard. 36 inches wide, in white, ivory and ecru. About half price today at, yard, 39c.

Positively the Last Opportunity To Buy These Books at 30c



30c Each

New arrivals of stock from the publishers at increased prices, owing to scarcity of paper, make it absolutely necessary for us to increase prices 50%. Our present stock we offer you at old prices. Buy today and lay in a liberal supply for your Winter reading.

All are cloth-bound books, by the most popular writers of clever fiction.

Choose From This Interesting List

- The Bronze Eagle, by Baroness Orczy.
- The Barrier, by Rex Beach.
- The Little Hunchback, Zia, by H. Burnett.
- Cupid in Oilskins, by J. J. Bell.
- The Cattle Baron's Daughter, by Harold Bindloss.
- Doing Their Bit, by Boyd Cable.
- Daddy Long Legs, by Jean Webster.
- Freckles, by Gene Stratton-Porter.
- General John Regan, by Geo. A. Birmingham.
- The Girl of the Limberlost, by Gene Stratton-Porter.
- The Golden Silence, by C. N. and A. M. Williamson.
- Graustark, by Geo. Barr McCutcheon.
- The Harvester, by Gene Stratton-Porter.
- Laddie, by Gene Stratton-Porter.
- The Laughing Cavalier, by Baroness Orczy.
- The Lieutenant and Others, by Sapper.
- Lovely Mary, by Alice Hegan Rice.
- Lavender and Old Lace, by Myrtle Reed.
- Lady of Decoration, by Francis Little.
- The Little White Bird, by J. M. Barrie.
- Mrs. Wiggs of the Cabbage Patch, by Alice Hegan Rice.
- The Master's Violin, by Myrtle Reed.
- The Net, by Rex Beach.
- Oh, Christina!, by J. J. Bell.
- Old Rose and Silver, by Myrtle Reed.
- Pte. Pinkerton, Millionaire, by Harold Ashton.
- Penrod, by Booth Tarkington.
- Richard Chatterton, V.C., by Ruby Ayres.
- Shepherd of the Hills, by Harold Bell Wright.
- Shorty McCabe, by Sewell Ford.
- A Spinner in the Sun, by Myrtle Reed.
- The Scarlet Plague, by Jack London.
- Serjeant Michael Cassidy, by Sapper.
- The Trail of '98, by Robert W. Service.
- Wee Macgregor Enlists, by J. J. Bell.
- And 112 other titles.

EACH, 30c.

"The Golden Bough," by George Gibbs

A Stirring New Book by the Author of "The Yellow Dove"
Out of a German prison camp—over the border of Switzerland—into the rendezvous of the most powerful secret society in the world! And then, by a queer trick of fate, Philip Rowland finds himself head of the international Order of Nemis, with thousands of confederates in every nation, but only one whom he can trust—a girl! She is abducted. He follows her—over mountains, through cities, into the heart of Germany, with the entire German secret service after him. Thrills? Adventure? Mystery? Intrigue? Romance? More of each than you ever found before in one book. Read it. Price \$1.35.

Dere Mable

The Love Letters of a Rookie
It's a Laugh from Beginning to End.
Send this volume to your Soldier Friend.
Buy It Today—75c.

Bargain in Men's Tweed Suits \$14.95

Made from serviceable tweeds in popular shades of brown, grey and fawn. Two and three-button semi and form-fitting suits. Today's the day to get these suits at \$14.95.

Youths' First Long Suits at \$11.95.

Developed in attractive tweeds—pattern is a mixture effect. Trencher, half-belted and form-fitting models. Today they are marked at prices of a year ago. Sizes 32, 33 and 34 only. Today, \$11.95.

Men's English Tweed Trousers, \$2.75.

Made from dark serviceable tweeds, finished with five pockets and belt loops. Sizes 31 to 46. Today they're \$2.75.

Bath Robes and Lounging Robes at \$6.50.

Made from soft, comfortable blanket cloth in a variety of shades and patterns. Finished with cord at neck; fancy girdle. Sizes 36 to 48. \$6.50.

Bargain in Boys' Suits

Boys' Tweed Suits at \$6.35

Handsome fawn mixed tweed with silver, double and single hairline stripe pattern. Single-breasted, 3-button model with pleats in back, all-round, three-piece belt at waist (stitched at back only) full-fitting bloomers with belt loops and governor fasteners. Sizes 27 to 35, 9 to 17 years. Extra special value for today, \$6.35.

We cannot accept any C.O.D.'s, refunds or exchanges on this line.

Boys' Raincoats, \$6.95.

Rubberized Tweed Raincoats in dark grey pinhead check pattern. Made in Trench model, vertical pockets, convertible collar, all around loose belt with buckle at waist. Sizes 26 to 36, 8 years to 16 years. Friday bargain, \$6.95.

Boys' Pull-over Sweaters, 49c.

Grey union elastic knit, roll collar. Sizes 28 to 32. Friday bargain, 49c.

Boys' Sweater Coats, 98c.

Grey yarn—fancy stitch shawl collar—two pockets. Fall and winter weight. Sizes 26 to 32. Regularly \$1.25. Friday bargain, 98c.

The Robert SIMPSON Company Limited

WANTED

Residence of for with five or more three cars. Road No. South of M. H. W. King St. East PROBS: Street and

GER BY

More Than oners T Miles Gained

Paris, Sept. in the battlin further advanc days' battle ha 000 prisoners. material, acco communication vance by the five miles at c "We hope t the whole batt ment." "On the lines a kilom L'Eschelle and railway from kilometres, and kilometres nor "General Gou today to a able enemy p olicing to th trenches, redou which they we mans tried to c it was in vain; their reserve o other, but our tenacity, and another, all the machine guns. "Our advance everywhere. A line of the hill

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