

SIMPSON'S

Store Opens at 8.30 a.m.

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Store Closes at 5.30 p.m.

SIMPSON'S

Misses' Fall Suits Attractively Priced

Excellent tailoring, simplicity of design, and such favorite materials as cheviot, velour, velvet and serge, make these suits tempting.

For instance, one of soft beaver brown burella has the back laid in a double box-pleat centred by dull bone buttons. Stitchings and tailored pockets add chic. \$34.75.

A mannish tailored suit with long "riding coat" is jauntily finished with braid bindings and buttons. Oxford grey cheviot, or navy and black gabardine. Price, \$42.50.

Velvet, in a host of rich shades, fashions lovely models with pleated and rippled coats, dressy convertible collars and chic girdles. Price, \$34.75.

New Styles in Misses' Fall Skirts

Street and dressy modes to satisfy every taste. Developed in satins, taffetas, novelty silks, plaid wool velours, gabardines and serges. Lovely color combinations, also navy and black. Accordion pleating, fringed panels, the broadest of girdles and pockets more cunning than ever before are among the delightful features. Priced \$10.00 to \$35.00.

Misses' Tailored Frocks of Serge

The smartest of street frocks are these—mostly in the popular coat designs, with chic collars, tailored collars, close-fitting sleeves, and much braid and button trimming. Colors navy or black. Excellent values at \$29.75 and \$32.50.

Misses' Comfortable Velour Coats

Popularly priced at \$22.50. Great muffler collars, novelty button-trimmed belts, long graceful lines and cozy linings are among the wonderfully pleasing features of these new velour coats. Taupe, burgundy, navy, beaver, and greens. Special value at \$22.50.

Women's Heavy Velour Coats

Excellent Value at \$37.50

Lovely coats of soft wool velour, in taupe, wood brown, African wine, burgundy, Russian green, navy or black.

One ripplies from a chic novelty bolero that grows at a broad belt. Trimmed with fancy bone buttons.

Another boasts smart pleats, capacious pockets and a huge collar of seal plush. See them today. Priced \$37.50.

\$35.00 Will Buy Women's High-Class Serge Suits Today

And 'tis a moderate price to pay for the smartness, practicality and warmth women will find in these attractive styles. A great variety of cleverly-tailored designs, with buckled girdles, button trimming, convertible collars and often dressy overcoaters. Satin lined and interlined. Colors navy, brown or black. Price \$35.00.

Women's New York Serge Dresses

Wide Price Range—\$25.00 to \$50.00

There's such a variety of styles, and such a range of prices, that you can hardly fail to find just the one you want. Street and afternoon frocks, strictly tailored, pleated and braid trimmed, or featuring the popular collarless neck, graceful panels and tunics, rich embroidery and fringe. Colors navy or black. Priced \$25.00 to \$50.00.

New Styles in Stout Women's Serge Skirts

All have slightly gathered backs, while side plaits, military braid and button-trimming add attractiveness. Navy and black. Prices \$11.50, \$12.50 and \$13.95.

The Millinery Section Will Be the Scene of a Remarkable Showing of

Untrimmed Hand Blocked Hat Shapes

French and New York shapes that, even devoid of trimming, are an art in themselves. Developed in feather-weight Lyons silk and chiffon velvets, many with upper brims of the popular Hatter's plush. Sweeping lines of artistic irregularity and variously shaped crowns. Favoring black, taupe, beaver, purple and navy. Priced \$6.50 to \$11.00.

Tailored Hats

Hatter's plush is the liège of autumn, and some of the smartest ready-to-wear hats we have ever shown are developed in this rich fabric. Most of them have upper brims of Hatter's plush and unders of Lyons silk velvet. The shapes are many and different, comprising all the latest ideas. Colors black, taupe, navy and nigger. Today, \$6.50 to \$12.50.

Hats for Matrons

Though close-fitting styles still predominate, there is a tendency for drooped and sweeping brims, some rolling high over the crown on one side. The crowns are a delight—mostly draped in many soft, becoming ways. Ostrich fancy wings and ornaments charmingly complete them.

They are fashioned from Hatter's plush and silk velvets in black, black with colors, purple, taupe and brown. Priced \$7.50 to \$10.50.

Splendid Silk and Dress Goods Values

Silks and Satins Dress Goods for Autumn and Winter

Pussy Willow Javanese, showing the cleverest color combinations and designs ever shown on grounds of navy, open, taupe, grey and brown. An intricate variety of patterns to suit every taste, from the large butterfly and rose-clustered designs to the smaller garland and spider web effects. Yard, \$4.00.

Other Values at \$2.95 a Yard

Striped Suiting Satins, Suiting—Weight Crepe de Chine, Suiting Satins in liberty and duchesse finishes, and three new ranges in plaid satins and taffetas. Yard, \$2.95.

New Velveteens from Tootals—special shades—dyed for Simpson's—all guaranteed fast pile. Yard, \$2.50. Special value in 27-inch width at, yard, \$1.50.

SILK CREPE GEORGETTES \$2.50 Yard

Value extraordinary for today. Included are some new tones in castor "Jean-taupe," in three shades liberty blue, blue-devil blue, copper, old china, seal, evergreen, barbados-black, etc. Today, yard, \$2.50.



Autumn Display of LUXURIOUS FURS

In the Enlarged New Fur Department, Second Floor, Front.

Revealing the Newest and Most Exclusive Designs Featuring Particularly the Vogue of the Novelty Cape or Coatee

RICH SPECIALLY CHOSEN PELTS, DISTINCTIVE AND AUTHENTIC STYLES from the leading fur designers of America, and a variety that meets every demand—these are the dominant notes of the Opening Display of Furs today in the enlarged Fur Department on the Second Floor.

REMINDING US THAT THE OLD IS EVER NEW, IS THE DECIDED VOGUE FOR QUAINTE COATEES AND CAPES, such as our mothers and grandmothers used to wear. They are mostly of Hudson seal (seal rat), in a host of favored styles. Magnificent long coats—models from a leading New York maker, and not duplicated elsewhere, are also here in glorious array. To describe a few:

A HANDSOME COATEE OF HUDSON SEAL has its fullness held in place by a broad sash, and is enriched by a great collar of beaver. Another gains distinction from exquisite trimmings of flying squirrel. Still another cape is long, full, and cut to roll high about the ears.

Distinctive New Fur Sets and Pieces

Also form a wonderful collection. The animal scarf and canteen or ball muffs are favored designs.

Fox, of course, leads the way, in taupe, Lucile, Arctic, silver, red, cross and black tones. Other smart peltries are wolf, mole, fitch, fisher, mink, opossum, beaver and chinchilla.

Long Hudson Seal Coats

A royal model has the new loose panel back, a great stole collar and muff-like cuffs, and capacious pockets. A luxurious model falls in deep ripples from the waistline, and has huge shawl collar and deep cuffs of blended mink. The apex of smartness and beauty—a shorter model that also boasts large convertible collar and cuffs of blended mink. Stunning and "different"—a model with enormous bell sleeves, great convertible collar, with broad revers, and deep-inset pockets.

Specials Today at Drug Section

- Kepler's Cod Liver Oil and Malt, 50c and \$1.50.
Apollo Emulsion Cod Liver Oil, Regular 42c. Special 32c.
Apollo Syrup Wild Cherry, Spruce and Tar, Regular 52c. Special 38c.
Parowax for sealing jars, 20c lb.
Turpentine (20 ozs.), Regular 25c. Special 19c.
Kamine Bug Poison, 25c and 15c.
Castle Soap, in cakes, Regular 5c. Special 4c dozen.
Aromatic Cascara, Regular 35c. Special 25c.
Laxative Vegetable Tablets, 100 for 75c.
Aspirin Tablets (Burroughs and Wellcome), 100 for \$1.50.
Farrish's Chemical Food, Regular 25c. Special 21c.
Eucalypt Drops, Regular 26c. Special 19c.
Cascara Bromide Quinine Tablets, 2 for 25c.
Sachet Powders, Regular 75c. Special 51c.
Simpson's Antiseptic Tooth Paste, Regular 21c. Special 16c.
Lilott's Perfume, Regular 52c oz. Special, 2 ozs. for 39c.
Vacuum Bottles, nickel, pints, \$2.25. Special \$1.79; quarts, \$3.50, special \$2.59.
War Tax included.

Buy a Good New Suit for The Boy

You are probably undecided where to buy your Boy's Suit. You'll want the best fabrics and style obtainable at the price you pay. Mothers who know value bring their boys to Simpson's.

- Boys' Tweed Suits, \$9.50—Olive grey tweed with fancy mixed hairline stripe pattern. Single-breasted, 5-button models in trench effect. Slash side pockets—patch breast pockets—all-around loose belt at waist, with buckle. Full-fashioned bloomers, lined. Prices, sizes 7 to 12 years, \$9.50; sizes 13 to 16 years, \$10.00; size 17 years, \$10.50.
Boys' Oxford Grey Cheviot Suits \$12.00
Single-breasted—two-button model—long rolling notch lapel—single military patch pockets with button and button hole. All-around belt at waist, fastened with buckle. Full-fashioned bloomers, lined. Sizes 7 to 12 years, \$12.00; sizes 13 to 16 years, \$13.00; size 17 years, \$14.00.
Boys' Tweed Suits \$13.00
Handsome brown mixed tweed, with red sashed pattern—single-breasted—three-button effect—patch pockets. All-around three-piece belt. Sizes 7 to 12 years, \$13.00; sizes 13 to 16 years, \$13.50.

Cameo Pendants and Necklaces \$4.95

REGULAR VALUES \$7.50 TO \$8.50. Just 30 pieces to clear at this unusually low price. Of 16k, or 14k, gold, in festoon designs, necklaces and drop pendants, set with real cameos. Some also set with pearls. Today, \$4.95.

Men's Corner



Young Men Go Away Feeling Satisfied With the Clothing Values We Offer in the

New Suits For Young Men

- MEDIUM FLAIN GREY CHEVIOT SUITS, trencher, single-breasted, with two buttons, patch pockets, flaps. Sizes 32 to 36, \$18.50.
SMART SUITS, in grey and black tweed mixture, trencher, single-breasted, two-button style, slash pockets. Sizes 32 to 36, \$20.00.
SUITS, in dark green cheviot, trencher, detachable belt, single-breasted, form-fitting, slash pockets. Sizes 32 to 36, \$22.00.
DARK NAVY BLUE SERGE SUITS, trencher model, with detachable belt, irregular pockets with flaps. Sizes 32 to 36, \$25.50.
SCOTCH TWEED SUITS, sizes 32 to 36, \$25.00.

FALL TOPCOATS

Fawn cover cloth is the material. Button through. Form-fitting, Chesterfield model with long shapely lapels and patch pockets with flaps. Sizes 36 to 48, \$35.00.

The Robert Simpson Company

Here's Luck to the Wise Housekeeper \$15.00 Bed Comforters, \$11.95

That means a comfortable saving of \$3.05 on each one you buy. The comforters are pure down filled and sateen covered. All ventilated. Select from a noteworthy variety. Size 72 x 72 inches. Today, extra special value, each, \$11.95.

Soiled Bedspreads \$2.98

Regular Values \$3.75 to \$5.00

Really unusual values when one considers the slightly mused spreads, which can be easily cleaned. Included are white crochets, English satins and embroidered. Double bed sizes. Regular \$3.75 to \$5.00 values. Rush price today, \$2.98. Cannot accept phone orders for spreads.

WHITE UNION WOOL BLANKETS, warm and serviceable. Size 60 x 80 inches. Regular \$7.75 value. Clearing today, pair, \$6.65.

PURE LINEN TABLE CLOTHS, pretty bordered designs. Size 2 x 2 1/2 yards. A limited quantity to clear. Regular \$8.50 value. Special today, \$6.95.

WHITE TERRY BATH TOWELS, pink and blue borders, with space for initials. Regular \$1.85 value. Clearing today, pair, \$1.35.

DURO DYE SHIRTING, colors guaranteed. Width 32 inches. Elegant range of stripes. Regular 65c value. Today, yard, 43c.

GREY UNION WOOL FLANNEL, 27 inches wide. Regular 65c value. Special today, yard, 47c. TAPESTRY TABLE COVERS, red and green. Heavy fringe. Size 63 x 63 inches. Special today, \$3.95.

Strikingly Good Values—2nd Day Semi-Annual Notion Sale

When dressmakers and others who do their own sewing will greatly benefit by the timeliness and economy of the following specially arranged values:

- NON-TWISTABLE WHITE INDIA TAPE, 7 yards to a roll. Sizes 0 to 8. Sale price, roll, \$6.
B. P. C. MERCERIZED MENDING, in balls, suitable for mending silk hose, Sale price; 3 balls for 14c.
RELIABLE PIN-ON HOSE SUPPORTS, all sizes. Sale price, pair, 22c.
LISLE ELASTIC, 1/4-inch wide, in black and white. Sale price, yard, 4c.
WHITE CELLULOSE KNITTING NEEDLES, size 10, four to set. Sale price, 17c.
TAPE MEASURE, Sale price, 2 for 9c.
DAISY COLORED CROCHET COTTON, Sale price, 2 balls, 15c.
CHILDREN'S WOODEN VEST DRIERS, Sale price, 49c.
WEST ELECTRIC HAIR CURLERS, Sale price, 2 cards for 17c.