

New Straw and Panama Hats in the Simpson Men's Store

Introducing the Correct Shapes and Styles---An Infinite Variety at Truly Moderate Prices

\$4.50 Sheets Clearing at \$3.65 Pair

Plain, bleached, serviceable quality; size 72 x 90 in. Neatly hemmed.

Envelope Pillow Cases, \$3.25 Pair.
Beautifully embroidered and finished with scalloped edges. Large size.

Mercerized Damask Sets at \$5.25.
Pretty fleur-de-lis stripe, spot and rose designs; 1 cloth, size 2 x 2 1/2 yards, and 1 dozen napkins, size 22 x 22 inches.

Table Cloths, Special at \$2.75 Each.
Damask, spoke hemstitched; assorted designs. Size 65 x 65 inches.

Towels, Special at 39c Pair.
A clearance of snowy white Turkish Towels, finished hemmed kind.

Huckaback Towels, 95c Pair.
Special! Hemstitched, with pretty damask borders.

New Couch and Motor Robes, \$3.95.
Size 54 x 72 inches; soft quality velours; pretty colorings; bound edges, \$3.95.

\$3.98 Beacon Blanket-Cloth Kimonos, \$2.98.
Good designs; large sailor collar; grey, with floral effects in red. Sizes 34 to 49 bust. Special, \$2.98.

Scarfs for Summer Homes

Japanese manufacture, pretty blue and white floral designs; boil-proof colors of blue and white. Size 17 x 50 inches. Special, each, 39c.

Japanese Towelling, or strips suitable for making curtains, spreads, etc., for the summer home; they come in 10-yard lengths. Per length, 75c.

JUST PUBLISHED

A New Kipling Booklet

Containing 20 poems of this popular author, including "The Lowestoft Boat," "If," "Trawlers," "My Boy Jack," "Mother o' Mine," "For All We Have and Are," etc. Paper bound, 30c.

You can enjoy a quiet respite from busy holiday shopping if you have luncheon in

Simpson's Palm Room

This delightful retreat is commodious and airy--the food is excellently cooked and well served--the prices are very moderate.

Breakfast \$30 a.m. to 10.30 a.m.
Lunches a la carte at all hours.
Dinner 11.30 a.m. to 2 p.m.
Afternoon Tea 3.30 p.m. to 5.30 p.m.
--Sixth Floor.

Infants' and Children's On Holiday Wear You Can Save

"Money Saved is Money Earned." Earn money by being on time this morning to participate in the four money-saving specials mentioned below:

Infants' Coats of splendid quality white pique, a dainty imported style. The new roll front sailor collar, the double cuffs, half belt, and two novelty pockets are all daintily scalloped around edges. The front fastens with four large pearl buttons. Sizes 1 and 2 years. Regularly \$2.50. Today, \$1.69.

Infants' Hats of fine white pique, have full button on crown and soft shady brim. Smart silk ribbon rosette in white, pink or blue is set at one side of head. Sizes 19 to 22. Regularly \$1.75. Today, \$1.39.

Infants' 65c Long Skirts, Today, 39c-- 300 infants' long skirts, Gertrude style, buttoning on shoulders. Made of fine white nainsook. Deep hemstitched hem on skirt. Length, 28 inches.

Children's Wash Dresses, made of excellent quality chambray in soft shades of blue or tan. They are straight style with separate belt at high waistline, two smart vase-shaped pockets and new cross-over collar. Pretty contrasting color trimmings. Sizes 2 to 6 years; \$1.50 value. Today, 95c.

The **SIMPSON** Company Limited
Robert Simpson Limited



A slightly curled fedora shape genuine Panama, to-day at \$5.00.

A telescope crown Panama, with an open curl brim, at \$5.00.

A sennit boater style straw, which will be one of this season's most popular shapes, \$2.50.

A split braid boater, much favored by men of all ages, \$3.00.

A sennit braid boater, which will appeal to the young man, \$4.00.

Panamas at Popular Prices.
Genuine South American Panamas guaranteed at \$5.00, \$6.50 and \$8.00--Of these we offer a large choice, which includes telescope shapes with slightly curled and pencil edge brims, fedora shapes with flat set, slightly curled and pencil edge brims; optimo or neglige shapes, with medium and full curled brims.

Fancy Hat Bands.
An excellent variety of fancy colored Hat Bands priced at 25c, 50c, 75c and \$1.00.

Sennit and Split Braid Straws.
We have been fortunate in delivery of our English straws. All our shipments have arrived, and we therefore offer one of the finest arrays we've ever shown. English sennits in many smart shapes at \$2.00, \$2.50, \$3.00, \$3.50 and \$4.00.

With the Holiday Near, Popular Priced Suits for Men and Young Men Come in at the Right Time

Youths' First Longer Suits, of a smart serviceable grey tweed Donegal mixture effect; trencher model; single-breasted, two-button, soft roll sacque, with all around belt; low-cut vest; trousers finished with belt loops and cuff bottoms. Sizes 32 to 35, \$15.00.

Men's Suits, of a dressy imported English worsted, grey, with small lighter grey check; single-breasted, three-button, soft roll sacque; well tailored vest and trousers. A suit appealing to the smart but conservative dresser. Sizes 36 to 44. Price, \$22.00.

Young Men's Suits, of a smart blue grey, with novelty stripe effect, mill finished worsted; single-breasted three-button, soft roll lapels, natural shoulders, form-fitting sacque; low cut vest; English trousers, finished with belt loops, cuff or plain bottom. Sizes 33 to 38. Price, \$20.00.

Stout Men's Suits of a fine finished navy blue serge, single-breasted, 3-button, soft roll sacque, with tailored vest and trousers, every detail of designing and making has been carefully considered, ensuring a perfect fit for a man of this type; in sizes 38 to 48. Price, \$25.00.



Blouses de Luxe Beautiful Imported Models Half-Price Today

Truly the big event of the season, coming on the eve of the holiday, and comprising a collection of the most beautiful blouses we have ever gathered together. A perfect galaxy of wonderful colors and richest embroideries in superb georgette and heavy crepe de chine, which have, until this week, adorned our alcove showcases. All are in perfect condition and most of them are individual. Regularly selling at \$10.50, \$12.95, \$15.00, \$17.50, \$19.50 to \$25.00, and in all sizes to 32 bust. Today, at \$5.25 to \$12.50. See Yonge St. Display. No Phone, C.O.D. or Refund for This Special Sale.

Satins, Crepes, Taffetas Shantung

Reg. \$2.19, \$2.24 and \$2.50 Qualities at \$1.95 yard

Striped Silks for separate skirts. Regularly \$2.50 yard, at, yard, \$1.95.

Black Taffetas, Swiss and American. Regularly priced from \$2.19 to \$2.50, at, yard, \$1.95.

Crepe de Chines and Crepe Georgettes, ivory, in both weaves, at, yard, \$1.95.

Plain Duchesse Satins, plain and shot taffetas. Reg. \$2.24 and \$2.50, at, yard, \$1.95.

\$2.50 Ivory Shantung Pongees, 33 and 36-inch widths, at, yard, \$1.95.

\$2.50 Natural Shantung at, yard, \$1.95.

Many other weaves from regular stocks reduced for busy selling today, per yard, \$1.95.

Beautiful Dress Goods.

Silk and Wool Radiant, \$3.50 Yard--Lovely tones. Greys, blues, sands, taupe, greens, browns and so on; 40 inches wide; ideal for suits. Yard, \$3.50.

Silk and Wool Crepe Poplin, \$2.95 Yard--Soft draping finish; all the fashionable shades; 40 inches wide. Today, yard, \$2.95.

Silk and Wool Poppins, \$2.50--Beautiful and durable cord poppins are procurable in all the fashionable colors; 40 inches wide. Special, yard, \$2.50.

Silk and Wool Dress Eolienne, \$1.95--Cannot be repeated at less than \$2.50 yard. Assorted colors; 40 inches wide. Yard, \$1.95.

New Printed Poppins, \$2.00--New designs and stripes; plaids for suiting or sports wear; 36 inches wide. Yard, \$2.00.

Wash Goods

Palm Beach Suitings, 59c--Choice of 14 shades--new; 36 inches wide. Yard, 59c.

British-made Gingham, 75c Yard--38 inches wide, small and broken checks; fast colors. Yard, 75c.

Piquella Suitings, 75c Yard--Nine designs, 36 inches wide; fast colors. Special, yard, 75c.

Rocky Mountain or Shantung Cloth, 75c Yard--Fully mercerized, 36 inches wide; 14 shades. Yard, 75c.

Irish Linens, 85c Yard--45 inches wide, only one green, rose, pink, sky, white left. Yard, 85c.

Colored Gabardines, 65c Yard--36 inches wide, fifteen shades, 65c.

Women's \$1.25 Kayser Silk Gloves 98c per pair

Black and white, extra fine quality, perfectly finished, 2 dome fasteners, double wear, double tipped fingers, all sizes. Today, 98c.

Misses' Serge Suits \$25.00 and \$27.50

40 only, broken sizes, tailored, pleated and novelty styles; button trimmed skirts; shirred backs; separate belt. Today, half price.

Misses' Outing Coats \$32.50

Developed in fine novelty tweeds, covert cloths and serges; style after style to select from. Today, \$32.50.

Misses' Section, Richmond St. Side.

Women's Silk Suits for Holiday Wear \$19.50, \$27.50 Up to \$45.00

And the holidays so near! The price offers good choosing from 50 suits; a special group assembled for this timely event. Colors navy, brown, green, sand, taupe and black. Today is the day and \$27.50 is the price.

Other Silk Suits from \$19.50 to \$45.00.

Wash Skirts for Women, \$6.95 and \$7.50.
Gabardine in a splendid choice of new styles, showing large checks and novelty stripes; blue, pink, green and black; gathered backs, and finished with novelty patch or set-in pockets; fancy girdles, in the very newest designs.

Women's Silk Coats, \$25.00.
Coats for all occasions; taffeta, peau de soie or satin, including a number of our better coats, in flaring or pleated styles; the newest collars, belts and pockets. Many of these coats are regular \$35.00 value. Today special, \$25.00.

Girls' Serge Skirts, \$3.95.
Special value. Tailored styles; novelty pockets, separate belt; made of all-wool serge; wear them with middies, \$3.95.

Girls' Wash Skirts, \$1.75 and \$2.00-- Just the skirt for holidays, of good quality repp, tailored, button trimmed, novelty pockets.

Misses' Washable Skirts, \$4.50 to \$7.50.
Hundreds of styles! Developed in gabardine; tailored styles, pocket effects, unique belts, pearl button trimming. You will be delighted with such a superior collection.

Misses' Silk Poplin Skirts, \$3.85.
Sale of 100 smart styles; narrow belt and buttons; side pockets, and buckle, and other styles; colors black, navy, brown and taupe. Today, \$3.85.

No C.O.D. or Phone Orders.
Misses' Skirt Section, Richmond Street Side.

Women's \$8.00 Countess \$6.90 Boot at \$6.90

Women's Popular Brown Kid Lace Boots, with long plain vamp, narrow toe, neat straight foxing, with medium weight sole and Spanish heel; widths AA to D; all sizes in the lot 2 1/2 to 7. Regularly \$8.00. Special today, a pair, \$6.90.

Also See This Tempting Holiday Shoe List

Queen Quality and Countess Shoes--Countess, low shoes with buckle, on long plain St. Regis last, with flexible sole, Spanish heel; widths A to D, sizes 2 1/2 to 7. Pair, \$4.00. Same style, all kid, pair, \$4.00.

Queen Quality Sport Oxfords--Made of fine baby calf leather, with fancy perforated wing tip, blind eyelets, has light Goodyear welt sole, low heels; widths A to D. Per pair, \$7.00. Similar styles in black kid, per pair, \$6.00.

Countess Pumps for Growing Girls--All patent and kid

This Exquisite Summer Millinery at \$12.50

Were Priced at \$22.50 to \$35.00. Today will prove a good time to secure your summer hat, when our original models go on sale at startling price reductions. The season is starting, so this is an opportunity. The prices are much less than they cost. Today, \$12.50.

100 New Trimmed Hats at \$5.95

They are mostly light hats, with facings of georgette, and trimmed with flowers and ribbons. Any one of these hats is worth several dollars more than our special price today, \$5.95.

Wide Assortment of Rough Braid Sailors and Sport Hats, \$2.25 to \$3.75.

These popular Sport Hats are made of pineapple braid, sennit and other novelty patterns, lined and banded with silk grosgrain ribbon; come in black, white, French blue, Kelly green and golf red. Today, \$2.25 to \$3.75.

Another Parcel of Veils and Veilings Just in From Paris

Drape Veils, in black and colors, also black with colors, new patterns, at, each, 50c, 75c, \$1.00, \$1.50 to \$3.50.

Yardage Veiling, black, black and white, brown, taupe, navy, plain and fancy meshes; all new patterns. Yard, at 25c, 35c, 50c to \$1.50.

Chiffon, Grenadine and Brussels Net Veils; French. Each, \$1.00, \$1.50, \$2.00, \$2.50 and \$3.50.

Smart Mourning Neckwear, organdy, georgette, chiffon and crepe; many styles in collars and sets, 50c, 75c, \$1.00 to \$4.00.

Women's Patent Oxfords at \$3.95

This style of shoe is distinctly the vogue in New York and Boston, and no wonder. They're so trim and neat of line. All patent leather, flexible sole, high Spanish heel. Special today, a pair, \$3.95.

Queen Quality, dressy street pump, patent and black kid, with fancy perforations; light weight Goodyear welt soles, high Cuban heels; widths A to D. Pair, \$7.00.

Patent Ankle Strap Slippers--300 pairs children's patent ankle strap slippers, with neat, tailored bow, turn sole, spring heel; sizes 8 to 10 1/2, \$1.69; 1 to 5, no heel, 99c.

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