

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager

PROBS.

Mostly fair and decidedly warm, but local showers, chiefly at night.

SIMPSON

To-Day's Great Opportunities at the Simpson Store

School Opens Tuesday!
This is the last and the best day to get the youngsters fixed up.

Travellers! Look at To-day's Prices on Club Bags and Suit Cases

(Main Floor)

Our Travelling Goods Department is on the Sixth Floor, but when Suit Cases and Club Bags are selling at factory prices we do not wish to congest the elevators. So we are arranging for this sale of Travelling Goods to be held on the Main Floor. Customers will find this more convenient, too.

Near the Queen Street entrance to-day will be held this great two-hour sale of Club Bags and Suit Cases.

Regular selling price 6.25
To-day's price 4.49

Our buyer secured 200 of these from a leading Canadian manufacturer, and proved again the buying capacity of the Simpson Company.

They are all made of first grade cowhide, and, in spite of the increased price of raw materials, we are enabled to sell these high-grade Cases and Bags at factory prices to-day.

Embroideries and Neckwear on Sale To-day at Half-Price

These are the finest Swiss loom ends, 2½ to 5 yards in length. All are perfect and clean. No seconds included.

There are Cambric and Nainsook Edgings, Cambric, Nainsook and Swiss Embroideries, Cambric, Nainsook and Swiss Flouncings; Nainsook, Cambric and Swiss All-overs; Swiss, Nainsook and Cambric Beadings and Bandings; Cambric, Nainsook and Swiss Corset Cover Embroideries; Dimity and Cross-Bar Swiss Flouncings, and "Baby" Swiss and Nainsook Skirtings.

LACE NECKWEAR CUT IN TWO FOR TO-DAY'S SELLING.

Round Collars, Dutch Collars, Stock Collars, Stock Collars with Jabots, and Swiss Stocks to sell at half price this morning:

\$1.00 Neckwear for50
75c Neckwear for38
50c Neckwear for25
35c Neckwear for18
750 Embroidered Shirt Waist Fronts, with plain material to match. To-day19
No phone orders filled.
1440 dozen Women's Lawn Handkerchiefs, with narrow colored borders, in good shades of blue, pink and mauve, with a very handsome colored embroidered initial to match the border 3 for .25

To-day's Sale of Ribbons

To-day will see the Ribbon Department at its best. Three lots of ribbon worthy of special notice:

Our line of fancy effects at 35c yard, just the right width for millinery, and the patterns are the most desired in stripes in shot effect, Oriental with stripes and plain with fancy stripe border35

Then our famous "9000" Duchess Satin, 5 inches wide, with its beautiful bright finish, in all colors. There is no ribbon more popular or better adapted for millinery purposes. To-day, per yard20

And now a 6-inch Taffeta Ribbon, in all the most desired colors. This is the line it is so hard to keep in stock, such is the demand for it; it is 6 inches wide, and most suitable for millinery, hair bows and sashes. Per yard15



To-Day!

The Store Will Be Open All Day

And don't forget that Monday, Labor Day, being a holiday, the store will be closed all day; so anything you'll need between now and next Tuesday morning,

GET IT HERE TO-DAY

The Great September Blanket Sale

It opened Thursday with the greatest first day's business we've ever done. To-day's values will delight the thrifty housewife.

Fine White Unshrinkable Wool Blankets, great, heavy, warm, soft, perfect washing blankets for double beds, absolutely clean, warm, durable nap, pink or blue borders, 8 lbs., 68x88 inches. Regular \$4.75 per pair. Sale price, to-day 3.69

Grey Union Blankets, strong, durable, warm blankets, made for all kinds of rough use; only about 100 pairs in this lot; 7 lbs.; about 60x80 inches. Sale price, per pair, to-day 1.95

Grey Wool Flannel, beautiful, clean, soft, warm, strong, grey flannels, in plain or twill; 27 inches wide; no better wearing flannels. Sale price, to-day, per yard24

Super White Unshrinkable Wool Blankets, the cleanest, softest, most perfectly napped, most satisfactory, moderate-priced blankets on the market; every pair will give the utmost satisfaction; pink or blue borders; 60x80 inches. Sale price to-day, per pair 2.83

One Big Lot of Fine Satin Damask Table Cloths—Every cloth is pure linen, perfectly bleached; every design has a border all around; 2x2½ yards; designs for oblong, oval tables, about a dozen of the newest, prettiest designs of the season; all one price, to-day, each 2.00

(Second Floor)

To-Day in the China Basement

Half a dozen items that demonstrate this department's ability to give great value:

300 Large Berry Bowls, Carlsbad china ware; dainty floral decoration; heavy gold finish. To-day25

120 Jardinières, in the new Rubian artware. Half Price to-day49

75 only Hand-Painted Japanese Vases, superb examples of the famous Klobe art school. To-day 1.98

14-piece Chocolate Set, in the new baronial design. Complete set, to-day 5.00

97-piece Dinner Set, artistic design, best English porcelainware. For quick selling, to-day 10.00

Limoges China Dinner Set—This set comprises 102 pieces, translucent white china, in the popular Greek key band design; teas are Kermis shape; with old gold handles. Regular \$71.40. An extra special to-day 49.50

60 Sugar and Cream Sets, rich cut glassware. To-day, per set 2.25

Table Tumblers, half flute cut; polished bottoms. To-day, per dozen 1.00

Make Yourself at Home in the Store

The equipment and service at the Simpson Store is equal to that of a fine hotel, and has been planned for your use.

Hear the fine orchestra in the restaurant, use the rest room (3rd floor) for your correspondence. Check your parcels free of charge on the main floor, west end. Telephone or telegraph offices right next to check offices.

The **SIMPSON** Company Limited

Make to-day's great Shoe sale count in your favor. Every member of the family has been provided for.

To-day's Sale of Men's Suits

\$25.00 and \$30.00 Ones for \$12.80.

The Scotch Tweeds and Fancy Worsteds of which they are made, were imported by our Customs Tailoring Department, and the made suits sold at from \$25.00 to \$30.00.

We have made the material left up into suits. There are 125. We can guarantee the material, the trimmings and the workmanship to be the very best.

If you can wear a ready-made suit of clothes, sizes 34 to 44, avail yourself of the opportunity of getting a \$30.00 single-breasted sack suit for \$12.80 to-day.

Men's Shirts and Fall Underwear

Underwear—Heavy elastic ribbed; colors are tan and natural; there is a soft, fleecy finish to the inside, irritation is impossible. This is a specially well finished, hard-wearing garment; sizes 34 to 44. Regular 75c. To-day59

Negliges—A lot of manufacturers' samples, usually sold at from \$1.25 to \$2.00, are to be cleared out to-day at95

Every shirt clean and perfect.

Pure Wool Sweater Coats are selling to-day at \$2.19. Regular price is \$3.50, but we haven't room, and new stocks are coming in.

King and Christy Hats For Men

King Hats for Young Men—New Fall styles, at 2.00 and 2.50

Christy's Hats—We carry a full range of this celebrated maker in lightweight, easy fitting hats for Fall 1911. Each hat fast style, silk bindings, 2.00, 2.50 and 3.75

Soft Hats, in plain, mixed or rough finish felts, at 1.00, 1.50 and 2.00

A Table of Men's Soft and Stiff Hats—Samples, in fine English and American fur felt, black and good range of colors. Regular prices up to \$2.50. To-day89

A Few Useful Basement Items

The Griswold Food Chopper is the most satisfactory on the market. Regular \$1.50. To-day98

"Sta Brite" Polish, for furniture, automobiles and fine polished surfaces, is the most satisfactory on the market25

Garden Hose, odd lengths. Half Price to-day.

Special Values in Marabou

25 Stylish Marabou Sets, six-strand heavy quality marabou stoles; muffs are satin lined, black or natural colors. To-day, per set 5.75

39 Attractive Boa and Stole Sets—In marabou and ostrich mixed, extra quality fibres, in black or natural. To-day, per set 11.50

60 only Ostrich Feather Ruffles, with silk ends; a fashionable neck gear. Special to-day 2.19

20 only Genuine Ostrich Feather Boas, in black, also black and white; 66 inches long. To-day 5.99

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