

Today on All Floors--- Simpson's 88c Sale

A One-Price Sale at a New Price---Presenting New Opportunities--Every Item on This Page at Eighty-Eight Cents is an Extra Value

Men's Colored Shirts Today at 88c

Men's Colored Shirts. The lot consists of a large variety of patterns and colors, in all the newest stripes; all have laundered cuffs, coat style, perfect fitting; sizes 14 to 17. Worth \$1.25. Today ... 88c

Men's and Boys' Caps 88c

Grey chinchillas, black melton, and many fancy mixtures in heavy weight caps, for fall and winter wear; some are plain, others have fur and sanitary earbands. Today at ... 88c

Men's Pull Over Sweaters 88c

Men's Pull-over Sweaters, union elastic ribbed knit; grey only; deep roll collar; men's sizes. \$1.25 value. On sale today ... 88c

Boys' Sweater Coats

Grey only, elastic ribbed knit, buttons close around neck, with turn-over collar. Sizes 24 to 34. \$1.25 value. Today ... 88c

Women's and Children's Hosiery

Women's Light Weight Plain Black All-wool Cashmere Hose, seamless close finish; soft, bright yarn perfectly finished; spliced heel, toe and sole; sizes 8 1/2 to 10. Regularly 89c per pair. Today 4 pairs for ... 88c

Women's Silk Hose, clear, clean weave, sheer finish, high silk leg, deep list thread top, double garter welt; black and white. Usual value today, per pair ... 88c

Children's Fine Ribbed Lisle Thread Stockings, close elastic one and one ribbed and seamless finish; good weight, strong fast black yarn; sizes 6 to 9 1/2. 50c value. Today 4 pairs ... 88c

Regular \$1.25 Value Men's Winter Underwear Today 88c

Men's Winter Underwear, good weight, natural shade, fine elastic ribbed, with soft, fleecy lined; shirts and drawers. Sizes 34 to 44. Regular \$1.25 value. On sale today, per garment ... 88c

Men's Drawers Only

All English made, natural wool, medium weight, strongly reinforced, faced waist, reinforced crotch, fine elastic rib ankles. Sizes 32, 34, 36. Regular \$1.50. On sale today at ... 88c

Men's Flannelette Nightshirts 88c

Neat striped patterns; lay-down collar and pocket; full length and width. Today ... 88c

Boys' Underwear

Boys' Medium Weight Merino Underwear, shirts and drawers, in natural shade; strongly faced waistband; fine elastic ribbed cuffs and ankles. Sizes 22 to 32. Regular 69c garment. Today, per suit ... 88c

Women's White Flannelette Nightgowns At Less Than Cost

600 Women's Nightgowns of pure white Saxony flannelette in Mother Hubbard style, with yokes of Swiss embroidered flannelette, well made and finished, with gathered trills. Sizes 56, 58, 60 in. This is an exceptional offer for today. Selling at 88c

Towels, Linens, Pillow Cottons, Cases, Etc.

Huckaback Bedroom Towels, odd lots, hemmed, and a few hemstitched. Today 2 pairs for ... 88c
Bleached Huckaback Toweling, 18 inches wide. Today 6 yards for ... 88c
Plain White Tea Toweling, 22 inches wide. Clearing today, 5 yards for ... 88c
Hemstitched Plain Irish Linen Tea Cloths or Shams, size 31 x 51 inches. Regularly \$1.50. Today, each ... 88c
Bleached Table Damask, 70 inches wide, assorted designs. Today, per yard ... 88c
Nainsook, fine quality, 36 inches wide. Today 5 yards for ... 88c
Plain Pillow Cotton, 42 inches wide, Special today, 4 yards for ... 88c
Pillow Cases, hemmed; sizes 42 x 33 and 44 x 33 inches. Special today, 2 pairs for ... 88c

Silks

"Simpson's Twill" Lining Silk, widely known for its superior wearing qualities, in two of the most wanted colors--Ivory and grey. 40 inches wide. Regular \$1.25. On sale ... 88c

\$1.00 Quality Ivory and Colored Habutai Silks, all the best selling shades with pink galore. One yard wide. Per yard ... 88c

27-inch Ivory and Velvet, washes well and easily. The ideal fabric for children's coats. Regular \$1.00. On sale ... 88c

\$1.00 and \$1.25 Terry and Wide Wale Cord Velvets, fast pile and fast color suiting weight cordis, in greys, greens, wine and ruby reds, purple, amethyst, gold, brown and special beaver shades. On sale at ... 88c

Black and Colored Chiffon Valveteens, twill back, fast pile and dyed by Worralls. Every fashionable shade and a lovely rich quality in raven black. On sale ... 88c

Needlework 88c (Fourth Floor)

Scotch Fingering Wool, light grey and white, for socks, mitts, wristlets, etc. Clearing today, 8 skeins for ... 88c

Coats' Mercer Crochet Cotton, in white and ecru. Today ... 88c

Gown Lengths, stamped on fine white cambric, in six different designs; square, round and V shape neck; complete with white or colored floss for embroidery. Today ... 88c

Neckwear

280 Handsome Net Lace Trimmed Jabots. Today ... 88c

75 Beautiful Tuxedo Broadcloth Collars, Venetian lace trimmed. Regularly \$1.50, for ... 88c

Homes Make Men and Men Make Homes The Home-Lovers' Club Is Again Open

The Home-Lovers' Club has been reopened for the sole purpose of assisting those with small cash balances who will be buying home furnishings.

Club members buy at the same low cash prices as those paid by the cash patron.

No extras, no fees, no interest, not one penny extra is charged for this liberal service.

Consult club secretary, 4th floor.



Today in the Furniture Section Sale of Beds, Mattresses

White Enamel Iron Beds, with scroll head and foot and brass mounts on posts. Double and single sizes. Regular price \$5.25. Today ... 2.90

Pure White Enamel Beds, with heavy posts and top rods, brass knobs and mounts, 7 fillers with gallery, extension foot end. Double, three-quarter and single sizes. Regular price \$11.25. Today ... 6.05

Pure White Enamel Beds, in double and three-quarter size, having heavy posts, brass knobs, rails, spindles and extension foot end. Regular price \$11.25. Today ... 7.40

White Enamel Beds, with heavy posts, special brass rail and top rail, and ball corners, 7 fillers, brass scroll and

spindles; can be supplied in 4-0 and 4-6 sizes only. Regular price \$14.00. Today 8.85

Mattress, seagrass centre, jute top and bottom, deeply tufted in good art ticking. All regular sizes. Regular price \$4.50. Today ... 3.55

Mattress, jute felt; built, not stuffed; soft comfortable mattress, encased in good grade art ticking. Regular price \$10.50. Today ... 7.75

Mattress, pure cotton felt; built in layers, not stuffed; has good grade art ticking, stitched edge. Supplied in all regular sizes. Regular price \$14.50. Today ... 11.50

The famous Kindel Koday Divanette, day settee and double bed at night. Frame of extra heavy genuine oak, fumed finish. Upholstered in brown imitation leather. Spring soft and comfortable, with helicals at each end. Regular price \$41.00. Today ... 31.45

Pillows, duck and chicken feathers; weight 7 lbs. Size 20 x 27 inches. Encased in good grade of art ticking. Special, per pair ... 3.25

Pillows, all feathers. Size 19 x 26. Encased in good grade of art ticking. Special, per pair ... 1.50

New Wilton, Brussels and Tapestry Rugs That Show Handsome New Patterns and Colors

New English Wilton Rugs

New in weave, thick heavy pile and heavy ribbed weave, in self colors or two-tone effects of blue and grey, rose and fawn, black and grey, or green and grey colorings.

6' 9" x 7' 6" Rugs ... 26.25	9' x 9' Rugs ... 42.00
6' 9" x 9' Rugs ... 31.50	9' x 10' 6" Rugs ... 48.50
6' 9" x 10' 6" Rugs ... 36.50	9' x 12' Rugs ... 56.00

English Brussels Rugs

Made in two different qualities, in rich Oriental colorings or dainty chintz patterns. Suitable for any up-to-date furnishings or decorative scheme.

	Quality 1	Quality 2
6' 9" x 9' Rugs ... 20.25	18.00	
6' 9" x 10' 6" Rugs ... 23.75	21.00	
9' x 9' Rugs ... 28.50	24.00	
9' x 10' 6" Rugs ... 31.50	28.00	
9' x 12' Rugs ... 37.75	32.00	

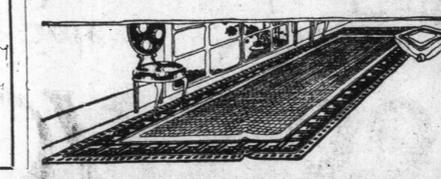
Scotch Tapestry Rugs

In a great variety, including Oriental, conventional and foliage effects. At the low prices these are exceedingly good value.

7' 6" x 9' Rugs ... 11.25	9' x 10' 6" Rugs ... 14.25
9' x 9' Rugs ... 12.25	9' x 12' Rugs ... 15.95

New Oilcloth 47c Square Yard

Limited quantity; thoroughly seasoned for hard wear. In a good selection of patterns for any room. Made in several widths. All perfect, well printed goods. Today, per square yard ... 47c



The Robert SIMPSON Company Limited

Children's High-Grade Velvet Hats 88c

They are made of beautiful quality velvet cord, with deep full crown, gathered to smart corded band, and finished with pretty frill of goods around face; white, pink or blue ribbon rosette and pipings on band; white lawn lining and elastic chin strap. Sizes 2 to 4 years. \$1.35 value, for ... 88c

Infants' Long Robes

Made of fine white nainsook, hemstitched yokes have insertions of fine lace and embroidery; skirt has deep frill of fine embroidery to match, and is daintily pin-tucked; fine lace edges on neck and sleeves; length 30 inches. Regularly \$1.50. Today ... 88c

Girls' Regular \$1.50 Nightgowns 88c

Girls' Nightgowns, made of beautiful fine nainsook, in a pretty slip-over style; handsome embroidery medallions, and fine lace insertions in yokes, insertions and edges of fine lace in short sleeves, and silk ribbon draw run through lace beadings at neck. Sizes 4 to 14 years. ... 88c

Framing 88c

Have your pictures framed at this price. Any size up to 16 x 20, framed, in 1 1/2-inch brown oak, 1 1/2-inch grey and black, 1 1/2-inch mahogany, 2-inch plain gilt or 1-inch brown with black rim. Regular values \$1.25 to \$1.65. Today ... 88c

Pictures 88c

Select 16 x 20 Photo Color Pictures, choice landscapes, framed in 3-inch gilt, moulding, with hand-laid corners and raised centre-pieces. Regular \$1.00. Today ... 88c

\$1.00 and \$1.50 Values in Hardware 88c

Royal Floor Wax, a very superior make. 2-lb. can today ... 88c
Oval Dish Pan, white enamel, fits in kitchen sink, convenient size. Today ... 88c
Serving Trays, mahogany finished, with glass tops; size 11 x 16. Today ... 88c
Bath Stools, white enameled, with four rubber-tipped legs. Today ... 88c
Clothes Horses, folds into small space when not in use; has 30 feet of drying space when opened out. Today ... 88c
Garbage Cans, best handle, with cover, pearl grey japanned finish, medium size. Today ... 88c
Kitchen Cutlery Set, consisting of butcher knife, bread knife, fish fork, cleaver, can opener, cake turner, ice pick, paring knife; a very useful set. Complete set today ... 88c
The Gem Safety Razor, complete with seven blades, in leatherette-covered case. Today ... 88c

Many Good Values in Books

The Hillman, by E. Phillips Oppenheim, gives the author a splendid opportunity to display his descriptive powers. Today 88c
The Wandering Dog, by Marshall Saunders, and Ford of H.M.S. Vigilant, by T. T. Jeans, are two splendid books for boys. We offer 100 volumes of these two in the original \$1.25 and \$1.00 editions. Today the two 88c
General Sketch of the European War, the second phase, by Hilaire Belloc. Today ... 88c
The Arabian Nights, selected and re-told for children, with many illustrations in color; a handsome volume. Today ... 88c

Women's Pure Wool Spencers 88c

No Phone or Mail Orders.
Waist Length Spencers, knit in a strong links and links stitch, of pure wool and cashmere wool yarns. They are mostly V neck, no sleeves, button front styles, with a few long sleeve styles in the lot. Colors white, rose, Copen, natural, black and grey in the lot, but not in each style. Sizes 34 to 40 bust. Sweater Coat Department, 2nd Floor. Regular \$1.25 to \$1.75. Today ... 88c

Furs Below Usual Prices

Cross Fox Scarfs, made from fine Alaska fox skins, full size, animal shape. Some are lined with crepe de chene; others have fur on both sides. Trimmed with natural heads and large brush. Regular value \$75.00 and \$85.00. Today ... 65.00
Cross Fox Muffs to match scarfs, in new round shape, finished with head and brush. Crepe de chene lining. Regular \$65.00 and \$75.00. Today ... 50.00
Best Scotch Mole Muffs, in new melon shape, lined with soft silk and best down filling. Today, special 30.00
Scotch Mole Neckpieces, crossover style, with slip-through loop, made from best Scotch moleskin. Today ... 9.00
New Columbia Sable Sets, in the popular taupe shade, made from best skins. Muff is good-sized melon shape. Scarf is modish wide cape effect. Both are lined with best satin and finished with heads and tail. Price, per set ... 24.00
Black Wolf Muffs, in large round shape, made from bright, glossy, well-furred skins. Lined with Skinner's black satin. Today, special ... 9.00
Black Wolf Cape Scarfs, very wide over shoulder, best satin lining, finished with head and tail. Today ... 11.00
Black Fox Scarfs, full skin size, from best selected skins, shaped at back and trimmed with head and large brush, soft silk lining. Regular \$30.00. Special, today ... 22.50

FOR NORTHWEST YORK Apply H. H. W. King Street PROBS No 18 Pet 276 BA Major-General of the Hun Air During Success Eulogized London Oct this weekly Press today B. Maurice, operations at "It is no d armen that the single zeppelin men brought d of the zeppelin No French as comparing the in the night v still fresh, to in daylight. British air-ser of the war, he pelms under o favorable than French were day. Discussing airplanes on the "During Septe shmes made t the German 185 tons of a period the G exactly 1090 Now, bombing air operations portant work directing of "While most certain air he less immensel announce the force, the B sever adopte leh armen ad in a service imagination o are in no mo vied work the trenches and deeds noticed from that ado comrades in of warfare, brought down men exceeds group. "During Se brought down this figure o aviation, fo allows airmen less the fall "Scorated eth ground or by the vicinity." Commenting along the C tic character and very st General Ma "Just as t are lissensic the British calculating rep forcing the of the fight been trying standing be French by a were doing to the Brit victory, wh a "k this "Of course, fish have h do, on the than ever s apparent first month ly exhauste we had to another. A year our ne went into i ing the b French of y they had we were p "The F manders ur by had the understand

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