

L. SIMPSON Store Opens 8 a.m. Closes at 5.30 p.m.

H. H. Fudger, President, J. Wood, Manager.

Probabilities—much change in temperature.

Light to moderate winds; fine; not

SIMPSON

Mothers, please take note—and make your plans accordingly.

School opens promptly at 9 o'clock next Tuesday morning, September 6th.

As the store will be closed next Monday, to-morrow (SATURDAY) is the day to fix the youngsters up.

Girls' New York Dresses for Fall Wear are Here

They consist of very pretty and fashionable styles that are made specially for "Simpsons" by New York's leading makers of Girl's Fall and Winter Dresses.

Girls' New Fall Dresses, in black and white shepherd's check goods, prettily trimmed with plain red and other contrasting effects. Sizes 6 to 14 years, \$2.00 to \$6.50 each.

Cosy Sweater Coats for Girls

Girls' Sweater Coats, a pretty Russian style, fine, heavy knitted wool; colors all white, grey with red, and navy with red trimming. Sizes 2 to 6 years, \$1.75 each; sizes 7 to 12 years, \$2.00 each.

Complete Stocks of Children's Warm Underwear

Infants' Vests, Rubens' patent style, ribbed wool and cotton mixed; color white. Sizes 3 months to 1 year. Each 25c.

Girls' New Coats and School Suits

Girls' Full Length Coat of frieze cloth, in navy or red, turn-over collar of black velvet, trimmed with narrow gold braid and military buttons, fancy patch pockets, single breasted style. Ages 6 to 14 years. Price \$4.25.

Moren Petticoats for Young Women \$1.50

Misses' Petticoats of fine quality moren, black, navy or brown; made with a deep two-piece flounce; trimmed with rows of pin tucking and stitching. Lengths 30, 33 and 36 inches. Saturday \$1.50.

Hats, Caps and Tams for Boys and Girls

Boys' Varsity Caps, unlined, with taped seams, or silk serge lined, fine navy and black serges, worsteds and beavers. Splendid values at 25c, 35c and 50c.

Hair Bows for Girls

Hundreds of pretty Hair Bows made of a rich 6 inch taffeta ribbon, to sell Saturday, in all colors—white, cream, sky, rose, mexique, navy, tan, brown, myrtle, reseda and Copenhagen, 25c.

Take these Flowers to Teacher

Asters, large flowers, long stems. Per dozen 15c and 25c. Bouquets of Garden Flowers. Each 15c.

A Sale of West of England Suiting Serges

3,000 yards Fashionable West of England Admiralty Suiting Serges, in medium and large, bold twills, specially purchased from one of the largest makers of this class of serge in England; guaranteed all pure wool; thoroughly shrank correct weight and finish for suits, coats, etc.; every new autumn shade in the collection, including the new navy and blacks. On sale Saturday: 52 inches wide, 75c; 54 inches wide, \$1.00, \$1.25, \$1.50 per yard.

Plain Colored and Fancy Silks 47c

Many Weaves and Styles to Choose from. Worth 65c and 75c Yard. French Silks, in satin de chine and chiffon taffetas.

Mill-Purchase of Printed Wrapperette

Purchase from a mill of all their ends, half pieces, etc., of a splendid line of Printed Wrapperette. 2,400 yards altogether of 28-inch Fine Printed Wrapperette, a splendid washable; just the right thing for children's school dresses, warm and comfortable; black, navy, cream and red grounds, with pretty polka dots, figures, leaves, sprays, stripes, etc. To buy these in the regular way we would have to sell them at 12 1/2c. Special price 7 1/2c.

Pure Irish Linen and Tailored Waists

Saturday we make a special display of our "Challenge" In the trade we have built up round these Waists is enormous; customers have been quick to recognize the intrinsic value of the linen from which they are made, and to the fact that no matter what price is paid, we show the best cut man-tailored linen waist in the Dominion at \$1.95, \$2.50, \$2.75, \$3.50 and \$3.95.

Groceries

2,000 lbs. Fresh Creamery Butter, White Clover Brand, per lb. 25c. Toasted Corn Flakes, 3 packages 25c.

Stockings and Socks, to Withstand the Knocks

Children's Socks, fine imported lisle and cotton, in fancy tops, plain and fancy feet; all sizes. Regular 20c. Saturday 10c, 3 pairs 25c.

Gloves for Boys and Girls

Boys' and Girls' English Cape Leather Gloves, tan, dome fastener, pique sewn, dressy, splendid wearing. All sizes. Ages 1 to 15 years. Regular 75c. Saturday 50c.

Two Items for Grown-ups

Women's Fine Imported Lisle Thread Hosiery, in the lot a large variety of kinds and colors; plain and fancy open colors; broken lines from regular stock. All sizes. Regular 35c to 50c. On sale Saturday, pair 19c.

Half-Price Boots for School Children

ALL SIZES 5 TO 10. REGULAR \$1.00, SATURDAY 40c. 500 pairs Boots for school children, in all sizes from 5 to 10, made from fine, strong Dongola goatskin leather, Blucher cut, patent toe-cap, heavy, sole, medium-wide-toe, easy fitting. Regular value \$1.00. Saturday 40c.

"Don't Forget Your Handkerchief"

Boys' and Girls' Lawn Handkerchiefs, Saturday 4 for 25c, 8 for 25c, 6 for 25c. Boys' and Girls' Colored Border Handkerchiefs, 4 for 25c, 8 for 25c, 6 for 25c.

Sweaters, Shirts and Underwear for Boys

A pure wool coat, made in the cardigan style; colors come in grey trimmed red and navy trimmed red. These coats will give great satisfaction, and stand a lot of hard wear; all sizes, 75c each.

School Tumblers and Chinaware

Tumblers, table size, clear glass-ware, melted edge, conical shape, medium weight. Saturday 80c doz.

Tucked Chiffon

Black and White French Tucked Chiffon. Regular \$1.00 yard. Saturday 35c.

Blouse Fronts

1/2 of a yard of Swiss Embroidery Blouse Fronting on Saturday for 15c. On sale at Bargain Counter, Queen street entrance.

The New Arithmetic

Published by The Robert Simpson Company, Limited, is now ready and on sale in our Book Department. Also a full line of Public and High School Books, and a large assortment of school supplies.

This Store will be Open All Day Saturday, but Closed All Day Monday (Labor Day)

The Robert SIMPSON Company Limited

Boys' New Fall Clothing

Boys' English Tweed Three-piece Suits, in a handsome brown and olive green mixed ground, with neat fancy colored stripes and thread intermixtures; cut in the stylish double breasted style, lined with strong durable linings. Sizes 28 to 35. Saturday price \$5.50.

Special Saturday Millinery at \$6.50

You will find all the new ideas of piquant Paris reproduced by our own milliners in this lot of one hundred hats that we have prepared for Saturday morning. Our special workroom organization enables us to specialize in refined trimmed millinery at these popular prices.

Whalebone Hair-Brushes \$1.00

144 only Pearson's Excelsior Hair Brushes, these are made with 20 rows of whalebone set in a rubber cushion, and the backs are highly polished, and come in olive and fox-wood; this is the best style of brush for cleaning the scalp and curing dandruff. Sold regularly \$2.50. Saturday morning, each \$1.00.

Low-Priced Baby Carriages

If you need a Baby Carriage or Folder be here sharp Saturday morning. All these bargains are new, but we must have the space for other goods.

A Good School Watch

7-jewelled nickel movement, with spring-over regulator, compensated balance, double roller escapement, exposed winding wheels, fitted in gold filled open face case, guaranteed reliable timekeepers. Regular \$7.50. Special price \$3.95.

Blankets to Keep the Kiddies Warm

Even the Blanket Sale has something special for youngsters, beside many items that their parents will appreciate.

SCOTCH BLANKETS FOR THE LITTLE PEOPLE \$2.75 PAIR

36 x 54 inches, for the little cot, very fine, pure wool Scotch Blankets, finished single, pink or blue borders, or no border at all; will not shrink, as soft as down. 38 pairs at sale price, per pair Saturday \$2.75.

WHITE UNSHRINKABLE WOOL BLANKETS \$2.34 PAIR

Beautiful, soft, clean, white Blankets; made from selected yarns, dainty borders, for double beds, 66 x 82 inches; blanket values such as you seldom see even in our Blanket Section. Only 38 pairs. Regular \$3.00 per pair. Sale price Saturday \$2.34.

BEAUTIFUL WHITE SAXONY WOOL BLANKETS \$3.48 PAIR

Less than the price of the commonest wool blankets, and these are pure Saxony wool, the finest nap, the most durable weave, the most perfect cleansing, the best finish possible to put on a blanket, pink or blue borders, 7 lbs. 64 x 84 inches. \$4.90 blankets. Sale price, per pair, Saturday \$3.48.

FINE ALL-WOOL GREY FLANNEL 25c YARD

Made from long, clean, soft wool, finest non-irritating finish, plain or twilled; 27 inches wide; a most excellent flannel for men's shirts, children's underwear, etc. 600 yards. Sale price Saturday 25c.

TABLE NAPKINS CLEARING 50c DOZEN

About 19 x 19 inches, bleached Irish damask, assorted designs, a rare opportunity for restaurants, lunch counters, etc. Only 100 dozen. Saturday, dozen 50c.

VERY FINE ODD TOWELS, CLEARING LOTS

We have a lot of very fine pure linen bleached Irish Huckaback Towels, spoke hemstitched ends, some plain borders, some beautiful damask borders, some damask border all around, good large sizes; only single towels in many cases. On sale Linen Department, upstairs; grouped into four prices each Saturday 40c, 62c, 88c, 98c.

