

SIMPSON

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

H. H. Fudger, Pres. J. Wood, Manager

PROBS.—Easterly winds; fine and a little warmer.

SIMPSON



From the Exhibition--to the Simpson Store

Profitable Fall Shopping for Women

Here is interesting reading for fair shoppers. In addition to the magnificent array of new fall goods on view, Friday brings many bargains good and true. The manufacturers' samples, our own models, broken and discontinued lines, and many similar opportunities occur for your profit. Read these through:

- Corsets, Whitewear, Infants Wear, etc.**
- BIG CORSET BARGAIN.**
400 pairs Royale Corsets a beautiful model in fine white coutil, medium bust, extra long skirt, with 6 garters, fine rust-proof boning, 4 wide side steels, bust draw cords, lace and ribbon trim; sizes 18 to 26 inches; regular price \$1.25 a pair. Friday bargain, a pair **.75**
- Infants' Coats, French broadcloth, with silk embroidered collar and silk braid and buttons, lined with sateen, color cream, for ages 1 to 3 years; regular \$5.50 each. Friday bargain 2,75
- Infants' Long Coats, fine cream bedford cord, lined and interlined, scalloped cape collar, trimmed with silk ribbon and silk applique; regular \$4.00 each. Friday bargain **1.75**
- Girls' Coat Sweaters, white only, V neck, 2 pockets, pearl buttons; sizes 6 to 10 years; regular price \$1.50 each. Friday bargain **.75**
- Women's Coat Sweaters, heavy knit wool, rope weave; V neck, 2 pockets, length 30 inches, color grey with red trim, grey with navy and red with black trim, sizes 32 to 42 bust measure; regular \$4.50 each. Friday **3.25**
- Women's Princess Combinations, fine minkook, corset cover and drawers in one, daintily trimmed with fine lace and embroidery medallions; sizes 32 to 42 bust measure; regular \$2.00 each. Friday **1.00**
- Corset Covers, fine nainsook, trimmed with lace and embroidery medallions, silk ribbons, pearl buttons; sizes 32 to 42 bust; regular 40c. Friday **.25**
- Women's French Hand Embroidered Nightdresses, slip over style, kimono sleeves, front, neck and sleeves embroidered by hand; regular \$5.00 each. Friday **1.50**
- Women's Curly-Cut Vests, white ribbed cotton, low neck, no sleeves, dainty edges of lace run with tapes; sizes 32 to 38 bust; regular 25c each. Friday, each **.10**
- Girls' Vests, white wool and cotton mixed, ribbed, medium neck, short sleeves, draw tapes; sizes 2 to 12 years; regular 35 to 50c each. Friday, each **.20**

- Petticoats and Dressing Sacques**
- Imported Black Silk Moire Petticoats, side front opening; two-piece knife pleated flounce trimmed with velvet binding; lengths 38 to 42; regular \$4.75. Friday **2.95**
- SATEEN PETTICOATS.**
Black only, knife-pleated flounce, finished with pin tucked trim; lengths 36 to 42. Friday bargain **.49**
- Dressing Sacques of cotton crepe in plain colors of navy, black or cardinal, shirred yoke front and back, fronts and sleeves finished with fancy border; all sizes in the lot; regular \$1.00. Friday **.79**

- In the Waist Dept.**
- 150 Sample Silk Waists, all made for the fall trade, and no two alike. There are plain and striped silks, plaids and velvety chiffon, also some extremely smart net waists; regular prices \$3.95, \$4.50, \$5.00 and \$5.50. Friday bargain **2.49**
- A Table of Real Irish Linen Tailored Waists, in a variety of styles, these are slightly muscled, but look at the price; regular \$1.95, \$2.50, and \$2.95. Friday bargain **1.29**
- 250 Tailored Waists of the best quality English gingham and prints (goods that would sell per yard at 20c) made up in plain colors and a quantity of dainty stripes, chiefly white with black; all sizes from 22 to 42 inch; regular prices \$1.50, \$1.75, and \$1.95. Friday bargain **.79**
- 300 Dainty Lingerie Waists, high neck, long sleeves, front of close pin tucking and embroidery, only 24, 36 and 38 inch bust; regular \$1.00. Friday bargain **.50**

Bargains in all Kinds of Dress Materials
The Second Floor holds one of the most magnificent stocks of Dress Goods, Silks and Wash Goods it is possible to see on this side of the Atlantic. Here are figures attached to materials that are out of place when the qualities are considered. But these items are Friday's, and Friday is bargain day.

- Silks**
- Colored Dress Silks, satin paillette, satin de chene and mesaline, in the new fall shades as well as ivory black. Regular 65c and 75c. Friday **.48**
- Colored Duchesse Satin Paillette and French Satin Messaline in a complete color range, 40-in. wide. Regular \$1.35, Friday **.85**
- Rich Black French Satin Paillette, Satin Messaline and Satin de Chene, a rich quality of pure silk, 36 and 40-in. wide. Regular \$1.50 yard, Friday bargain, per yard **1.10**
- DRESS GOODS.**
Cheviot and West of England Suitings, Tweeds and Scotch Suitings, Panamas, Serges, Poplins, 42 to 52-in. wide, are selling at 48c on Friday. These are broken lines of our regular \$1.00 values.
- Delaines and Voiles, in beautiful designs and all the new colors. Regular to 75c, Friday, per yard **.44**

- Wash Goods Bargains**
- Duck Suiting, 30-in. wide. White and red grounds with spots and anchors. Useful for boys' jumpers, school frocks, etc. Regular 12 1/2c. Friday for yard **.8**
- Remnants of White Muslins, Mercerized Brocade Vestings and Lawns. Regular up to 35c, Friday for yard **.5**
- Clearance of Remnants—Crums' Prints, best Scotch Gingham and Chambrays. Regular up to 25c, Friday for yard **.8**

Swiss Embroidered Muslins at 15 cents
They're worth just five times this price. And they're all quite new; haven't even been exhibited before. Such a buying chance as this doesn't occur once in a decade.

- Swiss Embroidered Muslins for blouses, 1 1/2 yards plain, 1 1/2 yards tucked for collar and cuffs. Material is 22 inches wide with six hemstitched tucks, trimmed insertion (blind eyelet). Regular 75c. Friday **.15**
- Blouse Frontings, open work designs, 22 1/2 in. long. Regular 25c a front. Friday **.12**

- Hand Bags and Other "Usefulnesses"**
- Seal Grain Leather Handbags, moire lined, strap handle. Regular \$1.00. Friday **.50**
- Black Suede Leather Bags, cord handle, with tassels. Regular \$1.25. Friday **.65**
- 3- to 3-inch general purpose scissors. Regular 75c and 85c pair. Friday **.50**
- Shell Back Combs. Regular 35c. Friday, each **.3**

Many Fair Exhibits have already been rushed from the Exhibition Grounds to the Simpson store, for the great sale that begins to-day.

We now invite you to share in a distribution of what may justly be described as **Prize Goods**, at much below the prices of regular lines.

Your Autumn buying will be more profitable than ever before if you see that it starts simultaneously with this sale.

To-morrow this sale combines with our weekly Friday Bargain Day, and as a result we're able to offer you many unmatched buying chances.

The Sale of Exhibition Goods begins at 8 o'clock this morning with the following, among other attractions: Model Blouses up to \$20.00 for \$5.00; Embroideries, less than Half Price; Art Needlework, Half Price; Rich Cut Glass, Half Price; Pen Angle Underwear, Girls' Wash Dresses and Model Corsets at a fraction of regular figures.

Compare These Values for Women
with any that you know. Besides the exhibit of velvet and plush coats, we have prepared four big values for little money that should make Friday a busy day on our Third Floor.

Women's Suits, French Serge, Panamas, Venetian and Worst-eds Cloths. Coats lined with silk or satin, square or semi-fitting, single or double-breasted in various styles. Skirts semi-pleated in cord or panel style. Colors navy, brown, green, black or grey. Regular \$10.00 to \$17.50, Friday **6.45**

Girls' Coats, tweed serge and beaver cloth, very stylishly made, double or single breasted. Browns, greys and reds. For ages 6 to 12 years. Regular \$5.00 to \$8.50, Friday **3.49**

Women's Fall and Winter Coats, in a variety of new styles and colors, trimmed or plain tailored. Regular \$18.50, Friday **6.95**

Separate Skirts, dark tweeds, light checks and worsteds. Pleated styles, well tailored. Regular \$5.00, Friday **1.79**

The Royal Violina Exhibit
OF PERFUMES, SOAPS AND POWDERS.

This celebrated firm need no introduction to the Canadian public. The exhibit they had at the Fair embraced their complete line, and all these superior toilet requisites are now on sale at this store.

Their perfumes are highly concentrated, yet their effect is delicate and pleasing.

Their soaps are famous for their soothing effect on the skin.

And don't fail to ask for the "Vanishing Cream."

A Profusion of Main Floor Bargains
Fancy Needlework

Stamped Pillow Cases, best quality, 48-inch circular cotton. Friday bargain, pair **.59**

Stamped Linen Tray Cloths, stamped, various new designs. Friday bargain, pair **.25**

Stamped Pure Linen Guest Towels, with materials for working. Friday bargain, pair **1.25**

Cotton Velveteen Kimono Waist Pieces, stamped, charming designs for blind or open, with floss for working. Friday bargain **.69**

Indian Sweet Grass Baskets, regular 75c, \$1.00, \$1.20 and \$1.50. Friday, each **.45**

6-inch Ribbons 10c Yard

Duchess Satin and Taffeta Ribbons, 5 and 6 inches wide, in white, cream, sky, pink, turquoise, lilac, amethyst, champagne, old rose, myrtle, navy, grey, tan, brown and coral. Regular selling price 20c and 25c per yard. Friday bargain, per yard **.10**

Hosiery and Gloves

Women's Lisle Thread and Cotton Hosiery, black, white, sky, pink, helle. Imported goods. Regular 25c, Friday **12 1/2c**

Boys' and Girls' Ribbed Black Cashmere Stockings, seamless, double spliced heel, toe and sole. All sizes. Regular 25c, Friday, pair, 18c; 3 pairs **.50**

Women's Black Glace Kid Gloves, wrist length, dome fasteners, over sewn seams, sizes 5 1/2 to 8 1/4. Regular 50c, Friday, pair **.39**

Misses' Tan Glace Kid Gloves, French made, dome fasteners, over sewn seams. All sizes. Regular 50c, Friday **.39**

Stock, black and some colors. Regular 25c, Friday **12 1/2c**

Men's Fancy Lisle Thread Socks, stripes and fancy colors. Cannot fill phone or mail orders. Regular 25c and 35c, Friday **.10**

Men's Plain Black Cashmere Socks, seamless, double spliced heel, toe and sole. Regular 20c, Friday **12 1/2c**

Men's White Canvas Gloves, special Friday **3 pair .25**

The Wonderful Display of Feathers
The prize feathers from the Fair have just put the finishing touches on one of the most comprehensive stocks we have ever been able to show.

To-morrow we will offer 30 sample boxes of fancy feathers at each **1.00**

As well as about ten dozen French Hat Shapes, that have been slightly damaged, worth as high as \$4.50, for, Friday **1.00**

Exhibition Sample Shoes

300 pairs Women's Boots, made from vital kid, gun metal calf, velours calf, tan calf and patent calf, leathers, Blucher, lace and button styles, Goodyear welt and hand-turned soles, Cuban military and low heels, sizes 3 1/2 and 4 only; B and C widths only. Regular values \$3.50, \$4.00 and \$4.50. Friday bargain **1.75**

SOLID, STRONG, COMFORTABLE BOOTS.
450 pairs Boots, Blucher style, made from box kip leather, double thick standard screw soles. All sizes. Friday bargain—Men's **1.99**

Boys' **1.69**

Youths' **1.35**

The Best of Fiction at Trifling Cost

500 Volumes Heinemann's Colonial Library of Popular Fiction, written by the best authors. Regular 25c. Friday bargain **.15**

600 Books taken from our library, all the latest and best fiction by popular authors. Regular selling price from \$1.25 to \$1.50. To roll, Friday **.75**

2,000 Rolls Bedroom Papers, assorted colors. Regular to 20c roll. Friday **.10**

3,500 Rolls Imported Domestic Parlor and Dining Room papers, good colorings and designs. Regular to 35c. Friday **.24**

Regular to 75c. Friday **.28**

Wall Papers, Kalso and Brushes

250 Rolls odd walls and ceilings. Regular to 3c roll. Friday **1.00**

1,000 Rolls left over Borders. Regular from 25c to 4c roll. Friday **.75**

2,000 Rolls Bedroom Papers, assorted colors. Regular to 20c roll. Friday **.10**

3,500 Rolls Imported Domestic Parlor and Dining Room papers, good colorings and designs. Regular to 35c. Friday **.24**

Regular to 75c. Friday **.28**

The SIMPSON Company Limited

Men's Suits To-morrow \$7.90

Here's a pointer: Canadian makers of men's ready-to-wear clothing are now giving better value, dollar for dollar, than you can get anywhere else in the world.

Here is Exhibit A, to prove our contention: Single breasted three-button tweed and worsted suits, well-tailored, newest style, will be offered to-morrow at \$7.90. Only 150 of them, and twice this price wouldn't buy them if they'd come to us in the regular way. They're made by the best Canadian manufacturer, and at his regular prices of \$12 to \$18, they will stand comparison with anything you can find at the price. **Our Friday Price is \$7.90**

Underwear, Nightwear and Sweaters

FOR MEN

Men's Balbriggan Underwear, in several different shades, also odd garments of lisle thread, silk lustrate and Sea Island cotton. Regular 50c, 75c, \$1.00, \$1.25, Friday **.25**

1,000 garments of Men's "Penangle Brand" natural merino shirts and drawers. Sizes 34 to 44. Regular 65c. Friday **.49**

200 Men's White Twill Cotton Night Robes, heavy weight, some of these are slightly counter soiled, otherwise perfect. Regular 75c, \$1.00 and \$1.25. Friday **.49**

250 Men's Heavy Sweater Coats, plain rib knit, lined with contrast colors, two strong pockets, and close fitting cuffs. Regular \$1.25, Friday **1.00**

Hats for boys and Hats for Men

Boys' Variety Caps, in velvet, brown, cardinal, navy and black, also scarlet cloth. Regular 25c. Friday **.15**

Children's Tam o'Shanter, in velvet or cloth, navy, brown, cardinal, brown or black, Friday, special **.19**

Children's Felt Turban Hats, small, medium or wide brim, white, scarlet, navy, brown or cardinal colors. Special at .45

200 Men's Soft Hats, samples, large range of the most popular shapes, fine quality fur felt. Sizes 6 1/2 to 7 only, and mostly black in color. Regular \$1.00, \$1.50 and \$2.00, Friday **.49**

Men's Derby Hats, new styles and fine quality English fur felt, black and brown. Regular up to \$2.50, Friday **.59**

Men's and Boys' Hooded Caps, in navy blue serge and assorted patterns, tweed. Friday **.9**

Pictures and French Mirrors

REGULAR SELLING UP TO \$6.00.

500 Framed Pictures and French Mirrors, must be cleared out of our Galleries on Friday.

Space does not permit details, and these sales do not call for them.

The values will be up to our reputation.

See Windows Thursday, and be in department at 8 sharp Friday.

A Great China Quartette

3,000 Oddments in Dinnerware, comprising China Tea Cups and Saucers, Soup, Dinner and Tea Plates. Half-price Friday.

100 7-piece Berry Sets, Japanese Chinaware, Dainty Decorations. Regular \$1.25. Friday **.50**

10-piece Toilet Set, rich gold decoration, artistic design; regular \$4.75. Friday **3.25**

97-piece Dinner Set, Austrian China, dainty natural color, floral design, all pieces scalloped, rich gold finish, Kerms shape tea; regular \$18.00. Friday **13.25**

Jewelry at Practically Half-Price

10k Baby Signet Rings, plain and engraved patterns, all sizes; regular value 50c and 65c. Friday bargain, each **.29**

18 and 14k Single Stone Diamond Rings; regular price \$10.00 each. Friday bargain **5.95**

Large 14k Sunbursts 60 real fine pearls, with whole pearl centre, heavy 14k, mounts, safety catch and chain attachments; regular value \$15.00. Friday, bargain **7.95**

Rogers' Silver-plated Tableware

Pickle Forks; regular 50c. Friday **.25**

Berry Spoons, in lined box; regular \$1.10. Friday **.65**

Fork Knives, in lined box; regular \$1.35. Friday **.75**

Soup or Oyster Ladles, in lined box; regular \$1.75. Friday **1.25**

Pie Forks, set of 6 in a lined box; regular \$2.25 set. Friday **1.29**

All Rogers' make; neat, fancy pattern.

Save on Your Lights

Even those who are not in favor of the Day-light Saving Bill will have no objection to saving such good round sums as are indicated on these light fixtures:

16-inch Square Leaded Glass Dome, in various colors—gas or electric light. Regular \$16.00. Friday **11.99**

Round Leaded Glass 24-inch Dome, in floral design, for gas or electric light, fitted complete. Regular \$40.00. Friday, 29.50

5-Light Shaded Electric Fixture, with long chain drops and fitted with brass-mounted art glass shades. Regular \$22.00. Friday **17.50**

4-Light Square Ceiling Electrolux, in brushed brass finish, fitted with square shades. Regular \$12.00. Friday **8.75**

Electric Portable Lamp, handsome fretted metal shade, with art glass filling, fitted complete with cord, plug and lamps. Regular \$13.00. Friday **9.99**

Groceries and Provisions

2,000 bags Choice Family Flour, 3/4 bag **.56**

Choice Currants, cleaned, 3 lb. package **.25**

California Seed Raisins, 1 lb. package **.10**

Yellow Cooking Sugar, 8 1/2 lbs. **.50**

Pure Kettle-rendered Lard, 1 lb. package **.14**

Perfection Baking Powder, 3 lbs. **.25**

Canada Cornstarch, package **.10**

New Orleans Molasses, Cherry Grove Brand, 2-lb. tin **.10**

Pearl Tapioca, 3 lbs. **.25**

Choice Rangoon Rice, 6 lbs. **.25**

Finest Creamery Butter, per lb. **.25**

Smoked Rolls of Bacon, lean and mild, half or whole, per lb. **.16**

Quaker Brand Pork and Beans, in chili sauce, large tin, 3 lbs. **.28**

2 1/2 LBS PURE CELONA TEA, 55c.

A blend of Indian and Ceylon Tea, one ton, Friday, black or mixed, 2 1/2 lbs. **.35**

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