

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 satin, 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 nainsook, 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 \$1.00 each. Friday **1.50**
Women's Curly-Cut Vests, white ribbed cotton, low neck, no sleeves, dainty edge 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 12 to 12 years; regular 35c to 50c each. Friday, each **.20**

Petticoats and Dressing Sacques

Imported Black Silk Mire Petticoats, side front opening; two-piece knitted flounce trimmed with velvet binding; lengths 38 to 42; regular \$4.75. Friday **2.95**
SATEEN PETTICOATS.
Black only, knitted 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 velvets, 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 32 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 clove pin tucking and embroidery, only 34, 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 **.45**
Colored Duchesse Satin Paillette and French Satin Mesaline in a complete color range, 40-in. wide. Regular \$1.35. Friday **.95**
Rich Black French Satin Paillette, Satin Mesaline 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"

Real Grain Leather Handbags, moire lined, strap handle. Regular \$1.00. Friday **.50**
Black Suede Leather Bag, cord handle, with tassels. Regular \$1.25. Friday **.35**
3 to 3-inch general purpose scissors. Regular 75c and 85c pair. Friday **.30**
Shell Back Combs. Regular 25c. Friday, each **.5**

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 solid 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 Vinolia 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, each **.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, heather, 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 6 1/2. Regular 50c. Friday, pair **.39**
Misses' Tan Glace Kid Gloves—French made, dome fasteners, over sewn seams. All sizes. Regular 50c. Friday **.39**
Women's Lisle Thread Gloves, broken lines from regular stock, black and some colors. Regular 25c. Friday **.12 1/2c**
Men's Fancy Lisle Thread Socks, stripes and fancy colors. Imported. 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 vic 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 literary list the latest and best fiction by popular authors. Regular selling prices from \$1.25 to \$1.50. To roll. Friday **.75**
500 Paperettes, Pine, White Linen Paperettes, each **.15**
Simpson's "Perfection" Box while the offer lasts. Regular **.25**
On sale Friday, **.19**
Book Dept., Main Floor.

Substantial Savings on Carpets & Rugs

If you saw the patterns and designs we're showing here to-morrow at the Fair, you'd be surprised to see these carpets and rugs reduced so early in the season. But the small quantities we were able to obtain do not justify marking this lot at regular prices. Here are Friday's prices:

WILTON CARPETS.
New patterns, quality such as will wear a lifetime, borders to match, most designs, not more than one roll of each. Regular \$2 to \$2.50. Friday, per yard **1.69**
These have a deep full pile, the colorings and designs cannot be improved upon. Friday, per yard **1.29**
AXMINSTER HEARTH RUGS.
Many designs, heavy and durable rugs, 27 x 54 inches, Friday, each \$1.79; 36 x 63 inches, Friday, each \$2.79.
AXMINSTER ROOM RUGS.
Splendid reproductions of the Orientals, 9 x 10 ft. 6 in., Friday \$19.95; 9 x 12 ft., Friday, \$22.95.

Don't Miss These Comforters

If you looked for Comforters at the Fair, you were disappointed; the usual good display was lacking. However, the Comforters didn't think this a very good reason for leaving them out of this sale, and proved they wanted to come in by the following prices:

Silkoline Comforters, art printed, new and varied designs, reversible, white cotton filling, 72 inches square, for double beds. Friday **1.98**
Fancy and Cambric-covered Comforters, 70 x 70, reversible, cotton filling, most serviceable. Friday **1.45**
Down Comforters, black painted, down proof cambric, rose blue and lilac grounds, with dainty borders, reversible, 72 square, filled with splendid down. Friday **4.95**
A Special Down Comforter, 72 x 72, reversible, plain satin panels, cord edges, stitched designs. Friday **5.95**
7-LB. WHITE UNSHRINKABLE WOOL BLANKETS, 64 x 84 inches, thoroughly scoured, beautifully napped, fine quality. Regular \$3.85. Friday **3.19**
100 PAIRS WHITE UNSHRINKABLE WOOL BLANKETS, 64 x 84 inches, thoroughly scoured, beautifully napped, fine quality. Regular \$3.85. Friday **3.19**

A clearing lot, perfectly made and finished, best napping, pink or blue borders, 60 x 80 inches. Friday, pair **2.36**
STRIPED FLANNELLETTES, 36 INCHES WIDE, 10c YARD.
Only 1,400 yards, fast colors, heavy, strong make, lots of stripes, fine napping. Friday, yard **.10**

Ideal Bedsteads and Bedding

Included in this list for Friday shoppers are Beds and Bedding exhibited by the "Ideal Bedding Company" at the Exhibition; so you see it is an ideal list in more ways than one. Just look at the prices:

Steel Davenport Beds, simple in construction, easily convertible, covering is of heavy green denim, tufted, with valance. Price **13.95**
Extension Couch Beds—Frame of heavy steel angle, spring is closely woven and supported with helical springs, mattress is green denim and has valance at front and two ends. Price **9.75**
Brass Bedsteads, in bright finish, heavy upright posts and filling equally strong; in full size. Price **11.95**
Brass Bedsteads, in satin or bright finish, heavy continuous posts with upright filling evenly distributed. Price **18.90**
Iron Bedsteads, in white enamel finish, spindles and caps at head and foot ends. Price **5.95**
Iron Bedsteads, in white enamel finish, with brass trimmings, full size only. Price **7.90**
Iron Frame Woven Wire Bed Springs—Sides are of steel tubing with ends of steel angle, reinforced spring is closely woven and supported with helical springs. In all standard sizes. Price **2.79**
Mattresses well filled with white cotton, heavily tufted and covered with good quality ticking. Built for comfort and durability. Price **7.30**

SOME OTHERS

Chairs made of solid hardwood, finished golden, made strong and durable. Regular price 44c. Friday bargain **3 for 1.00**
Pedestals, made of solid oak finished, golden or early English. Regular \$3.75. Friday bargain **1.95**
Iron Bedsteads, in pure white enamel finish, with brass trimmings, in all standard sizes. Regular \$4.75. Friday **3.95**
Mattresses, well filled, with seagrass centre and heavy layer of hair on top and bottom, in all standard sizes. Regular \$2.90. Friday **2.39**

Wall Papers, Kalso and Brushes

850 Rolls odd walls and ceilings. Regular to 8c roll. Friday **3**
1,000 Rolls left over Borders. Regular from 25c to 4c roll. Friday **7**
2,000 Rolls Bedroom Papers, assorted colors. Regular to 2c roll. Friday **1**
3,500 Rolls Imported and Domestic Parlor and Dining-room papers, good colorings and designs. Regular to 35c. Friday **15**
Regular to 75c. Friday **24**

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, neatly trimmed 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's, in velvet or cloth, navy, brown, cardinal, brown or black. Friday, special **.19**
Children's Felt Turban Hats, small, medium or wide brims, 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.
\$6.00 VALUES FOR \$1.00.
No phone or mail orders. No dealers' supplies.

A Great China Quartette

3,000 Oddments in Dinnerware, comprising China Tea Cups and Saucers, Soup, Dinner and Tea Plates. Half-price Friday **.50**
100 Teacup Berry Sets, Japanese Chinaware, Dainty Decorations. Regular \$1.25. Friday **.50**
10-piece Table 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, Kermis 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 75c. Friday bargain, each **.29**
18 and 14k Single Stone Diamond Rings; regular price \$10.00 each. Friday bargain **5.95**
Large 14k Sunburst 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 **.69**
Pie Knives, in lined box; regular \$1.35. Friday **.75**
Soup or Oyster Ladles, in lined box; regular \$1.75. Friday **.95**
Pie Forks, set of 6 in a lined box; regular \$2.25 set. Friday **1.29**
All Rogers make; neat, fancy pattern.

500 men's or boys' Gun Metal WATCHES, 69c.

200 Nickel and Brass Finish Clocks, time only, 2 1/2 inch dial, suitable for desk or dresser, warranted reliable time-keepers; regular value 75c. Friday **.50**

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 Shower Electric Fixture, with long chain drops and fitted with brass-mounted art glass shades. Regular \$22.00. Friday **17.50**
4-Light Square Ceiling Electrolite, in brushed brass finish, fitted with square shades to suit. 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 1/2 bag **.56**
Choice Currants, cleaned, 3 lb. package **.25**
California Seeded Raisins, 1 lb. package **.25**
Yellow Cooking Sugar, 8 1/2 lbs. **.50**
Pure Kettle-rendered Lard, 1 lb. package **.14**
Perfection Baking Powder, 3 lbs. **.10**
Canada Cornstarch, package **.25**
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. **.25**
2 1/2 LBS PURE CELONA TEA, 55c.
A blend of Indian and Ceylon Tea, one ton, Friday, black or mixed, 3 1/2 lbs. **.55**

The **SIMPSON** Company Limited
Robert

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