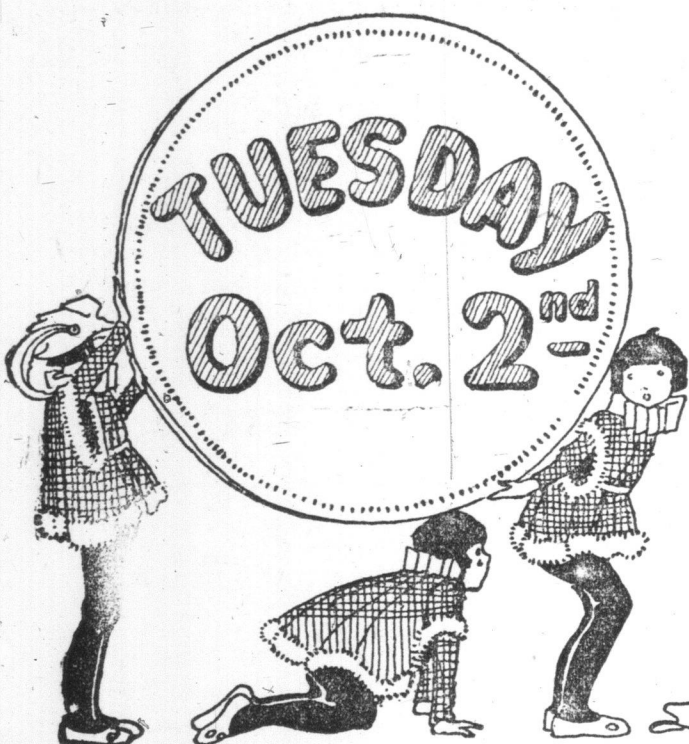


Economy Day at Simpson's

Quite the Best Values in the Store Will Be on Sale Today

Many of Them Have Been Specially Reduced for This Occasion. Therefore This Page Points the Way to Definite Savings on Practical, Useful and Much Wanted Merchandise



Economy Prices on Women's Hand Bags

\$1.25 and \$1.50 Black Leather Strap Purses, made of seat and morocco grain leather, double flap and three separate pockets, square and round corners, lined with cord and moire linings; car ticket space on outside flap. Special at1.00

Women's Black Seal Leather Car Ticket Case, calf lining, extra well made. Regular 35c. Special at25

Women's Silver Finished Vanity Case, hammered design, with fancy Japanese decoration. Bill holder, coin holders to hold 5c and 10c pieces, and powder puff. Regular \$1.25. Special98

Women's Handsome Coats at Economic Prices Reproductions of High-Class Models Today \$18.50

Reproduction from high-priced New York models in velour, beavers, frizzes and fancy weaves. Plain collars, fur or plush trimmed, in a variety of new styles. Shades bronze, navy, black, beetroot, brown or myrtle. Sizes 32 to 42. These coats are specially priced for Economy Day, each18.50

Women's Serge Dresses Economy Price \$7.95

Colors are black, navy, green and brown; smartly tailored styles, with flare skirt, finished with pockets; plain waist, with large collar of self; finished with twist stitching and overcollar of white silk. Today7.95

Misses' Excellent Coats Price \$15.00

Misses' Chinilla Coats, in smart style, with large convertible plush or plush trimmed collar; novelty pockets, cuffs and belts, neatly trimmed with buttons; half lined; colors navy, brown and grey. Price15.00

Women's Suits Economy Price \$18.50

New Fall and Winter Suits in well selected designs that show individuality and smartness in trimming. The quantity is ample for good choosing, including blacks, navy, greens, brown, wine or burgundy. Assorted in material, and good silk lining. Sizes 34 to 42. Reg. \$25.00 to \$29.00. Today18.50

Misses' Suits, Economy Price \$16.50

These suits are taken from our regular \$25.00 stock. They are strictly tailored and semi-tailored styles. Some have fur trimming on collar. Novel pockets. Button trimming. Skirts are tailored and have novelty pockets. All nicely lined. Shades navy, black, green and brown. 15.00

Serge Skirts, Economy Price \$3.49

100 Women's Skirts, made in black or navy all wool serge in a number of styles with gartered backs, pleats, pockets and belts. Sizes 24 to 30 band, in all lengths. Today's special3.49

Women's Winter Coats Economy Special \$9.95

Grouped at one price, several good numbers taken from our regular stock of \$12.50 to \$16.50 coats. The popular shades of the season, and various good fabrics; a splendid opportunity to get a fashionable warm coat for . . . 9.95

Misses' Lovely Dresses at \$18.50

Strikingly clever Dresses of silk poplin, in green, brown, blue, black, white vest, collar and cuffs; embroidered belt; large pockets in skirts. Another design in messaline silk, prettily embroidered on collar, cuffs and pockets; white Georgette collar and cuffs18.50

Millinery At Economy Day Prices

Trimmed Hats at \$6.95

Many new and becoming shapes will be used; new sailors, Chin-Chin shapes, small, close-fitting styles and good turbans; the trimmings are imported huckle and coque bands, burnt goose bands and new ornaments. The colors will include all the newest shades, also black. Today6.95

Sample Hats

These samples comprise many hatted shapes of Lyons velvet, and some hatter's plush; many dress shapes, including sailors, turbans and tricorne, and close-fitting effects. On sale today at half price.

Untrimmed Shapes

There will be hundreds of good becoming shapes of silk velvet and zibeline plush; some with ironed crowns; there are sailors, turbans, Chin-Chin shapes and drop shape; the colors are black, navy, brown and green. Today1.95

Children's Velvet Tams

The Tam is the popular school hat for the kiddies, and these Velvet Hats are extra good value, and come in black and navy. Today1.95 and 1.29

Ostrich Boas, \$2.95

These are long fibre, best quality Ostrich Boas, and are 22 inches long; they come in black, white and combinations of white and grey, white and black, white and taupe, and black, white. Today2.95

Three Great Waist Specials

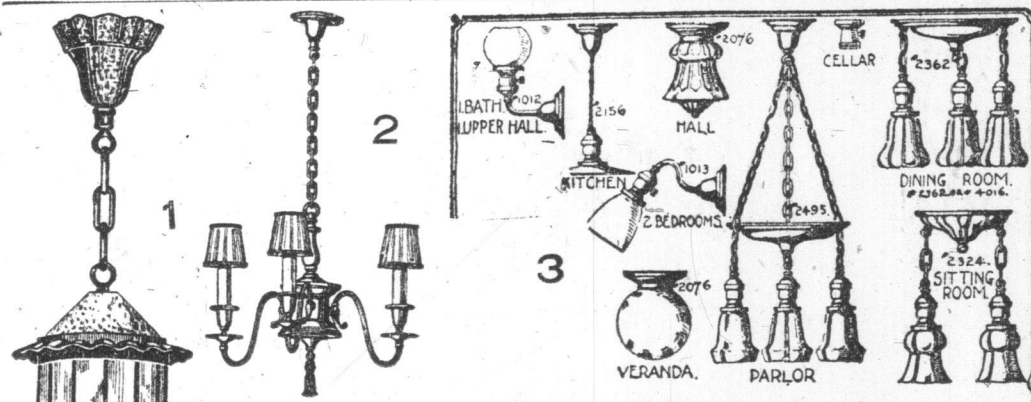
No 'Phone or Mail Orders.

Women's Waists of fine, sheer voile, in pink, blue and maize. Open hemstitched front, fastened with solid pearl buttons; deep shawl collar, with a smaller one overlaying it; both with picot edge; cuffs to match. Sizes 34 to 42. Value \$2.19. Today1.00

100 Nice Bright Pure Washing Silk Waists, open hemstitched front, with loops and solid round ivory buttons; convertible collar, long sleeves, with hemstitched cuffs. Sizes 34 to 42. Today79

Beautifully Tailored Waist of fine, sheer voile, in flesh, pink or sky; open front, fastened with large ocean pearl buttons, convertible high or low collar; all seams are hemstitched, and have fancy turn-up cuffs. Sizes 34 to 42. Regular \$1.05. Today1.00

As the Quantity in Some of These Big Specials is Limited, We Therefore Advise Early Shopping



No. 3---A Complete 6-Room Outfit (11-Pieces) at \$19.75, is One of the Economies of October Electric Fixture Sale

Fees and lamps extra, but no extra charge for joints.

No. 3 illustrates the set in detail, but it does not properly bring out the handsome lines of the pieces. We therefore give a brief description of a few of them.

Parlor fixture has solid 12-inch pan and burnished brass chains above the pan. Dining-room fixture is round and also measures 12 inches with 10-inch pan; also it may be had with single chain suspension.

The shades are plain white glass in some cases, while others show pieces nicely tinted.

This set must be seen to be appreciated—why not come to the Fixture Section today? Sale price \$19.75.

No. 1—This lantern has amber glass panels put together with lead strips. The metal work is hammered old brass. A really big bargain at the price, because such pieces are most difficult to procure. Each5.25

No. 2—A 3 ft. candle pendant at 8.95, in ordinary finishes and \$9.95 in silver finish. This fixture is very attractive, alone—made very beautiful with silk shades, which we have at 60c each or with glass candle shades at 75c each.

Hair Brushes at Economy Prices

This is the biggest range of brushes we have ever offered in a special sale. There are more than 45 different kinds, and they will range in price from 35c to \$7.00, most of these prices being less than regular wholesale cost. The quantity is quite large, but at these prices they should go with a rush. See them tonight in our window.

Towelling, 12c Yard

Striped Terry Towelling, for rollers, etc.; 15 inches wide. Regular 15c per yard. Today, yard12

Velveteen at 68c

3,000 yards of Dress Chiffon Velveteens, in the best selling shades and in black; dollar qualities; 22 to 23 inches wide; guaranteed fast pile and color. Per yard .68

Cord Velvets, 49c

4,000 yards of fine Terry Suiting Cord Velvets; 27 inches wide. Actual 75c values and in this season's best shades. 'Phone orders filled. Per yard49

Crepe de Chine

\$1.50 Silk Crepe de Chine, from Swiss, French and Japanese sources. A complete color range, with ivory. Economy Sale, per yard .1.24

Bungalow Aprons, 79c

Striped percales in light and dark colors may be used as apron or dress. Dutch neck, short sleeves, belt at waist; sizes 36 to 42. Regularly \$1.00. Today79

Girls' Lace Collars

Girls' Lace Collars, copies from real laces. Regularly 75c. Economy Sale price, each33

280 Net Stock Jabots, Economy Sale price59

1,200 Special Net and Lace Stock Jabots89

Laces! Laces!

7000 Dozen Yards of Wash Laces, a Nottingham manufacturer's overmakes. Valenciennes, Torchons, Cluny and Filet. Widths 1/2 to 6 inches. The prices quoted are away below the regular cost of manufacturing. Per yard, 3c, 5c, 6c, 7c, 9c, 12 1/2c and 15c.

Rare Economies for Men and Boys

Men's Suits

Suits for the stout man, in a brown tweed of fancy herringbone pattern; made in three-button style; single-breasted, five-button style; trousers stout man's, made with five pockets; plain bottoms. Sizes 40 to 45.12.00

Men's Overcoats

In plain black chevots, Chesterfield style, fancy grey tweeds; in slip-on style; Harris tweeds in slip-on and pinch-back styles. Sizes 36 to 44. Economy price10.95

Men's Trousers

Men's Cotton Worsted Trousers, black ground, with grey hair-line stripe; finished with four pockets; plain bottoms. Sizes 32 to 42. Economy price1.75

\$3.00 Umbrellas \$1.95

Men's and Women's Umbrellas, an exceptionally nice lot of handles in mission wood, ebony and boxwood, and sterling silver mounts; silk and wool covers of dependable quality. Regular price \$3.00. Economy Sale 1.95

Moleskin Overalls

Men's Cotton Moleskin Overall Trousers, in two shades, blue and black stripe, and brown and black stripe, finished with three pockets; seams all strongly sewn. Sizes 34 to 42. Economy price .75

Men's Overalls

Black Denim Overalls, strongly sewn, and roomy in size; made with three pockets. Sizes 34 to 42. Economy price95

Boys' Wonderful Suits Today at \$10.95

Our finest and most fashionable Fall and Winter Suits, tailored from all wool imported Scotch and English tweeds, mostly in cheviot finishes. An exceptional selection of nicely woven patterns in shades of grey, browns and fancy mixtures. Serge body linings. Only a limited number of suits, sizes 9 to 15 years. Reg. \$12.50 to \$15.00 values. Today 10.95

Fancy Suits for the Little Fellows

Regular \$5.50, \$6.00, \$6.50 and \$7.25 Values

100 Sample Suits, tailored from finest grades of imported cloths in many shades and fancy patterns. Fancy junior Norfolk styles, with straight knicker pants. This lot also includes many fancy corduroy styles. Sizes 2 1/2 to 6 years. Today4.15

Six Sound Economy Items Worth Coming Early to Share In

Men's Underwear Economy Price 87c

Pure Wool Undershirts. They consist of broken ranges from our \$1.25, \$1.50 and \$2.00 regular stock; guaranteed unshrinkable. Sizes 32 to 38 only. Drawers only. Selling price today87

Men's Pyjamas Economy Price \$1.29

Soisette and Mercerized Pyjamas, in pink, blue, tan and white; military collar, silk frogs; sizes 34 to 46. A special purchase makes possible offering you these pyjamas that were made to sell at \$2 or more 1.29

Soldiers' Shirts Economy Price \$1.59

Soldiers' Khaki Flannel Shirts, separate collar or collar attached style; winter weight; a great opportunity to send Christmas presents to your soldier boys at lower cost than usual. Sizes 14 to 17. Reg. \$2.00. Today1.59

Women's Petticoats Economy Price \$1.95

Women's Petticoats of heaterbloom, a silky, good wearing fabric in rose, navy, Russian green, grey and black; cut full; deep flounce, trimmed with three narrow frills; lengths 34 to 40. Reg. \$2.95. Today1.95

Women's Gloves Economy Price 79c

Fine quality Chamois Gloves, perfectly finished; have two dome fasteners and inseam seams; plain white and natural shade, with black embroidered back. Sizes 5 1/2 to 7 1/2. Reg. \$1.50 and \$2.00, for79

Women's Hose Economy Price 25c

All-wool Cashmere Hose, of fine black yarn; plain knit; close and elastic, seamless finish, in a light weight. Sizes 8 1/2 to 9 1/2. Regular 50c value. Selling Today at, per pair25

Economy Day Prices on Kitchen Hardware

Casserole and Pie Plates, nickel-plated, pierced frames, of neat design and handsome finish, with white-lined brown beproof inserts.

Oval Casseroles, 7-inch diameter, today, \$1.98.

Round Casseroles, 7-inch diameter, today, \$1.49; 8-inch diameter, today, \$1.98.

Remnants of Draperies Today 1-3 to 1-2 Less

Remnants! Remnants! A great collection of useful short lengths of drapery materials from every section of the department, including cretonnes, chintzes, serims, madras muslins, bungalow nets, tapestries, velours, casement cloths. Come this morning and buy all you need. Every remnant is marked at from one-third to one-half off the regular selling prices.

Window Shades, 39c—Another exceptional offering for the one day only; 1,000 splendidly made Window Shades of good quality water finished cloth, in the popular cream color, mounted on strong reliable spring rollers, complete with all attachments, and in the standard size, 37 inches x 70 inches. Economy Sale, each39

"Orinoka" Sunfast Casement Cloths, known the world over for being absolutely impervious to the sun's rays. All the very latest colorings are here, including some entirely new "shot" effects, combining beautiful shades of blue and green, blue and brown; also in self tones of brown, green, mulberry, champagne; all fully 50 in. wide. Regular \$2.95. Economy Sale, yard1.75

The Robert SIMPSON Company Limited