

Store Opens at 8.30 a.m.

The Robert Simpson Company, Limited

Store Closes at 5.30 p.m.

Our Column of 8.30 Specials is in the forefront of the Store news for Thursday customers. Every unit of the seven subdivisions will interest you. Each one is an example of the achievements of our department Managers in their war on high prices

A Special Circle for This Line

WIDE WIDTH DIAGONAL SUITINGS, 50 IN. WIDE, AT 55c YARD. PHENOMENAL VALUE.

The price at which we offer these popular staple fabrics is far below to-day's actual cost of production. The color range embraces every wanted shade for fall, including also navy and black. The cloth is a tried and tested fabric, which we guarantee will give you more than satisfaction. Guaranteed all wool and thoroughly soap shrunk and good value at 75c per yard. On sale Thursday, 8.30 to 10.30 a.m., opposite Queen street elevator, 55 Second Floor, per yard,...

50c FLANNELETTE NIGHT DRESSES, RUSH OUT AT 29c.

Women's Night Dresses, fancy pink or blue striped flannelette, Mother Hubbard yoke, with cluster tucking, frills of goods on neck, front and cuffs; lengths 54, 56, 58 inches. Regularly 50c. Thursday, 8.30 to 10.30 a.m.,...

A SPECIAL CIRCLE GIVEN TO 3,500 YARDS VELVET SUITING CORD, 39c PER YARD.

The widths are 22-inch, in high-low-cut and woven cords, and 27-inch in the fine Terry effects. A most opportune bargain, as velvets are in big demand. Those now offered at this low price are well adapted for boys' suits, girls' dresses and coats, and for ladies' tailored suits, make up nicely. The shades are this season's newest blues, tans, browns, greys, fawns, ruby, green, gold, rose, ivory, cream, etc. 8.30 to 10.30 a.m.,...

\$1.00 WAISTS FOR 39c. Smart new waists with low or roll collar, open front, fastened pearl buttons, made in fine quality English pique, cambric and lawn, plenty of styles and every size up to 42-inch bust. Regular price \$1.00. Thursday, 8.30 to 10.30 a.m.,...

EXTRA SPECIAL DOUBLE BED QUILTS CLEARING AT 98c. 500 only White Crochet Bedspreads, splendid wearing and washing quality, size 72 x 90 inches, hemmed ready for use. Thursday, 8.30 to 10.30 a.m.,...

WOMEN'S PLAIN CASHMERE HOSE, THURSDAY 29c. English samples, perfect finish, and "Pen-Angle" make, seconds. All are extra fine yarns, firm, close finish, seamless and fashioned; medium weight, deep double garter top, splendid qualities, spliced ankle, heel, toe and sole; all sizes. Well worth 40c pair. Thursday, 8.30 to 10.30 a.m.,...

MEN'S PLAIN COTTON SOCKS, THURSDAY, 10c. Extra fine thread with a lisle finish, seamless foot, extra close weave, not too sheer, and will wear well; close fitting fine ribbed cuff, double spliced heel, toe and sole; black and tan, all sizes. Regularly 12 1/2c pair. Thursday, 8.30 to 10.30 a.m.,...

2.50 Satin Petticoats \$1.98 Imported Petticoats, of extra quality satin, in black, navy, emerald, purple, Copenhagen, rose, grey and white, flounce of accordion pleating; lengths 36 to 42. Regularly \$2.50. Thursday, 8.30 to 10.30 a.m.,...

Showing New Kimono Cloths and Eiderdowns

A Special Showing in the Wash Goods Section. 36-inch Kimono Cloth, in a nice range of colors and new designs, two qualities, 10c and 12c yard.

36-inch Eiderdown, a good heavy cloth, with a fleecy finish, in plain and fancy colors. Thursday, 8.30 to 10.30 a.m.,...

36-inch Eiderdown, pink, blue, fawn, red, etc., with patterns of bats, birds, rabbits and teddy bears. Thursday selling, 10c, 6 pairs \$3.00.

36-inch Kimono Cloth, in a good assortment of patterns, quantity and quality. Regularly 25c and 30c. For quick selling, Thursday, 10c and 12c.

No Phone or Mail Orders for Items in This Column.

A Special Showing of Our Queenly Black Silks

A display of the newest weaves confirms the vogue of Black Moire. The plain moire velours of two seasons ago have given place to many new designs, among them being New Black Satin Moire, a brightly-finished weave; new Moire Crepes, new Shadow Effects on cord and taffeta grounds, new Brocade Moires, etc., etc., with several new pretty patterns in the moired velours. C. J. Bonnet, of Lyons, France, is well represented. Black Silk Crepes, plain, ripple and figured; all command attention; this season's display of brocaded crepes surpasses anything we have yet shown. The New Black Satins are much admired; the new "creped" finish being an added attraction to the duchesse weaves, satin charmeuse, crepe charmeuse, new cape satins and satin velours, are all in big demand. Chiffon Taffetas, in bright, rich blacks, are well featured. Black Suiting Cord Silks are shown in many weaves; the heavier cord cotele and Ottoman makes being prominent; bengalines in dress and suiting weights, with the fine duchesse faille and faille mousselines, are also favored. Two Specials in Black Duchesse, 500 yards of finely woven satin mousselines; 39 inches wide. Regularly \$1.50 quality. Black Suiting Satin, 40 inches wide. Our \$2.00 quality reduced to 1.38

Charming New Materials for Coats, Capes, Suits and Dresses

The first requisite of a smart, individual wardrobe is just such a collection of dress goods and suitings are included in our big showing for autumn. The color ranges are complete and authoritative; the weaves are as numerous and as beautiful as European ingenuity could devise and unlimited resources purchase. The display facilities are unrivalled, with strong north-west daylight, and a sufficient staff, who are well posted in the season's needs and features. Exhibition visitors are particularly urged to spend an hour in the department, where every courtesy will be extended to them.

Special Gloves and Hosiery

Women's "Llama" All-wool Plain Black Cashmere Hoses; medium weight; extra fine yarn; spliced heel, toe and sole; sizes 8 1/2 to 10. Thursday 25c, 3 pairs \$1.00. Children's Ribbed Black Cashmere School Stockings; strong durable yarn; closely knitted; good weight; spliced heel, toe and sole; sizes 6 to 8 1/2. 40c value. Thursday .25. Men's Plain Black Cashmere Socks; seamless; fall weight; extra fine yarn; close weave; spliced heel, toe and sole; sizes 9 1/2 to 11. 25c value. Thursday 15c, 3 pairs 50c. Men's French Grey Suede Gloves; extra soft and pliable skin; light weight; two dome fasteners; correct grey shade; sizes 7 to 10. \$1.25 value. Thursday .79. Women's Real French Kid Gloves; soft pliable skin; two dome fasteners; guiset finger; black, tan, white and colors. Sizes 5 1/2 to 7 1/2. \$1.00 value. Thursday .75. Women's 16-button Length White Kid Gloves; opened at wrist; dome fasteners; extra fine skin; sizes 5 1/2 to 7 1/2. \$2.00 value. Thursday 1.79



Blankets, Flannelettes and Woolens

From the backbone of the September sale in the staples and linens department. Splendid values and superb stocks give enormous interest to each day's list.

EXTRA LARGE, HEAVY FLANNELETTE SHEETS, \$1.69 PAIR. Made in England from a closely woven, evenly napped flannelette; size 72 x 90 inches. These come in plain white only, without border. Sale price Thursday, pair ... 1.69

THESE BLANKETS SHOULD GO WITH A RUSH. White Union Wool Blankets, thoroughly scoured and shrunken; pink or blue borders; large size, 70 x 86 inches. Regularly \$4.50. Sale price Thursday, pair ... 4.25. Beautiful Imported White Blankets, made from an exceptionally fine quality of pure wool; dainty poplin binding; your choice in fancy gold, rose, pink, blue and lavender colorings; size 72 x 84, at per pair ... 15.00. Pure Wool French Cream Flannels; nice soft quality for all kinds of infants' wear, etc.; 31 inches wide. Sale price Thursday, yard ... 50. Herococks' Flannelette, in a range of neat stripes; width 36 inches. Sale price Thursday, yard ... 18

SET OF TABLE LINEN AT \$4.45. Consisting of one Table Cloth, size 2 x 2 1/2 yards, and one dozen Napkins to match; size 21 x 22; new, handsome designs. Sale price, Thursday, set ... 4.35. Bleached Table Damask, sturdy quality for general use; 62 inches wide. Special Thursday, yard ... 35. Navy Blue Flannel, 37 inches wide. Sale price Thursday, yard ... 29 (Fourth Street)

Well Made House Dresses 69c Gingham and Percales, in stripes and checks; blue, black or pink, with white; three-quarter sleeves; round necks, and roll collars; some are trimmed with embroidery; others with plain chambray. Sizes 34, 36 and 38. Half-price Thursday ... 69. No phone or mail orders.

Showing New Kimono Cloths and Eiderdowns

A Special Showing in the Wash Goods Section. 36-inch Kimono Cloth, in a nice range of colors and new designs, two qualities, 10c and 12c yard.

36-inch Eiderdown, a good heavy cloth, with a fleecy finish, in plain and fancy colors. Thursday, 8.30 to 10.30 a.m.,...

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No Phone or Mail Orders for Items in This Column.

Young Women and School Girls' Millinery

Perhaps the most appreciated section of our millinery department is this youthful section. Therefore the announcement of a \$6.50 special to-morrow carries particular interest. 87 Hats with distinctive shapes and charming trimmings. The season's new tones and colorings in the latest French shades in patterns and materials. Special Thursday at \$6.50

150 Waterproof Coats for Men, \$6.95

REGULAR \$10.00 VALUES, ON SALE THURSDAY MORNING. A special purchase of guaranteed English waterproofs, the celebrated "Distingue" make, of all wool paramatta cloth in a greenish fawn shade. Made raglan style, cut loose and roomy, with seams worn, taped and cemented. Sizes 34 to 46. 8.30 Thursday morning, 6.95

Showing Men's Blue Suits \$16.50

Made from fine twill English worsted cloth, neat and serviceable, in the fashionables single-breasted, soft roll front style, with natural wide shoulders, fitting body and short length; the vest is cut single-breasted, high and made in fine twill mohair linings, sizes 34 to 44. Price ... 16.50. Our \$15.00 Men's Suits are the best that reliable materials and reliable tailors can produce. A splendid Bannockburn tweed, in a light grey, for early fall wear, is made up in good fitting single-breasted three-button style, with fine twill mohair linings; sizes 36 to 44. Price ... 15.00. Dark Oxford Grey Fall Overcoat, the overcoat cloth of which they are made is serviceable and can be worn on all occasions; made in single-breasted fly front Chesterfield style, sizes 36 to 44. Price ... 13.50.

The Fall Opening in the Mantles

The stress of the display to-morrow will be laid upon the dresses of which we have an exceedingly good and widely varied group ready for your seeing. The basque and its modifications is particularly well represented and the effects are vastly more pleasing than the extreme change would lead one to expect. These new styles are featured in some.

A Special in Suits at \$9.85

MISSES' AND WOMEN'S SUITS AT COST OF MAKING. 50 only New Autumn Suits, samples for the season's newest styles in materials and colorings; serges, diagonals, worsteds, broadcloths, and imported tweeds; coats are silk lined; navy, Copenhagen, black, brown, grey, green and purple, in the color range. For 8.30 buyers ... 9.85

WOMEN'S NEW FALL SKIRTS, \$3.98

Samples in a variety of the newest styles, including the long tunics; materials are suiting serges, plaids tweeds, also fancy fabrics; good assortment of sizes. Regularly \$5.00 and \$6.00. Thursday ... 3.98

NEW AUTUMN COATS, \$6.95

A wide range of styles, fabrics and colors are offered in these samples; heavy wool tweeds, blanket cloths, chevrons and chinchillas; misses' and women's sizes. Thursday ... 6.95

The Jewelry Sale

Women's Solitaire Tiffany Diamond Rings, mounted in 18k gold and platinum crown. The diamond, perfect cut, colorless, Regularly \$80.00. Thursday ... 69.00. Women's Five Stone Diamond Ring, set in the invisible style in 18k gold and platinum. Steel blue and pink diamonds. Regularly \$50.00. Thursday ... 41.99. A Fine Selection of Gem Stones, Ruby, Emerald and Pearls—A 14k gold brooch containing 31 genuine pearls, another containing 76 pearls. Sunburst with safety catch and pendant attachment. 14k gold. Large amethyst set in 18k gold claw setting. Five amethysts and 26 pearls in crescent design. Nine amethysts and 26 pearls in cluster design pattern. Regularly \$125.00, \$140.00 and \$180.00. Thursday ... 99.00, \$110.00 and \$140.00. A Special of 50 Gemstones, Ruby, Emerald and Pearls—A fine diamond set in the centre in firm claw setting. Amethyst and safety catch. Regularly \$25.00. Thursday ... 19.99. 1,000 Jewels at ... 38

Furniture You Need

Verandah Furniture at half price—Consisting of chairs, rockers, arm chairs and arm rockers; made of kiln-dried hardwood, in green, red and natural finishes; have double woven cane seats and backs. Regularly priced from \$1.25 to \$3.75. Thursday selling half-price. Extension Couch—The frame is made of heavy steel angle, finished in gold bronze; spring is close-coil woven wire, suspended with oil-tempered helical springs; it is easily extended from couch to bed, and can be made into two separate couches by raising at centre, and separating when extended; mattress is tufted, and covered in green denim, with valance at front and both ends; can be transferred from couch to bed in a few seconds. Regularly \$9.25. Thursday selling at ... 7.15. Kindel Divanette—The frame is made in mahogany, "Kolibri" design; the seat and back are covered in good quality of green plush; opens to a full size bed; mattress is filled with cotton felt, covered in good quality of ticking. Regularly \$40.00. Thursday selling ... 32.50. Mattress—Extra well filled with pure carded elastic cotton felt, built in layers; tufted and covered in fine art ticking. Regularly \$8.50. Thursday selling ... 5.45. Bed Spring—The frame is made of the best steel tubing; has extra fine woven steel wire; strongly reinforced, with steel rope edge; fully guaranteed. Regularly \$5.00. Thursday selling ... 3.95

Floor Coverings Reduced

Forty Choice Small Persian, Shirvans and Diarbekians For Special Selling—Pretty beautiful little silk pieces at very low prices; colors are in blue and tan and blue and rose, six good examples of Thursday's ... 1.99. 4 1/2 x 8 1/2. Special Thursday ... 1.75. 4 1/2 x 10. Special Thursday ... 1.95. 4 1/2 x 12. Special Thursday ... 2.15. 4 1/2 x 14. Special Thursday ... 2.35. 4 1/2 x 16. Special Thursday ... 2.55. 4 1/2 x 18. Special Thursday ... 2.75. English Brussels Rugs—A number of very serviceable and attractive rugs, Oriental and conventional designs, in mixed colors and self-tone effects: 6 1/2 x 9.0. Special Thursday ... 14.00. 8 x 10.0. Special Thursday ... 14.75. 8 x 12.0. Special Thursday ... 15.50. 9 x 10.5. Special Thursday ... 16.25. 9 x 12.0. Special Thursday ... 17.00. 9 x 13.5. Special Thursday ... 17.75. Hard-wearing Heavy Oilcloth at this popular price, 36, 48, 54, 72 and 90 inches wide, at per square yard ... 25. Splendid Values in these New Imported Carpets in good quality appearance at small cost are two outstanding features of these rugs; medallion and allover effect, in shades of blue, tan and greens, woven without seam or without seam of the best quality. 6 1/2 x 9.0. Special Thursday ... 55.00 and 59.95. 7 1/2 x 10.5. Special Thursday ... 65.00. 8 x 12.0. Special Thursday ... 75.00. 9 x 12.0. Special Thursday ... 75.00 and 10.25

New Fall Draperies

The New Fall Draperies will well reward an hour of leisure spent among them. Some that are noticeable are: New Colonial Washing Chintzes—36 inches wide; 72 inch wide; 59. Swiss Figured Mulin, stripe and spray patterns, 50 inches wide, easily laundered. Yard ... 25. French Double-faced Velour, in all probabilities the last shipment for a long time, double-faced, 50 inches wide. Yard \$2.00. Feather-Trip Cornice. Per lb. ... 25. Heinz Pickles, plonic size. Per bottle ... 15. Feather-Trip Cornice. Per lb. ... 25. Heinz Pickles, plonic size. Per bottle ... 15. Clark's Potted Meats, assorted. 5 tins ... 25. Lily Brand Catnip. 3 bottles ... 10. French Mustard. Per jar ... 25. Macaroni, Lettuce Brand. 3 packages ... 25. St. Charles Milk. Per tin ... 10. 500 pkgs. Tetter's Arrow-root. 3 pkgs. 10. Maggi Soup, assorted. 6 packages ... 25. Fry's Cocoa. 1/2 lb. tin ... 24

\$6.00 Corsets Thursday for \$2.19

Just one hundred and sixty-two pairs for distribution to first comers; slightly more than a third of their usual price. Come early. No phone or mail orders taken. This clearing lot consists of night-dress, princess slips, drawers, corset covers and combinations. All the garments are from regular stock and are packages of lines and styles we are discontinuing. All sizes in the lot. Regular price 75c to \$1.75. Thursday's price ... 2.19. Clearing White-wear at 80c—Early shoppers on Thursday will have a splendid opportunity to fill up gaps in their white-wear wardrobe at very little cost. This clearing lot consists of night-dress, princess slips, drawers, corset covers and combinations. All the garments are from regular stock and are packages of lines and styles we are discontinuing. All sizes in the lot. Regular price 75c to \$1.75. Thursday's price ... 2.19. Clearing White-wear at 80c—Early shoppers on Thursday will have a splendid opportunity to fill up gaps in their white-wear wardrobe at very little cost. This clearing lot consists of night-dress, princess slips, drawers, corset covers and combinations. All the garments are from regular stock and are packages of lines and styles we are discontinuing. All sizes in the lot. Regular price 75c to \$1.75. Thursday's price ... 2.19.

Special Purchase of Women's Boots

"EMPRESS" AND "AMERICAN" BOOTS TO BE SOLD TO-MORROW AT \$1.98. The "Empress" are "samples" and floor stock of this fall and winter's latest styles in patent calf, tan Russia calf, vic kid, gummed and velours calf. The "American" in patent calf, tan Russia calf, vic kid, gummed and velours calf. The "American" boots have hand-turned soles, cushion insole and rubber heels, the uppers are fine dongola kid with patent topcap. All sizes from 2 1/2 to 8. Regularly \$2.50, \$4.00, \$4.50 and \$5.00. Telephone orders filled. Thursday ... 1.99. Men's Fall and Winter Boots, \$2.95—1,000 pairs men's tan and black calf patent calf and dongola kid, button and laced Goodyear welted boots. They are all new and popular styles from 5 1/2 to 11. Regularly \$4.00 and \$4.50. Thursday ... 2.95

Phone Direct to Grocery Dept., A. 6100

Choice Picnic Hams, 6 to 8 lbs. each. Per lb. ... 12. Maltie Vinaigrette, 3 packages ... 30. Edwardsburg or Beehive Table Syrup, 5 lb. pail ... 30. Salt in Bags, 5 bags ... 25. Grapefruit, 2 packages ... 25. English Marrowfat Peas, 3 packages ... 25. Choice Olives, in quart gem Jar ... 25. Choice Red Salmon, Per tin ... 25. Scott, Taylor's Worcester Sauce, 3 bottles ... 25. Peanut Butter, in bulk ... 25. Feather-Trip Cornice. Per lb. ... 25. Heinz Pickles, plonic size. Per bottle ... 15. Clark's Potted Meats, assorted. 5 tins ... 25. Lily Brand Catnip. 3 bottles ... 10. French Mustard. Per jar ... 25. Macaroni, Lettuce Brand. 3 packages ... 25. St. Charles Milk. Per tin ... 10. 500 pkgs. Tetter's Arrow-root. 3 pkgs. 10. Maggi Soup, assorted. 6 packages ... 25. Fry's Cocoa. 1/2 lb. tin ... 24