

SIMPSON'S Labor Day Sale on Monday Places Before You a Programme of Big Opportunities

Fashionable New Fall Coats for Misses Labor Day Sale Special Monday, \$19.75

If you know values you'll quickly recognize these coats as simply marvelous—and they are such handsome new models, too. There is a rough velour cloth coat, with big trench pockets that every young woman will like; then there is a cosy wool velour coat with three tucks on either side of back, high waist belt, large buckles, slit pockets, and convertible collar. Colors brown, green, wine and navy. We bought these coats to sell at \$25.00, but have marked them for rush \$19.75 selling, as a Labor Day special at

Also Misses' Handsome Plush Coats Priced Low

If your heart is set on a coat of soft black plush this Labor Day special will give you the chance to save several dollars on one.

The plush has a thick silky pile, is in good black and the coats are lined with reliable "Sol" satin. They are cut in full, simple styles, with large convertible collars. One day Special \$25.00 at

Misses' Serge Suits Labor Day Special, \$19.75

They are perfectly tailored and designed in attractive new Fall models. Some finished with military braid and others with the fashionable mole plush trimming. Colors are navy, green, brown and black, and the serge of a good wearing quality. Sizes 14 to 20. Each suit priced away down low. Special for Monday \$19.75 at

Women's Silk Skirts, \$2.95. Taffeta or seco silk, in medium shades, with hair-line check or novelty colored stripes, shirred top and pockets. Assorted sizes. Regular value, \$4.50, special Monday at \$2.95



Extraordinary Values in Autumn Millinery

A Sale of Velvet Shapes on Monday at \$1.95
An offering of new black velvet shapes, in large and small sizes, and the smaller shapes in colors as well. The black include tricomes, large dress shapes, rolling or straight brimmed sailors and many others. Prices on these velvet hats are advancing rapidly. Monday Special \$1.95 at

Sale of Beautiful New Felt Sport Hats
Every new idea in sport hats will be amongst this group of gaily colored velour felts. Stylish small brims, with high crowns, and large sweeping brims so becoming to most women. In the newest color combinations and also plain shades of purple, green, blue, gold, black and white. \$1.95 Monday

140 Handsome Hats at \$5.95

All of better quality silk velvet, including black and new Autumn colors. Some are sample shapes, worth this price untrimmed, but the lot comprises the latest shirred and draped effects trimmed with French novelties of feather, ribbon, etc. No two alike. Special, Monday \$5.95

Woven Into the Life of the Community

Have you ever considered how thoroughly the Simpson Organization is woven into the life of the community?

The weaving comes of MUTUAL SERVICE—what the community does for Simpson's, and what Simpson's does for the community—the warp and the weft!

Each morning several thousand people leave their homes to come and serve, in one way or another, Simpson's customers. And there are often a hundred thousand of these customers served either personally or by mail, in one day by the Simpson organization.

Our New Fall and Winter Catalogue has just been mailed to all parts of the Dominion. It protects customers against rising prices for months to come. We have provided, by contracts made many months ago, enormous stocks of catalogued goods, and while they last you have the benefit of these very economical prices.

If you have not received a catalogue send your address on postcard to-day.



Remarkably Good Suits A Blue Twill Worsted \$16.50

Men who wish to share in this special offer are advised to come early for the quantity is limited, and they will sell quickly. Splendidly made suits in the latest 3-button, single-breasted conservative models, sizes 36 to 44. Labor Day special \$16.50

Youths' Long Pant Suits, \$7.95.

Handsome suits for youths who are putting on their first long pants suits. Made of medium grey, soft finished tweed with neat helio stripe patterns. Also in fine dark brown material. Pinch-back coats, with patch pockets. Single-breasted vest and swagger trousers. Sale special \$7.95

Stock Clearance of Men's "Arrow" Shirts at the Rush Price of \$1.59

Quite a large number of our better grades of "Arrow" shirts have been accumulated by setting aside those that have become soiled on the counters or in our windows. These with several hundred of our best "Arrow" shirts that are odds and broken sizes will be cleared Monday. Beautiful, up-to-the-minute patterns, soft and stiff cuffs. Sizes 13 1/2 to 18. Monday sale price \$1.59

50c, 75c and \$1.00 Neckwear On Sale Monday, at 29c

We bought a factory's odds and ends of this season's fashionable neckwear. They are the correct shapes in the best foulards and Swiss and Italian silks. The duplicates of many of these ties are in our regular stocks at 50c, 75c and \$1.00. Your choice Monday at 29c

A Record Value in Boys' Suits, at \$3.49

Determined to make our Labor Day Sale in the Boys' Department an event that will be remembered for a long time by reason of its exceptionally big bargains we prepared these two wonder values.

500 Excellent Suits to Sell at \$3.49 Each

Every suit in this lot is priced less than present wholesale cost. The cloths were contracted for before the war, and made into suits for this sale. The models are snappy Norfolk styles with yoke, stitched box pleats to belt, and full cut, lined bloomers. Dark grey and brown tweeds, with neck and narrow striped patterns. Heavy weight cloths that will be good and warm for Fall and Winter wear. Sizes 25 to 33. Ages 7 to 15 years. Monday sale at \$3.49

Hand Tailored Suits of Splendid Appearance

182 suits that will certainly please both mothers and boys. Smart single-breasted styles, with pinch-backs, three-piece belts, patch pockets with flaps and full fitting bloomers. An excellent choice of richly woven English and Scotch tweeds, in shades of greys, browns, and dark fancy weaves. Regularly these suits would sell at \$9.00 to \$11.00, but for this sale we have priced the lot to make interesting buying for early customers. Sizes 8 to 17 years. Monday sale price, \$6.98 while they last

Of Tremendous Importance Are These Sale Specials for Monday Morning

- 5,000 yards of 27-inch white flannelette, Monday, 10 yards for \$1.00. Only 20 yards to each customer.
- White union wool blankets, size 66 x 86, warm and serviceable. Reduced for Monday, to, per pair, \$4.95.
- Our \$17.50 all-wool blankets, weight 10 lbs., size 72 x 92 inches, reduced for Monday to, per pair, \$12.95.
- White wool and cotton blankets, size 60 x 80 inches, that we usually sell at \$5.00 per pair, will be \$3.95.
- Sale special in women's fibre silk boot hose, with lisle thread top. Black, white and colors, at 49c.
- Women's silk gloves in black, white and colors. Seconds of \$1.25 and \$1.50 gloves, at 98c a pair.
- Men's black cashmere hose, that are excellent 75c values, will be an important feature, Monday, at 59c.
- Leather hand bags and purses that usually sell at \$1.50, \$2.00 and \$2.50, will be on sale at \$1.00.

- Brussels Rugs, in conventional pattern of fawn, green and blue. Size 11.3 x 12. Monday, \$25.00.
- Seamless Scotch Velvet Rugs, in rich tan, green and brown all-over designs, size 10.6 x 12. Monday \$39.75.
- Imported Velvet Carpet, in two-tone green. Effective small all-over design. Per yard, \$1.65.
- A sale of remnants of chintz, muslin, scrim, bungalow net and tapestry on the fourth floor, at half-price.
- Great sale of damask table cloths that are soiled or slightly imperfect, three prices, \$1.48, \$1.95, \$2.95.
- A great quantity of our 20c quality Irish crash towelling will be on special sale at 15c per yard.
- The Monday Basement Sale of household hardware, chinaware and glassware offers extraordinary bargains.
- We pay freight or express charges on purchases of \$10.00 or over to any station in Ontario.

Special Sale of Women's New Fall Suits Monday, at \$21.75

We could not buy some of these suits from the makers at \$21.50 in the usual course of business. They are samples and various broken size lots of new Fall suits, in gabardine, cheviot, broadcloth, velour, worsted, serges; etc., in a variety of shades, including navy and black. Sizes 32 to 40. If you want your new suit at a big saving get one of these on Monday at \$21.75

The Waist Section Offers Striking Values

Clearing the whole of our remaining stock of women's sport coats made of gabardine, drills and jeans, in white with colored effects in plain, spot and fancy designs. At least 15 styles for choice in all sizes to 42 bust. They were \$1.95 to \$3.95. Reduced for Monday to \$1.00

Lingerie Blouses at \$1.95.

200 superb "Fashion" lingerie blouses, trimmed with exquisite laces and fine embroideries. Most of them are in sheer white voile and organza, but there is a select choice of flesh pink, rose and orange shades. Every blouse is a gem, which will be fully appreciated by all our customers. Sizes 34 to 44 in the lot. The values \$2.95 and \$3.95. Monday \$1.95

Clearance of Trunks

Waterproof canvas covered trunks with hardwood slats and heavy brass corners, lock and bolts. Some have straps. Monday special at \$4.49

Fibre Suit Cases

Reinforced corners, strong handle, brass lock and catches, have pocket and inside straps. Sizes 24 and 26 inches. Monday special at \$1.98

Labor Day Sale Of Silks and Dress Goods

Duchesse Satins and Satin Paillettes, in all new wanted colorings, grey, cigarette browns, many mauve and gold tones, Empire and Duma greens, taupe, nigger, new navy, etc. Special, a yard \$1.10

600 yards only of C. J. Bonnet's black Duchesse Paillettes and chiffon taffetas. Monday, \$1.59 per yard

Black Duchesse Dress and Suiting Satins, including the famed "Imperial" Duchesse. On sale at \$1.95

French Georgette Silk Crepes and Crepe de Chine, in all the best selling shades and new novelty tones, with ivory or black in both weaves. Monday at \$1.33

Short Ends of Fancy Silks, for waists, skirts and trimmings, mostly stripes and brocades. Reg. \$2.50 and \$3.50. Monday, per yard \$1.50

Continuing the sale of Suiting Cord Velvets, 27 inches wide. 69c and 75c values, in the best selling shades, at 55c

Serges, in guaranteed shades of navy and black, for tailored suits, skirts or for dresses. 52 inches wide. Soap shrunk. Monday \$1.38 per yard

Silk and Wool Fabrics, in lovely rich poplin and cord weaves, in a full range of the new Fall shades for dresses and suits. 40 inches wide. Special, Monday, per yard \$1.79

Special! Diamond Set Pendants \$4.95



A special purchase of an overstock enables us to offer 14k and 10k gold pendants set with genuine cut diamonds and pearls, at this most unusual price. They are especially desirable, the designs being original and in the very latest styles. A wonderful opportunity to secure a beautiful gift at remarkably low cost. Values \$8.00, \$10.00, \$12.00, \$14.00, \$16.00, \$18.00, \$20.00, \$22.00, \$24.00, \$26.00, \$28.00, \$30.00, \$32.00, \$34.00, \$36.00, \$38.00, \$40.00, \$42.00, \$44.00, \$46.00, \$48.00, \$50.00. Monday, each \$4.95

Other Diamonds

During the Exhibition each day we will offer diamonds at special prices. While these sale prices will be important, the chief point to remember about buying diamonds is the necessity of getting them from a reliable store.

Labor Day Specials

2,000 dozen yards machine made cotton torchons from 2 to 4 1/2 inches wide. Specially priced at a yard 5c
10c boxes of frilling for 5c
50c crepe de Chine string ties for 25c
35c crepe de Chine string ties for 15c

Neckwear

75 dozen neckwear for women in all the newest shapes, newest materials, newest shades, including black and white. Specially priced at 50c

\$1.50 Laces Monday 48c

18-inch colored embroidered allover, suitable for blouses, yokes, collars and dress trimmings. Large range of patterns, in color combinations. Regularly 85c, \$1.00, \$1.50 and a few pieces as high as \$3.00 a yard. Monday 48c

1,200 dozen wash laces, including Valenciennes, Torchons, Clunys and new filet patterns, suitable for trimming blouses, undergarments, fancy work, etc. 1/2 inch to 4 inches. Special at, per yard, 3c, 4c, 5c, 6c, 8c and 10c

Lawn Handkerchiefs for school girls, 5 for 10c. No Phone Orders.

360 Pairs Gossard

Front Laced Corsets

Regular Price \$3.50 a

Pair, Monday Sale

Price \$2.25

They are fresh goods right out of stock, made of good quality white coutil, with medium low bust, and long free hip, boned with good quality rustless steel, trimmed with ribbon and embroidery, and six hose supporters. Sizes 19 to 30. Reg. \$3.50. Monday special \$2.25

We cannot accept phone or mail orders for the following:

- 1,200 Women's Brassieres. Reg. \$1.75. Monday special, each 69c
- 1,000 Women's Combinations. Reg. 65c and 75c. Monday, less than half price, each 25c
- 1,200 Tea aprons. Reg. 35c. Monday, 2 for 25c.
- 1,000 Women's Nightgowns of cotton crepe. Reg. \$1.50. Monday 88c



The Robert SIMPSON Company Limited