

THE SIMPSON STORE

Some of the Special Features of Today's Programme



New Fall Silks and Dress Goods with many reduced prices.

Unusual displays of new Suits, Coats, Skirts and Dresses.

The fall weights in Underwear.

A Sale of Children's Millinery, ages 7 to 12.

The Notion Sale with hundreds of low prices.

Specials in Children's Dresses and Coats.

The New Boots for Fall Wear

Two particularly good styles today at \$4.00 and \$5.50.

Boots for Men Well Priced

MEN'S "ACTIVE SERVICE" BRAND BOOTS.

Black Box Calf Blucher Boot, made from heavy best-grade leather, cotton lined; double weight, standard screw, reinforced and sewn soles; solid counters and box toes; full-fitting round toe shape. Sizes 6 to 11, per pair, **\$2.79**; same style, leather lining, **\$2.95.**

"SIMPSON'S SPECIAL"

Dark Tan Lace Boot, made on English recede toe, dark brown willow calf, straight lace boot, blind eyelets, light weight Goodyear welt sole, low flange heels. Sizes 6 to 11. Per pair **4.50**

"DOCTORS' SPECIAL"

Made of best grade genuine black box calf leather, 3-ply antiseptic Goodyear welt sole, extra heavy shank, brown leather lining, EE full-fitting round toe shape. This boot is highly recommended by doctors for burning or other foot ailments. Sizes 6 to 11, per pair, **\$5.00**; Same style, dark tan calf leather, per pair, **\$5.00.**

This is Overcoat Day

in the Men's Store. All the new fall goods are displaying their attractive textures and smart lines to give you the opportunity to decide what style best suits your needs. From youth to maturity every age is considered in the choosing of these wonderful stocks, and the variety of styles is almost unlimited.

Silk Lined Coats \$18.00

Of English black cheviot cloth, cut in single-breasted fly front Chesterfield style, and lined with silk. Most satisfactory in service. Sizes 36 to 44. Price **18.00**

In Oxford Grey Cheviot

English cloths, beautifully tailored in single-breasted fly front Chesterfield style, slightly fitting at the backs, smart length. Sizes 36 to 44. Price **24.00**

English Worsted Coats

All wool cloth in grey, almost plain pattern, cut single-breasted fly front Chesterfield style. Sizes 36 to 44. Price **22.00**

English Golf Coats

Regulation English golf style, cut for freedom around the shoulders; single-breasted; real Donegal tweed, in grey and black mixtures. Made by English tailors. Sizes 36 to 42. Price **12.00**

New Styles for Boys in Fall Wear Are Now Ready for Your Inspection

Here's news of a few of the new stock patterns; yoke and box pleats to waist, with sewn-on belt and patch pockets, are shown in the coats. The bloomers are full cut, with expanding knee bands. Sizes for boys 7 to 18 years, 25 to 36. Prices are **\$4.80, \$4.75, \$5.00, \$5.50 and \$6.00.**



The SIMPSON Company Limited

Get Them Today!

In the Men's Furnishing Section we are offering at special prices many of the things your wardrobe requires. Just look at these:

Fall Underwear

Shirts and Drawers; natural merino; the shirts have saten finished fronts and the drawers have saten bands with three buttons; sizes 34 to 44. Today, each **59**

Khaki Shirts

For officers; made from extra quality material, good weight for fall wear. There are two separate collars, shoulder straps and two pockets; sizes 14 to 17. Regular \$2.00. Today **1.50**

\$2.00 Pyjama Suits at \$1.59

Union Taffeta Pyjama Suits, of material in the right weight for fall and winter wear. An assortment of striped patterns. "Congress" brand. Sizes 34 to 44. Regular \$2.00. Today **1.59**

Flannelette Night Robes at 75c

Flannelette Night Robes made from good quality flannelette in neat striped pink and blue patterns. Collar attached. Full size and length. Fast colors. Sizes 14 to 18. Special Thursday **75c**

Opportunities in the Notion Sales

Sewing Silk, full 50 yard, black and colors. Regular 50 spool. Sale price, dozen **40**
 Coats' Mercerized Crochet Cotton, white, all sizes, Regular 150 ball. Sale price, ball **12**
 Dome Fastener Tape, black and white. Regular 25c. Sale price, 3 for **15**
 Toilet Pin Case, black and colored heads. Regular 50c. Sale price, 3 for **10**
 Pin Sheets, Irvinclie, 400 pins to paper. Regular 50c. Sale price, 3 for **10**
 Safety Pins, Leader, assorted sizes on card. Regular 5c. Sale price, 3 for **10**

Hooks and Eyes, black and silver, all sizes. Regular 50c. Sale price, 3 for **10**
 Wool, mending wool, black only. Reg. 3 for 50c. Sale price, 4 for **50**
 Mending Cotton, black, tan, white. Reg. 3 for 50c. Sale price, 8 for **10**
 Tape, roll tape, 7-yard rolls. Regular 8c. Sale price **10**
 Stocking Damers, black and white wood. Reg. 5c. Sale price, 3 for **10**
 Featherweight Hair Waves, 4 in set. Sale price, set **10**

Putting Up the Window Curtains

brings the need of new ones for many of the windows. There are some very remarkable values in Lace Curtains and Nets today.



3000 Yards of Curtain Nets Specially Priced

Good patterns and perfect weaves that will make dainty and serviceable curtains.

At 19c—Curtain Nets, regularly worth 25c and 30c per yard, in ecru or white, 36 to 40 inches wide; small, neat patterns.

At 29c—A large assortment in ecru or white, 40 inches wide, in a variety of patterns, including stripes, block and all-over floral effects.

At 79c—Curtain Nets in ivory or white; 36, 48 and 50 inches wide; small, neat patterns, in fillet effects, for dining-room, living-room or bedroom.

Thousands of Pairs of Fresh Lace Curtains

At 98c—Nottingham Lace Curtains, 2 1/2 and 3 yards long, in white only, neat floral borders; plain and spray centres.

At 1.89—Some unusually pretty effects at this price, including fine quality fish-nets, with plain centres and neat borders; also Nottingham, with all-over effects; 2 1/2 and 3 yards long, in white, ivory or ecru.

At 3.99—Irish Point Lace Curtains at such a low figure, quality considered, is indeed an opportunity not to be missed. They are mostly 3 yards long, in white or ivory, 45 to 50 inches wide, just arrived direct from the mills in Switzerland. The regular price of these curtains would be between \$7.00 and \$8.50 per pair, but for quick selling Thursday they are specially priced at **\$3.99** per pair.

Scrim and Scrim Curtains—Thousands upon thousands of yards of Scrim and Marquisettes, in all qualities and styles, widths and colors, cannot supply at the present time. The Scrim Curtains are being quickly sorted over and to get a choice selection now is the time.

Rugs to Make Cosy Bedrooms, Sell at Low Prices Today

RAG RUGS
 With plain centres and pretty whints borders in fawn, pink, mauve, green and grey. Quite reversible.

Sizes: 24" x 36"	1.15
27" x 36"	1.75
36" x 64"	2.95
6.0 x 9.0	10.50
6.0 x 10.8	11.75
7.6 x 9.0	11.75
3.0 x 10.8	16.50

ANOTHER MAKE WITH LINE BORDERS

Sizes: 27" x 54"	1.65
36" x 64"	2.50
6.0 x 7.6	5.75
6.0 x 9.0	8.25

JAPANESE RAG RUGS
 In mottled effects or plain shades of pink, blue, yellow and light mot-

led colorings. Sizes:
 27" x 54" 1.25
 30" x 60" 1.50
 4.6 x 7.6 4.75
 6.0 x 9.0 7.50
 8.0 x 10.0 11.25

CHENILLE RAG RUGS
 This Rug is very effective and has a very elaborate border; in pink, grey, green and blue colorings.

Sizes: 27" x 54"	3.50
36" x 64"	4.25
4.0 x 7.0	7.50
6.0 x 9.0	11.50
6.0 x 10.8	13.75

OVAL AND ROUND RAG RUGS
 These Mats are extra heavy, and come in a variety of mixed colorings; very nice for sunrooms. Sizes:
 2.6 x 5.0 2.25
 6.0 x 9.0 2.50
 6.0 x 9.0 15.75
 8.0 x 8.0 16.50

Reduced Price on Dinner Sets

\$15.00 SET, \$9.95.

Twenty only, complete 97-piece dinner sets. Dainty rosebud festoon border decoration.

REGULAR \$59.00 SET FOR \$42.75.

100 pieces; handsome green band border; pretty Greek key over-design; full coin gold handles. Finest quality French Limoges.

\$19.00 SET FOR \$13.95.

Finest quality Johnson Bros. thin English semi-porcelain; rich brown oriental border design. Gold traced handles and edges; 97 pieces.

Included in the Blanket Sale

is a clearing of Soiled Bedspreads, to which we invite particular attention. Here are the items:

\$5.25 Blankets Clearing \$4.19
 Pair
 White Wool and Cotton Mixed Blankets, warm and serviceable. Size 64 x 82 inches. Worth \$5.25. Thursday, pair **4.19**
 White Flannelette Blankets without border, made from a nice soft fluffy flannelette; extra large. Size 70 x 90 inches. Thursday, pair **1.69**
 Fancy Plaid Blankets, pretty colorings. Size 72 x 84 inches; worth \$12.50. A limited number to clear Thursday, pair **9.75**
 White Fringed Honeycomb Bed Spreads and a few English Satin; for large double beds. These are all slightly counter soiled. Worth \$3.50. Clearing Thursday **2.45**
 No Phone or Mail Orders for Spreads.

Hemmed Honeycomb Spreads, and a few crochets; three-quarter and double-bed sizes; all slightly mused; worth \$2.35. Clearing Thursday, pair **1.50**
 Bleached Sheets, hemmed. Size 70 x 90 inches. Thursday, pair **1.55**
 Pillow Cases. Size 44 x 33 inches; two rows of hemstitching. Thursday, pair **.39**
 Factory Cotton, medium weight. Note wide width, 40 inches. Regularly 12 1/2c yard. Thursday, yard **10**
 White Flannelette, 38 inches wide; a limited quantity to clear. Regularly 12 1/2c yard. Thursday, yard **10**
 Damask Table Cloths, assorted designs. Size 2 x 2 1/2 yards. Thursday **1.69**
 (Fourth Floor.)

Men's Irish Linen Handkerchiefs

Men's Irish Linen Handkerchiefs, full size, 1/2 and 3/4 inch hem. 3 for **.38**
 Men's Irish Lawn Handkerchiefs, 3/4-inch hemstitch borders, extra fine quality, full size. 3 for **.29**
 Khaki Handkerchiefs, for the soldiers, lawn, full size, hemstitch borders. 4 for **.25**

In Our Stationery Section

SNAPSHOT ALBUMS.
 In loose leaf or tight bound books, leather or cloth covers; 25, 50 and 100 leaves. Buy your albums now to mount your vacation snapshots. 10c, 15c, 25c, 50c, \$1.00.

VEST POCKET ALBUM.
 Leather cover, specially designed for handy pocket use. Will hold 16 pictures. **50**

"INITIAL" STATIONERY.
 In a good linen paper, with initial stamped in gold; 24 sheets and 24 envelopes. **21**

WATERMAN'S FOUNTAIN PEN INK.
 Is specially manufactured for your fountain pen use so that you will have ink that will not clog your pen. Per bottle, 10c, 15c, 25c.

50c—Popular Reading—50c

"God's Country and the Woman," by Curwood.
 "Strawberry Acres," by Grace Richmond.
 "The Knave of Diamonds," by Ethel M. Dell.
 "Mr. Pratt," by Joseph Lincoln.
 "The Temptation of Tavernier," by E. P. Oppenheim.
 "The Prince of Graustark," by G. B. McCutcheon.
 "The Last Shot," by Frederick Palmer.
 "Eyes of the World," by Harold Bell Wright.

New Pictures 50c

Reproductions of famous paintings, suitably framed in a plain mission oak, **50c**; larger size, **1.25.**

1,000 POSTCARD FRAMES

At 15c Each.

The Market

Telephone Adelaide 6100

MEATS
 5,000 lbs. Milk Cured Fresh Ham, weighing 6 to 8 lbs. each, 15c
 5,000 lbs. Loins of Spring Lamb, 14c
 Choice Brisket of Beef for Roasting, 10c
 Choice Sirloin Steak, Simpson's quality, 10c
 Choice Loin Roasts of Young Beef, 10c
 Choice Maple Leaf Back Bacon, half or whole piece, 10c
 Gunn's Macaroni, 2 lbs. per tin, 10c
 Home-made Family Sausages, 2 lbs. for **25**

GROCERIES
 6,000 lbs. Finest Creamery Butter, Special, per lb. **21**
 One car Standard Granulated Sugar, in 25-lb. cotton bags, per bag **1.85**
 Choice Manitoba Flour, Quaker Brand, 4-lb. tin, **1.10**
 Edwardsburg or Bookley Table Syrup, 5-lb. tin, **25**
 Choice Lard, 5 lbs. per tin, **24**
 Choice Red Salmon, per tin **25**
 Fresh Flaked Wheat, per tin **25**
 Fancy Japan Rice, 5 lbs. **25**
 No. 10 Powder, per tin **25**
 Pure White Clover Honey, 5-lb. tin, **50**
 Finest Canned Pumpkin, 5 lbs. tin, **25**
 Lily Brand Marmalade, quart jar, **35**
 Peasants Butter, in bulk, our own making, per lb. **15**
 Fresh Codfish Mince, per tin **25**
 Ingersoll Cream Cheese, large pkg., **25**
 English Malt Vinegar, imperial quart bottle, **57**
 Oro Cubes, 3 lbs. **25**
 Canned Blueberries, Eagle Brand, per pack, per tin **25**
 Pure White Sugar, per tin **25**
 Fetti Pate Fenn, 3 packages **25**
 Cottell's Milk Macaroni, package, **25**
 Pure Gold Scaled Dressing, 3 packages, **25**
 Shredded Wheat or Grape-nuts, 3 packages, **25**
 Fresh Butter-milk, gallon **15**

45c ASSAM TEA, FINE LB. 97c.
 1,000 lbs. Fine, Rich, Full Bodied Assam Tea, of uniform quality and fine flavor. A 45c tea anywhere. Thursday, per lb. **97c**

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