Store Opens at 8.30 a.m.

The Robert Simpson Company, Limited

Store Closes at 5.30 p.m.

MAIN FLOOR

SCOTCH WATERPROOF COATS FOR MEN, \$14.00. Made in Edinburgh; the maker's name stands for reliable merchandise the world over; plain grey tweeds, with a fancy plaid back; cut in good-fitting, single-breasted Ragian shoulder style, with close-fitting collar; nicely tailored throughout. Sizes 34 to 46. Tuesday . 14.00 MEN'S \$8.00 TO \$10.50 TWEED SUITS, \$5.00.

Regularly \$6.50, \$6.75 and \$7.50. Double-breasted, fancy junior styles, with velvet or self collars, and belt on back; red flannel linings; brown chinchillas, grey and brown English cheviots, and Scotch tweeds, in dark brown, and novelty fabrics. Ages 3 to 9 years; sizes 21 to 27.

CHILDREN'S VELVET, CORDUROY AND FELT HATS. In rah arah, mushroom and Tyrolean shapes; smart styles for the smaller boy and girl; colors navy, tan, brown, grey or black. Tuesday

Boys' School Caps, varsity shape; fine English worsteds and melton cloths; well made and finished. Splendid values, at 15c, 25c and 39c. Fine Quality Plush Velour Hats, for boys or girls, in a very popular shape, with rolling brim, and dome crown; feather trimmed; colors tan, brown, grey, navy, prune and black. Special at 1.50 FURNISHINGS FOR MEN.

Boys' \$1.25 Sweaters, 95c. Boys' Roll Collar Sweaters, pull-over style, heavy weight, navy blue with red trimmings. Sizes 6 to 15 years. Regularly \$1.25. Tuesday Sale price

\$1.50 Scotch Knit Underwear, \$1.00. Men's Heavy Scotch Knit Underwear, shirts and drawers, Shetland shade, double breast and double back; double back to drawers; splendid value. Regularly \$1.50 a gar-

50c and 75c (Suspenders, 39c. Men's Suspenders; several different styles to select from; all elastic webs. Regularly 50c and 75c. Tuesday Selections SCHOOL-DAY HANDKERCHIEFS.

Girls' and Boys' White Irish Lawn Handkerchiefs, 1/2-inch hemstitch borders; satin stripe inside of hem. Tuesday, 9 for25 Boys' School Handkerchiefs, white Irish lawn, with neat colored bor-Men's Linen Handkerchiefs, 3 for 25c. 1,500 dozen, full size; ¼ and ½ inch hem; even threads; pure Irish linen. 10c quality. Tuesday,

cotton machine torchon, cotton machine cluny and Valenciennes.

Narrow Malenciennes and Cotton Torchon Laces; 1-in. wide. Tuesday, Valenciennes, Cotton Cluny and Cotton Torchon, with insertions match; splendid assortment of patterns; new laces; 1 to 31/2 inches wide. 6c and 8c laces. Tuesday, per yard, 3c and 5c.

\$1.50 TO \$2.00 LEATHER HAND BAGS, 98c. In a variety of leathers; made up in the newest styles; side or single strap handles; colors, black, brown, tan, navy, green and grey; silk linings; fitted with card case and mirror. Regularly \$1.50 to \$2.00. Tues-shirred at top. Exceptional value. Regularly \$2.00. Tuesday 1.29.

OSTRICH AND MARABOU SETS.

\$3.95 Ostrich Ruffles, \$1.95. Ostrich Ruffles, made from long, glossy, well-curled fibres, and finished with rich satin tie; colors, black, black and white, white, grey, navy, cerise, royal or brown. Regularly \$3.95. Tuesday Sale price \$5.00 Marabou Collarettes, \$3.49. The new circular seven-strand Collarete, made from high-grade of marabou, and finished with flowing ends, and rich satin rosettes; colors, black, black and white, taupe or natural. Regularly \$5.00. Tuesday Sale price 3.49 \$8.00 Marabou and Marabou and Ostrich, Set \$6.49.. Muff is made of a largesize down form, with satin lining; stole in the circular collarette, or straight style; colors, black, natural or taupe. Regularly \$8.00. Tues-

\$2.50 AND \$3.50 HAIR SWITCHES, \$1.95. Three Stem Switches, of a good quality of hair; 24 to 26 in, in length; 2¼ to 2¾ ounces in weight; colors, light, medium and dark shade brown, also drab and black. Regularly \$2.50 and \$3.50. Tuesday 1.95 CLEARING WOMEN'S FINE FALL CASHMERE GLOVES.

Fleece-lined, chamois-lined, and half silk lined wool; duplex and suede finish; black, brown and grey. Regularly 29c, 35c and 50c. Tuesday .25 Women's Wash Chamoisette Gloves, white with black stripe on back, and plain natural, and white, and grey; fine cloth; two dome fasteners: best of finish. Sizes 51/2 to 71/2. Were 50c. Tuesday39 Men's Wool-lined Suede Gloves; assorted tan shades; one dome snap; extra fine suede; workmanship and finish the best. Sizes 7 to 10. 75c

two-tone effect; colors, red, white and blue; dressy and good appearing; sizes 91/2 to 11. Tuesday 35c, 3 pairs \$1.00. "Onyx" Silk Hose, the usual \$1.50 quality in Canada, at 98c. Tuesday only, and not again, we will offer the balance of our "Onyx' silk hose at 98c, in colors black, white, grey, green, gold, bronze; a pure thread silk; perfect finish; double liste garter hem; reinforced heel, toe and sole. Sizes 81/2 to 10. \$1.50 quality. Tuesday98

Phone direct to department. Women's All-wool Sample Cashmere Hose; seamless and fashioned; light and medium weight; exceptional qualities; best finish. Well worth 35c and 40c. Tuesday ... Women's, Boys' and Girls' All-wool 2-1 Ribbed Black Cashmere Hose;

invisible spliced knee; perfect seamless; medium weight. Sizes 6 to 10. Extra value, Tuesday TOILET NECESSITIES AT SALE PRICES. Pure Cold Cream, in pots. Regularly 50c. Sale price 25 French Tooth Brushes. Regularly 20c and 25c. Sale price11 Palm Olive Face Cream. Regularly 50c. Sale price

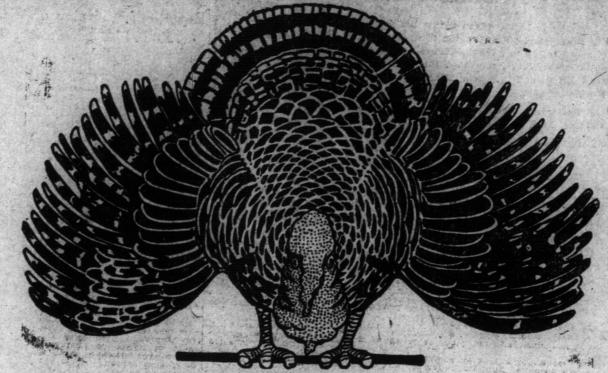
regular prices. Real Ebony Hair Brushes, with 11 rows bristles. Sale price ... Rosadora and Meadow Violet Talcum Powder, Sale price 3 tine for .25 Simpson's Special Toilet Paper, in rolls. Sale price 8 rolls for ... 25 New Process White Crepe Toilet Paper, in rolls. Sale price 4 rolls .18 Castile Soap, 2-lb. bar. Sale price

French Violet Toilet Scap, guest room size. Sale price 12 cakes for 23 Supermilled English Toilet Soap, extra large cake, buttermilk, oatmeal, and glycefine and cucumber. Sale price, 2 cakes for19 Phone direct to Toilet Department.

STORE DIRECTORY. Transfer and Ticket Office-Main Floor, Centre and Basement,

Foot of Central Stairway. Inquiry and Adjusting Office-Centre of Ground Floor. Parcel Check Office, Telegraph and Telephone Service—Basement. Ladies' Rest Room and Writing Room—Third

Soda Water Fountain-Basement. Dining-room and Tea-room-Sixth Floor.



Second Day of Our Great Thanksgiving Sale and Excursion Tuesday, October 13. The appreciative response to our Special Sales in connection with public holidays

has encouraged us to continue THE GREAT AUTUMN EXHIBITION AND SALE ON TUESDAY, OCTOBER 13TH, the day after Thanksgiving Day. Visitors to our city, taking advantage of our unique offer to refund excursion fares on conditions set forth in booklet, will remain over for this Sale, and avail themselves of the

great savings offered. This Sale will make a big difference in your favor in providing for personal and family needs for fall and winter. Throughout all Departments enormous preparations have been made. Great bargains have been secured from manufacturers, who gladly respond to the enterprise and enthusiasm of our buyers. "Canada's Opportunity" is the watchword of loyal manufacturers during war time. This Store backs up all efforts to keep workers

employed in Canadian factories by passing on the product to the consumer AT A MINIMUM OF EXPENSE.

Our immense organization gives us the means of doing this. The following specimen items from the Sale Catalogue will indicate how well we are succeeding. We had some snaps secured since booklet was printed. We believe you will co-operate with pleasure. We'll see that you have profit as well.

Store Closed All Day Today-Thanksgiving Day

THIRD FLOOR

Values \$25.00 to \$35.00, samples from one of the leading makers and the best values of many a day, away or flare styles, materials are broadcloth, cheviots, serges and gabardines, all the best autumn colors. Thesday

Suits for Women and Misses, \$5.95—\$15.00 values, coats smartly tailored and silk lined, cutaway models, showing longer backs, velvet or tailored collars, skirts in tunic or pleated designs, made from specially selected serges; in black or navy. Tuesday

Women's Cape Ceats, \$15.60—New and currect styles; extra care has been put in the making, finishing are all wool fancy tweeds, zibeline, blanket and Teddy bear fabrics, newest colorings. Tuesday

Women's and Misses Coats, \$5.65—Balmacaan coats, in medium and heavy weight, all are new fresh from cloth, such as usually goes into considerably higher priced garments. Tuesday

Coats, \$1.85—A special purchase of unusual size whereby we obtained price concessions to make belted styles, with convertible collars and large patch pockets. Wonderful values at

New Fail Dresses for Misses and Women, \$4.85—Made from an exceptionally good quality all-wool serge, in smart styles, some with wide crushed girdle and dainty collars. Tuesday

Women's Skirts, \$2.98—Smartly tailored at our own workrooms from splendid quality men's coating serge, in black or navy, in combinations with black and white checks, long tunic styles, ornamented with bone buttons; included with these are some dark grey worsteds from stock which sold regularly at \$6.50, for 2.98

SAVE MONEY ON CORSETS AND WHITEWEAR.

buttons; included with these are some dark grey worsteds from stock which sold regularly at \$6.50, for 2.98

\$3.50 Corsets to Clear at \$1.95—Here is a corset value extraordinary, for medium and full figures, La Diva corset, heavy white coutil, long skirt and back, guaranteed unbreakable sides, 2 wide elastic web gores, 6 day Sale price

An exceptional clearance of winter underwear for women. Combinations—

Women's Underwear Half Price—An exceptional clearance of winter underwear for women. Combinations—

L.95

the famous Watson make, pure wool, wool and cotton mixture and cotton, first-class goods, but mostly balances of numbers from regular stock, all styles; colors white and natural, sizes 32 to 40 in vests or drawers. Tuesday Half Price.

\$6.00 Giris' Dresses, \$8.50—Giris' dresses, rich quality of velveteen, in full shades of navy, brown and carstyle for junior girls of 13, 14, 15 years. Regularly \$6.00. Tuesday Sale price.

\$6.00 Giris part of 13, 14, 15 years. Regularly \$6.00. Tuesday Sale price.

\$6.00 Girls, pearl buttons, lengths \$6, 58, 60 inches. Regularly 86c. Tuesday Sale price.

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\$6.00 Girls pearls Sale price of 13, 14, 15 years. Regularly 86c. Tuesday Sale price of 150 medians.

\$6.00 Girls pearls pearls sale price of 150 medians.

\$6.00 Girls pearls pearls

front and cuffs, pearl buttons, lengths 56, 58, 60 inches. Regularly 85c. Tuesday Sale price 59

\$1.00 Heavyweight Pique Waists, 25c—200 Good quality white pique and cambric waists, splendidly made, with open front, showing high or low collars, mostly short sleeves, sizes 32, 34, 36 and 38 only. Regularly \$1.00. Tuesday Sale price 79c—100 sightly mussed, but otherwise perfect shirt waists, made of collars and long set-in sleeves. Regularly \$1.95, \$2.48 and \$2.95 qualities. Tuesday Sale price 79c—100 sightly mussed, but otherwise perfect shirt waists, made of collars and long set-in sleeves. Regularly \$1.95, \$2.48 and \$2.95 qualities. Tuesday Sale price 79c—100 sightly mussed, but otherwise perfect shirt waists, made of collars and long set-in sleeves. Regularly \$1.95, \$2.48 and \$2.95 qualities. Tuesday Sale price 79c—100 sightly mussed, but otherwise perfect shirt waists, made of collars and long set-in sleeves. Regularly \$1.95, \$2.48 and \$2.95 qualities. Tuesday Sale price 79c—100 sightly mussed, but otherwise perfect shirt waists, made of collars and long set-in sleeves, 50c—A big table of extraordinary values in fine white lingerie biouses of the better class, some are mussed, others are broken lines, or numbers we are not stocking, \$1.25, \$1.48, \$1.95 and \$2.48. Tuesday Sale price 80c—Newest model, 45 inches long, loose sacque back, fronts are slightwith shawl collar of self; these coats are made from nicely marked French dyed skins, are light in weight and will give excellent wear, all lined with plain black or colored slik. Regularly up to \$70.00. Tuesday 39.00

FOURTH FLOOR

White Flannelette Blankets or Winter Sheets. Please note the size, 70 x 90 inches. This is an extra good quality, made in England. Regularly \$1.85 pair. Tuesday Sale price.

\$2.35 Hemstitched Damask Table Cloths, \$1.95—Only 150 of these fine all-linen satin damask table cloths, \$1.95—Only 150 of these fine all-linen satin damask table cloths, \$2.35 each. Tuesday Sale price.

\$2.36 each. Tuesday Sale price.

\$2.47 Hirs Blankets, \$3.25 a Pair—Fine white unshrinkable wool blankets, made from long Canadian wool and pairs Blankets, \$3.25 a Pair—Fine white unshrinkable wool blankets, made from long Canadian wool and larly \$4.35 pair. Tuesday Sale price.

\$2.36 each. Tuesday Sale price.

\$2.36 each. Tuesday Sale price white unshrinkable wool blankets, made from long Canadian wool and larly \$4.35 pair. Tuesday Sale price.

\$2.36 each. Tuesday Sale price.

\$2.37 each. Tuesday Sale price.

\$2.38 each. Tuesday Sale price.

\$2.39 each. Tuesday Sale price.

\$2.30 each. Tuesday Sale price. and white stripes, fast colors, warm finish, only 1,200 yards. Regularly 12½c yard. Tuesday Sale price, 200 yards for ... Scotch Crash Roller Towellings, 14c—Only the best qualities in this lot, all pure linen, assorted borders, 18 inches wide, a clearing lot of about 350 yards. Regularly 13c and 20c per yard. Tuesday Sale price 14 70 x 70 inches assorted designs, medium colorings, fancy stitched quilting, filled with fluffy cotton filling. Regularly 31.75 each. Tuesday Sale price, each

Carpets made and laid free of charge during the month of October. Hardwood floors at specially reduced prices for orders taken before October 31st.

FIFTH FLOOR

Dresser, in selected mahogany, large case, two long, deep drawers and two top serpentine shaped ones, Chiffonier, in selected quarter-cut oak or genulne mahogany veneered, has four long and two top drawers, Chiffonier, in selected quarter-cut oak or genulne mahogany veneered, has four long and two top drawers, Library Table, in solid quarter-cut oak, in fumed finish, has bookracks at each end and centre drawer. Library Table, in solid quarter-cut oak, in fumed finish, has bookracks at each end and centre drawer. Extension Dining Table, made of solid oak, in golden finish, top extends on easy running slides to 6-ft. Rocking Chair, in golden finish, wood saddle seat and high back. Regularly \$1.00. Special Sale price.

Special Sale price 9.85

Iton Bedstead, in pure white enamel finish, neatly designed fillers and husks, with heavy brass centre rail and uprights, 4.6 size only. Regularly \$3.00. Special Sale price.

WALL PAPERS LESS THAN HALF.

Good Bedroom Papers, imported and domestic, plain, striped or florals, good color assortments blues, pinks, greys, yellows, etc reg. 15c, Tuesday, per roll, 7cs reg. 25c per roll, 11cs reg. 35c per roll, 17c. stripe or florals, in browns, tans, buffs, yellow, green, with additional colorings, imported and domestic Imported Parlor and Living-room Papers, in solrettes, tekkettes, moirettes, fabrics, stripes and florals, in champagne, apple green, grey, yellow, tan and blue, reg. 50c per roll, Tuesday 24c; in champagne, apple green, grey, yellow, tan and blue, reg. 50c per roll, Tuesday 24c; reg. 75c per roll, Tuesday 37c; reg. \$1.00 per roll, Tuesday 49c.

(Wall Papers, Fifth Floor.)

SECOND FLOOR

EXCEPTIONAL MILLINERY ITEMS.

400 Ostrich Feather Bandeaux, of good quality fibre, in a variety colors, also white or black. Regularly \$3.00 and \$3.50 each. Tuesda

DRESS GOODS AND SILKS FOR TUESDAY. \$1.50 Black Broadcloth, per Yard \$1.19—This is a tried and tested cloth, that has a rich permanent suede finish, and is dyed a rich deep raven black. Guaranteed thoroughly shrunk and unspottable; 52 inches wide. Regularly \$1.50. Tuesday Sale price. 1.19

Every Wanted Color, in tones and halftones, in French silk and wool collennes, silk and wool crepe Britta, silk and wool poplin, etc.; 42 and 44 inches wide. Regularly \$1.25 and \$1.50 per yard. 1.10

For One Day Only, French Ripple Crepes, choice range of new fall colors; 42 inches wide. Regularly 75c and 85c a yard. Tuesday Sale price

price.

This Lovely Twill Serge, in a splendid range of all the staple cold also navy and black; 50 inches wide. Regularly 85c per yard. Tues also navy and black; 50 inches wide. Regularly soc per yard. Tuesday Sale price

Crepe Ripples and Plain Silk Crepe-de-Chenes. Complete color ranges in each weave, also in ivory. Regularly \$2.00. Tuesday Sale price 1.46

Jap Silks, in all the wanted blues, pinks, greens, yellows, etc.; dyed in Lyons and greatly in demand now for linings, dresses and for fancy work. Width 27 inches. Tuesday Sale price

Trimming Silks, in cords, plaids, Roman stripes, fancy flowered and brocaded effects, also in plaid velvets and novelty velvets. Regularly up to \$1.50. Tuesday Sale price

1.00

3,000 YARDS ENGLISH WORSTED SERGES.

Full range of shades, guaranteed absolutely fast dyes, soap shrunk, medium and heavy twill weaves. Special bargain tables in Dress Goods Department. Regularly 65c. Tuesday, per yard .44

Black Broadcloth Special, charming rich satin finish and Sedan finish broadcloth, bright and permanent finish, soft and beautiful for draping, deep rayen blacks, 52 inches wide, shrunk and spotproof. Regularly \$2.00. Sale price, Tuesday, per yard .1.44

New Crepe Delaines and Creponaise Fabrics, lovely crepe weaves, in rich French printed designs and newest autumn shades, for evening and party dresses; 31 inches wide. Tuesday, per yard .44

\$1.00 TERRY CORD VELVETS, 68c.

THE BOOTS AND SHOES.

1,500 Pairs Men's Boots, custom grade, Goodyear welted, styles for fall and winter wear, patent colt, gunmetal calf, vici kid, velours calf, tan Russia calf and tan storm calf leathers; Blucher, button and lace styles; solid oak bark tanned leather soles; some styles have extra heavy soles with reinforced shanks; easy fitting, C, D, E and EE widths; all sizes, 5 to 11. Regularly \$4.00, \$5.00 and \$6.00. No mail orders filled. Tuesday.

2.49

Custom-grade styles for fall and winter wear, made from selected patent colt leather, with black cloth and dull matt calf tops, vici kid, velours calf, gunmetal and tan Russia calf leathers; button, lace and Blucher styles; Goodyear welt soles; Spanish, Louis, Cuban, military and college girls' heels; B, C, D, E and EE widths; all sizes, 2½ to 8. Regularly \$2.75, \$4.50, \$5.00 and \$6.00. No mail orders filled. 2.49

400 PAIRS CUSTOM-GRADE BOOTS FOR BOYS, MISSES AND Goodyear welt sole, anatomically correct in every detail; boys' sizes, 1 to 5; misses' sizes, 11 to 2; and children's sizes, 8 to 10½. Regularly \$3.00, \$3.50 and \$4.00. No mail orders filled. Tuesday ... 2.49

SIMPSON DRUG TES MAIN FLOOR Mace, whole or powdered, per oz. Bettle Wax, in tins, ready for use. Regularly 10c, for Linseed and Turpentine. Regularly 20c, 2 for

SIXTH FLOOR

BASEMENT

ENTICING OFFERINGS IN CHINA AND GLASSWARE. \$2.50 Chocolate Sets, \$1.65—"Royal Nippon" Hand Decorated China, chocolate jug and six chocolate cups and saucers. A good assortment. price, a pair 1.98 GRANITEWARE, 49c.

Another Factory's Overstock, 65c, 85c, 98c, \$1.19 to \$1.50 Pieces. Hard blue and white brilliant wearing, lustre finish Graniteware, extra quality, lasting ware. Steamers, Improved Food Cookers, Cereal Cookers, Dishpans, Bread-making Pans, Sink Dishpans, Preserving Kettles, Deep Stew Pots, Deep Cooking Kettles, Potato Cooking Pots, Stove and Range Tea Kettles, Handled Saucepans with Granite Covers, Pails, Postum Cereal, large package

Campbell's Soups, assorted, 2 tins.

Pure Cocoa, in bulk, per lb.

Imported Malt Vinegar, Imperial quart bottle.

Canned Haddie, Brunswick brand, per tin.

CANDY SECTION—MAIN FLOOR AND BASEMENT.

500 lbs. Cower's Broken Cream Bar, Per lb. 23 500 lbs. Cowan's Broken Cream Bar. Per lb. 23 1,000 lbs. Lady Caramels, wrapped. Reg. 20c.

The Robert Simpson Company, Limited

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