

Simpson's Extraordinary "Sixty-Nine Cent" Sale Today

When Our Patrons Are Offered Regular Stock Merchandise, Values 75c to \$2.50 at One Price of 69c

And please make note of the important fact that all the goods offered today are Simpson standard quality. We cannot imagine any woman, who needs new things, missing such splendid opportunities.

Women's Smart Serge Dresses Featuring New Loose Panels

Stunning creations developed from fine botany serge in a host of autumn shades. Short panels, panels from shoulder to hem and flowing panels in tunic effect are much in evidence and very striking. Rows of braid, fringe and button trimming add charm. Prices, \$37.50 to \$39.75.

Misses' Smart Fall Coats \$37.50

They are made of all-wool velour in a variety of styles to make choosing a joy for any miss. Plush, kerami and plain cloth collars, buckles and buttons are the chic trimmings. All the popular fall shades. Today, \$37.50.

(Misses' Section, Richmond Street Side)

Misses' Tweed Trench Coats \$29.75

Made of heavy brown tweed mixture, with convertible collar, large patch pockets and narrow military belt. Half lined. Sizes 14 to 20 years. Price, \$29.75.

Misses' Fall Skirts, \$10.50—Tailored styles with slit pockets and broad belts. Trimmed with pearl and bone buttons. Navy and black only. Splendid value at \$10.50.

\$3.95 and \$4.50 White Habutai Silk Waists, Today \$2.95

A special purchase of rich satin-finished Habutai silk waists in six fetching styles.

Carefully tailored and well finished, even to their distinctive buttonholes. Large or convertible collars. Sizes 34 to 44. Extraordinary value. Today, \$2.95.

On Sale From 8.30 to 10.30 a.m.

Billie Burke House Dresses Today 98c

REGULARLY \$2.95 AND \$3.95.

A great money-saving opportunity for 100 women who make an effort to shop between 8.30 and 10.30 a.m. today.

Popular "Billie Burke" house dresses, in light and dark stripes and checks, also black and white check, on sale at a mere fraction of their regular value. No exchanges or refunds, no C.O.D.'s. Today, only, 98c.

1200 Untrimmed Velvet Hats

Today, \$2.75 and \$4.50.

Surely no woman would be without a smart autumn hat when the good velvet shapes in the newest designs are obtainable at such low sale prices.

And in a season when so little trimming is used the addition of a smart feather, wing or ornament is all you need to complete a strikingly smart hat.

They are developed in black Lyons velvet or silk velvet, in navy, grey, wine, taupe, nigger, etc. A wonderful assortment at two low prices. Today, \$2.75 and \$4.50.

Women's High-Class \$45.00 Suits Going Today at \$34.75

Beautiful Suits of serge and poplin picked right from \$45.00 stock for a big special today. A splendid variety of styles developed along lines of the smartest New York designs. Silk-lined and interlined. Leading shades. Do not miss seeing them today. Sharply reduced to \$34.75.

Women's Dresses, Today \$10.95

It will be worth while for the first 75 women who shop at 8.30 today to obtain these low-priced dresses. They are made from serge and poplin in smart practical styles, braid trimmed and embroidered. All from regular high-priced stock. Today, \$10.95.

Special Value in Women's Winter Coats \$18.75

It is well nigh impossible to offer any sort of coat at this price.

Yet here are smart coats of good quality warm fabrics in all the leading shades. It is a special inducement for today. Shop early. Sale price, \$18.75.

Clearance of Women's Boots, Sizes 2 1/2 to 5 1/2, at \$2.49

In the lot are about 300 pairs of button and lace boots, in patent colt, gunmetal, and dongola kid leathers. Wide and narrow toe shapes, with tip and plain vamps. Medium and light weight McKay sewn soles, cloth and dull kid uppers, high and low heels. Sizes in the lot 2 1/2 to 5 1/2. On sale today, per pair, \$2.49.

Men's \$5.50 and \$6.00 Boots at \$3.95

200 pairs in button and lace styles, gunmetal, box calf, vied kid and patent leathers. Wide and narrow toe shapes—medium and heavy weight soles. Sizes 6 to 8. Regular values \$5.50 and \$6.00. Today, \$3.95.

Boys' Boots Clearing at \$3.25

300 pairs Box Kip Blucher Boots, on full round toe last. Solid leather insole and heavy outer sole—guaranteed. Sizes 11 to 13, \$2.75; sizes 1 to 5, \$3.25.

Havana Brown Kid Boots for Boys

150 pairs Boys' Blucher Boots, made of select stock, of Havana brown kid leather, on mannish toe. Good weight leather soles and low heels. Sizes 8 to 10 1/2. Today, \$2.12.

The **SIMPSON** Company Robert Limited

Women's Chamoisette Gloves

Women's Chamoisette Gloves. They come in natural white, grey and mastic. Black stitching. Regularly \$1.00. Today 69c.

Women's "Kaysers" Silk Gloves, with double-tipped fingers. White, sizes 5 1/2 to 6 1/2. Black, sizes 5 1/2 to 7 1/2. Regularly \$1.00. Today 69c.

Women's Glace Lamb and Real French Kid Gloves. Black and white, sizes 5 1/2 to 7. Tan, navy, green and mode, sizes 5 1/2 and 5 3/4. Regularly \$1.00 and \$1.10. Today 69c.

Men's Krom Tan Pearl Leather Gauntlet Gloves (unlined). Wide, deep muleskin cuff. Splendid for munition workers. Small and large sizes. Regularly \$1.00. Today 69c.

Women's Vests and Drawers

They are made of fall weight Egyptian cotton. High necked, long sleeved, or low necked and short sleeved vests. Also a few silk and wool mixtures, with low neck and no sleeves. The drawers are ankle length, both styles. Special, per garment, 69c.

Women's "Directoire" Bloomers, made of extra fine quality white ribbed cotton. Elastic gathered knee and waist. Just for today, 69c.

Women's Corset Covers, made of fine quality white cotton, with yokes of handsome Swiss embroidery and lace. Today 69c.

Women's Drawers, made of fine white cotton, in wide umbrella style. Frills of embroidery. Regularly 85c. Today 69c.

Women's Striped Flannellette Drawers, elastic casing at knee, and frill of flannellette. Both styles. Today 69c.

All-Over Aprons, made of excellent print, in neat striped and checked patterns. Extra large armhole and patch pocket. 69c.

Women's Perfect-Fitting Brassieres, made of extra fine quality cotton and cluny lace. V-shaped back and front yokes. Today 69c.

Simpson's—Third Floor.

Children's Wool Drawers

Oddments from regular \$1.25 and \$1.50 stock. Ankle length styles, made of fine ribbed, medium weight pure wool. White and natural are in the lot. Sizes 2 and 3 years. No phone or mail orders. Today, 69c.

Infants' Dresses, two dainty styles in fine, white lawn and nainsook. One has pin-tucked embroidery yoke. The other, all-over embroidery skirt and embroidery yoke. Sizes 6 months to 2 years. Regularly \$1.25 and \$1.50. Limited quantity, 69c.

Infants' Button Front Vests—The well-known "Baby's Comfort" brand. Close-ribbed, fall weight, wool finished, white cotton. Sizes 3 months to 3 years. Today, special 69c.

Girls' Nainsook Underskirts—Sizes 2 to 8 years, with attached waist. Sizes 8 to 12 years, with waistband. Deep dounces of Swiss embroidery with underlay. Today, 69c.

Children's Wool Toggles—Plain knit and brushed wool styles, finished with wool pompons. Colors cardinal, light grey, brown, navy, open, white, rose and white, and white and brown. No phone or mail orders. Extra special, 69c.

Women's Satin Collars

Satin Collars, in the newest styles. Deep back, fringe trimmed, Venice lace trimmed, and cowling shapes. No C.O.D. or phone orders. Only one to a customer. Regularly \$1.00. Today, 69c.

Simpson's—Main Floor.

Girls' Regulation Middies

75 girls can share in this special today. Regulation Middies, made of strong jean. Large sailor collar, patch pocket and long sleeves, with buttoned cuffs. White and white with navy. Sizes 6 to 12 years. Regularly \$1.25. Clearing today, 69c.

Simpson's—Third Floor.

\$1.00 Dresser Scarfs

Lace Trimmed, with insertion down the centre. Size 12 x 50 in. Regular \$2.00 value. Today these \$1.00 scarfs are 69c.

90c Semi-bleached Damask, 69c—Irish manufacture—64 inches wide. Good heavy quality. Regular 90c value. Specially priced today at, yard, 69c.

Twiled Bleached Sheeting

70 inches wide. Regular 85c value. Housewives will appreciate this saving. Selling today at, per yard, 69c.

Huckaback Towels, 69c Pair; Bedroom towels, with damask borders, hemstitched, Special, today, pair, 69c.

Simpson's—Fourth Floor.

Chintz Laundry Bags

Fancy Chintz Laundry Bags, in assorted colors and designs—large size. Special selling price today, each, 69c.

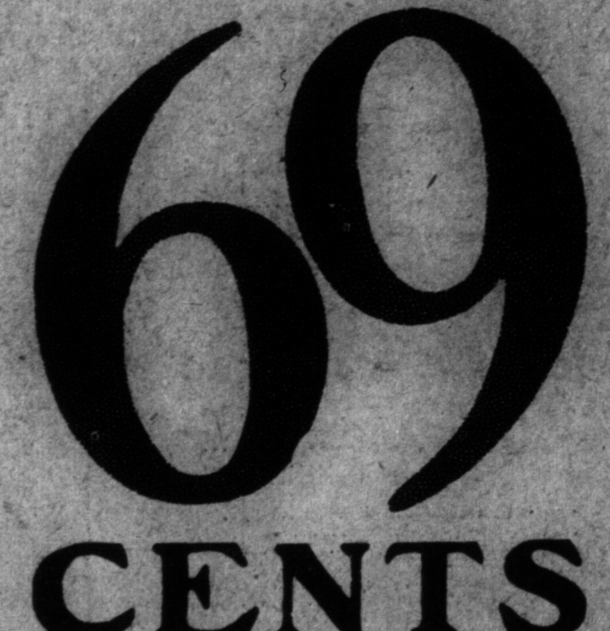
American Maid Mercerized Crochet Thread, white and ecru. Today, 7 balls for 69c.

Special Jewelry Values

Strings of Real French Pearls, 15 1/2 inches long, in white or cream colors. Selling price today, 69c.

10c Gold Single Stone Rings—Opsey style; nearly all birthstones—some with large bloodstone. Regular \$1.50 to \$2.50. No exchange, refund or C.O.D. orders. Clearing today, 69c.

Baby Bracelets, 27-inch pearl strings (Japanese), enamel cuff links, sterling lingerie clasps, sterling finger rings with large black or colored stones, pearl drop earrings, and large assortment of beads. Regular 75c to \$3.00. Today 69c.



Dress Goods Special at 69c

5,000 Yards Dress Goods to Clear, Yard

This is an Unusually Important Opportunity, offering wonderful choice of weaves. Not a full color range in any line, but a good assortment all through, for women's dresses, skirts, children's dresses, etc. Included are:

Regular 75c to \$1.25 Qualities, Lovely Novelty Plaids, Shepherd Checks, Covert Gabardines, English Mohair Lustres, Cashmeres.

Besides many short lengths of all-wool dress weight fabrics, ranging in price from \$1.50 to \$2.00 yard. Clearing at one price today, per yard, 69c.

Silk and Cord Velvets 69c

1000 Yards of 95c Yard Wide Pink Habutai Silks at 69c Yard.

Several tones in pink, for waists, dresses, linings, lingerie, etc.

Clearing Tarnished Silks, 69c yard. Plain and striped effects, which include good quantities of the popular brown and white. Checked, tartans, in navy and white, and plain and shot taffetas, with all remaining stocks of 22-inch C. C. satin. Today, yard, 69c.

Natural Silk Shantung—Fine, clean weaves, free from dressing; 22 and 24 inches wide. Regular 85c to \$1.00 qualities. Today, yard, 69c.

Corduroy Velvets—27 inches wide—Choice of full stocks. Regular 75c to \$1.00 yard. Today, yard, 69c.

Included are the popular wine and green shades, navy and open blues, grey, taupe, etc.

2 1/2 Yards Wash Goods

A WAIST LENGTH FOR 69c

A Ceylon Flannel Weave, 30 in. wide. Cream grounds with stripes of black, blue and mauve—also plain shades of white, blue and natural. Value 50c yard. Today, 2 1/2 yards for 69c.

Brocade Coat Linings

In Colors for Suits and Long Coats. Dainty woven and printed designs. 24 to 40 inches wide. Regularly 75c to \$1.00. It's truly wonderful value at the one-day price. Today, per yard, 69c.

Leather Three-Folds at 69c

Seal Grain Finish—Space for bills, car tickets and registration certificate. Regular price \$1.00. Special, 69c.

Women's Hair Combs, 69c—Fancy casque hair combs, in demi-amber and shell, with rhinestones and colored stone settings. Regular price \$1.00. Special, 69c.

Black Leatherette Music Cases, lined with moire, crepe finish. Special, 69c.

French Briar Pipes

Genuine French Briar Pipes—Bent and straight stems, with black vulcanite mouthpieces, and rubber tobacco pouch. Regular price \$1.00. Special, 69c.

Gold-plated Clear Cutters, 69c—Can be fastened on watch chain. Regular price \$1.00. Special, 69c.

Simpson's—Main Floor.

500 Business Envelopes

Victoria No. 7 Business Envelopes, good quality. Selling price today, per box of five hundred, 69c.

Rubber Bands, in assorted sizes, 1-4 lb. boxes. Regular 40c box. Today, 2 boxes for 69c.

Heavy White Cord, 2-ply. Regular 15c ball. Today, 6 for 69c.

Simpson's—Main Floor.

69c DAY IN THE BASEMENT

Regular 55c, \$1.00 and \$1.25 Values.

Corn Brooms—four-string—medium weight—well made. Today, 69c.

Cast Iron Fry Pans, with white enamelling, No. 7, No. 8 or No. 9 size. Today, 69c.

Grey Enamel Double Boilers, "seconds," 1 1/2 or 2-quart size. Today, 69c.

Grey Enamel Preserving Kettles—"firsts"—12-quart size. Today, 69c.

Covered Cook Pots or Preserving Kettles—good grade grey enamel—4-quart size. Today, 69c.

Covered Roasters—grey enamel—round, 18 in. in diameter. Today, 69c.

Re-tinned Tin Dishpans—10-quart size. Today, 69c.

Fine Bungalow Nets

A Special Collection of good quality English Nets, some with dainty lace edging and small dot centres; others, showing fine block designs. In white, ivory and ecru, 40 to 45 inches wide. Today, yard, 69c.

Strings of Flags, each 69c—Each string has an assortment of 24 silk flags of the allies, 4 in. x 6 in. Just the thing for decorating verandahs, rooms, etc. Today, per string, 69c.

Bay Window Rods, per set 69c—200 sets, strong round brass rods, the two for the sides extending from 22 in. to 36 in., and the centre rods from 26 in. to 46 in., complete with all necessary attachments. Today, per set, 69c.

500 Window Shades, each 69c—Of heavy opaque material, in white, cream or green. Will fit any ordinary window, 37 in. wide x 70 in. long. Strong spring rollers, brackets, nails and ring pull complete. Today, each, 69c.

10 Rolls Wall Paper for 69c

Floral and Conventional Designs, suitable for sitting-rooms, halls and bedrooms; some styles in limited quantities only. Regular 8c to 12 1/2c roll. On sale today, 10 rolls for 69c.

Tapestry Wall Papers—Foliage tapestry wall papers, in up-to-date colorings for living-rooms and halls. Regularly 50c to 75c roll. Today, 2 rolls for 69c.

Imported Wall Papers—This lot includes many Shand-Kydd hand block wall hangings, also other English makes; quantities sufficient for medium-sized rooms only. Regularly \$1.50 to \$5.00. Today, roll, 69c.

Kindergarten Chairs at 69c

Red Enamel and Golden Oak Finishes, strongly constructed, with braced legs and six rings in back. 200 only on sale today at 69c.

Flexible Flyer Scooters, 69c—Speedy 4-wheelers, nicely finished; flexible steering handles. Regularly 85c. On sale today, 69c.

Paint and Brush for 69c

Pint of Simpson's Prepared Paints and good quality brush. Choice of white, ivory, cream, buff, drab, oak leaf, dark brown, terra cotta, navy, pea green, willow green and dark green. Today, 69c.

Varnish and Brush, 69c—Quart of special Furniture Varnish; crystal finish, for furniture and woodwork; black bristles brush. Complete, 69c.

Men's 75c Underwear for 69c

Men's Merino Underwear, made from fine wool and cotton mixtures. Shirts and drawers to match. Sizes 34 to 44. Regular 75c value. Today, per garment, 69c.

Boys' Work Shirts, 69c—Collar attached style, in black sateen. Oxford—large roomy bodies. Sizes 12 1/2 to 16. Regular 75c value. Today, 69c.

Men's President Suspenders, 69c—Pulley back style, in light, medium or heavy webbing; light or dark grounds; cast-off cord ends. Regular 75c value. Today, 69c.

Boys' \$1.00 Sweater Coats at 69c

Grey Sweater Coats, made in fine cardigan stitch style; winter weight—two pockets—bone buttons. Sizes 26 to 32. Regular \$1.00 value. Today, 69c.

Drugs and Toilet Goods 69c

Cod Liver Oil Emulsion, Reg. 75c. Special, 69c.

Medicinal Paraffin, Regular 75c. Special, 69c.

Parrish's Food, Regular 25c. Special, 3 for 69c.

Apollo Hair Tonic, 52c; Egg Yolk Shampoo 26c. Together, 69c.

Household Rubber Gloves, 75c. Special, 69c.

Atomizer, Regular 75c. Special, 69c.

Hospital Cotton (J. & J.), Special, 69c.

(War tax included.)

Roger & Gallet's Talcum, Regular 75c. Special, 69c.

Luxus Lip and Eyebrow Pencil, Reg. \$1.00. Special, 69c.

Nail Scissors, finest quality. Regular 75c. Special, 69c.

Zenobia Cologne, Regular 75c. Special, 69c.

Sachet Powders, assorted. Regular 75c and \$1.04. Special, 69c.

Caprice Toilet Water, Regular 75c. Special, 69c.

Lilas de France Vegetal, Reg. 75c. Special, 69c.

Tooth Paste, Regular 25c. Special, 3 for 69c.

Grained Ivory Jewel Boxes, Reg. 65c, for 69c.

Grained Ivory Puff Boxes, Reg. 75c, for 69c.

Grained Ivory Hat Brush, Reg. 75c, for 69c.

Ebony Finish Military Brush, Reg. 75c, for 69c.

Ebony Finish Hand Mirror, Reg. 75c, for 69c.

Ebony Finish Hair Brush, Reg. 85c, for 69c.

Ebony Finish Cloth Brush, Reg. 75c, for 69c.

Shaving Brush, set in rubber, Reg. 75c, for 69c.

Toilet Paper, Regular 15c. Special, 5 for 69c.

Castle Soap in boxes. Regular 10c. Special, 8 for 69c.

(War tax included.)

Dr. SIMPSON DRUGS