## 1

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END OF KNOWN LAND
CLIFFS 1,200 FEET HIGH

## rcoats Friday <br>  <br> 's Suits   

 Ancy Reefers ngs for Men



 Men and Boys


 5 Bargains Friday
 Nam:




## brellas 88 c


ton Ferns 65c


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 ctive in preparing for the dash to the Pole; as well as telling how the
sledgess canvas boat and food were preaped.
In the fifth instalment, Dr . Cook told


 terrors of Aretic cold.
NoTE Do Cook sown story of his Conquest of the Pole began
in The World of Sept. 15, and is being continued on alternate days. "THE CONQUEST OF THE POLE."
 CuIL WSUMREEIIT


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Stratton, Hall, Davidson, Swear Alibi For Leary
 WHETUPUPIP.UP, "Sharis" "Lict HEWIII

## In Half Hour Prices Advance if

 In Half Hour Prices Advance Chicago Pit From $\$ 1.07$to $\$ 1,21$, And the
Little Fellows

 o noter mem ois out de まvisum


a Barrel to Output of
Mills-Present (uo-
tation One Dollar.



SPORTSMAN BALFOUR: Back, Fido, Back, or You'll Frighten Away the



## Baseball $\begin{aligned} & \text { Detroit } \\ & \text { Champions a Football Brussels } 1 \\ & \text { Green River } 0\end{aligned} *$ Pacing Columbus

| Note and Comment <br>  | Detroit for Third Tume Win the | Tigers Will Oppose Reinstatement of |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | the correct |  | miner | w Running fights Could Be Lease |
|  |  |  | HATS FIEI FALL | W玉V= |  | \% |
|  |  |  |  |  |  |  |
| 23\% |  |  |  |  |  |  |
|  |  | - |  | 3y Score of 6 to 4 |  | 2- $=8$ |
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| $\pm \pm \pm 2$ |  |  |  | $z=$ |  | 2 |
| $5 \mathrm{~F}=\mathbf{5}$ | 21 |  |  |  |  |  |
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| T | $= \pm=5$ | 429\% |  | - 5 | $2=$ | $5 \pm=2$ |
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|  |  | \% $5=5$ | $\begin{aligned} & \text { Peel } \\ & - \text { Clyn } \end{aligned}$ | $= \pm$ | $5=5$ | \%\% |
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| Ros. |  | amas= $=$ |  | $=5 \pm 5$ |  |  |
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|  | - |  | FURNISHINLS FOR MEN | $=$ |  | $=$ |
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| $\pm 2^{2-2}$ | * wiven |  |  |  |  |  |
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| $\cdots$ |  |  | Tnternationa |  | 'S NEW Home |  |
| $=\operatorname{za}=$ | $\times=$ | $m^{2}$ |  |  |  |  |










PEOPLE are taking great interest in our Suits this year. You have only to step off the elevators into the department to-morrow imme-
diately to perceive it. We have asked for a popular judgment as to the Simpson "Simplicity Suits," laying particular stress upon The Suits at
The Suits at
The Sits at
The Suits at

| $\$ 23.50$ |
| :---: |
| $\$ 1.75$ |
| $\$ 1.505$ | | $\$ 11.50$ |
| :--- |
| $\$ 10.95$ |
| $\$ 10.05$ | We want to emphasize this 10.95

to-morrow. It's a splendid Suit r the money. Mind, you, it is ma
Venetian, lined with satin. This $\$ 10.95$ Suit has all the sty
more expensive suit, and it
of . of Venetian ordered, in the simplicity of the suit, and in
the specializing and extra effort made to produce the possible value for a
odest price.
is $\$ 10.95$ lin
 fow- and nearly every one different, either
Or in color. That $\$$ a zood point to remember.
the full description of this simpson suit at $\mathbf{\$ 1 0 . 9 5}$
 down, front and back; coat ooliar edged with Ported satent rimming, tallored skirt it is
fare gored style, trimmed with self-covered buttons.

## SERVICEABLE WINTER COATS A




 with tabs and buttons, t3.0.5. tr



Women's Flannelette Underwear Qualified flannelette undergarments, and nightdressmake and guaranteed satisfactory






| $\$ 1.00$ Corsets for 50c a Pair <br>  |
| :---: |

Ladies' \$2 Umbrellas You'll Be Sorry. If You
Don't Get One of These


Handkerchiefs for Cents Wach Creamery Butter at $27 c$

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 MTisp Rall First Comers Saturday Morning L. AST Saturday they were all gone at her octok
Come early to make sure of one Thev are well ${ }^{\mathrm{L}}$ worth the early to


Simpson's Men's Store Holds Its "Fall Opening" To-morrow, Saturday, Oct. 2


Underwear, Shirts, Ties, Sweaters $\mathrm{T}^{\mathrm{HE}}$ Furnishings. Section of the Men's. Sore is Department owing to the temporary partition excluding operations on the site of the Institute building. But we have more space for Men's goods now than ever before. $\because==5=5=$ $= \pm=5$
 $\pm= \pm=2=5$ $=4=$ $\pm \pm=2=$ waw


Four Thousand Five Hundred Pairs of Boots $\$ 2.49$
for Fall to Sell Saturday at
${ }^{2}, \mathbf{1 , 5 0 0}$ pairs fors for Men, from Trom Tetboctit, Queftec
100 pairs for Women, from George A: Salter
900 pairs for Women, from Kingsbury, Nontreal We purpose holding a Simpson Footwear Sale this Saturday. We think that several thousand people are just about ready footwear is done with. So we'll announce the result of a recent foray in the Lower Province.

## $\$ 18,000$ Worth of Fall Boots to Sell

 Saturday for $\$ 11,250$
## That means to Simpson eustomers Saturday $\$ 4.00, \$ 4.50$ and $\$ 5.00$ values for $\$ 2.49$ Good, new, fresh, fashionable city

 stock. ${ }^{\text {Details follow }}$
## 



2.46


