

THE PRELIMINARY FALL OPENING AT SIMPSON'S

First Display of Materials for Fall

Indescribably lovely and endlessly varied are the colors, weaves and finishes in the new silks and woollens. Rich, dark tones and splendid contrasts of color; figures, stripes, brocades, soft crepes, lustrous satins and handsome moires; and elegant blacks in many weaves, to fill the urgent demands of the black vogue—in fact, everything that is required to produce the captivating styles of the Fall of 1914 is here in profusion, and the prices are all most reasonable. Come Monday and plan your Fall buying with the assistance of this never-surpassed showing of materials. The range of "evening shades" is the largest we have ever shown, and embraces almost every material and weave. Many of them are entirely new and full of inspiration for your "party" gowns for this winter.

Silks and Velvets. Monday's advance display indicates the general trend towards "creped" effects in silk weaves.

The New Crepe Satins make a delightful showing, the finish adding beauty to the soft autumn tints and darker tones in which they come.

Silk Crepe Ripples are in evidence; fine, medium and wide wale effects, appear in universal color ranges.

In Plain All-Silk Crepe de Chine we have had big deliveries of the richest qualities yet handled by us. The shadings are exquisite, and represent the highest art of the French dyers.

Novelty Crepes, Crepe Brilliant and Paris Crepes, also Silk Moires and Moire Velours. Here again the creped finish shows to advantage in what is called an "armure crepe moire."

Chiffon Taffetas are well represented. A distinctly novel weave, known as "taffeta duchesse," is sure to meet with favor.

In Velvets we anticipate enormous demand. The earliest shipments show velvet cutting cords, in Terry, woven, hollow-out and wide wale effects; chiffon velvets and velvetines, wide widths, in all colors; silk plushes, plain, corded and brocaded, with novelty velvet brocades, in wonderful color and texture combinations.

Dress Goods—Space prevents adequately describing the host of new weaves and colors. We invite inspection Monday, while color ranges are complete. Here are just a few of the best novelties: Wool Velour Suitings, Looped Suitings, Moired Crepe Suitings, Gabardine, Canvas, Velour, Honeycomb, Roman Stripe Suitings, in an infinite variety; Crepe Velour, Crowsfoot Crepe Suiting, etc., etc., in lovely, deep shades of green and blues.

FOUR BLACK SILK SALE ITEMS.

Regular \$1.50 Black Duchesse Satins, several weaves. Sale price	1.38
Regular \$1.69 Black Duchesse, 40 inches wide. On sale	1.50
Black Chiffon Taffetas, greatly in demand, 40-inch widths. On sale	1.46
Black Moire Velours, new patterns, 40 inches wide. On sale, per yard	2.00

Neckwear, Embroideries, Laces Veilings

The Neckwear—This season accessories are almost as important as the gown. You have heard that collars are to be high at the back, open in front. This type we show in great variety. Again, there are the loveliest little sets of organdie or batiste, fine embroideries on finer weaves, odd shapes, ties in piquant or brilliant colors not seen before, delicate laces, to the strictest tailored piques. Ruffs of tulle and net are again to be much worn with autumn suits.

The Waistcoats—Just a line to call attention to the stunningly smart waistcoat with self-iridescence, in soft, but tailor finish pique.

Lace and Embroideries—Chantilly meshes of rare fineness, with patterns embroidered, gold and silver bullion laces, rarities in the old lace tint, a new Venise—these are merely samples of the richness and variety in lace this year. Besides the fancies, we have the fullest stock in Vails, Torchons, etc., for bridal sets, all just unpacked. As for embroideries, not only patterns, but fabrics, appear in immense variety.

Veilings That Are Smart—Such types as the necklet veil, the Bobby, the flesh-colored novelty veil, and the embroidered single pattern effect are supplemented just now by the arrival of the complete range of new meshes.

INSPECT THE DRESS ACCESSORIES ON MONDAY, OPENING DAY.

New Shirt Waists at 25c

New styles, open fronts, low roll collars, etc. Materials are white, pink, etc., with colored revers, striped cambrics, etc., suitable for present or for fall wear. Sizes 30, 32, 34, 36 and 38-inch bust. Regularly \$1.00. Monday..... 25c

No phone or mail orders.

Women's Hand Bags \$1.00

Leather and Silk Bags, in a variety of newest styles, best frames, in nickel, silk or gunmetal finish; all silk or leather lined, containing mirror and card case or coin purse. The leathers comprise real morocco, real seal, pin lamb, morocco grain, crepe grain and seal grain. All colors, including black. Regularly \$1.50 to \$3. Monday..... 1.00

Parasols Clearing at 49c

Many attractive designs in stripes, floral, etc., combination effects; bell, dome and standard shapes, long handles. Regularly \$1.00 to \$1.25 and 30 only imported Parasols, in the newest shades and exclusive designs. Regularly \$1.00 to \$1.50. Sale price, 49c.

A Bargain in New Season's Corsets

As an extra attraction for Monday we have selected two handsome C. B. a la spiritie models and will distribute 200 pairs at a saving to you of 75 cents a pair. Phone orders filled.

300 pairs Women's Corsets, choice of two beautiful new season's styles in C. B. a la spiritie, strong white Alexandria cloth, medium or low bust, double boned throughout, with guaranteed rustproof steel, wide side stays; one model has elastic hip sections, four strong, fine garters, rubber hose buttons, dainty lace trim; sizes 18 to 28. Monday, 49c. Regularly \$1.00. Special sale, 49c.

150 to 215 White, Monday, 75c. A clearance from our regular stock of lines we have decided to discontinue in every style of garment; Simpson-made garments, extra quality materials, pretty lace or embroidery trimmings, handsome styles; gowns, chemises, percales, satins and other cloths, silk, alpine, combinations, drawers and undershirts; all sizes in each style. Regular price, \$1.25 to \$1.75. Monday, to clear..... 79c

Girls' Dresses Away Less Than Half-Price—Clearing balances of our best-selling numbers, and all odds and ends of our finer qualities in gingham, chambray, percale, satins and other cloths, silk, blue or tan, in plain effects, checks or stripes; a host of handsome styles, trimmings to match or contrast; sizes 8 to 14 years. Regularly \$1.25, \$1.50, \$2.00, \$2.50 up to \$3.00. Monday, to clear at..... 65c

MONDAY IN THE BASEMENT

GRANITEWARE AT ABOUT HALF-PRICE.

Every piece new and perfect, about 1000 pieces in clean, hard-wearing, well-coated finish; included are water pails, dish pans, rice or cereal cookers, 12 and 14 quart preserving kettles, milk carriers, straight-cooked, boiling or vegetable saucepans, etc. Prices range from 45c to 95c; customers at 62c will get best choice. Any piece..... 55c

KITCHENWARE SPECIALS.

The Wash Bolvers, with strong flat copper bottoms; sizes 8 or 9. Regularly \$1.25 and \$1.35. Monday..... 89c

Galvanized Wash Bolvers, with flat bottom and lip covers, 40 qt. Regularly \$1.00. Monday..... 89c

WASH OR LAUNDRY TUBS.

Galvanized and tin lined; Regularly \$1.50. Monday..... 89c

Regularly \$1.50. Monday..... 89c

Regularly \$1.50. Monday..... 89c

Foot or Rinsing Tubs, Monday..... 89c

Regularly \$1.50. Monday..... 89c

GALVANIZED GARBAGE CANS.

With close-fitting covers and ball handles; Regularly \$1.50. Monday..... 89c

Regularly \$1.50. Monday..... 89c

Regularly \$1.50. Monday..... 89c

Hosiery Sale Items

Women's Heavy Thread Silk Hose, imported make, clear, clean weave, double heel, spliced heel, toe and sole; black, tan, white and colors. Regularly \$1.50. Hosiery sale, Monday, 99c.

Women's Silk Boot Hose, three-quarter silk thread leg, deep heel, toe and sole; sheer weave, lace thread top, black, tan and white. Regularly 99c. Hosiery sale, Monday, 5 pairs, \$1.19; pair, 99c.

Women's Fine Lisle Thread, black silk embroidered and black lace with silk embroidered, plain colored lace, including black and white, spliced heel, toe and sole. Regularly 35c. Hosiery sale..... 25c

Women's Fine Lisle Thread, imported make, fashioned, sheer weave, double garter, hem, spliced heel, toe and sole; sizes 8 1/2 to 10. Monday, 2 pairs \$1.00; pair, 50c.

Women's Plain Black Cashmere Hose, English sample lot, extra fine qualities, close weave, medium weight, spliced heel, toe and sole; all sizes; 40c. Monday..... 35c

Women's All-Wool "Llama" Black Cashmere Hose, seamless, good weight, fine yarn, soft elastic weave, spliced heel, toe and sole; sizes 8 1/2 to 10; extra value. Monday..... 39c

Advance Opening of Autumn Millinery Monday

Fashion in woman's headwear has veered again. The new models are in their charm and chic, mirroring Paris as Paris was just two weeks ago, and New York as it is today.

The vogue of the rich, dull tones and black and white is most marked. The tones of tete de negre, London smoke, currant, Russe, midnight blue, the darkest blue yet seen, and the beauty of black velvet are unrivalled as style features.

The return of the picturesque shape will be one of the things that every woman will rejoice in. The lines of the new models are par excellence, the loveliest seen for years. Wide-brimmed, but not too large; the head sizes perfect fitting, neither big nor little; the hat of the moment is flattering to the face.

Metallio Flowers, Birds and Trimmings, bright touches of silver and gold, on rich backgrounds, are among the loveliest offerings. By all means be on hand for this earliest opening, and see what the big fashion centers have to offer of best and newest.

SAILOR HATS.

You will find many sailors, large and small, sailors in name only, of black velvet. You will note the return of feathers of the fluffy sort, the use of hackle, ostrich, real marabou, paradise and novel mounts. The small hats fit snugly, and the depth of tone and true artistry of shaping make the matron's selection no problem.

The Change in Suits and Gowns as Shown in the Opening

Between the modish gown or suit of last season and that which is offered today, there is little, if any, likeness. Almost every single line is changed, and to the needs of the average woman, for the better.

Introducing the Basque. Gowns and Suits alike show the modern equivalent of basque or princess lines from throat to hip. Draped in horizontal folds, shirred, loose everywhere, especially in arm's-eye, yet there are the lines of the form, in place of the boyish freedom of bathing blouses.

Beautiful Tunic Draperies—Straight falling from the wide sash which terminates the basque come the long tunics, frequently split in front and pleated or gathered. This is true of Cossack coats and novel suits, as well as of gowns. The lines are indeed classic and admirable.

Evening Frocks an Etagen. Not in one brief summary can sweeping style changes, which will appear and reappear all season, be covered. But surely the frock of many founces in net or lace, with its deep girde simulating the basque, will be so generously worn as to deserve mention.

These and Many Other New Features you will find in the earliest corners, a display rather complete than great in numbers, which will be ready for your inspection Monday. The colors are rich, not showy, this year; each thing is lovely, different, and choice of its kind, just the sort of garment you can yourself wear.

FAVORABLE ITEMS FOR MONDAY SHOPPERS, SPECIALLY PRICED.

Balmacaens—Winter and medium weight tweeds, made up in suitable lengths. These coats are Simpson standard at twice the price, in make and goods. It is a good chance for women who want a fall coat Monday, only..... 4.95

Serge Suits—In black and navy, mannish, mescaline lined, they show a long tunic skirt and coat with rounded fronts. You would not be surprised if \$18.50 were asked for these. Monday's price will not be repeated..... 7.95

Wash Skirts—There was a number of styles, so we averaged the regular price. It came to \$1.50. And they are those tailored outing styles which are good for tennis, for utility and for wear, from one year to another, without change in style. Linens, reps, ratines, cordelines, etc. Monday..... 49c

New Ribbons Arrived Safely, Monday's Display

Completed is the range of Ribbons, plain and fancy, for Fall and Winter selling. Shipped just before the war began, these are more magnificent and varied than have ever been seen. The reason lies in the demand for them, both for sashes and millinery.

The Hand-Cut Velours—The ribbon is first printed on heaviest satin, in floral conventional pattern, and the pile raised in places by knife-cutting by hand. The play of light and shade is wonderful, and as a finish for the ultra modish evening gown of lace nothing equals it.

The Color Range in Taffetas and Satins—The Belgian blues, French and military blues, the tones of orange, copper, royal rose, ruby red and real beauty, the Beauville and Tangerine are a few of the colors. Grofite or gillyflower, a coppery tone, will blend beautifully with the immensely popular nigger's head.

Novelties in Weave—A new moire and satin ribbon is damascened in pattern, resembling, but not identical with, the damascened moire of the past. Antique moires will be high style in millinery, and these, the range of plain ribbons is absolutely complete.

Roman Stripes and Plaids—Simply, their name is legion. Very brilliant in a rich way, the color combinations are so many as to make requisitem. The widest widths are featured, and prices are exceedingly moderate this season.

COME DOWN TO THE OPENINGS MONDAY, AND BE SURE TO SEE THE NEW RIBBONS.

Wash Goods

Final Clearance Sale Tickets are now shown in the department.

38-inch Crease and Crepe Linen, 27-inch Pongee and Irish Poplins, in a great range of shades. Monday, half-price and less..... 1.14

From a Dressmaking Factory a stock of 27-inch Crepes, in plain stripes and printed effects. They could not be made at the price of..... 94c

40-inch Ratine Striped Crepe, in white only; a superb quality, which was sold for many weeks ago at 50c. 300 yards for a Monday rush at..... 46c

Odd Lots of 40-inch Ratines from a Jobber—Plain and fancy weaves, in green, blue, and children's school dresses. The price we are asking for this lot is only about the cost of the yarn alone at..... 47c

Big Linen Values

Mill Clearance of White Cottons, marked 35 per cent to 50 per cent. Regular price, 50c. 25,000 yards of bleached longcloth, cambrics, cottons, etc., of splendid quality, all kinds of newweaver. For quick selling Monday we have divided these into three lots:

Lot No. 1—5,000 yards, 36 in. wide. Clearing at, yard..... 54c

Lot No. 2—5,000 yards, 36 in. wide. Clearing at, yard..... 56c

Lot No. 3—5,000 yards, 36 in. wide. Clearing at, yard..... 58c

Flaxon, a dainty fabric for all kinds of women's and children's wear; 36 inches wide. On sale Cotton Counter, yard, 20c and 22c.

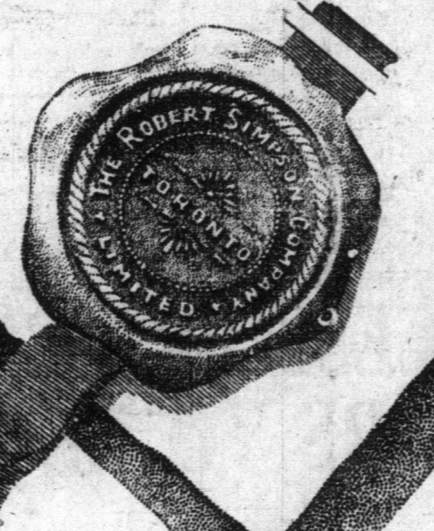
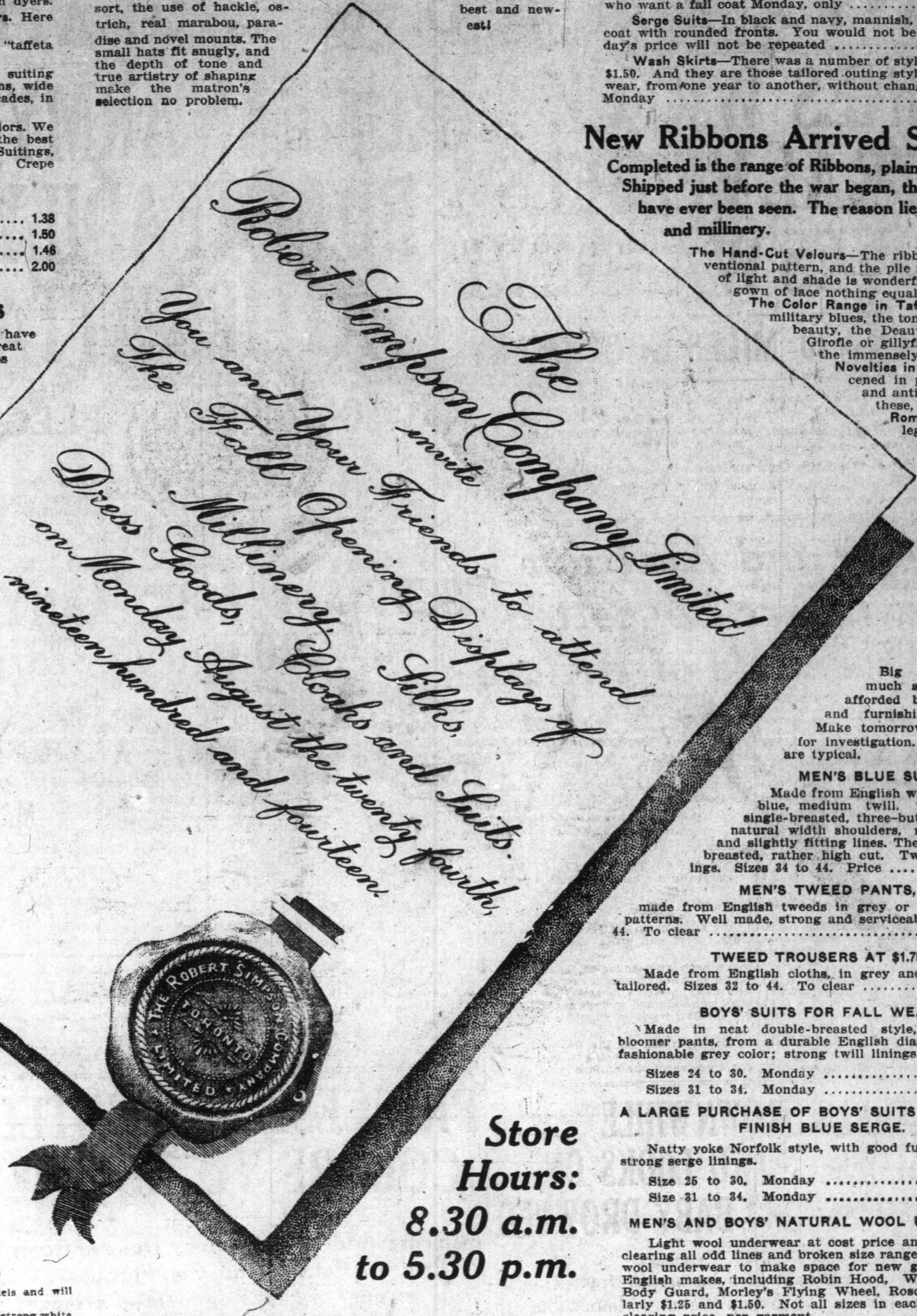
Hammed Huckaback Bedroom Towels; size 18 x 36 inches. Rush price Monday, pair..... 42c

White Flannellet, flannels, heat quality pink or blue borders; size 64 x 80. Clearing Monday, per pair..... 42c

Unbleached Canvas Flannel, 28 in. wide. Special Monday, 10 yards for..... 95c

Bleached Sheets, nicely hemmed, size 70 x 90 inches. Special Monday, per pair..... 1.98

Damask Table Napkins, assorted designs for general use; size 66 x 86 inches. Rush price Monday at..... 1.25



Store Hours: 8.30 a.m. to 5.30 p.m.

Boots and Shoes for Monday

With price concessions worthy of notice.

HIGH-GRADE BOOTS FOR MEN, \$2.95. Light boots for dress wear and good substantial boots for everyday wear, all made with oak tanned Goodyear welted soles, button and Blucher cuts, stylish and popular lasts, with narrow, medium or wide toes; gunmetal, patent calf, black calf, tan calf and dongola kid; sizes 7 1/2 to 11. Regularly \$4.00 and \$4.50. Monday..... 2.95

WOMEN'S PUMPS, 95c. White poplin, two-strap, Colonial and plain pumps, with tailored bows, flexible leather soles, covered Cuban heels, suitable for either street or house wear; sizes 2 1/2 to 6. All our regular \$1.25, \$1.50 and \$2.00 lines are in the lot. Monday..... 99c

COMFORTABLE HOUSE SHOES WITHOUT TOE CAPS, made on extra wide lasts, flexible leather soles, common sense heels; sizes 5 to 8. Regularly \$1.50. Monday..... 99c

DONGOLA KID SOUTHERN TIES, 95c. A good assortment of popular sizes in patent calf, gunmetal, tan Russia calf and vic kid. Good year welt, flexible McKay and hand-turned soles; high, medium and low heels; sizes 2 1/2 to 7. Regularly \$3.00, \$2.50 and \$4.00. Monday..... 99c

Exclusive "Queen Quality" pumps, with side or front buckles; selected patent calf and fine gunmetal calf; some have brocaded backs; flexible Goodyear welt and McKay sewn soles, Cuban and kidney heels. Sizes 2 1/2 to 7. Regularly \$4.50 and \$5.00. Monday 2.95

Easy fitting laced Blucher boots, made from strong box kid leather, double solid leather soles. Sizes 1 to 5, Monday \$1.99; sizes 11 to 12, Monday..... 1.69

Neat button boots, dongola kid with patent toe-caps, full round toes, low heels, medium weight soles. Sizes 11 to 2, Monday \$1.89; sizes 8 to 10 1/2, Monday..... 1.59

MONDAY IN THE BASEMENT

GARDEN HOSE.

The last time this season, out in 90-foot lengths and put up complete, with brass nozzle, clamps, couplings and washers. Regularly \$4.18. Monday basement sale..... 3.39

LAWN MOWER SPECIAL.

Canadian-made and guaranteed first-class. Four blades, 14-inch, regularly \$5.25. Monday..... 4.89

KITCHEN WIRE GOODS.

Flat Bread Toasters, Regularly 15c. Monday sale..... 9c

Dome Bread Toasters, toast four pieces of bread at once. Regularly 25c. Monday sale..... 18c

Bright Coat and Trouser or Suit Hangers. Regularly 15c. Monday basement sale..... 12c

Sure Kill Fly Swatters. Monday basement sale..... 8c

CUTLERY AT SPECIAL PRICES.

Five Quality Sheffield Steel Dinner or Bed Knives, handles of strong celluloid, firmly secured. Regularly \$3.00 a dozen. Monday basement sale, half-dozen..... 89c

PENKNIVES, POCKET KNIVES, ETC.

About 750—Penknives, pocket knives and jackknives, with brass or preventing rusting while being carried in pocket. Monday basement sale, half-dozen..... 89c

GAS STOVE SECTION.

A Four-burner Gas Range, with large oven and simmer flame, removable burners, fitted trim. Regularly \$14.00. Monday basement sale..... 12.80

Direct Phone to Grocery Adel. 6100

- Fels Naphth Soap, Per bar..... 5c
- Sunlight, Surprise and Tazewell, Per bar..... 5c
- Comfort Soap, Per bar..... 4c
- Heather Brand Soap, 7 bars..... 25c
- Pearline, 1-lb. package..... 10c
- Simpson's Big Bar Soap, Per bar..... 10c
- Gold Dust Laundry Powder, 4 package..... 25c
- Old Dutch Cleanser, 3 tins..... 25c
- Sapolio, Per cake..... 5c
- Naphth Powder, Per package..... 5c
- Gold Dust Laundry Powder, Large package..... 25c
- Lux Washing Powder, 3 packages..... 25c
- Taylor's Soap, Powder, 2 packages..... 25c
- Pan Shine Cleaner, 3 tins..... 25c
- Royal Blue, 3 packages..... 25c
- White Swan Lye, Per tin..... 7c
- Canada White Laundry Soap, Per package..... 25c
- Celluloid Starch, Per package..... 25c
- Boa-Amil, Per cake..... 25c
- Parowax, 1-lb. package..... 15c
- Scotch Sweeping Compound, Per tin..... 25c
- Per-Flu, Per tin..... 25c
- Diamond Cleanser, 3 tins..... 25c

The Robert Simpson Company, Limited