

Store Opens 8.30 a.m.

Exhibition Economies on Sale at Simpson's Today

Store Closes 5.30 p.m.



The September Sale of Canadian Blankets

Opened yesterday with 5000 pairs of Blankets and huge supplies of Flannelettes and Flannels. These goods were bought before the rise in prices on Woollens, and particularly Blankets, hence the exceptional value in this sale.

Large, Warm, White Blankets, \$6.95—Unshrinkable, perfectly made, durable blankets giving equal satisfaction on the bed or in the tub, finest napping, pink or sky borders; 10 lbs.; 72 x 92 inches. Regular \$8.75 per pair. Thursday **6.95**

\$2.65 White Flannelette Blanket Sheets, \$1.98—Extra large; exceptionally heavy, soft quality, no border; 70 x 90 inches. Regular \$2.65 pair. Thursday **1.98**

\$8.50 White All-Wool Blankets, \$6.45—Made from pure Canadian fleece wool; thoroughly scoured; pink or sky borders; 8 lbs.; 68 x 86 inches. Regular \$8.50 pair. On sale Thursday **6.45**

Hudson Bay Blankets, scarlet, 3 1/2 points; Hudson Bay label. Thursday, pair 9.95

New Viyella and Perfekta Flannels, exclusive stripes; plain military colors; dozens of the season's daintiest patterns for day and evening wear 60

Scotch Ceylon Shirting Flannels, 15c—Assorted stripes, for nightgowns, pyjamas, shirts, etc.; clearing stock of a big manufacturer. Regular 25c to 30c yard. Thursday **15**

50c Bleached English Sheeting, 38c—Plain, linen finish; 80 inches wide. Regular 50c per yard. Thursday **38**

Fine Satin Damask Table Cloths, \$2.48—Snow white; very attractive, bordered design; 2x2 1/2 yards. Thursday **2.48**

For School

BOYS' CORDUROY SUITS, \$2.49
300 Suits, in velvet cords, Oliver Twist style, lined, for fall and winter wear; three shades—brown, blue and tan; pearl buttons; sizes 2 1/2 to 8 years. Thursday **2.49**

BOYS' PARAMATTA RAINCOATS, \$4.95
Raglan style, fawn paramatta; seams taped on the inside; sizes 25 to 35.

GIRLS', BOYS' AND MISSES' BOOTS, \$1.95
Girls' and boys' sizes, 8 to 10 1/2; misses' sizes, 11 to 2; new fall styles, best leathers, button and lace patterns. Thursday **1.95**

Women's, Children's and Infants' Whitewear

ONE-THIRD TO ONE-HALF LESS THAN REGULAR PRICES.

The entire fall, 1915, range from one of our largest and best manufacturers—hundreds of handsome models in every style of garment.

Women's Nightgowns, Underskirts, Corset Covers, Princess Slips, Drawers, Combinations and Chemises, and a very wide choice in all garments for children and infants. Thursday, one-third to one-half less than regular prices.

Women's Fall, 1915, Boots, \$2.95

Twelve styles, all sizes in each; button, Blucher and military lace patterns; patent calf, dull kid, dull calf and vici kid; Cuban, Baby Doll and concave heel shapes; black, sand, putty, gray and black brocaded cloth and dull calf tops; sizes 2 1/2 to 7, in every style. Thursday **2.95**

Many New Weaves

have taken their places among the more standard, indispensable fabrics that make Simpson's the greatest source of supply in the Dominion. See these new goods in our opening displays.

BLACK SILKS.
2000 Yards Rich Black Duchesse Mousseline, 36 and 38 inches wide. Regular \$1.33, for **1.18**
2000 Yards Heavy-Weight Duchesse, 39 inches wide. Regular \$1.69, for **1.38**
2000 Yards Black Suiting Satins, 40 inches wide. Regular \$2.00, for **1.64**
2000 Yards Black and Ivory Silk Crepes de Chine, 40 inches wide, 124. Heavy quality, 42 inches wide **1.43**

BRITISH DRESS GOODS.
Black and Navy Tailoring Serges, from the leading manufacturers of Bradford, Leeds and surrounding districts. The largest stock we have ever offered of suitings in big demand. If these suitings were purchased today, our selling prices would be about 50 per cent. more, but early placing of big orders secured for us the old prices. Navy and black serges, thoroughly soap shrunk, and guaranteed unshrinkable, are fully displayed in our large section; new shades of navy; 52 inches and 54 inches wide **1.50 to 3.50**

FALL CLOAKINGS MADE IN CANADA.
Lovely, Warm, Soft, Lofty Cloakings, in checks, stripes and plaids, in self colors, heather mixtures, Whitneys, in solid gray, navy and blacks. Special sale, Thursday's selling **1.50, 2.00 and 2.50**

DRESS GOODS FOR EVENING.
Beautiful Silk Cord Poplins, in the new blues, greens, tans, taupe, sapphires, Copenhagen, Burgundy, navy and black. Thursday **95**

WASH FABRICS.
30-inch White Japanese Crepe. Thursday, less than half price **6 1/2**
40-inch Silk and Cotton Poplin, rose, black, navy, Belgian, turquoise, sky, taupe, sand, yellow and white **79**
28-inch New Kimono Cloths **23**
38-inch Tartan Plaids, Scotch clans **29**

Very Special Value in Men's Fall Overcoats

150 in the Lot. Regular \$12, \$13 and \$15, at **\$9.75**
Being a special purchase of a manufacturer's samples and short lines, including English and Scotch tweeds, made up in the loose Balmacaan style, also the new short box style, with set-in sleeves; young men's smart, close-fitting coats, with soft roll lapels and some of the staple plain gray and black chevots, Chesterfield style. Sizes 34 to 44. To clear, Thursday, at **\$9.75**

3000 Men's Shirts at 68c

Neglige Shirts, in fine mercerized twills, pecunas, Madras stripes, Oxfords, percales, cashmerettes, and striped, pleated, in blues and blacks; laundered and double soft cuffs; coat style; some slightly soiled. Regular \$1.25, \$1.50 and \$2.00. Thursday, .68, 3 for 2.00

Men's Flannelette and Soisette Pyjama Suits. Regular \$1.25. Thursday 89

Combinations for Men, including poros knit, balbriggan, soisette and silkette mixtures. Regular \$1.25, \$1.50 and \$2.00. Thursday 87

Young Men's Soft Hats \$1.50

American fur felt, 1915 shapes, fedora, telescope and depress crown. Christy's Stiff Hats **2.50**



Men's Good-year Welton Boots \$3.95

BEST GRADE "ACTIVE SERVICE" BRAND
Blucher and button patterns, box calf, velour calf, tan winter calf, vici kid and patent colt leathers; light dress weight; all sizes 6 to 11 in each style. Thursday at **3.95**

Men's "Victor" Boots

Velour calf, O'Sullivan rubber soles and heels; sizes 6 to 11. Thursday **4.95**

Men's Pressure Cured Rubber Boots \$2.99

Guaranteed 1915 manufacture; 180 pairs only; Knee Rubber Boots, best quality; extra heavy double red rubber sole; sizes 6, 7, 8, 9, 10. No phone or mail orders. 8.30 Thursday **2.99**

THE NEW STYLES are shown in our dresses, coats and suits for autumn. Opening displays in progress. Special Items for Thursday's Selling:

Distinctive Suits, \$12.50 to \$25.00
Latest in styles and fabrics; dozens of pretty suits in the tailored, military, ripple or pleated styles; braided trimmings, embroidered, etc.; sizes to 42.

Fall and Winter Coats, \$10 to \$16.50
For misses and women; the newest for fall; military, flaring and fitted effects; some plush trimmed; three-quarter and longer lengths; zibelne, camel's hair, Sals plush, blanket cloth, chinchilla, tweeds and reversible coatings; grays, browns, navy, greens, black, plaids and mixtures.

Winter Coats for Girls, \$6.95
Military, belted and flaring effects; curls, zibelne, blanket cloth and tweeds; many garments are plush or braided trimmed; brown, green, navy, American blue, plaids and mixtures; sizes 6 to 14 years.
Others at **4.95 to 15.00**

NEW DRESSES FOR FALL WEAR, \$15.00 to \$35.00.
From the most exclusive New York houses; fine wool serges, crepe meters, charmeuse, soft chiffon taffetas and crepe de chine; combinations of serges and plaid taffetas, or plain charmeuse, or duchesse; princess or semi-princess designs; high or normal waist line; sizes for misses or women.
Serge Dresses, for general wear **4.95 to 9.00**

NEW SKIRTS FOR FALL, \$5.00.
Smart styles for stout or standard figures; good serge in black and navy.

Black Knit Top Petticoats
Shaped to fit, elastic at waist band, sateen flounce of knife-pleating; finished with pin-tucked frill; lengths 36 to 42. Thursday **89**

BLACK SATEEN PETTICOATS.
Lined with red flannelette; lengths 36 to 42. Thursday at **1.00**

A Big Variety of New Velvet Hats

WILL BE SHOWN TODAY.
Velvets are the hats of the season, and a richer looking hat cannot be devised. New shipments have given us a selection that is unexcelled, including contributions from Paris, New York, Chicago and our own workrooms; Lyons silk velvets are the usual materials; big variety at \$3.00, \$3.50 and \$3.75. Other prices \$1.25 to \$2.75 and \$5.00 to \$10.00.

Women's Hand Bags

In Moire Silk **1.25 to 10.00**
In Leather, real seal, morocco, walrus, crepe and fine 1222 bags, new shapes and leathers **2.50 to 18.00**
1222 Bags, new shapes and leathers **49 to 2.19**

Hose and Gloves

Women's Silk-Ankle Hose, pair, 35; 3 pairs **1.00**
Women's "Pen-Angle" Cashmere Hose **25**
Boys' and Girls' Black Cashmere Stockings, sizes 6 to 10; 3 pairs .55; pair **15**
Women's Wash Chamoiette Gloves, white and natural **65**
Women's Glace Kid Gloves, black, tan and white .65

Women's Underwear and Corsets

75c AND 90c VESTS, DRAWERS AND CORSET COVERS AT 49c.
"Merode" brand; lisle thread and medium weight ribbed white cotton; vests, high neck, long and short high neck, long and short sleeves; corset covers, tight knee, open and closed styles; sizes 34 to 44 bust. Phone orders filled where possible.
\$2.25 "ROYALE" CORSETS, \$1.39.
White coutil; medium bust; long below waist; finest rustproof fillings; six strong garters; lace and ribbon sides 19 to 26 inches.

Exhibition Sale of Furniture

For Out-of-Town Visitors and Related City Customers

Iron Bedstead, white enamel, brass caps on each post. Regular \$3.00. Thursday 1.85
Brass Trimmed Iron Bedstead, white enamel, brass top rails, caps and uprights; standard sizes. Regular \$5.25. Thursday 3.95
Brass Bedstead, 2-inch posts, heavy turned caps. Regular \$10.50. Thursday 7.15
Brass Bedstead, 2-inch continuous posts. Regular \$18.90. Thursday 12.95
Brass Bedstead, heavy posts and top rails, turned ball corners. Regular \$24.75. Thursday 14.15
Brass Bedstead, 2-inch posts. Regular \$32.50. Thursday 18.95
Bed Spring, kiln-dried hardwood frame, strong woven steel springs. Regular \$2.00. Thursday 1.55
Bed Spring, steel tubing frame. Regular \$3.00. Thursday 1.95
Bed Spring, heavy steel tubing frame. Regular \$4.25. Thursday 2.90
Mattress, sanitary seagrass filling, jute felt at both sides. Regular \$2.10. Thursday 2.30
Mattress, cotton felt. Regular \$7.00. Thursday 4.55
Mattress, cotton felt, built in layers. Regular \$10.00. Thursday. 7.55
Dresser, in rich quarter-cut oak; golden color; mahogany finish; three drawers; fitted with brass handles; swing bevel mirror. Regularly \$8.00. Thursday 5.95
Dresser, in solid quarter-cut oak; fumed or golden or genuine mahogany veneered, bright or dull finish, two long and two top drawers, fitted with locks; British bevel square mirror. Regularly \$21.50. Thursday 12.95
Extension Couch Bed, steel angle frame; woven steel wire springs, suspended by helical springs at both ends; mattress is well filled with cotton felt, in green denim, with valance. Regularly \$9.75. Thursday 5.95

NEW SHIPMENTS OF ENGLISH TAPESTRY RUGS
A large variety of new designs and colorings, in the standard sizes, moderately priced at the following figures:
Size 6.9 x 9.0 **6.75**
Size 7.6 x 9.0 **7.50**
Size 8.0 x 9.0 **8.75**
Size 8.0 x 10.6 **10.25**
Size 9.0 x 12.0 **11.75**
Size 10.6 x 12.0 **13.50**
SCOTCH PRINTED LINOLEUM, 99c.
A good range of designs and colorings. In Scotch Linoleum; floral, tile and hardwood effects; 3 yards wide only. Thursday, square yard .39
NEW SCOTCH AND ENGLISH TAPESTRY CARPET.
Purchased before the big recent advance in prices. We have the biggest range of designs and colors that it has ever been our pleasure to offer; in Oriental, floral and two-tone effects; designs and coloring suitable for any room; some with stairs to match. Prices **.55, .65 and .75**

These Fall Needs in Every Home

New Shipments of English Tapestry Rugs

A large variety of new designs and colorings, in the standard sizes, moderately priced at the following figures:
Size 6.9 x 9.0 **6.75**
Size 7.6 x 9.0 **7.50**
Size 8.0 x 9.0 **8.75**
Size 8.0 x 10.6 **10.25**
Size 9.0 x 12.0 **11.75**
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Artistic Drapery Materials

American Washing Chintzes and Taffetas at 49c—For the curtains or furniture coverings, 36 inches wide; cream and white grounds.
English and American Chintzes at 99c—New designs of English and American mills; stripe, floral and all-over effects; 30 and 36 inches wide.
American Curtain Serges at 33c—40 inches wide, in cream, white or ecru, with hemstitched border.
Scotch Madras Curtain Muslin at 54c—Easily laundered, artistic designs; 50 inches wide.
English Lace Curtains at \$1.00 Pair—2 1/2 and 3 yards long, white only.
Scotch Wool Upholstering Tapestry at \$4.75—50 inches wide.

Special Prices on Wall Papers

MADE IN CANADA.
Considering the increased cost of materials used in manufacturing wall papers, these specials are remarkable.
Embossed and Gilt Papers. Regular 15c. Thursday 7
Stripe Bedroom Papers. Regular 20c. Thursday 12
Crown Border Decorations—Side wall, regular 35c. Thursday **19**
Crowns, regular 8c each, Thursday, each **4**

Today's Big Items in The New Market

Sirloin Steak, choicest beef, per lb. 24
Round Steak, very tender, per lb. 20
Shoulder Roast Beef, per lb. 18
1,000 lbs. Beef Tenderloin, special, per lb. 16 and 15
Choice Sausage, special, per lb. 23
Swift's Premium Breakfast Bacon, whole or half side, per lb. 12 1/2
Swift's Premium Back Bacon, whole or half back, per lb. 27
Swift's Pure Lard, 5-lb. pails, gross weight, per lb. 42
Swift's Pure Lard, 5-lb. pails, gross weight 40
Swift's Pure Lard, 10-lb. pails, gross weight 1.40
Swift's Cotosuet, 5-lb. pail, gross weight 38

The Grocery List

TELEPHONE DIRECT TO DEPARTMENT, ADELAIDE 6100.
Finest Canned Corn, 3 tins 20
Fresh Creamery Butter, per lb. 23
Pure Clover Honey, new, 5-lb. pail 70
E. D. Smith's Marmalade, 4-lb. tin 16
Peanut Butter, in bulk, per lb. 20
Robinson Oats, large package 14
Pure Cocoa, in bulk, per lb. 25
Ovo Cubes, 2 tins 22
Salt, in bags, 3 bags 25
Edwardsburg or Beehive Table Syrup, 5-lb. pail 14
Featherstrip Coconut, per lb. 27
English Marrowfat Peas, 3 packages 18
Finest Carolina Rice, 3 lbs. 22
Fresh Apple Blossom Biscuits, 2 lbs. 22
Scott Taylor's Worcester Sauce, 3 bottles 23
Malta Vita Breakfast Cereal, 3 packages 25
Pure Gold Quick Puddings, Tapioca, Chocolate and Custard, 3 packages 25
Choice Red Salmon, 2 tins 24
Heinz Pork and Beans, per tin 25
Finest Olives, 20-oz. bottles 15
Choice White Beans, 3 1/2 lbs. 25
Campbell's Soups, assorted, 2 tins 25
40c ASSAM TEA FOR 34c.
1,000 lbs. Assam Tea of uniform quality and fine flavor, 40c tea anywhere. Thursday, per lb. **34**

The Robert Simpson Company, Limited

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