

Telephone Main 7841

1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919

Market Adelaide 6100

# At Simpson's—Exclusive Autumn Silks and Velvets Featured Today

### Exhibition Sale Linoleums and Oilcloths

Four yards wide Linoleum; sale price \$1.29 square yard—Special offer of hard-wearing, well-printed linoleum in this wide width that covers your room without seam. Good conventional and tile patterns. Four yards wide. Square yard, \$1.29.

**OILCLOTH SECONDS AT 75c SQUARE YARD**—Well glazed, in good designs, but marked as seconds owing to slight imperfections in the printing. 2 yards wide. Special sale price, square yard, 75c.

**HEAVY PRINTED LINOLEUM AT \$1.19 SQUARE YARD**—3,000 yards of heavy quality printed linoleum, in floral, tile, block and conventional patterns, in great variety suitable for all purposes. 2 yards wide only, at, square yard, \$1.19.

**LINOLEUM RUNNERS, SPECIAL AT \$1.49 EACH**—Heavy quality Runners, with borders printed all round. Good colorings. 18 inches wide and 6 yards long. Special sale price, \$1.49.

**SMALL CONGOLEUM MATS, SPECIAL AT \$1.59 EACH**—A good price for these popular squares. Suitable for stove mats or vestibule use. Good colorings and assorted patterns. Size 3 ft. x 4 ft. 6 in. Special sale price, \$1.59.

Simpson's—Fourth Floor.

### Sale! 100,000 Rolls of Wallpaper

At Prices that Mean the Acme of Economy to Purchasers.

**50 Pretty Wall Papers for Bedrooms**  
Cut-out Borders, Special, 5c Yard  
Embossed and shadow print grounds with fancy stripe patterns, in pink, blue, grey, yellow and mauve, floral cut-out borders to harmonize with wall papers. Regularly 25c to 40c, at 17c.

**35c to 50c Floral and Chintz Designs, 23c**  
Large assortment of all-over floral designs, prettily colored for bedrooms, some styles have soft overprint treatment.

**1,000 Rolls Printed Oatmeal Papers**  
Regularly 35c to 50c at 19c.  
Regular 75c Cut-out Borders, 5c Yard  
Heavy duplex oatmeal stock in tan, brown and grey with stripe and fabric effects, printed in deeper tones. Conventional cut-out borders richly colored to match wall papers.

**25c White and Cream Ceiling Papers, 10c**  
Silver mica and tapestry ceiling papers, fancy circle designs on white, cream and buff grounds, suitable for all rooms.

**50c to 75c New Tapestry Wall Papers, 33c**  
Verdure and scenic designs, handsomely colored in mixed tones of blue, grey, tan, green and brown, suitable styles for living rooms and halls.

Simpson's—Sixth Floor.

### Victor Records for September

**10-INCH, DOUBLE-SIDED, PRICE 90c**  
1858—Anything is Nice if it Comes from Dixieland—American Quartet.  
1859—You're Still an Old Sweetheart of Mine—Spencer-Burr; The Gaiters of Gladness—Lewig James and Shannon Four.  
1891—In the Heart of a Fool—Henry Burr; I Found You—Henry Burr.

**10-INCH DANCE RECORDS, 90c**  
1894—Tell Me (fox trot); The Vamp (fox trot)—J. C. Smith Orchestra.  
1894—Fidgety Feet (one step); Lazy Daddy (fox trot)—Original Dixieland Jazz Band.  
1895—Raspana (one step); Have a Smile (fox trot)—Pietro.  
1896—Peter Gink (one step); Egyptian (fox trot)—Six Brown Brothers.

**RED SEAL RECORDS**  
\$1.25—64816—For You a Rose—De Gogorza (baritone).  
\$1.25—74594—La Traviata (The One of Whom I Dreamed)—Galli-Curiel (soprano).  
\$1.25—64770—Turkish March (from Ruins of Athens)—Arlets (violinist).  
\$1.25—64817—Beautiful Ohio—Kremler (violinist).  
\$1.25—87302—Sun of My Soul—Schumann-Herik (contralto).  
\$1.25—64818—The First Rose of Summer—McCormack (tenor).  
We deliver records, "phone Main 7841. Victrola Dept.—Sixth Floor.

### "Majestic" Sunray Electric Heater

Ideal for cool evenings when artificial heat is necessary to dispel the chilling coolness that pervades the home. The new "Majestic" is also very handsome in appearance and its 100% efficiency is retained by means of the pure copper parabolic reflection which throws all the heat rays just where they are most needed.

No. 7, single adjustable, \$10.00; No. 8, double adjustable, \$15.00. No. 8 must not be used on ordinary lighting circuits.

Simpson's—Sixth Floor.

### New Chintzes Have Arrived

And Will Be Specially Displayed Today

Case after case has been unpacked, revealing a wonderful collection of beautiful chintzes that for rich colorings and choice designs have never been equalled in the history of the department. Especially fine are the imported English cretonnes, which are a perfect riot of color, portrayed in striking verdure, floral and bird patterns. In the collection are some wonderfully effective "nursery" chintzes, and also a fine assortment of heavier weights, patterned to closely imitate tapestry.

### 3 Specials in New Draperies

**NEW ART SILKOLINES, 29c YARD**—36 inches wide. Laundered perfectly.

**HANDSOME ENGLISH CRETONNES, 98c YARD**—31 inches wide.

**HIGH-GRADE AMERICAN CHINTZES AT \$1.95 YARD**—Something entirely new in weave and extremely effective in appearance. 32 inches wide.

Simpson's—Fourth Floor.

### 500 Lbs. Grey Fingering Yarn, \$1.19 Lb.

Scotch Fingering, in medium shade of grey. A well-twisted 4-ply yarn for socks, sweaters, etc. This is less than the mill price. Today, special, lb., \$1.19.

Simpson's—Fourth Floor.

### Store Conveniences

The Palm Room—On the Sixth Floor.  
Information Bureau—On Main Floor, Centre.  
Telegraph Station and Free Parcel Check Room—In the Basement, Centre.  
Post Office—On the Street Floor, Centre.  
Women's Rest Room—On Third Floor, Richmond side.  
Telephone Booths—Conveniently located throughout the Store.

### We Prepay Delivery Charges

On All Purchases of \$10.00 or More to Any Station in Ontario.

### Our Appointment Register

In which you may conveniently arrange and rearrange appointments with friends, has been placed for our customers' benefit at the Queen Street Entrance, Main Floor.

### A Special Rest Room

Comfortable and cheery, where you may rest or wait for friends, has been conveniently arranged on the Sixth Floor, near the Palm Room, Queen Street side.

### Have You Tried Our Self-Service Lunch?

Delicious food, quick, satisfactory service and moderate prices.

Simpson's—Sixth Floor.

The Palm Room Service Will Continue as Usual.  
Breakfast—8.30 to 11.  
Lunch—11.30 to 2.  
Afternoon Tea—3 to 5.30.

Just in time for Exhibition visitors—new shipments which have arrived, featuring novelties in French silks and velvets, of designs and colorings too wonderful for description.

**Printed French Crepe de Chine**  
Exquisite colored patterns on various grounds. Today, yard, \$3.50, \$4.50 and \$5.00.

**Crepe Satins, \$5.00 to \$7.50 Yard**  
Soft and shimmering, in a host of evening shades. Also good range of colors for street wear. Today, yard, \$5.00 to \$7.50.

**Georgette Crepe and Crepe de Chine**  
Exceedingly popular weaves in a variety of shades. Today, yard, \$1.95 to \$4.50.

**Duchesse Satin, \$1.95 to \$4.50 Yard**  
So serviceable for dresses, suits or separate skirts. The very latest and most wanted colors. Today, yard, \$1.95 to \$4.50.

**Printed Silks, \$1.89 to \$2.50 Yard**  
For kimonos and coat linings, in a wonderful assortment of colors and designs. 32 and 36 inches wide. Today, yard, \$1.89 to \$2.50.

**PRINTED PUSSY WILLOW TAFFETAS** promise to be in great demand for linings for the better coats and wraps. Today, yard, \$4.50 and \$5.00.

**Chiffon Velvets, \$7.50 and \$8.50 Yard.**  
French manufacture, soft rich pile, all pure silk. A rich fabric for fall or winter wear for every occasion. 46 inches wide. Today, yard, \$7.50 and \$8.50.

**SILK FINISHED VELVETEENS**—Fast pile, guaranteed for wear. Colors navy, midnight, Russian, wine, nigger, grey, taupe, Copenhagen, plum, cherry, tan, etc. Today, yard, \$1.25 to \$4.50.

Simpson's—Second Floor.



### Exhibition Specials in Black Dress Fabrics and Suitings

All Simpson Quality High-Grade Black Fabrics Fully 25% Below Today's Market Prices.

**5,000 YARDS ALL-WOOL SAY TOY POPLINS AND WOOL CRPE DE CHINE**—Guaranteed, fast black, 40 to 42 inches wide. Today, yard, \$2.50.

**SILK AND WOOL POPLIN, \$2.95 YARD**—The greatest wearing fabric made for dresses, suits and separate skirts. 40 inch wide. Fast black. Today, per yard, \$2.95.

**BROADCLOTHS**  
**BLACK CHIFFON AND VELOUR BROADCLOTH**—Special purchase and regular stock reduced; 50 to 52 inches wide. Guaranteed fast dyes and soap shrunk. \$4.50 to \$5.00 values. Today, yard, \$4.00.

**BOTANY FINISHED SERGES, \$3.95 YARD**—54 inches wide. Guaranteed soap shrunk and fast black. \$4.50 value. Today, yard, \$3.95.

**ALL-WOOL POPLIN AND SERGE**—50 to 54 in. wide. Guaranteed fast black and soap shrunk. Today, yard, \$2.50. Simpson's—Second Floor.

### Two-Purpose Tweed Raincoats \$12.00

Unsurpassed Values for Men and Young Men.

Made up from rich dark brown and grey tweeds, in the trencher model, with all-round belt, convertible collar, slash pockets, small cuff on sleeve. As belt is detachable, coat can be worn also as the slip-on model. Sizes 34 to 44. On sale \$12.00.

### FALL OVERCOATS FOR MEN

**The Chesterford, \$22.50**  
Made up from a plain dark grey cheviot, fly-front model, with close-fitting collar and slightly fitted back. Sizes 34 to 44—\$22.50.

**The Waist Seam Model, \$28.00**  
Fashioned from a rich dark brown cheviot, natural shoulders, slash pockets, long, soft roll lapels, general waist lines. Sizes 34 to 44—\$28.00.

**The Slip-on Model, \$32.50**  
A dark grey tweed, with a novelty overcheck pattern effect, natural shoulders, close-fitting collar, slash pockets, and fancy silk yoke and sleeve. Sizes 35 to 42—\$32.50.

**The Regent, \$36.00**  
An imported English Gabardine Trofch Coat. A rich fawn material, tailored with all-round belt, raglan shoulders, convertible collar, bellows pockets, silk yoke and sleeves. A coat which may be worn either as a light-weight overcoat or very swaggar raincoat. Sizes 38 to 42—\$36.00.

### Men's \$2.50 Flannelette Pyjamas \$1.48

Sizes 36 to 44. Colors Pink, Blue, Brown Stripes.

This will positively be the last time for many months that you will be able to buy Flannelette Pyjamas at this reduced price. They are attractive and serviceable garments, in pink, blue and brown stripes, with Military collar, breast pocket, drawstring at waist. 420 suits only in the lot. Sizes 36 to 44. Regularly \$2.50. Today, \$1.48.

Simpson's—Main Floor.

## SIMPSON'S BASEMENT SALE TODAY

Good News of Savings to Help Exhibition Visitors Supply Household Needs Economically

**WASHING MACHINES**  
Just attach the hose to the water tap, the motor does the rest. \$1.00

**Galvanized Garbage Cans, half handle, slip-over cover.** Small size, \$1.25 value, \$1.00. Medium size, \$1.75 value, \$1.50. Large size, \$1.75 value, \$1.50.

**Mrs. Potter's Bed Irons, \$1.00**  
Taylor-Forbes' high-grade make, three iron, stand and handle, polished finish. Tuesday \$1.00.

**TWO DINNER SET SPECIALS**  
At \$12.50—Excellent quality English semi-porcelain dinner set of 97 pieces, with green floral decoration.

**At \$27.50—Japanese China Dinner Set, dainty pink floral and green leaf decoration, 97 pieces, with gold line edges and handles. Regularly \$42.50.**

**STONEWARE COCKETS.**  
No. 1 size \$2 No. 2 size \$3  
No. 3 size \$4 No. 4 size \$5  
No. 5 size \$6 No. 6 size \$7

**FRUIT JARS.**  
Small size, doz. \$1.00  
Medium size, doz. \$1.10  
Large size, doz. \$1.25

**Brush Ash Trays, 60c**—Heavy brass with two cigar rests and match holder, also glass lining, special \$1.00.

**White Porcelain Cups, Put up in half and one dozen lots only.** Tuesday \$1.00. Copied and white porcelain, 50c a p. Tuesday \$1.00.

**Cut Glass Water Sets, \$4.00**—Good quality clear glass, floral cutting. \$4.00

**Specials in Wanted Aluminum**  
Aluminum Lip-ped Saucepans, 3 qt. size, 69c; 3 qt. size, 89c.  
Aluminum Covered Saucepans, 3 1/2 qt. size, \$1.95 value \$1.49  
Aluminum Preserving Kettles, 5 qt. size, \$2.25 value \$1.69  
Aluminum Double Boilers, 1 1/2 and 2 qt. size, \$1.95 and \$2.25 values \$1.50

### Boys' School Suits at \$5.95

Tailored in strong and durable black and grey striped cottonade. Single-breasted trencher model, having vertical pockets. Bloomers are full fashioned—lined throughout, having belt loops and governor fasteners. Sizes 8 to 12 years. Today special, \$5.95.

At \$11.50—Durable and dressy school suits designed in grey and black broken check design and green and black herringbone stripe pattern. Styled in the popular single-breasted, three-button, trencher model. Full fashioned bloomers, having belt loops and governor fasteners. Sizes 7 to 12 years. Today \$11.50.

### Final Clearance! Odd Lines of Grained Ivory Toilet Articles

Including scores of handsome and useful pieces, all marked at half their regular value. No phone or C. O. D. orders.

Perfumes, Soaps, Powders Reduced

Roger & Gallet's Odors, regularly \$1.30, special 90c.  
Atkinson's Coronation Rose, regularly \$1.04, special 49c.  
Atkinson's Queen Carnation, regularly \$1.04, special 49c.  
Rigaud's Trentine Talcum, regularly 52c, special 39c.

Cutex Nail Preparations, regularly 37c, special 25c.  
Hygio Nail Preparations, regularly 37c, special 25c.  
Simpson's Antiseptic Tooth Paste, 15c.  
Roy-el Deplatory, 52c.  
Squibbs' Talcum, 26c size, 19c. Simpson's—Main Floor.

### Wardrobe Trunks

At Price of Club Bags

Steamer Size, \$34.50  
Tourist Size, \$39.75

Vulcanized fibre bound, handsomely fitted inside with veneer. Coat, suit and dress hangers. Hat box, laundry bag, etc. Lined with latest patterns of chintz. Drawn tight spring bolts and good locks.

The Robert SIMPSON Company Limited

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