

# AT THE SIMPSON STORE

## Visitors in Town—and Their Children

are welcome to use the conveniences of this Store as their own. The Rest Room, Third Floor, is a good meeting place, and you may drop a line home on the stationery provided there. Take the children to the Lunch Room for some wholesome bread and butter and delicious milk and ice cream.

**TODAY is Children's Day at the Exhibition. Today and every day is children's day at the Simpson Store in that they are always welcome and that a full stock of the best merchandise is always on hand to supply their needs.**

**"We are but children of a larger growth," and it is often necessary for the grown-ups to consider themselves for the sake of the kiddies. So whatever your age, and whatever your needs, you are welcome to the Simpson Store.**

### Luncheon Today

Served in the Palm Room from 11:30 a.m. until 2 p.m., 50c.

- Roast Lamb with Green Mint Sauce
- Consomme Douglas
- Boiled Potatoes
- Creamed Carrots
- Bread or Rolls with Butter
- Fresh Black Currant Pie, or Steamed Apple
- Sponge Pudding, or Ice Cream
- Tea, Coffee or Milk

## Our Annual Blanket Sale Begins Today



Before we had finished our record-breaking sale of a year ago we had bought most of the Blankets for this sale. We did so because prices were advancing, and we wanted to be in a position to give you the benefit of last year's prices during this sale. The result is that we will sell thousands of pairs of Blankets for less than we ourselves could buy them today from the manufacturers.

Every pair of Blankets offered in this sale is made and finished in a manner to please the most particular people. And as for the values, they are so remarkably low that you just can't afford to miss this sale. See these extra specials for today:

- ### These for Today
- Our best quality Flannelette Blankets, in white only, with pink or blue borders, largest size 70 x 84 inches. 300 pairs on sale Wednesday, per pair **1.39**
  - Exceptionally fine quality Pure Wool White Blankets, with pretty pink, blue or yellow key borders. Size 72 x 90 inches. Our regular \$20.00 to \$25.00 blankets. Wednesday, per pair **14.95**
  - White Woolnap Blankets, size 72 x 84 inches, medium weight, will wash nicely. Regular \$3.75 per pair. Wednesday, special **2.95**
  - Turkey Red Chintz Bed Comforters, very serviceable, size 72 x 72 inches. Sale price, Wednesday **1.69**
  - \$4.45 Blankets Reduced to Pair, \$3.45—White Union Wool Blankets, warm and serviceable. Size 64 x 82 inches. Our regular \$4.45 quality, Wednesday, per pair **3.45**
  - Finest Quality White All-wool Blankets, soft warm napped finish, 9 lbs. weight, size 70 x 90 inches; 10 lbs. weight, size 72 x 90 inches. Regular prices \$12.00 and \$13.50 per pair, Wednesday, either size, per pair **8.95**
  - White Saxony Flannelette, soft finish, width 27 inches. Wednesday, per yard **8½¢**
  - Fancy Stitched Silk Japanese Bed Comforters, size 72 x 72 inches; pretty pink, green and mauve colorings. Regular price \$6.00, Wednesday each **4.45**
  - Plain Wool Eiderdown, a splendid range of colorings, width 54 inches. Wednesday, per yard **1.00**
  - Fancy Striped Blouse and Pyjama Flannels, regular 50c, 55c and 60c per yard. Wednesday, per yard **.35**
  - Hemstitched Pillow Cases, two sizes 42 x 33 and 45 x 33 inches. Wednesday, 2 pairs for **.98**
  - Striped Flannelette, 31 inches wide. Wednesday, 10 yards for **.98**
  - Round Battenberg Table Covers, deep lace edge. Size 54 inches. Wednesday, each **.98**

- 50 WOMEN'S WASH SUITS Assorted styles and sizes. Regular \$6.50 to \$8.50 **2.00**
- 20 BLACK TAFFETA SUITS. Regular price \$20.00. On sale Wednesday **8.95**
- 200 SPRING AND SUMMER COATS Serges, poplins, chinchillas, corduroys and novelty stripes. Former values \$15.00 to \$20.00. Selling on Wednesday, each **9.00**

- \$1.50 House Dresses 95c American Gingham, stripes and checks, blue, gray and helio; chambray collar and cuffs, patch pocket, full skirt. Sizes 34 to 44. Regularly \$1.50. Wednesday **.95**
- Silk Petticoats 2.49 Light-weight soft finish silk moire, black, navy, gray, emerald and Copen; deep flounce of novelty pleating; lengths 36 to 42. Regular \$3.50. On sale Wednesday **2.49**

## Continuing the Display of New Fall Suitings, Dress Fabrics, Silks

Featuring Some Special Values

### Broadcloths of Rich Finish

That are finished like satin and also in the velour finish. They are featured in the new tones. Dyed specially for us in shades to our order. Priced at \$2.00 and \$2.50 per yard.

### CHARMING GABARDINES

In lovely fine twills; some are almost invisible, others show a smart cut twill. Can be had in all the new tones, including navy and black, at old prices; 52 and 54 inches wide. \$2.00 and \$2.50 per yard.

### FANCY VELOURS

For smart Fall suits and coats, in plain, fancy and combination check effects. Priced, \$2.00 and \$2.50 per yard.

### BRITISH SERGE SUITINGS

Occupy a distinctly prominent position in the realm of fashion. Our extensive assortment qualifies and prices have a Dominion wide reputation. Made only from the finest selected soap-scoured, long-staple wools, and are guaranteed spotproof and fast dye. See our special display on Wednesday.

### THREE DRESS GOODS SPECIALS

Shepherd's checks, British worsted finishes, and in all sizes of checks. Regular 50c **.38**

### STORM SERGES, 55c

For school wear, noted for their serviceability. Colors are navy and black. Wednesday, per yard **.55**

### WEST OF ENGLAND SERGES.

In shades of navy and black, 52-inch width. A non-shrink fine twill serge for tailored suits or school wear; \$1.25 value. Wednesday, per yard **.95**

### The Display of New Fall Silks

Among the new Fall Silks just received are many striking effects in lovely chiffon finished Tartan Taffetas, Plaids, Checks and Stripes; Two-tone Taffetas, French, Swiss, Italian and Japanese Crepe de Chine, French Charmeuse, Crepe Meteors, including a magnificent array of colorings in French Chiffon Velvets, Plushes, Chiffon, Velvetines and Corded Velvets.

### CRUSHED PLUSHES, VELVETEENS AND TRIMMING VELVETS.

The Black Silk Section will be particularly interesting with its wonderful variety of rich Black Silks, Satins, Charmeuse, Fallies, Poplins, Moire Velours, Crepe Meteors, Chiffon Taffetas, Satin, Paillettes, Crepe de Chine, etc.

### THE JAPANESE SILK SECTION

has been enlarged to allow a special showing of these beautiful Washing Silks in a full range of new Fall shades, combined with a display of Ivory Habutai Silks, specially adapted for dresses, underwear garments, waists and middies.

### BLACK SILK SPECIALS FOR WEDNESDAY

- 2,500 Yards Rich Black Paillette, 36 inches wide. Wednesday, per yard **1.19**
- 3,800 Yards of Black Chiffon Taffetas, Duchesse Mouselines, Paillettes and Messalines; all standard qualities and guaranteed. Special, at, per yard, **1.33**
- Black Suiting Satin, extra rich quality, guaranteed fast dye. Specially priced for Wednesday, per yard **1.63**

## \$9.95 for Men's Suits

Were \$13.50, \$15.00 and \$16.50

If you want a new suit for Fall, and if you had in mind paying \$13.50, \$15.00 or \$16.50, we advise you to come here today to see these at \$9.95. They are made of good English tweeds, in brown and gray small pattern designs. Coats are single-breasted frock coat style, single-breasted five-button vests, and trousers, with plain bottoms. Sizes 36 to 44. On sale today **9.95**

### MEN'S TWEED TROUSERS, \$2.00.

They are made of reliable English tweeds, browns and gray, in striped patterns; sizes 32 to 44 waists. You'll agree with us that they are excellent value at the price.

### Men's Felt Hats, \$1.45

Fedora and telescope shapes; navy, brown, gray, green and bronze. Regular \$2.00 and \$2.50. Wednesday **1.45**

Also 100 Men's Stiff Hats, smart Fall shapes. Regular \$2.50 and \$3.00. Wednesday at **1.69**

## Men's \$2.50 Pyjamas \$1.89

Flannelette Pyjamas, fall and winter weight; pink, blue, tan and gray stripes; high military collar, ocean pearl buttons; silk frog on coat. Sizes 34 to 46. Regular price \$2.50. Wednesday at **1.89**

These Men's Shirts and Drawers are just the correct weight for Fall; they are of cashmere, in natural and cream shades; English and Canadian makes, and are guaranteed unshrinkable; a nice quality to wear. Sizes 34 to 44. Per garment **.98**

Men's Balbriggan Underwear, in natural shade; clearance lines from our regular stock. Sizes 34 to 44. Now selling, per garment **.33**

### Panama Hat Clearance

Men's telescope and fedora shapes, genuine South American panamas. The lot consists of 18 regular \$5.00, 26 regular \$5.50, 19 regular \$6.50. All clearing Wednesday **3.95**

## Today's Boot List

Women's \$3.50 and \$4 Boots \$2.49

Women's button, lace and blucher boots, made by high-grade Canadian and American manufacturers, best leathers, fabrics and workmanship. Several styles, newest shapes. Good range of sizes, in patent colt, gunmetal, dongola kid leathers. Dull kid, white and black cloth tops. Sizes 2½ to 7. Reg. \$3.50 and \$4.00. Wednesday **2.49**

### MEN'S GOODYEAR WELT SHOES, \$1.89

275 pairs only, Men's Low Shoes, in gunmetal, patent colt and tan calf. Button and blucher lace styles. Goodyear welt soles; military and low heels. Broken sizes. **1.89**

### MEN'S GOODYEAR WELT BOOTS, \$3.24

Sizes 6 to 11. Men's smart-looking, well-made boots, blucher cut, in gunmetal, box calf and patent colt leathers. Medium weight: Goodyear welt soles, military and low heels. Recede and round toes. Sizes 6 to 11. Boots that are built to wear and made on a last that will assure comfort to the wear. Wednesday at **3.24**

### 8.30 SPECIAL—BOYS' BOX KIP BOOTS.

450 pairs English and Canadian box kip leathers, blucher cut, heavy standard screw soles, with extra brass slugs, flat heels. Sizes 11 to 13 and 1 to 6. Wednesday **1.99**

### GIRLS' DRESS OR SCHOOL BOOT.

650 pairs girls' well made gunmetal boots, blucher cut with dull kid upper, heavy solid leather McKay sewn soles, solid insole, low heels. Sizes 8 to 10½, \$1.85. Sizes 11 to 2 **2.29**

## These Homefurnishings Priced to Save You Money

### FLOOR COVERINGS

Seven only, French Seamless Wilton Rugs in Oriental designs, green ground and blue ground with rose, fawn and dark green colorings. Size 5.7 x 7.10, regular \$33.00. Wednesday **21.95**

Japanese Rag Rugs, with a plain band border at each end, size 27 x 42 inches. Regular \$2.65, for **.95**

Japanese Matting, in floral and Oriental patterns; green, red and brown colorings. Regular 20c and 25c per yard. Wednesday **.13**

New Linoleum, in block, tile and floral designs, for kitchens, bathrooms, etc., 2 yards wide only. Wednesday, per square yard **.65**

English Printed Reps, in all-over designs, suitable for the living-room, dining-room, or bedroom, 30 inches wide. Regular 88c. Wednesday **.28**

### FURNITURE SPECIALS

Iron Beds, pure white enamel, fitted with brass caps **3.25**

Iron Beds, white enamel, brass rails and knobs **4.75**

Brass Beds, massively constructed, heavy posts and fillers, ball corners and fitted with patent side rail locks. Regularly \$24.75, **15.95** for

## Dining-room Chairs, solid oak, fumed or golden finish, upholstered in genuine leather. Regularly \$19.25, set for **13.75**

### Extension Table, solid oak, fumed or golden finish, 42 inch top, 6 feet extension. Regularly \$12.75, for **9.90**

### Buffet, solid oak, fumed finish only, mission design. Regularly \$23.50, for **18.75**

### Buffet, in golden oak only, 52 inch case. Regularly \$32.00, for **23.95**

### Three-piece Parlor Suite, settee, arm chair and arm rocker, polished frames, birch mahogany, upholstered and covered in mixed silk tapstry. Regularly \$25.00, for **14.50**

### Three-piece Parlor Suite, birch mahogany finish, set consisting of settee, arm chair and rocker. Regularly \$34.75, for **26.50**

### Hosiery and Gloves

Long Silk Gloves, black and white, elbow length, opened at wrist, dome fasteners. Regularly 59c. Wednesday, per pair **.45**

Elbow Length Lisle Thread Gloves, in black, tan and navy, mousquetaire style, dome fasteners. Regularly 50c. Wednesday, per day **.39**

Women's Plain Black and Ribbed Cashmere Hose, an English manufacturer's samples, fall weight, worth 59c and 65c. Wednesday **.49**

Women's Fine Quality Mercerized Lisle Thread Hose; black, green, grey, sky, and orange. Regularly 35c. Wednesday **.25**

## A New Toy for Little Boys and Girls—The Kiddie Kar, \$1.65

Sport for the kiddies indoors and out. Safe for the tiniest tots, as the distance to floor is less than when standing. Handsomely finished throughout, has easy running wheels, 100 only. On sale Wednesday, **\$1.65.**

## Getting the Boys Ready for School

EXTRA GOOD VALUES IN BOYS' BETTER CLASS SUITS.

One lot consists of about 160 splendid suits, made in a snappy single-breasted yoke style, with narrow pleats to the waist; has patch pockets and full-fitting bloomers. They come in gray and brown shades of a strong serviceable fabric. Excellent suits for school wear, and also for best wear. Sizes 25 to 34. Specially priced for Wednesday at **4.95**

THE OTHER LOT consists of elegant hand-tailored worsted suits, in various fancy patterns. There are a number of smart styles in the lot, so any boy can get the style he likes best. Sizes 27 to 35. Any boy will be proud to choose his suit from this lot. They are regular \$11.00 to \$13.50 values. Specially priced for Wednesday at **8.45**

## Some Fur Bargains for Today

25 Sets of Black Siberian Wolf Muffs and Stoles. Muff is large, new melon shape; stole is shaped at neck and finished with head and tail; lined with "Skimmer's" silk. Sale price Wednesday, the set **14.95**

20 Handsome Orenberg Marmot Stoles, large size, wide shoulders, long stole fronts, finished with Siberian squirrel tails. Exhibition Sale price, Wednesday **11.95**

Black Belgian Hare Muffs, extra fine quality, large, new pillow shapes and nicely lined with silk. Exhibition Sale price, Wednesday **6.25**

Black Belgian Hare Stoles, wide shoulders, long stole fronts finished with heads and tails; good silk lining. Exhibition Sale price **4.25**

White Iceland Fox Scarfs, very stylish for early fall and evening wear. Beautiful, soft and silky, finished with head and tail. Exhibition sale price **3.25**

## MARKET Telephone Adelaide 6100

MEATS:	Pickling Spice, best quality, per lb.	.18
Simpson's Quality, Wednesday, special, per lb.	Clark's Potatoes, assorted, 5 tins	.25
Shoulder Roasts, best beef, per lb.	Mustard, in bulk, compound, per lb.	.23
Brisket Boiling Beef, per lb.	Fancy Japan Rice, 3 lbs. Telford's Soda Biscuits, per tin	.25
Loin Roast Young Pork, per lb.	Fresh Buttermilk, per gallon	.15
Forequarter Spring Lamb, per lb.	St. Julien Cream Cheese, package	.10
Family Sausage, our own make, per lb.	California Rippe Olives, per tin	.15
York Brand Breakfast Bacon, mild curing, whole or half side, Wednesday, special, per lb.	Lily White Corn Syrup, 5 lb. pail	.38
	Snider's Tomato Soup, 2 tins	.25
	Coxes' Gelatine, 3 pkgs. 29 cts.	.29
	Fresh Charies' Milk, per tin	.15
	FRESH ROASTED COFFEE, PER LB.	.26
	1,000 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory, Wednesday, per tin	.27
	3 LBS. PURE CELONA	.25
	1,000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed, special blend, 3 lbs.	.50
	FRUIT SECTION:	
	Fines Delaware Potatoes, per peck	.48
	Choice Cooking Onions, per bushel	.25
	Large Vegetable Marrow, each	.25
	Large Boston Squash, for	.25
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	Choice Cooking Onions, per bushel	.48
	Large Vegetable Marrow, each	.25
	Large Boston Squash, for	.25
	Choice Cooking Onions, per bushel	.48
	Large Vegetable Marrow, each	.25
	Large Boston Squash, for	.25

GROCERIES:

6,000 packages Redpath's Sugar, in 5-lb. packages, 3 packages **.16**

Ogilvie's or Purity Flour, 20-lb. bag **.18**

2,000 stone Fresh Rolled Oats, per stone **.49**

Finest Canned Corn, Peas or Beans, per tin **.10**

Choice Gem Baking Powder, Regular **.28**

Choice Gem Baking Powder, Regular **.28**

Finest Milk, per tin **.25**

No. 2 size, per tin **.35**

Choice Pink Salmon, 2 tins **.18**

Macaroni, per tin **.18**

Choice Cheese, per lb. **.25**

Held Sweet Mixed Pickles, in bulk, quarter, per tin **.25**

White Vinegar, XXX, per gallon **.25**

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