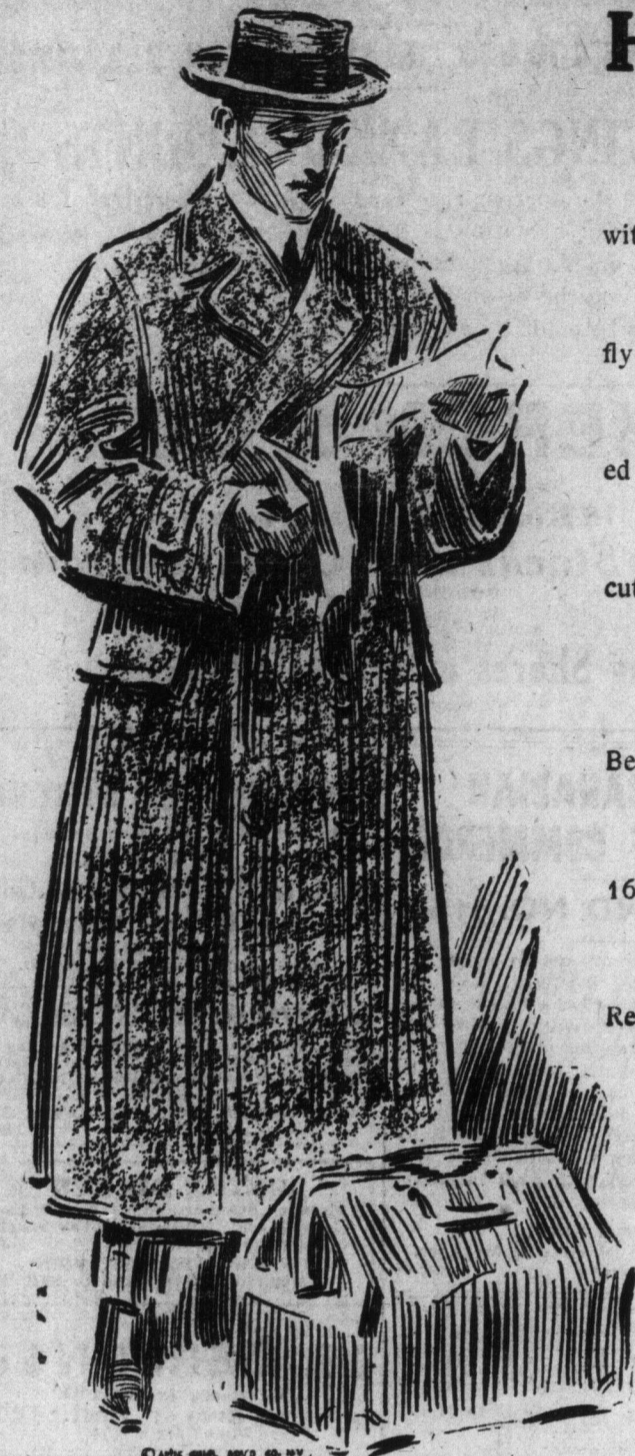


Judge the Simpson Store by These Offerings Today



HEAVIER SLIP-ON COATS FOR MEN, \$20.00

Abundance of style, best of tailoring and splendid English coating, in dark brown check pattern, cut slip-on style, with patch pockets, silk through shoulders and sleeves, wide soft roll lapels and box back; sizes 35 to 40.

MEN'S BLACK MELTON OVERCOATS, \$12.50.

Dependable English black melton cloths that will give excellent service, made up in popular styles; single-breasted, fly front Chesterfield, three-quarter length, linings of heavy twill mohair; velvet collar; sizes 36 to 44.

A HANDSOME COAT AT \$25.00.

Imported coating in green and dark brown, slightly rough surface; young man's design with its long, soft roll, peaked lapels and velvet collar; single-breasted, short length, centre vent and satin sleeve linings; sizes 35 to 40.

YOUNG MEN'S BLUE SUITS, \$21.00.

Imported blue worsted cloth, fine twill, fashionable single-breasted, two-button sack, with long, soft roll lapels; high cut vest with roll collar; sizes 34 to 42.

Furnishings That Men Desire

325 Sample Wool Sweater Coats; plain and fancy stitch; gray, gray and cardinal, cardinal and blue, fawn, Palm Beach; high storm collars; sizes 38 to 46. Regular \$5.00 and \$6.00. Wednesday **3.79**

Wool Underwear, "Robin Hood" brand; closed crotch; sizes 34 to 44. Regular \$2.50. Wednesday **1.95**

Natural Fleece-lined Underwear, in shirts and drawers; sizes 34 to 44. Regular 50c. Wednesday **.39**

Men's Neglige Shirts, cambric cloths, in black and blue stripes; mill ends of \$1.00 and \$1.25 shirtings; sizes 14 to 16½. Wednesday **.49**

Flannel Pyjamas, English make; sizes 34 to 48. Regular \$2.00. Wednesday **1.49**

Flannelette Nightrobes, sizes 17 and 18 only. Regular 69c. Wednesday **.49**

Flannel Outing Shirts, plain gray or gray with stripes of blue, black or mauve; coat style; double French cuffs. Regular \$1.75, \$2.00 and \$2.50. Wednesday **1.49**

Merino Underwear, natural shade, for fall wear; shirts and drawers; sizes 34 to 44. Regular 50c. Wednesday **.39**

Men's American Soft Hats

Curving or flat set brims, high full crowns; subdued contrasting or self color bands; new grays, greens, browns, navy and black, at **2.00**
Stiff Hats, English make, correct fall shapes. Wednesday 1.45
Square Crown Stiff Hats, Christy's make, light weight, black only. \$2.00 and \$2.50.

Big Boys' Chinchilla Ulsters, \$6.45

200 coats in gray or blue, full cut in double-breasted style, with shawl collar and adjustable belt on back; serge linings; smartly designed; sizes 27 to 35. Wednesday **6.45**

Remarkable Values in Carpets, Rugs and Linoleums

HUNDREDS OF YARDS OF NEW VELVET CARPET AT \$1.45.

We have just received 50 rolls of serviceable carpets, in rich two-tone green and red, Oriental and small Persian effects; body carpet only. Wednesday, per yard **1.45**

HEAVY PRINTED LINOLEUM AT 45c.

A good range of designs and colors; well printed, in block, tile, floral, matting and hard-wearing effects; 2 yards wide only. Wednesday, square yard **.45**

AXMINSTER HEARTH RUGS, 27 x 54 IN., AT \$2.15.

A large range of designs and colors; copies of fine Orientals; size 27 in. x 54 in. Wednesday **2.15**

NEW BRUSSELS RUGS IN GREAT VARIETY.

Our fall shipments of English and Domestic Brussels Rugs have been delivered, and the range is one of the largest we have ever been able to show; in all the standard sizes; Oriental, two-tone, floral chintz and conventional effects:

4.6 x 6.0	5.25	9.0 x 9.0	17.75
4.6 x 7.6	7.50	9.0 x 10.6	19.75
6.9 x 7.6	11.00	9.0 x 12.0	22.50
6.9 x 9.0	13.25	9.0 x 13.6	27.50
6.9 x 10.6	15.50	11.3 x 12.0	29.50
	11.3 x 13.6		33.75

STENCILLED GRASS MATS, 79c.

100 only, Stencilled Prairie Grass Mats, plain centres, with brown and green, fancy borders, for sun-rooms; size 27 in. x 54 in. **.79**

Good Furniture

Dresser, mahogany finish; swing bevel mirror. Regular \$8.00. Wednesday **5.95**

Dresser, solid quarter-cut oak; fumed or golden, or mahogany veneered; British bevel mirror. Reg. \$21.50 **12.95**

Extension Dining Table, quarter-cut oak, fumed or golden; 48-inch top. Regular \$30.00. Wednesday **19.95**

Buffet, quarter-cut oak; golden finish; has 52-inch top. Regular \$32.50. Wednesday's selling **24.95**

Dining-room Chairs, quarter-cut oak; fumed or golden; neatly designed backs; slip seats, in leather; five side and one arm chair. Regular \$28.00. Wednesday **20.75**

Brass-trimmed Iron Bed, white enamel finish; brass top caps and uprights. Regular \$5.25. Wednesday **4.15**

Brass Bedstead, 2-inch continuous posts. Regular \$18.90. Wednesday **12.95**

Bed Spring, steel frame, heavy steel wire, well supported. Regular \$4.50. Wednesday **2.90**

Mattress, pure cotton felt; built in layers. Regular \$10.00. Wednesday **7.75**

Italian Marble Electric Lamps

We have received from Italy a number of carved lamps in several effective designs, ranging in prices from \$14.20 to \$27.55 each. Exceptional values.

Electric Fixtures Department, Fifth Floor.

A Mid-Week Sale Men's \$4, \$4.50 and \$5 Boots Today, \$2.99

Improved cushion soles, single and double soles and waterproof soles; button, lace and Blucher style; black calf, vici kid, tan calf and patent colt leathers; round, wide, straight and narrow toes; low and English heels; some clever American makers' brands in the lot; sizes 6 to 11. Regular \$4.00, \$4.50 and \$5.00. Wednesday **2.99**

Women's Hoag and Waldron and Resthu Boots, Wednesday \$2.49. All sizes and leathers, in button, lace and Blucher styles; light and street weight Goodyear welt soles; new and popular toe shapes; military, Cuban and spool heel shapes; colored and black cloth and dull mat calf uppers. These Hoag and Waldron and Resthu boots in all sizes. Regular \$4.00 to \$5.50. No mail orders. Wednesday **2.49**

Boys' "Active Service" Brand Boots, Wednesday \$1.69. New fall footwear; Blucher, lace style; strong black box kip leathers; double leather soles; solid leather military heels; army toe shapes; heavy canvas linings; sizes 11 to 13½. Wednesday **1.69.** Large sizes, 1 to 5, Wednesday **1.99**

Boys' Rubber Boots, three eyelet lace styles; all sizes 11 to 13½ and 1 to 5. Wednesday95

\$4.25 Rubber Boots for \$3.14 Wednesday. Men's Knee Rubber Boots; heavy double corrugated red rubber soles; Foster patent rubber heels; sizes 6 to 11. Regular \$4.25. Wednesday **3.14**

1,000 Pairs Women's Rubbers, all sizes, 49c; 1,200 pairs Men's Rubbers, all sizes, 41c; 900 pairs Children's Rubbers, all sizes, 34c. On sale Wednesday.

At the Shoe Polish Counter, 3 Jumbo tins waterproof Dubbin for 25c; 1 can Viscol, 15c.

Women's Light and Dark Gray High-cut Spats; English make. Wednesday 1.75

Slipper Section. Women's high-grade wool felt Juliette; real fur trimmed; all sizes 3 to 7. Wednesday 1.65

4,750 Pieces of Enamelware Specially Priced

An opportunity to equip your kitchen with strictly high-grade enamelware at a price saving of at least one-third.

AT 25c, WERE 35c TO 40c.

Lipped Saucepans, 5 and 6 quarts, gray enamel; Lipped Saucepans, 1½ and 2 quarts, white enamel and blue and white; Covered Stewpans and Saucepans, 1 and 1½ quarts, blue and white enamel; Gray Enamel Dish Pans, 14 quart; Gray Enamel Covered Saucepans; Sink Strainers, brown or white enamel; Potato Cooker, or large Covered Saucepan, 6 quart.

AT 39c, WERE 50c TO 65c.

Covered Saucepans, large sizes; large Lipped Saucepans; Stewpans with cover; Teapots and Coffee Pots, 1½, 2 and 2½ quarts. All blue and white enamel.

AT 69c, WERE 95c TO \$1.25.

Best blue and white enamel Dish Pans, 14 and 17 quarts; Convex Kettles with covers, 8 and 10 quarts; Water Pails, 12 quarts; Tea Kettles, No. 7, 8 or 9; Double Boilers, 2-quart size; Preserving Kettles; Chamber Pails, gray enamel.

Special Dinner at 25c

SERVED FROM 11:30 TO 2:00 P.M.

Broiled Trout Steak, Tomato Sauce, or Braised Short Ribs of Beef, Jardiniere, or Baked Stuffed Pork Tenderloins, Bordelaise; Potatoes, boiled or mashed; Mashed Parsnips; Baked Custard Pudding, Cream Sauce; Hot Mince Pie or Ice Cream.

AFTERNOON TEA.

Croquettes of Lamb; Thin Bread, buttered; Pot of Tea with Cream; Ice Cream; 15c, or 2 persons for 25c.

'ROYAL NIPPON' Hand Painted Japanese China

\$2.50 Seven-piece Berry Sets, \$1.49. Gold illumination, large fruit bowl and six fruit saucers.

\$3.50 Chocolate Sets, \$2.19. Hand decorations, half gold handles, large chocolate jug and six chocolate cups and saucers.

\$2.50 Trinket Sets, \$1.95. Comb and Brush Tray, Hair Receiver, Powder Box and Hat-pin Holder.

98c Condiment Sets, 75c. Salt and pepper shaker, mustard pot and toothpick holder, prettily decorated tray.

\$1.50 Celery Sets, 98c. Large size celery tray and six individual salt dips.

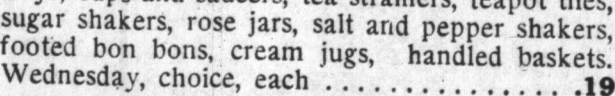
75c MANICURE SETS, 49c. Pretty border, two round and one oval-covered boxes on tray.

65c WHIPPED CREAM SETS, 39c. Footed cream bowl, ladle and plate.

25c TO 35c HAND-PAINTED "ROYAL NIPPON" CHINA, 19c.

Various decorations, selections consist of salad bowls, nut bowls, handled bon bons, spoon trays, cups and saucers, tea strainers, teapot tiles, sugar shakers, rose jars, salt and pepper shakers, footed bon bons, cream jugs, handled baskets.

Wednesday, choice, each **.19**



These in Gloves and Hosiery

Women's Black Cashmere Hose, extra fine, seamless. Wednesday **.50**

Boys' and Girls' Hose, 2-1 ribbed, black cashmere, seamless, with double knee; sizes 6 to 10. Wednesday **.25**

Boys' Wool Worsted Hose, heavy weight, seamless, elastic ribbed; sizes 6 to 7½ only. Regular 50c. Wednesday **.29**

Women's Silk Ankle Hose, fine quality; sheer weave; black, tan, white and colors. Wednesday **.50**

Women's Leatherette Gloves, 2 dome fasteners; pique sewn seam; natural and white. Wednesday **.85**

Women's Glace Kid Gloves, white and black, with white and black embroidered back. Sizes 5½ to 7½. Wednesday **.89**

A Ring Sale

Children's 10k. Gold Signet Rings, carved shoulders; also gold-filled Signets, Birthday Rings and Dinner Rings, women's, men's and children's sizes. Regular 50c and 75c. Wednesday **.28**

Children's 10k. and 14k. Gold Signet and Gem Rings, good strong rings for children. Regular 75c and \$1.00. Wednesday **.49**

Women's 10k. Gold Birthday Rings, any birth month stone, strong claw setting. Regular \$1.50. Wednesday **.86**

Women's 9k. and 10k. Gold Signet Rings, fine carved shoulders, several pretty designs. Regular \$1.50 and \$1.25. Wednesday **.98**

Women's 14k. Gold Real Cameo Rings, beautiful pink and white imported Italian cameos, strong 14k. gold setting. Regularly \$5.00. Wednesday **2.49**

Do You Find It Hard to Get Up These Mornings? Here's the Cure for 69c

Alarm Clock for 69c

30-hour, American make, guaranteed, large dial with plain figures, nickel case and bell. Regular \$1.00. Wednesday **.69**

Casserole Pie Plates, Regular \$2.50. Wednesday **1.89**

Salt Set, cut glass open salt cellars and sterling salt spoons. Regularly \$1.55 set. Wednesday **.98**

Casserole Bake Dishes, three sizes, round shape, one size oval, silver-plated stands. Regular \$6.00 to \$8.00. Wednesday **5.00**

Bedding Towels Linens

Best Canadian Flannelette Blankets, \$1.29 Pair. Largest size, 70 x 84 inches; plain white or white with pink or blue borders. Wednesday, pair **1.29**

White Union Wool Blankets, closely woven, thoroughly scoured and shrunk; size 64 x 82 inches. Wednesday, pair **4.55**

Bleached Sheets, hemmed, size 2 x 2½ yards. Wednesday, pair **1.25**

4,000 Yards English White Saxony Flannelette, 31 inches wide. Clearing Wednesday, yard **.87**

Silkoline Comforters, good colorings; plain borders to match; size 72 x 72 inches. Wednesday **3.00**

Nainsook, fine quality, 36 in. wide. Wednesday, yard **.10**

Scotch Crash Roller Towelling, 17 in. wide. Wednesday, yard **.10**

Damask Table Cloths, pure linen, assorted designs, size 2 x 2½ yards. Wednesday **2.48**

Damask Table Napkins, size 22 x 22 inches. Wednesday, dozen **2.48**

Figured Huckaback Towel Lengths, dainty designs; size 14 x 27 in. Wednesday, each **.23**

THE NEW MARKET BASEMENT TELEPHONE ADELAIDE 6100

THE MEATS.

Finest Quality Beef Porterhouse Roast, per lb. **.30**

Finest Quality Beef Wing Roast, per lb. **.25**

Finest Quality Beef Square Rump Roast, per lb. **.25**

Finest Quality Beef Round Rump Roast, per lb. **.20**

Finest Quality Beef Shoulder Roast, per lb. **.15**

Our own make best Pork Sausage, per lb. **.14**

Finest Corned Beef, per lb. **.17**

Breakfast Bacon, Pamealed, choice mild curing, whole or half side, per lb. **.25**

Ingrenoll Smoked Ham, very fine, whole or half ham, special, per lb. **.25**

Pure Lard in 3-lb. pails, gross weight, per lb. **.48**

THE GROCERIES.

6000 Packages Reddeth's Granulated Sugar, in 5-lb. packages, 3 pkgs. **.98**

2000 Tins Fresh Rolled Oats, per stone **.45**

Knorr's Finest Canned Corn, 3 tins **.23**

500 Jars Buchanan's Pure Strawberry, Raspberry and Black Currant Jam, regular 25c jar **.30**

Clark's Pork and Beans, in Chili Sauce, tall tin, per tin **.10**

Pure Cider Vinegar, XXX, per gallon **.18**

Finest Pickling Spice, per lb. **.25**

Park's Mustard, in bulk, per lb. **.15**

Park's Catsup Flavor, bottle **.20**

Finest Canned Tomatoes, 3 tins **.25**

Macaroni or Spaghetti, 3 packages **.25**

Wetley's Mincemeats, 3 packages **.25**

Crisco, per tin **.25**

Loaf Sugar, small tea cubes, 3 lbs. **.25**

Teffer's Cream Soda Biscuits, large package **.15**

Choice Pink Salmon, tall tin, per tin **.25**

Lipton's Marmalade, 5-lb. pail **.10**

Fancy Japan Rice, 5-lb. pail **.48**

Fresh Buttermilk, gallon **.25**

Pure Gold Jelly Powders, assorted, 3 packages **.25**

Finest Shelled Walnuts, per lb. **.25**

Knorr's Gelatine, 2 packages **.25**

Onion Salt, bottle **.25**

1000 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Wednesday, per lb. **.17**

VEGETABLES.

Choice Delaware Potatoes, per box **.24**

Good Cooking Apples, per box **.35**

Choice Grape Fruit, 3 for **.21**

Cape Cod Cranberries, 2 quarts **.25**

POULTRY FEED.

Mixed or Scratch Feed, 10 lbs. 25c; 100 lbs. \$2.35.

Bradford's Layer Meal, 10 lbs. **.17.75**

Caldwell's Laying Meal, 10 lbs. **.30**

Caldwell's Cracked Corn, 10 lbs. **.25**

FLOWERS.

Daffodils, large single varieties, may be grown in water or earth, extra size, dozen **.45**

White Calla Lily Bulbs, regular size each, special **.10**

Dutch Hyacinths, red, white and blue, dozen **.30**

Get our price list of all the different kinds.

Artificial Flowers, large variety, bunch **.35**

Grass Seed—Evergreen, ½-lb., 18c; 1 lb., 35c; 10 lbs., \$3.25.

Emerald, ½-lb., 15c; 1 lb., 25c; 10 lbs., \$2.25.

Dutch Lawn Clover, ½-lb., 25c; 1 lb., 50c; 10 lbs., \$4.75.