

Store Opens at 8.30 a.m.

The Robert Simpson Company, Limited

Store Closes at 5.30 p.m.

Neckwear for Women

Including all the newest and most popular styles. O'Gandy Collars, flat and roll styles, white, pink, blue, muslin sets, shoulder and round lace collars, 36 styles of silk and velvet bows and little floral bouquets.

Handkerchiefs FIVE CENTS EACH

1,000 dozen Women's All- linen Handkerchiefs Thursday each .50 All phone and mail orders filled while they last.

Crepe Maternity Kimonos \$1.49

Plain Cotton Crepe Maternity Gowns, made with dainty white organdy hemstitched collar, short kimono sleeves, edged with lace, elastic shirring at waist; helio, pink, sky, rose and Copenhagen; sizes 34 to 44. Thursday 1.49

Novels at 50c

The stories talked about everywhere. Published this month for the first time in the cheapest edition. 'The Bread Highway' by Jeffrey Farrah; 'The Amateur Gentleman' and 'The Money Moon' by Harold Bell Wright; 'The Shepherd of the Hills' by Charles W. Chesnut; 'The Fighting Chance' by Randall Parrish; 'Greyfriars Bobby' by Elizabeth Akenson.

In the Drugs

Winnipeg, large size, regular \$1.50. Star's Infalible Hair Restorer, \$1.00 also. Burdock and Serrapilla Compound, 50c bottle. Compound Blackberry Cordial, 25c also. Baby's Own Cough Syrup, regular 25c. Asenna Water, pint, special 23. Acid Acetyl Salicylic Tablets, 100 in bottle, regular 50c. Sodium Phosphate (Granular), regular 25c. Bay Rum, regular 40c. Cascar, Laxative, regular 30c.

Pillow Cases at Half Price

200 Pairs Hamamitched Embroidered Pillow Cases, Half Price—Just a clearing lot for 8.30 business. Nearly all of these are all pure grass bleached Irish linen, spoke-hemmed, hem and beautifully embroidered in Ireland, heavy effective designs; 4 x 38 inches. Regularly \$1.69 pair. Thursday .85. We cannot accept mail or phone orders.

Women's Coat Sweaters

LESS THAN HALF PRICE. 72 only, extra fine heavy knitted wool, high collar, double cuffs, double-breasted style; colors white or gray only; beautiful quality throughout; sizes 34 to 42 bust measure. Thursday, 1.95. No phone orders taken.

Attractive Values for Fine Quality Wilton Rugs

A specially good offer in reduced-priced Wilton Rugs, in size 9.0 x 12.0, one of the most popular sizes, good Oriental and conventional designs, suitable for drawing-rooms, dining-rooms, library and bedrooms. \$27.50 FINE ENGLISH MAKE AT \$39.50. A beautiful quality, represented by a number of all-over attractive Oriental designs, in pleasing colors, size 9.0 x 12.0. Special Thursday, each \$39.50 and \$41.00 Rugs Reduced to \$31.75. \$33.00 AND \$36.00 QUALITIES SELLING AT \$29.50. Exceptional values at a price about the same as that of a good quality Brussels Special, Thursday, each \$29.50. EXTRA FINE SEAMLESS WILTON RUGS. A splendid showing of lovely Oriental designs, in soft, mellow colors and in a good variety of sizes. These seamless rugs have character and a style peculiar to the make, which is unobtainable in any other kind of rug. Being woven in one piece, they have the added advantage of giving extra wear and a more rug-like appearance. 4.7 x 6.7, \$17.50; 6.7 x 7.10, \$23.00; 6.7 x 9.10, \$38.00; 7.10 x 11.1, \$43.75; 9.1 x 12.6, \$59.75; 9.2 x 13.6, \$68.00; 11.6 x 14.0, \$97.50.

SCOTCH INLAID LINOLEUM AT 85c SQUARE YARD

A big range of new designs, in many different styles and designs, for kitchens and rooms, two yards wide only. Per square yard .85. ENGLISH MOHAIR RUGS AND MATS JUST RECEIVED.

All the colors we well represented in a new assortment which we have just received. Best qualities priced very low: 12 x 20 ins., \$5c; 15 x 23 ins., \$1.10; 24 x 48 ins., \$2.45; 27 x 54 ins., \$3.50; 32 x 60 ins., \$3.75; 30 x 60 ins., \$4.15; 36 x 63 ins., \$5.25; 36 x 72 ins., \$5.75.

Strong Bid for 8.30 Business in Dresses, Cloaks and Suits

Women's Cape Coats, \$9.25—Strikingly smart models, with a wide choice of fabrics; four styles, using all-wool tweeds, in gray, green, and tan mixtures and brown. These latest styles feature the ripple back and three-quarter lengths. Special, Thursday 9.25.

Rich Sealotte Coats, Thursday, \$18.65—Coats no more attractive in style or material than sell for \$25.00 or over. These were made in our own factory and the economy in their making has been credited against the selling price. They are satin-lined throughout and have roll or shawl collars, straight lines and ripple back. The ornaments are well chosen and smartly applied. Models for young and elderly women. Thursday 18.65.

Distinctive Suits for Women—The Autumn models assembled here comprise a complete assortment of styles and fabrics, ranging from plain, strictly tailored suits to quite elaborate ones, and the range of materials covers gabardines, serges, poplins, broadcloths and velvets. They correctly interpret the prevailing modes of the Bedingote, Cusack and semi-fitting styles. Prices, \$16.50, \$25.00, \$35.00 to \$57.50.

Dresses of the Latest Models for Fall Wear are Reasonably Priced at \$18.50 to \$37.50—A splendid collection from some of the most exclusive New York houses feature the popular materials and styles for present wear. Handsome models in serge, charmeuse, pussy willow silks, and paillettes; smart styles in serge, with Roman stripe underskirt and tunic of self material; striking dresses with chiffon or rilet net tunics, and a dozen more. Some very handsome dresses are fur-trimmed. Thursday \$18.50 to \$37.50.

A SALE OF NEW FALL DRESSES, MONDAY \$1.95.

Would be splendid value at three times this price. They are well made in every detail and suitable for misses' and medium out-size women's present wear. Materials are wool, poplin and serges, in navy, black and brown, showing smart basque models with tunic effects or becoming styles with organdie collars and cuffs. Thursday, clearing at 1.95.

The Season's Newest Skirts for street or dress wear adopt the long tunics in a dozen pretty ways, with combinations of Roman stripe, checks, or satins. Materials include serges, crepes, voiles, gabardine, poplin, poplinette, broadcloth, basket weaves, checks, plaids, moires and satins. Prices \$2.25 to 15.50.

2-Days Sale Living Room Furniture

Arm Chairs and Rockers to match, made of solid quarter-cut oak, in fumed finish, have well upholstered spring seats, covered in Spanish leather. Regularly \$18.00, each, Thursday Sale price 11.95. Arm Chairs and Rockers, 3 only, in quarter-cut oak, fumed finish, upholstered seats and backs, and leather. Regularly \$21.50. Thursday Sale price 15.95. Morris Chairs, 3 only, in solid quarter-cut oak, golden finish, have loose, reversible cushion seats and backs, covered in good quality of green velour. Regularly \$19.00. Thursday Sale price, each 15.45. Couch, the frame is made of solid quarter-cut oak, in fumed finish, has loose cushion seat and pillow, comfortably upholstered and covered in genuine leather. Regularly \$24.00. Thursday Sale price 27.00. Couch, frame in quarter-cut oak, finished in rich golden color, well upholstered and covered in good quality of leatherette, has spring edge and deep tufted top; the construction consists of thirty oil-tempered spiral springs, bound together with steel wire. Regularly \$14.50. Thursday Sale price 9.65. Arm Chairs, 3 only, frames are made of solid mahogany, have loose cushion seat and back, exceedingly well upholstered and covered in green or red Morocco. Regularly \$15.00. Thursday Sale price 9.90. Library Table, in solid quarter-cut oak, in fumed finish, has book-racks at end and centre drawer. Regularly \$20.00. Thursday Sale price 15.95. Library Table, in selected quarter-cut oak, in fumed finish, has convenient centre drawers and bookshelves at each-end. Regularly \$21.50. Thursday Sale price 16.95. Library Table, in solid quarter-cut oak, in golden finish, very massive design, bookshelves at each end. Regularly \$21.00. Thursday Sale price 16.95. Settee, frame is made of solid quarter-cut oak, in fumed finish, has two loose cushion seats and two cushion backs, well upholstered and covered in genuine leather. Regularly \$40.00. Thursday Sale price 31.50. Settee, in selected quarter-cut oak, fumed finish, has three loose cushion seats and three cushion backs, comfortably upholstered and covered in high-grade leather. Regularly \$56.00. Thursday Sale price 40.00. May Sectional Bookcase, 'Colonial' design, selected quarter-cut oak, in early English finish, has four double size sections, fitted with leaded lights. Regularly \$86.00. Special, half price Thursday 40.00.

Another Exceptional Corset Offering

Phone orders filled if received before noon. 600 pairs 'D. and A.' Corsets; a dainty model, in latest style, in fine white balisette; low bust; long skirt; boned lightly to give the fashionable corsetless figure; four elastic garters; fine embroidery trim; bust draw cords; a light weight and comfortable model. Sizes 19 to 25 inches. Regularly \$1.50 a pair. Thursday, a pair .85. A CLEARANCE OF CORSET COVERS. In the Whitewear Section. Splendid choosing in many dainty styles of Corset Covers and Camisoles. Many styles pretty Corset Covers, in fine malsnook, with dainty lace or embroidery trims, with silk ribbon draws, also in all-over lace Camisoles, sizes 22 to 42 bust, Regularly \$6, 50c, 65c each. Thursday, all at, each 25.



For Meals Outside of Home Simpson's is Best. Selection from Our Dinner Menu for Tomorrow—Stuffed Shoulder of Lamb, Brown Sauce, Boiled or Mashed Potatoes, Raspberry Roly Pudding, Bread and Butter, Tea or Coffee. Breakfast Ready Promptly at 8.30 a.m., 20c—Pleasant atmosphere, excellent cooking, prompt service, spotless linen, best foods, morning newspaper.

Patriotic Music

The Two Songs sung by our troops on the march are: 'It's a Long, Long Way to Tipperary' .30. 'Fall in and Follow Me' .15. The Two Best Piano Numbers, introducing the Regimental Marches of our soldiers and our National Tunes. Two well-arranged medleys in march time: 'Coronation Medley' .15. 'Canadian Patrol' .15. 'O Canada,' words and music .15. Any of these 15c numbers, 2 for .25.

Tapestry Curtains and Portieres for Thursday

A New Tapestry Portiere at \$3.99—Suitable for dining-room or den; all the required shades of green, red, brown and blue, with fringe or with the new flat edging, trimmed with tapestry band one side and bottom. Per pair 3.99. Good Tapestry Portieres, \$1.95 Pair—For small archways, up to 5 feet wide, 2 1/2 yards long, 40 inches wide, in solid color, green, red or brown, fringed top and bottom. Thursday, per pair 1.95. Large Oriental Couch Cover, \$2.69—A very fine Oriental design, with rich colorings, large size, 100 inches by 56 inches, a heavy quality and very serviceable. Thursday, each 2.69. Art Serge for Portieres, 40c Yard—A heavy English art serge, 56 inches wide, with plush finish, giving the effect of a velvet or velour, an excellent material to make portieres and overcurtains. Regularly 65c. Thursday, yard 49. Assyrin Cloth, 90c Yard—A beautifully finished fabric for doorways or window curtains; this material is full 56 inches wide and comes in a range of the best colors; we offer this as a special value. Thursday, yard 49. Reversible Velour, \$1.49 Yard—Three colors only, brown, crimson and blue, in French reversible velour, a good quality for door curtains. Regularly \$2.00. This is an unusual offering at this time. Thursday, yard 1.49.

In the China Department

25c 7-inch Jardiniere, blended brown and green, Regularly 25c. Thursday special 9. 10c Blue and White Semi-porcelain Teacups and Saucers, Thursday special, each 7. 10c Blue and White Plates, to match above cups and saucers, Thursday, special, each 7. \$2.25 Toilet Sets, with underglaze printed decoration, 6 large pieces. Regularly \$2.35. Thursday special, per set 1.83. \$2.95 Brass Umbrella Stands, 21 inches high, with lion head handles, good heavy brass. Regularly \$2.95. Thursday special 1.95. \$3.25 Brass Tea Kettles, finely finished, heavy polished brass, enamelled handles. Regularly \$3.25. Thursday special 1.49. \$1.50 Brass Fern Dishes, with linings for plants. Regularly \$1.50. Thursday special .89.

Steamer Trunks \$4.39

Fibre bound, waterproof canvas cover, hardwood slats, brass dome corners and valance. Excelsior lock, strong bolts, neat lining and tray. Size 34-inch, regularly \$4.65; size 36-inch, regularly \$4.90; size 40-inch, regularly \$5.25. Thursday, each 4.39. SUIT CASES. Extra deep, heavy leather straps, leather corners, brass lock and catches, strong swing handle, linen lining, straps and pocket. Size 24-inch, Thursday, \$3.75. Size 26-inch, Thursday, \$4.25.

The Robert Simpson Company, Limited

Every One a Winner. There is not a gamble on this page! The reputation of this store guarantees your winnings on every item mentioned here. The only losers are the people, who think they are saving money by keeping it in their pockets. This is a mistake, when such values we announce here are to be had.

Brief Price Notes From the Men's and Boys' Clothing Department

An Advance Sale of Men's Winter Overcoats at \$8.95

200 in the lot, English Tweed Overcoats, which were specially selected and made up in the quiet season to keep the factory going. The patterns are diagonal twills and plaid colors in brown and gray, cut in double-breasted ulster style, with convertible collars, lined with a heavy twilled mohair, sizes 36 to 44. Thursday 8.95. \$2.00 and \$2.50 Trousers, \$1.25—A special purchase, made from English tweeds in striped gray and brown, with four pockets and side straps; sizes 32 to 42. To clear 1.25. Worsteds and Tweed Trousers, \$1.95—English cloths in striped gray and brown; sizes 32 to 44. Clearing price 1.95. Boy's Chinella Overcoats, \$2.95—100 Junior overcoats, fashionably tailored from shades of navy blue and gray English chinellias; collars fitting comfortably up to chin; backs semi-fitting with half-belt; flannel lined linings to match. Sizes 21 to 37, or to fit boys 3 to 5 years of age. Thursday special 2.95. Boy's English Tweed Bloomers, 50c—Which is less than coat price, 400 pairs only. Pull cut, with strap and buckle at knee. Brown and gray fancy mixed tweeds. Strong cotton linings. Sizes 22 to 34. Thursday special 50c.

MEN'S FURNISHINGS AT HALF-PRICE

Business Neglige Shirts, with laundered cuffs and plain fronts, blue grounds with white stripes or white grounds with various hairline stripes. Sizes 14 to 18. Dollar quality. Thursday, half-price, each 50c. Men's Ellis Brand Elastic Knit Fall and Winter Underwear, in the natural shade, self-color trimming; sizes 34 to 44. Regularly \$1.00 per garment. Thursday 50c. Men's Khaki Color Shirts, with reversible collar, double attached throughout, with a handy pocket. Made from mercurized duck. Sizes from 14 to 18. Regularly 75c each. Thursday, each 35c. Irish and Scotch Manufacturers' Seconds, 300 only. Beautiful Satin Damask Table Cloths, all pure linen. A range of handsome designs, with very slight imperfections, sizes 2 x 2 and 2 1/2 x 2 1/2, and 2 x 3 yards. Values from \$2.75 to \$1.60. Rush price, Thursday 1.95. 25c Bleached Sheet, 27c yard. Made in England, even weave, heavy round thread, full 70 inches wide. Regularly 35c yard. Rush price, Thursday, yard 27. Checked Glass or Tea Toweling, splendid drying quality; width 33 inches. Special, Thursday, yard 12 1/2. 2500 Yards of Unbleached Canton Flannel, 34 inches wide, clearing, Thursday, yard 12 1/2. 15c and 16c White Cotton to rush out at 10c yard. Bleached English Longcloth, free from filling, a good general purpose cotton, 36 inches wide. Regularly 12 1/2c, 15c and 30c yard. Clearing, Thursday, yard 9. Fancy Damask Oval Tray Cloths, with pretty scalloped edges. Sizes 12 x 27 inches. Special, Thursday, each 50c. Imported Down Bed Comforters, covered with a strong English cambric, pretty designs and colorings, size 70 x 70 inches. Sale price, Thursday 4.95.

Oak Heaters Thursday

Cheerful and bright for winter evenings. The greatest amount of warmth for the smallest amount of coal. Thursday, \$9.25, \$9.75, \$10.25 and \$16.00. 15c Quick-Boiling Daisy Kettles, 9c—500 for rush sale, 2-quart size. Regularly 15c. 2.00 65c Clothes Driers, 37c—500 only, 9 drying rods, folds up, taking very little space. Regularly 65c. Thursday, 3.30 sale. 65c House Ladders, 44c—Just in time for fall housecleaning, handy size, 4-foot step-ladder, strongly made of clean whitewood, with rungs. Thursday, 3.30 sale. (No phone or mail orders.) 25c Iron Heaters, 17c—Hold three Mrs. Potts' irons. Regularly 25c size. Thursday special 17.

Drawing Room and Parlor Papers

Sanderson, Shand, Kydd, Potter, Lightbourne, Apinall, Jeffery and Coxhead make the best lines of high-class goods for the best rooms. We will be pleased to suggest for any particular room or suite in latest styles of decoration. High-class imported Soirees, Moirettes, Tekkas and Two Tones, on flat or silk grounds, in champagne, old rose, blue, tuscany, dove, apple, moss, Nile; in stripes, floral, Adams, period and draping designs. Per roll, \$1.75, \$1.50, \$1.25, \$1.00, 90c, 75c, 65c, 50c. Tapestries, in light colorings of gray, tan, with touches of blue-gray, warm tan, orange, brown, for parlors and living-rooms. Per roll, \$1.00, 90c, 75c, 65c, 50c, 30c. THURSDAY SPECIALS. 2500 rolls Soirees, Moirettes, Tapestries, stripes and florals, for parlors, living-rooms and reception rooms, in cream, tan, green, pink, tuscany and gray; regularly \$1.00 per roll. Thursday 61c; regularly 75c per roll. Thursday 42c; regularly 50c per roll. Thursday 33c; regularly 35c per roll. Thursday 22c. (Wall Paper Department, Fifth Floor.)

Grocery Items Thursday

TELEPHONE DIRECT TO DEPARTMENT, ADELAIDE 6100. 2600 lbs. Fresh Creamery Butter, in 1-lb. lbs., extra special, while it lasts, per lb. 23. Finest Sugar-cured Ham, half or whole, per lb. 23. Finest Canned Peas, new pack, only three lbs. to a customer, 3 lbs. 23. 500 lbs. Edwardsburg or Beehive Table Syrup, 5-lb. pail 25. Choice Red Salmon, 2 lbs. 25. Cotswold Shortening, 3-lb. pail 42. Salt, in bags, 3 bags 42. 500 jars E. D. Smith's Pure Raspberry and Black Currant Jam, 12-oz. jar 14. English Marrowfat Peas, 3 packages 20. Oulton's Macaroni, 1 lb. pail 20. 500 lbs. McVittie & Price's Shortbread, in 1-lb. tins, while they last, per tin 20. Crapauds, 2 packages 20. Peanut Butter, in bulk, per tin 20. Scott-Taylor's Worcester Sauce, 3 bottles 20. Choice Olives, in quart jar, per jar 20. Imported French Macaroni, 3 packages 20. Fresh Flaked Wheat, per stone 20. Finest Pot Barley, 5 lbs. 20. Choice Olives, in quart jar, per jar 20. Maggi Soups, assorted, 6 packages 25. Finest Pot Barley, 5 lbs. 25. Choice White Beans, 4 lbs. 25. St. Charles Milk, per tin 10. 40c ASSAM TEA FOR 34c. 1000 lbs. Fine, Rich, Full-bodied Assam Tea of uniform quality and fine flavor, a 40c tea anywhere. Thursday, per lb. 34.