

Reminders of the Big Simpson Values Today

New Stylish Hats for Matrons To Sell at \$4.50 to \$6.50



Good-fitting, very becoming, stylish but inexpensive—this describes every one of the matrons' new hats that make up a lot of 80 that will go on sale today.

They are made of Lyons silk velvet, have draped crowns and the narrow brims that are so becoming to many faces. Fine French wings, imitation ospreys or black ornaments are used for trimming along with good ribbons. Most of them are in black or black and white, others are black with touches of color. Special sale Thursday at \$4.50 to \$6.50.

Featured in the Misses' Section Today

This Broad-cloth Coat for Misses', \$37.50

is an exclusive semi-fitted flare model, with collar and deep cuffs of fur. It is silk lined throughout. A charming model, specially designed for smart young women; and it is as cosy and comfortable as it is beautiful and modish. Sizes 14 to 20. In the Misses' Section.

Exceptionally Pretty is This Misses' Dress

It is made of a choice quality navy blue serge, with white satin collar and cuffs. It is box pleated in both back and front, and there is a wide girde daintily embroidered in bright colored wool at waist. A distinctive model, perfectly tailored, and very fine value. Displayed in the Misses' Section.

This Striking Serge Dress is Only \$22.50

Made of a very superior quality serge, in the darkest shade of navy; designed in the straight line effect; has round collar of white satin; pleated front and back; bodice trimmed with solid rows of buttons, and finished around waist with an effective sash girde of serge, silk tassel ends. Price 22.50

This is the Second Day of the Great Halt-Price Sale of Suits Women's and Misses'

THE MARKET

Direct Telephone Adelaide 6100

MEATS.	
Round Steak, lb.	20
Sirloin Steak, lb.	20
Porterhouse Steak, lb.	27
Blade Roast, lb.	26
Beefsteak, lb.	23
Mixed Shoulder Steak, lb.	23
Smoked Ham, select, mild curing, whole or half, lb.	27
Eastfirst Shortening, 2 lb. pails, gross weight, pail.	25
GROCERIES.	
6,000 lbs. Finest Creamery Butter, special, per lb.	41
One car Standard Granulated Sugar, in 20 lb. cotton bags, per bag	1.37
Choice Manitoba Flour, Quaker Brand, 24 lb. bags	1.25
Cook's Gem Baking Powder, 1 lb. tin	20
Finest Featherstrip Coconut, lb.	23
Edwardsburg or Beehive Table Syrup, 5 lb. pail	30
Salt, in bags, 2 bags	14
Fresh Flaked Wheat, 7 lbs.	25
Fancy Japan Rice, 3 lbs.	25
No-Ex Powder, per tin	25
Pure White Clover Honey, 5 lb. pail	68
Choice Red Salmon, tall tin	92
200 lbs. Fresh Sweet Wine Biscuits, per lb.	18
Peanut Butter, in bulk, our own make, per lb.	18
Ingersoll Cream Cheese, large package	23
Glassco's Orange Marmalade, 2 lb. tin	34
Fett's Malt Vinegar, imperial quart bottle	30
Fett's Pils Beer, 3 packages	25
Choice California Prunes, 2 lbs.	25
Finest Canned Blueberries, Eagle Brand, new pack, tin	10
Fresh Codfish Steak, per tin	15
Fresh Butter, 1 lb. tin	15
Oxo Cubes, 3 tins	25
1,000 lbs. Fine Rich Full-bodied Assam Tea, of uniform quality and fine flavor, a 40c tea anywhere, Thursday, per lb.	27
FRUIT SECTION.	
Choice Cooking Onions, 5 lbs.	25
Finest Messina Lemons, doz.	28
Choice California Sunkles Oranges, doz.	28

Consider These Low-Priced Items if You Need Furniture for the Dining Room

Buffet, in genuine quarter-cut oak, 48-inch case, one long and two small drawers, ample cupboard space, back fitted with large bevelled plate mirror. Priced at 28.25

Buffet, in genuine quarter-cut oak, fumed or golden finish, Colonial design, two small, one doiley and long linen drawer, 52-in. case. Price 31.00

Extension Table, solid quarter-cut oak, top 45 inches; base of solid oak; 6 ft. when extended; fumed or golden finish. Price 15.00

Extension Table, in solid quarter-cut oak, golden finish, 42-inch top, 6 ft. extension. Price 9.90

Dining-room Chairs, solid oak, fumed or golden finish, box frames, pad seats, upholstered in genuine leather. Set consists of five small and one arm chair. Special price for Thursday 13.95

Dining-room Chairs, solid oak, fumed finish, mission design, slip seats, upholstered in genuine leather. Set consists of five small and one arm chair. Special for Thursday 18.75

The October China Sale

COMPLETE ENGLISH DINNER SET, \$5.95.
Mail orders will not be accepted for this item. Excellent quality thin English semi-porcelain; pretty green floral border design, brilliant hard overglaze; complete set of 97 pieces, Thursday 5.95

\$16.50 "MINTON" BORDER SET, \$11.50.
Best quality English ware. Handsome new "Minton" border decoration. Gold traced handles and edges. 97 pieces. Regular \$16.50 set. Thursday 11.50

\$1.75 ENGLISH JARDINIERS.
This is an exceptional offering, and as the quantity is limited we advise you to be here early Thursday morning. About 200 best quality English Jardiniere, handsome floral and conventional decorations; all 8-inch size. Thursday, 8.30 a.m. 98

TUSCAN CHINA SPECIALLY PRICED
Cloyer Leaf, pink or blue band decorations.
20c Cups and Saucers for . . . 18
15c Tea Plates for 12
13c Bread and Butter Plates . . . 10
80c Slop Bowls, Cream Jugs and Cake Plates for 23
25c Kermit Shape Cups and Saucers for 15

We are showing a wonderful range of beautiful seamless and seamed Wilton and Axminster Rugs; both English and domestic makes; many of which are in our own exclusive designs and colorings. They come in all the standard sizes, suitable for dining-room, living-room, den, hall, etc. Every rug in the department is of guaranteed quality.

Imported Seamless Wilton Rugs.
Plain centres, in beautiful shades of brown, grey, green and blue, with a quaint narrow Chinese border in very rich contrasting colors; also two-tone trellis field, with bold medallion centres and small conventional designs, in brown, rose, fawn and blue shades. An exceptionally fine quality rug.

Size 4.6 x 7.6. Price 31.50
Size 8.3 x 10.6. Price 85.00
Size 9.0 x 12.0. Price 97.50

Imported Seamless Axminster Rugs.
These rugs are copies of Orientals in their detail. Many are such accurate reproductions that it is difficult to distinguish them from the famous Tapriz, Shiraz, Shirvan and Chinese in all their beautiful Oriental effects. Size 4 ft. x 6 ft., \$15.75; 4 ft. x 6 ft. x 9 ft., \$24.75; 6 ft. x 9 ft., \$49.75; 9 ft. x 10 ft. 6 in., \$79.75; and 9 ft. x 12 ft., \$95.00.

Inexpensive Seamless Wilton Velvet Rugs.
This is a very short, close pile rug in Oriental and floral designs in soft colorings, suitable for dining-room or bedroom; seamless and very durable:

Size 4.0 x 9.0. Price 25.50
Size 7.6 x 9.0. Price 21.50
Size 8.3 x 10.6. Price 39.75
Size 9.0 x 12.0. Price 47.50

New Seamed Axminster Rugs.
Exceptionally good rugs for hard wear, mostly Oriental colorings in small conventional and medallion effects in blue, green, fawn and soft rose shades. Size 4 ft. x 6 in., \$11.50; 6 ft. x 9 in. x 9 ft., \$21.00; 6 ft. x 9 in. x 10 ft. 6 in., \$24.50; 9 ft. x 9 ft., \$27.50; 9 ft. x 10 ft. 6 in., \$31.50; 9 ft. x 12 ft., \$34.50.

Portieres Specially Priced \$14.95

We will make them for you at this price—and today you may choose from an extensive assortment of lovely fabrics, including English velours in green, brown and rose; English reps in green, brown, blue and red; figured tapestries in small, pretty patterns; chintzes and linens in a wide variety of designs and colorings. These are all 50-inch materials of superior quality. A pair of portieres up to 6 ft. 9 in. in length, and not more than one width of material for each portiere, finished with plain hemmed edge. Special price on 14.95 Thursday

Fabrics for High-Class Portieres
If you are thinking of Portieres read this list over carefully, it will no doubt help you.

At 90c Per Yard—Assyrian cloths in green or red; Titian cloth in green, brown, blue or fawn. These fabrics are similar in weave to burip; 50 inches wide.

At \$1.50 Per Yard—Beautiful lustrous Egyptian cloth in green, brown, blue, rose or red; tapestries in figured patterns and a few velours in terra or blue; 50 inches wide.

At \$1.95 Per Yard—Velours in all shades; 50 inches wide.

At \$2.50 Per Yard—Velours in all shades; 50 inches wide.

At \$2.75 Per Yard—Belgian Fanne velours in an extensive variety of colors and of heavy quality; 50 in. wide. This fabric is also most suitable for furniture covering. Former price was \$3.75 per yard.

Tapestry Borderings, a high-class pretty bordering, suitable for applying to the plain tapestry fabrics; pretty colored combinations and in various widths; prices 15c, 20c, 25c and 30c per yard.

Clearance Sale of Broken Lines of Men's Fall Weight Overcoats

The last few weeks of heavy selling have broken up many of our lines, so that size ranges are now anything but complete. We are going to clear out these broken lines on Thursday at \$8.95. There are styles for young men and for older men; button through, slip-on coats, with box back, double-breasted, form-fitting coats, with velvet collars; single-breasted fly-front Chesterfields, and others. There are tweeds in grey, browns and mixtures, and there are cravenette cloths, in olive, Oxford and mixtures. Sizes 34 to 44, but not all sizes in any one style. These coats were formerly \$13.50, \$15.00, \$16.50 and \$18.00. They will all go at the one price 8.95

Dressy Suits for Men at \$20.00 and \$24.00

The well-dressed business man will like the style of this suit, and he will appreciate the quality of both the fabrics and the tailoring. It is made of a reliable English worsted cloth, in a medium shade of grey, with neat stripe pattern. The coat and vest are fashionable, single-breasted models, and the coat is lined and interlined to assure its holding its shape, and wearing satisfactorily. Sizes 36 to 44. A real superior suit for 20.00

Men who usually wear custom tailored suits costing from \$10.00 to \$15.00 more than the price of this suit will be well pleased with style, fit and tailoring of these handsome suits. They are made of very fine quality English worsted, grey, with stripe pattern. The coat, the vest and the trousers all show skilful tailoring. The coat is a single-breasted sacque of very smart design. Sizes 36 to 44. Price Thursday 24.00

Attractive Values in Boys' Overcoats

A handsome overcoat made of imported English grey wool chinchilla. It's a smart double-breasted model, with wide storm collar that buttons close to neck; belt around the waist and durable lining. Finished with brass "Canada" buttons. Sizes 21 to 26, for boys 3 to 8 years of age. A splendid coat for 8.00

A DANDY ULSTER OVERCOAT
Made of a dark grey imported cloth, showing a neat diagonal stripe. A double-breasted model with wide convertible collar that may be fastened close to chin or worn showing the lapels. Fine storm tabs on sleeves, half belt in back and durable warm linings. For boys 7 to 17 years.

Sizes 24 to 28 7.00
Sizes 30 to 32 7.50
Sizes 34 and 36 8.00

Men's Underwear That You May Rely On

Men's Scotch Wool Shirts and Drawers, fine Shetland shade. Heavy winter weight with double-breasted back. Drawers have reinforced seat. Sizes 34 to 44. Per garment 1.00

Men's Pure Wool Underwear, Bodyguard Brand, English make; winter weight and guaranteed unshrinkable. Sizes 34 to 44. Shirts and drawers, per garment 1.50

Men's Cardinal Underwear, made from pure Australian wool; shirts are double-breasted and drawers have reinforced seat. Shirts in sizes 34 and 36 only. Drawers in sizes 32, 34, 36, 38 and 40. Thursday, per garment 2.75

Men's Natural Wool Shirts and Drawers, "Penman No. 95" Brand. Good weight for fall and winter wear. Beige trimmed shirts and drawers. Sizes 34 to 42. Per garment 1.25

Also Penman's No. 95 Combinations; sizes 34 to 44. Per suit 2.50

Men's Merino Shirts and Drawers, natural shade, fine wool and cotton mixture, close-fitting cuffs and ankles. "Tru Knit" make. Sizes 34 to 44. .59 Per garment

For Positive Satisfaction We Recommend These Boots to Men, Women and Boys

'Queen Quality' 'Victor' Select Stock Boots for Men

Men's Vici Kid Lace Boot, a neat dressy lace style, made of black kid leather with kangaroo toe cap, light Goodyear welt sole, heavy slip oak tan Goodyear welt heel; widths C, D and E. Sizes 6 to 11. Per pair 6.50

'Blackthorn' Men's Gunmetal Blucher, made on English pedigree toe last with neat stitched tip and blind eyelets. Has heavy single Goodyear welt oak sole, fange heels. Widths C, D and E. Sizes 6 to 11. Per pair 6.50

BOYS' 'ACTIVE SERVICE' BOOTS
are made of best grades of leather, with all solid insoles; box toes and counters; stylish toe shapes; Blucher and button styles. Box kid leather; sizes 1 to 5 2.49

Gunmetal leather; sizes 1 to 5 2.75
Patent colt; sizes 1 to 5 2.95
Tan calf; sizes 1 to 5 2.95

'THE MEADOWBROOK'
This is one of the most charming novelties of the moment in the finer footwear; has dark blue vamp and pearl grey top; lace style only; lightweight sole and covered Louis heel. 7.00

A Similar Style in two-tone grey. "Queen Quality" 9.00

20,000 Rolls of New Wall Papers on Sale Thursday

A Splendid Assortment of Designs and Colorings, 5c to 25c Per Roll.
Neat Designs, well covered in cheerful colorings for bedrooms, kitchens and bathrooms. Walls and Ceilings, per single roll, 5c. 9-inch Borders to match, per yard, 1c.
Dainty Bedroom Papers, floral and stripe patterns, linen effect backgrounds with silver and pink, blue, yellow and mauve colorings. Walls, per single roll, 8c; Borders to match, yard, 2c.
New Hall Papers, tapestry grounds with broken stripe designs, medallions and conventional patterns, rich color tones. Walls, per single roll 25
Chambray and Dimity Effects for bedrooms and sewing-rooms; blue, pink, grey, mauve and yellow grounds. Walls, per single roll 25
Cut-out Borders, to use with Chambray papers, floral patterns and chintz treatments. Extra selection, including all widths, per yard .5



Clearance of Oval Framed Pictures 79c

For the frame alone on one of these pictures you would expect to pay at least two and three times this price. The size is 16 x 20, 1 1/2, 2 and 3-inch plain and ornamented gilt frames. The pictures in them are beautiful colored landscapes. Complete with glass and back. Reg. \$1.79 to \$2.50. Thursday, each 79c

Polishes

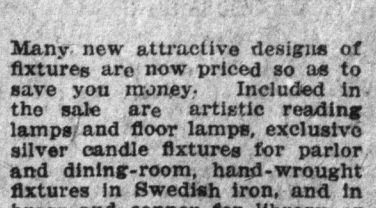
METAL, SILVER, FURNITURE, STOVE
Sani-Genie Polish, for use on polish mops, furniture, woodwork, 1-quart size. Regular \$1.00, Thursday \$2.95; 25c bottle, Thursday 19c.
Brightener, renews the finish on waxed floors without removing the wax; 1-quart size. Regular \$1.75, Thursday 95c.
Reg. 70c Thursday 59
Magic Silver Polish in powder form. Thursday 10
Metal Polish, quart size, regular 75c, Thursday 49c; gallon size, regular \$1.75, Thursday 95c.
Shin-it scours and cleans bath tubs, sinks, zinc, tinware, etc. 15c can. Thursday 10
Selling 10
Lavatory Mops, for closet bowls, long handle. Thursday 15
Wizard Polish Wop, with a bottle of Wizard Polish. 95c Thursday 95
Royal Floor Wax is a very superior grade. Thursday 39
1-lb. can. Thursday 10
Sultana Stove Polish. Per can 10
Sultana Stovepipe Varnish, a bottle and brush complete 15

Two New Patriotic Songs

"Hats Off to the Flag and the King" sung by Mr. Arthur Blight at the Red Cross campaign meeting, Massey Hall, and "Good-bye My Soldier Boy" featured by prominent artists. Hear them at our Music Dept., or will play them over on phone for you. Each 15
Sixth Floor.

The October Sale of Lighting Fixtures

Many new attractive designs of fixtures are now priced so as to save you money. Included in the sale are artistic reading lamps and floor lamps, exclusive silver candle fixtures for parlor and dining-room, hand-wrought fixtures in Swedish iron, and in brass and copper for library or den, and many examples of "serio" style fixtures. You will do well to buy your fixtures during this sale.



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The Robert SIMPSON Company Limited