

MID-WEEK PRICES AT SIMPSON'S TODAY SUGGEST SAVINGS



A Lot of Shirts!

17,200 Negligee Shirts at 69c You can wear only one at a time, of course, but you can stock up for some time to come when an opportunity like this presents itself.

17,200 Men's Negligee Shirts, the entire reserve of a manufacturer's stock; mercerized cloths, in blue and black stripes, madras, pecuna, soisette, zephyr and twill shirts; all are coat styles; laundered and French cuffs; sizes 14 to 17. Regular \$1.00 and \$1.25. Wednesday .69

Other Men's Needs

- Men's \$2.50 Pyjamas, \$1.59—Plain and fancy stripes, soisette, silkette and flannel cloths, military and French collars, silk frogs on coat; in sizes 34 to 46. Regular \$2.00 and \$2.50. Wednesday 1.59
Men's Flannelette Night Robes, in pink, blue, brown and gray stripes, winter weight; sizes 14 to 19. Regular \$1.00. Wednesday .73
Men's English Oxford Work Shirts; sizes 14 to 18. Regular 75c. Wednesday .59
Men's Fleece Lined Underwear, in natural shades; sizes 34 to 44. Wednesday .49
\$5.00 and \$6.00 Sweater Coats, \$3.79—540 only, manufacturers' samples and overmakes, all wool; sizes 34 to 44. Regular \$5.00 and \$6.00. Wednesday 3.79
Men's Silk and Wool Underwear, Watson make; sizes 34 to 44. Regular \$2.50. Wednesday 1.49
Silk and Wool Combinations; sizes 32 to 46. Regular \$5.50. Wednesday 3.89
Boys' Flannelette Pyjamas, sizes 3 to 15 years. Regular \$1.25. Wednesday .89
Boys' Fleece-lined Underwear, Penman make; sizes 22 to 32. Wednesday .39
Boys' Cashmere Jerseys, sizes 20 to 32. Regular \$1.25. Wednesday .98
Pure Silk Ties. Regular 50c. Special .25

Men's Derby Hats \$2

- American Shapes. Wednesday 2.00
American Tweed Hats. Special 1.50
Men's Soft Hats, samples and broken ranges. Half price 1.00

Leather Club Bags

- Leather lined, with pockets. Size 17-inch. Wednesday 7.50
Size 18-inch. Wednesday 8.00
Size 19-inch. Wednesday 8.50

TOURIST TRUNKS.

- Canvas-Covered, two trays. 32-inch. Wednesday 6.25
34-inch. Wednesday 6.50
36-inch. Wednesday 6.75
40-inch. Wednesday 7.50

Business men with a keen eye for values, and an appreciation of quality, will realize that the \$10.00 Navy Blue Worsted Suits on sale today are in the \$13.50 to \$15.00 class.

We secured one hundred of these suits from a manufacturer, who wanted the ready money, a fortunate achievement in view of market conditions. These suits are of English worsteds, in navy blue, cut in one of the late fall models, a single-breasted sack, with high-cut vest. Sizes 36 to 44.

A very unusual value for today at 10.00

Either of these two coats means comfort and satisfaction :

Men's Paramatta Waterproofs at \$10

Made from fine English paramatta cloth, fawn color; long and roomy, with Raglan shoulders, close fitting collar and seams sewn, stitched and taped; absolutely waterproof; sizes 34 to 46. Wednesday 10.00

Durward's Medium Weight Overcoat at \$25

The maker used a fine English all-wool coating in small brown pattern to turn out these smart single-breasted, buttoned through coats, with patch pockets, cuffs and silk sleeve linings; hand-tailored by English tailors. Price 25.00

Youths' Suits at \$10 and \$12

The snappiest and most youthful suits for older boys are featured in blue serge Wednesday at \$10.00, or in cheviot tweeds at \$12.00. Both models are single-breasted, cut with wide, soft rolling lapels, natural shoulders, slightly fitted waist and medium length, single-breasted vest and fairly narrow long trousers. The cheviot tweed suits are shown in small brown, gray and green check patterns. Sizes 33 to 36. Wednesday, \$10.00 and \$12.00.



Store Opens 8.30 a.m. and Closes at 5.30 p.m.

Big Specials in Boots Today Here at 8.30 a.m.

MEN'S HIGH-GRADE BOOTS, WEDNESDAY \$2.99.

Samples, floor stock and lines we are discontinuing; button, lace and Blucher styles, in gunmetal calf, vici kid, box calf, tan calf and tan storm calf leathers; heavy single and double soles; some are viscolized to keep the wet out; wide, narrow and round toes; leather and canvas linings in the lot; not all sizes in every line, but all sizes 6 to 11 in the lot. Regular \$4.00 to \$5.50. Wednesday 2.99

WOMEN'S BOOTS, WEDNESDAY \$2.29.

1,300 pairs dressy boots, Blucher, lace and button styles, in selected black vici kid, gunmetal calf and patent leathers; cloth and dull calf tops; Goodyear welt and flexible McKay soles; Cuban and military heels; new recede and popular toe shapes; plenty of all sizes. Regular up to \$4.00. Wednesday 2.29

WOMEN'S ONE-STRAP SLIPPERS WEDNESDAY \$1.29.

Light-weight House or Rest Slippers; hand-turned soles; low, common-sense and Cuban heels; round and wide toes; sizes 2 1/2 to 8. Wednesday 1.29

BOYS' FALL BOOTS, WEDNESDAY \$1.99 AND \$1.69.

Dressy button and lace styles, in gunmetal calf, black grain kip and polished box kip; double reinforced soles; heavy duck and unlined uppers; sizes 1 to 5. Wednesday 1.99 N.B.—400 pairs, sizes 11 to 13 1/2. Wednesday 1.69

FALL BOOTS FOR CHILDREN, WEDNESDAY 99c.

Comfortable, serviceable, dressy button and lace boots; Blucher and button styles; flexible McKay soles; low and spring heels; round and foot-form toe shapes; sizes 5 to 10 1/2. Wednesday .99

Odd Furniture Pieces

Den Arm Chair and Arm Rocker, quarter-cut oak; fumed finish; heavy frame, and loose cushion; covered in leather. Regularly \$8.25 7.10

Couch, solid quarter-cut fumed oak; loose cushions, in leather. Regular \$37.50. Wednesday 29.50

Settee, heavy frame of quarter-cut oak; loose leather cushion on seat and three loose leather cushions on back. Regular \$72.00 58.50

Library Table, quarter-cut oak; fumed. Regular \$20.50 13.95

Divanette, solid fumed oak frame; interior of stamped steel; mattress filled with cotton felt, in fine art ticking; the seat and back covered in brown leatherette; opens out to a full size bed. Wednesday 24.00

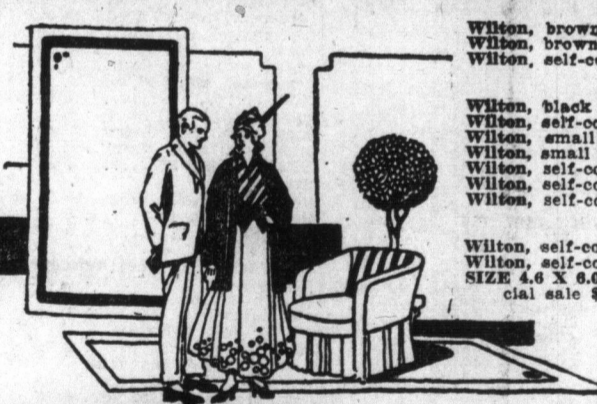
Folding Card Tables, mahogany finish, with green baize top 3.75

THE NEW MARKET -BASEMENT- Telephone Adelaide 6100

- THE MEATS. Simpson Quality Sirloin Steak, per lb. 25
Simpson Quality Wing Steak, per lb. 25
Simpson Quality Sliced Boiling Beef, per lb. . . 14
Simpson Quality Porterhouse Roast Beef, per lb. 20
Premium Breakfast Bacon, whole or half side, per lb. 28
Premium Smoked Ham, whole or half ham, per lb. 26
Silver Leaf Lard, in 3-lb. pails, gross weight, per pail 46
Cottolene Shortening, in 3-lb. pails, gross weight, per pail 29
VEGETABLES. Choice Canadian Onions, half peck 45
Choice Sweet Potatoes, 7 lbs. 28
POULTRY FOOD. Mixed or Scratch Feed, 10 lbs., 30c; 50 lbs., \$1.25; 100 lbs., \$2.25.
SPRATTS' Parrot Mixture, per package, 100 and 20c.
FLOWERS. New Holly Ferns, in 6-inch pots; these are exceptionally good value, each 25
Asparagus Ferns, in 6-inch pots, each . . . 19
Rubber Plants, in 6-inch pots, each 45
BULBS. Tulip (single), red or white, 12/12 dozen, 85c per 100.
Tulip (single), yellow, pink or variegated, 15c dozen, \$1.10 per 100.
These varieties will bloom at the same time, and of uniform height, making a good appearance.
Dutch Hyacinths (single or double), assorted colors, 75c dozen, \$6.50 per 100.
THE GROCERIES. 1000 packages Redpath's Granulated Sugar, in 5-lb. packages, 2 packages 98
Monarch Flour, quarter bag 75
Finest Canned Corn, 3 tins 23
Finest Rolled Oats, per 20-lb. bag 45
Clark's Pork & Beans, in Onli Sauce, 14-lb. tins, 3 tins 25
White Pickling Spices, per lb. 18
Finest Mustard, in bulk, per lb. 20
Park's Catup Flavering, per bottle 22
Macaroni or Spaghetti, 2 packages 25
Maita Vita Breakfast Cereal, 2 packages . . 25
Wetmore's Mince Meat, 3 packages 25
Crabapples, per tin 29
Loaf Sugar, small tea caddies, 3 lbs. 25
Teller's Soda Biscuits, per box 29
Barnes Brand Jam, assorted, 5-lb. pail . . . 48
Finest Mild Cheese, per lb. 19
Upton's Marmalade, 5-lb. pail 48
Knox's Gelatine, 2 packages 25
Pure Gold Jelly Powders, assorted, 2 packages . 25
Japan Raisins, 2 packages 25
Acme Brand Kippers Herring, 1/2-lb. tin . . 10
1000 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory, Wednesday, per lb. 27

\$3,900 Worth of Wilton and Axminster Rugs at \$2600

This is a "sale to a finish" of about 100 Wilton Rugs, seamless and seamed, and Axminster, seamless and seamed, at extraordinary reductions; in most cases there are no duplicates, so that if you note any particular rug amongst the numbers noted below, you must pay an early visit, or you may be disappointed. The qualities of the rugs included are all that can be desired, most of them imported makes of Oriental and a few floral designs.



- Wilton, brown and blue, small conventional design. Regular value \$55.00. Special sale 34.50
Wilton, brown conventional. Regular value \$11.50. Special sale 8.50
Wilton, self-color green. Regular value \$21.50. Special sale 15.50

- Wilton, red Oriental. Regular value \$32.50. Special sale 46.00
Wilton, soft green floral design. Regular value \$49.50. Special sale 29.50
Wilton, tan and green chintz. Regular value \$32.50. Special sale 21.50
Wilton, self-color green conventional. Regular value \$66.00. Special sale 44.50
Wilton (3 different designs), self-green conventional design. Regular value \$15.00. Special sale 10.50
Wilton (2 different designs), tan Oriental. Regular value \$58.00. Special sale 44.50
Wilton, two-tone rose trellis design. Regular value \$54.00. Special sale 39.50
Seamless Axminster, light French colors. Regular value \$55.00. Special sale 39.50
Wilton, self-color brown. Regular value \$51.00. Special 31.75
Wilton, two-tone green. Regular value \$51.00. Special sale 31.75
Wilton, green Oriental. Regular value \$47.50. Special sale 31.50
Wilton, Adam's design, champagne color. Regular value \$46.50. Special sale 31.75
Wilton, two-tone brown. Regular value \$29.50. Special sale 19.50
Seamless Wilton, handsome medallion design in greens and browns. Regular value \$55.00. Special sale 49.50
Wilton, two-tone blue. Regular value \$61.00. Special sale 31.75
Wilton, Persian design, soft Oriental colors. Regular value \$60.00. Special sale 39.50
Wilton, tan and blue, small conventional design. Regular value \$29.50. Special sale 21.50
Wilton, self-color green. Regular value \$44.00. Special sale 30.00
Wilton, plain brown centre, with key border. Regular value \$39.40. Special sale 27.50
Wilton, brown scroll design. Regular value \$44.50. Special sale 30.00
Wilton, rose Oriental design. Regular value \$47.50. Special sale 36.75
Wilton, tan and blue Chinese design. Regular value \$52.50. Special sale . . . 36.75
Wilton, blue and rose Oriental. Regular value \$47.50. Special sale 33.75
Seamed Axminster (two designs), tan and blue Oriental. Regular value \$38.50. Special sale 27.50
Seamed Axminster, light blue floral medallion. Regular value \$36.80. Special sale 25.50
Wilton, plain brown centre, key border. Regular value \$28.50. Special sale 23.50

Unusual Drapery Fabrics

- Scotch Madras Muslin at 25c Yard—For bedroom or living-room, white or cream; 45 inches wide; floral designs.
English Lace Curtains at \$1.00 Pair—Effective curtains for bedroom windows, white only; 2 3/4 yards long; cobalt edges.
American Repps and Taffetas at 59c Yard—Cream of white grounds, 36 inches wide; colorings to suit bedroom or living-room.
Bedroom Chintzes at 33c Yard—English and American chintzes, 30 and 36 inches wide; new designs.
Shadow Cretonne at 19c Yard—Excellent reproductions of more expensive French shadow chintzes, 36 inches wide.
Combination Opaque Window Shades at 49c Each—Oil opaque cloth, combinations of green and white or cream and green, 36 inches wide, 72 inches long; Hartshorn spring rollers.
Adam Design Electric Fixtures Finished in old gold, also silver; three beautiful ceiling fixtures, \$31.10, \$41.70 and \$46.15.

Store Opens 8.30 a.m. The Robert Simpson Company, Limited Store Closes 5.30 p.m.