

Store Opens
at 8.30 a.m.

The Robert Simpson Company, Limited

Store Closes
at 5.30 p.m.

Making the Details Right

It's a comparatively simple thing to buy a suit that is correct in cut and pleasing in material—to select an overcoat that shall serve you well.

But to be really well groomed a man must go into the details, Shoes, Scarf, Gloves, Hat, Jewelry and Shirts all call for special attention and careful buying.

THE SIMPSON MEN'S STORE

is planned to make easy the selecting of just the proper furnishings, the best suit, the most fashionable overcoat, and it seconds its wonderful stocks with splendid pricing and courteous, unobtrusive service. Come and look around the big departments when you have leisure.



Men's Hats for Fall Wear

Navy blue, brown, olive, black soft hats, young men's shapes, in telescope or sunk crowns; also in trooper shapes, fine quality fur felt, all sizes. Thursday 1.50

Square Crown Derby Hats, Christy's English make, fine quality and light weight, a splendid shape for elderly men, black only. Special price 2.00

Boys' Soft Hat, dressy shape, in beat crown, telescoped, with medium wide, stitched and bound-brims. Special at 75c and \$1.00.

700 Pairs Men's Boots at \$2.95

Button, lace and Blucher Boots of box calf, vici kid, Russia calf, American elk and gunmetal. Goodyear welt soles, Cuban flange, military and English heels, recede, French, common sense and high toes. D, E and EE widths. Sizes 6 to 11. Regularly \$4.00, \$4.50, \$5.00, \$6.00, \$6.50 and \$7.00. Samples in size 7 in the lot. All one price Thursday 2.95

Quality Footwear for Women, \$2.20—700 pairs, high-grade boots, showing the new fall button and lace styles, in selected kid calf and patent leathers. Goodyear welt, McKay and turn soles; kidney, English, Cuban and common sense heels; dull matt calf, gunmetal finished kid and matt goat uppers. Roomy French, round, English recede and stage toe shapes. C, D and E widths, 2 1/2 to 7. Regularly \$2.50, \$3.50, \$4.00. Thursday sale price 2.20

Women's Patent Calf Slippers, \$2.40—247 pairs of house or evening slippers in this season's new styles, Colchiel, tango (with head ribbon ties) and low cut. All are made from very soft patent calf, with hand-turned toes. The heels are light French or kidney. Some are purple satin lined, and trimmed with ornaments. 1914 stage toe; width C and D; sizes 2 1/2 to 7. Regularly \$3.50, \$4.00 and \$4.50. See Yonge street windows. No phone or mail orders filled. Thursday sale 2.40

Children's Button and Lace Boots, \$2.00—420 pairs vici kid Blucher and button boots, heavy McKay soles, patent and kangaroo tips; matt calf and dull kid uppers; roomy fitting shapes. Sizes 6 to 10 1/2. Regularly 25c to \$1.25. Thursday sale80

Table Linens, Flannels, Bedspreads

CO-OPERATING WITH THE SALE OF CHINA TABLE WARE HERE'S A "SNAP" IN TABLE LINEN.

\$5.00 Sets of Table Linen, Cleaving at \$3.95—Consisting of one table cloth, size 2 x 2 1/2 yards, and one dozen napkins to match. These are all linen and come in a range of pretty designs with plain centres, such as chrysanthemum, rose, scroll and poppy. Regularly \$5.00. Rush price, Thursday, set complete 3.95

New French Flannels, all wool, in a range of pretty Paisley spot and stripe, 29 inches wide, splendid quality for making kimono or blouses, at per yard50

Jet Black Astrakhan, 48 inches wide, for making women's and children's coats, small, neat silky curl, correct imitation of the Persian lamb. On sale Flannel Section, Fourth Floor, at yard 2.25

Painted China Bed Spreads for Double Beds, size 70 x 90 inches, in pinks, blues and green floral designs on white grounds; colors absolutely fast; 200 to clear, Thursday; at 1.85

Checked Glass or Tea Towelling, 23 inches wide, Splendid drying quality. Regularly 13c and 15c yard. 1,500 yards to clear. Thursday, 10 yards for25

Roller Towels, made from a good heavy Scotch crash, 17 inches wide, 2 1/2 yards in each towel. Special Thursday, each25

Reversible Cambric Comforters, filled with a light fluffy down filling, good designs and colorings; size 70 x 70 inches. Special, Thursday 4.05

English Brussels Rugs at Low Prices

For bedrooms, sitting-rooms and parlors. Brussels floor coverings are durable and practical. 6.0 x 9.0, special value \$9.50; 6.9 x 10.6, special value \$11.00; 9.0 x 9.0, special value \$12.50; 9.0 x 10.6, special value \$14.75; 9.0 x 12.0, special value \$16.75.

New English and French Cotton Washable Bath Mats—Very attractive new designs and colors, many of them are different from the ordinary well-known styles, making a pretty bright touch of colors amongst the white surroundings of the bathroom. 18 x 33 in., \$1.25; 23 1/2 x 41 in., \$1.75; 24 x 48 in., \$2.35; 27 x 54 in., \$2.85 and \$2.75; 28 x 56 in., \$2.95; 35 x 63 in., \$3.85.

VACUUM CLEANERS AT LOW PRICES.

Vacuum Cleaners as an Aid to Housekeeping. The "Hoover" Electric Machines—These two amongst the smaller models are strong, light and wonderfully efficient. This is the only vacuum cleaner with an electrically driven brush, which has the effect of disturbing the dust on your floors and floor coverings and instantly taking it away by a strong suction draft. "Baby Hoover," highest efficiency, \$68.50; "Special Hoover," a perfect treasure, \$68.50.

R. SIMPSON DRUGS

Household Ammonia, large size, Regularly 15c. Thursday 11
Lump Pumice Stone, fine quality, Regularly 35c per lb. Thursday 15
Rochelle Salts, best English, 8-oz. packages, Thursday 10
White Liniment, large size, On sale Thursday 10
Scrub Bark, 4-oz. packages, On sale Thursday 5
Loofah's, good size, Regularly 10c. Thursday 5
Menthol Plasters, 25c size, Thursday 15
Tubing Lengths, for fountain syringes, red rubber, rapid flow, Thursday 10
(Main Floor).

White Granite Sink Strainers

1,100 White Hard Granite Sink Strainers, flat, triangular shape, will sit anywhere or fit in a corner of the sink; can be used for straining vegetables or refuse. Some usually 85c in the lot, Thursday 25
No Phone or Mail Orders.
45c AND 50c BROOMS, THURSDAY 25c.
1,000 Four or Five String Carpet or Rug Brooms, Regularly 45c and 50c. Thursday 25

Wool Top Petticoats \$2.00

New Jersey Wool Top Petticoats, pleated flounce of satin and elastic waist band; wisteria, purple, Copenhagen, emerald, navy, tan. Specially priced 2.00

Fine All-wool Jersey Tops, knife-pleated scalloped flounce of messaline silk, in pretty shot effects; brown, mahogany, navy, black and emerald. Sizes 36 to 42. Specially priced 3.95

For Meals Outside of Home Simpson's is Best

LUNCH OR DINNER, 11.30 TO 2 P.M. TODAY.

Selected from our daily menu. Cold—Assorted cold cuts with potato salad. Bread and butter. Tea or coffee. Ice cream 25
Hot—Baked New England Dinner 25

IN THE AFTERNOON, 3 P.M. TO 5.30.

Special Matinee Tea. Cold Ham, with potato salad. Thin bread buttered. Pot of tea with cream, and ice cream, 15c or two persons for 25c.

\$1.00 House Dresses 59c

Women's and Misses' House Dresses of percale, gingham and chambray; plain colors, checks and stripes; navy, gray and sky; some have "V" necks and three-quarter sleeves, others made with collar and long sleeves. All sizes in the lot. Regularly \$1.00, \$1.25 and \$1.50. Thursday 59

No Phone or Mail Orders.

Women's Winter Underwear

An Extraordinary Special, 50c, 65c, 85c. Positively no phone or mail orders. Thursday. Women's Vests or Drawers—Yards are common high neck, long sleeves, buttoned front, also some come high neck, long sleeves, color white or natural; sizes 32 to 42 bust; regular values 50c to \$1.00; drawers are pure wool and cotton mixture; ankle length; white only, and mostly closed; sizes 32 to 38 bust. Regularly 60c, 75c and \$1.00. Thursday rush price, garment 25

Granite Potato Pots

800 only, regular size for home use, have pouring and draining spout, with retinned cover and handle, no phone or mail orders, 55c size, Thursday 23
Covered Roasting Pans, best black steel roasting pans, for fowl or meats. Regularly 50c size, Thursday 29
Iron Heaters, double black steel heaters, to hold 8 irons. Regularly 25c. Thursday 18
(Basement.)

In the Men's Store Thursday

A WATERPROOF COAT FOR \$8.50.

High-grade English waterproofs, of wool cashmere double texture paramatta cloth, in fawn; raglan shoulders; 50 inches length; close-fitting collar; securely sewn, cemented and stitched seams; proof against wet weather; sizes 34 to 46. To clear 8.50

DUCK COATS FOR HUNTERS.

Made from a heavy grass color duck and a good shade of brown. Button to the chin with eudoroy collar; two outside breast pockets with flaps; two large outside game pockets, two inside game pockets, and match pocket. Sizes 36 to 46. Price 2.25

YOUNG MEN'S OVERCOATS, \$12.00.

English cheviot cloth in an Oxford gray, cut in good fitting, single-breasted, fly front style in Chesterfield length; good twill mohair linings. Sizes 36 to 46. Price 12.00

BOYS' TWEED TWO-PIECE SUITS, \$2.49.

Norfolk and double-breasted styles with full cut bloomers, strong, dark brown and gray English tweeds, twilled linings. Sizes 24 to 30. Regularly \$3.75 and \$4.25. Thursday 2.49

BOYS' TWO-PIECE SUITS, \$2.95.

Stuart, English tweed suits in brown and gray stripe patterns. Double-breasted sackie and single-breasted Norfolk styles, with bloomers. Sizes 31 to 34. Regularly \$4.50 and \$5.00. Thursday 2.95

Fall Overcoats to Clear at \$8.90



In this lot of splendid fall weight coats are English Cheviots in plain black and grays, and some swaggy light gray tweeds, suitable for young men, to button through, Chesterfield style. The blacks and grays are made in single-breasted, fly-front Chesterfield style, lined with fine twill mohair linings and nicely tailored throughout. Ideal coat for wear now on cool mornings and evenings. Sizes 35 to 44. To clear \$8.90

Suit Cases

Special strength, made of best grain Kertill, with reinforced brass corners for extra protection; strong swing handle, brass lock and catches, full linen lining, inside straps and blouse pocket. Thursday, 22-inch size, \$2.50; 26-inch size, \$3.50.

The Grocery List

TELEPHONE DIRECT TO DEPARTMENT, ADELAIDE 6100.

2,000 lbs. Choice Creamery Butter, in 1-lb. prints. While it lasts, per lb. 31
Smoked Rolls of Bacon, lean and mild, 6 to 8 lbs. each. Per lb. 20
Finest Canned Corn or Peas. 3 tins 25
Edwardsburg or Beehive Table Syrup. 5-lb. pail 25
Choice Red Salmon. 2 tins 25
Salt in Bags. 3 bags 14
Swifts Pure Kettle Rendered Lard, Silver Leaf Brand, 20-lb. pail 3.00
Maita Vita Breakfast Cereal. 3 packages 25
Upton's Marmalade. 5-lb. pail 48
Peanut Butter, in bulk. Per lb. 20
English Marrowfat Peas. 3 packages 25
Fresh Flaked Wheat. Per stone 58
Finest Featherstrip Coconut. Per lb. 18
Choice White Beans. 4 lbs. 25
400 jars E. D. Smith's Pure Jam, assorted. 12-oz. jar 14
French Spaghetti or Macaroni. 3 packages 25
Pure White Clover Honey. 5-lb. pail 70
Maggi Soups, assorted. 6 packages 25
Scott's Taylor's Worcester Sauce. 3 bottles 25
500 lbs. Fresh Ginger Snaps. 8 lbs. 25
Fry's Cocoa. 1/2-lb. tins 23
40c ASSAM TEA FOR 34c.
1,000 lbs. Fine Rich Full-bodied Assam Tea, of uniform quality and fine flavor, a 40c tea anywhere. Thursday, lb. 34



Simpson's October China Sale

This yearly exhibition and sale of Imported China and Glassware is looked forward to as the right time to furnish a new home or renew the household stock of chinaware. While all kinds of domestic and decorative Chinaware are here the emphasis is on table ware. The frequent function of meal time is most influential. The way food is served has more effect on appetite and temper sometimes than the food itself. So the "dainty dish" which formerly meant the PIE has come to mean the PLATE. This sale supplies a wealth of dainty dishes at fabulously low prices.

Limoges China Sets from less than six to more than sixty dollars will specially interest you, for Limoges is in France and, judging from experience in your kitchen, an artillery bombardment is not good for a china factory. When present stocks are exhausted French China will be scarce and dear. The "word to the wise" is, replenish now.

These For Sale Opening Day

Real China Tea Sets, 40 pieces, clear, hard ware, with pink spray decoration. \$5.00 value. Per set 2.95

Limoges China Cottage Set

Genuine Limoges China, 45-piece sets, consisting of 6 dinner, 6 tea, 6 bread and butter and 6 soup plates, 6 sauce dishes, 6 cups and saucers, 1 covered vegetable dish, 1 platter, 1 sugar bowl and 1 cream jug. Decorated with pretty spray decoration. \$10.00 value. Per set 5.35

Semi-Porcelain Dinner Set, border pattern, in green or blue, 57 pieces, strong, durable ware. \$7.95 value, for 5.75

China Dinner Set, 97 pieces, fine clear quality with colored spray decorations; all edges gold trimmed. \$12.50 value, for 9.40

Semi-Porcelain Dinner Set, 97 pieces, border pattern, in Minton style of red decoration. \$15.00 value, for 9.45

Semi-Porcelain Dinner Set, 97 pieces, handsome border decoration, in Persian effect; all handles solid gold. \$19.50 value, for 14.50

Genuine Limoges China Dinner Set, 97 pieces, has dainty spray of roses in pin, all edges and handles gold traced. \$24.00 value, for 14.40

Wedgwood's Semi-Porcelain Dinner Set, 97 pieces, with gold band and solid gold handles; clean, perfect ware. \$21.00 value, for 14.75

Limoges China Dinner Set, 97 pieces, has border pattern of small pink roses, gold edges and solid gold handles. \$24.00 value, for 22.50

Limoges China Dinner Set, 102 pieces, has green key border pattern with double gold lines, all handles solid gold. \$27.50 value, for 44.50

"Bernardina's" Limoges China, Gold Band, Dinner Set, 102 pieces, fine quality clear white ware, has solid gold handles. \$25.50 value, for 47.50

"Theo Haviland" Limoges China Dinner Set, 97 pieces, has dainty green and gold border pattern, all pieces heavily gold trimmed. \$30.00 value, for 57.50

Rich Cut Glass of Canadian Manufacture

Water Set, handsomely cut with brilliant floral pattern. \$10.00 value, for, per set 5.50

Sugar and Cream Sets, in several cuttings. \$3.25 value, for, set 2.15

8-inch Fruit Bowls, with deep buzz star and diamond cutting. \$3.50 value, for 2.25

8-inch Fruit Bowls, with the popular rose cutting. \$5.50 value, for 4.25

Celery Trays, heavy chrysanthemum cutting. \$3.25 value, for 1.95

Water Jugs, two-pint size, bright cutting in three different star patterns. \$4.00 value, for 2.40

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