

Store Opens at 8.30 a.m.

The Robert Simpson Company, Limited

Store Closes at 5.30 p.m.

Men's Overcoats \$8.95

284 in the lot, all better grade coats, which were ordered and made up for western trade. They include full lines of well selected English and Scotch ulsterings, gray and brown diagonals and plain patterns; also gray and blue chinchillas and thibets; made up in ulster styles with shawl and some with convertible collars, and young men's styles; smart form fitting garments with belted backs and a number of plain black and gray Chesterfields, sizes 34 to 44. Regularly \$12.50, \$13.50, \$15.00 and \$18.00, on sale Saturday at **\$8.95**

A clear up of light weight and medium weight Balmacaan coats and Slip-on Coats, and broken lines of splendid Chesterfields. The cloths are English and Scotch coatings, in the new shades and patterns, grays and browns, and some green mixtures.

The Young Men's Balmacaans have loose Raglan shoulders, full draped skirt; Slip-on Coats have ordinary shoulder, silk sleeve linings, sizes 34 to 39, to clear. **\$9.95**

MEN'S FANCY MACKINAW SPORT COATS AT \$5.50.

Good size plaids in blue and black, single-breasted with shawl collar, belt at waist, outside pockets. A popular out-door sport coat that will keep you warm and give service, sizes 35 to 44. Price **\$5.50**

200 Boys' Suits at \$2.95

An accumulation of odd suits, broken lines, from our regular stocks, snappy single-breasted Norfolk, with box pleats to shoulder, and yoke Norfolk styles; also a few double-breasted styles; full cut bloomers; grays, browns and tans; sizes 25 to 33. Regularly \$4.50, \$5.00, \$5.75, \$6.50 and \$7.00. 8.30 a.m., special, Saturday **2.95**

BOYS' WINTER ULSTERS, \$3.95.

Double-breasted with wide convertible collar and belt on back, dark gray and brown English ulsterings, with heavy twilled linings, sizes 25 to 30. Saturday **3.95**

Three Bargains in Men's Furnishings

HEAVY SWEATER COATS AT \$1.39.

Several colors, plain and fancy weaves, high collars in different shapes. No phone or mail orders accepted. Sizes 36 to 40. Regularly \$2.50, \$3.00, \$3.50 and \$4.00, Saturday **1.39**

300 PIECES OF UNDERWEAR.

In several styles, English natural wools, Scotch and Australian wools, double breast and double back to shirts, and double back drawers, double breast shirts, many makes; sizes 34 to 44. Regularly \$1.25, \$1.50 and \$2.00, Saturday **1.00**

500 NEGLIGEE SHIRTS.

Odd lines of plain or pleated bosoms, cross bosom stripes, laundered and soft double cuffs, plain or fancy stripes, Canadian and American makes. Regularly \$1.00, \$1.25, \$1.50 and \$2.00, Saturday **1.00**

Men's Sox

Silk and Wool Mixture Cashmere, black and silver, tan and silver, black and blue, tan and black, good appearing and extra good wearing, full weight, spliced heel, toe and sole; sizes 9 1/2 to 11, selling Saturday, 3 pairs 85c; or pair **28c**

Special Sale of Men's Hats for Saturday

Men's Stiff Hats, correct fall and winter styles. \$2.00 and \$2.50 qualities. Saturday **95c**

Newest Shapes in Men's and Youth's Soft Hats, Saturday half-price and less. Regularly \$2.00 and \$2.50. Saturday special **95c**

Twisted Hats, of very fine imported tweeds, in light or dark grays, browns, tans, etc., also in checks. Regularly \$2.00, Saturday **1.00**

Men's and Boys' Caps, in golf shapes; wide range of patterns. 75c qualities. Saturday **45c**

Velvet, Corduroy, Tweed and Chinchilla Hats for Children. Saturday **45c**

GROCERY DEPARTMENT NOTICE

An Evening Telephone Service will be in operation this evening, for this department only. Items from the attached list will be sent out by the first delivery to-morrow if ordered between 5.30 and 10 o'clock this evening. Call up Adelaide 6100.

Groceries and Candy

TELEPHONE DIRECT TO DEPARTMENT, ADELAIDE 6100.

2,000 lb. Fresh Creamery Butter, White 25c

Clover Brand Butter, 3 packages 25c

Toasted Cornflakes, 3 packages 25c

Load 3 lbs. 25c

Finest Canned Corn, Honey Dew 10c

2,000 Imported French Peas, Per tin 11c

Imported French Beans, 3 tins 11c

Clark's Pork and Beans, Per lb. 11c

Large tin 11c

Baker's Cocoa, 4 lb. tin 11c

Shirriff's Marmalade, 2 lb. jar 11c

Howe's Salmon, 3 1/2 lb. tin 11c

Finest Milk Cheese, Per lb. 11c

Garston's H. P. Sauce, Bottle 11c

Large 1 lb. 11c

100 lbs. Fresh Peas, shortbread, Regularly 35c. Saturday **30c**

Choice Club House Rippe Olives, 8-oz. quart 25c

One car California Valencia Oranges, Per dozen 40c

Finest Cape Cod Cranberries, Regularly 25c. Saturday **20c**

Jersey Sweet Potatoes, 6 lbs. 20c

Choice Olives, Bottle 15c

Crossed Fish Brand Sardines, 2 tins 25c

Kivahl Custard Powder, Per lb. 15c

500 lbs. Fresh Peas, 3 packages 25c

Best Mixed Macaroni, 3 lbs. 25c

1,000 lbs. Fresh Roasted Coffee, in the ground, pure or with chicory, Saturday, per lb. **27c**

CANDY.

1,000 lbs. Lowrey's Fancy Milk Chocolate Shapes, Reg. 40c. Per lb. **35c**

1,000 lbs. Turkish Delight, Regularly 50c. Per lb. **45c**

Simpson's, Regularly 25c. Saturday **20c**

Simpson's Special, an assortment of Chocolates, Creams and Bonbons, Per lb. **20c**

Women's, Children's and Infants' Wear

Third Floor, South-west.

Special inducements offered for Saturday's business in seasonal garments, of splendid quality, for all ages. The prices in many cases are below the cost of making.

\$2.25 WOMEN'S COMBINATIONS, SATURDAY \$1.19 EACH.

Seconds; fine ribbed all-wool; heavy quality; white only; high neck; long sleeves; button front; ankle length; unshrinkable; sizes 32 to 40 bust.

50c WOMEN'S VESTS AND DRAWERS, SATURDAY, EACH, 25c.

First quality; heavy ribbed natural merino; wool and cotton mixture; unshrinkable. Vests high neck, long sleeves, button front. Drawers ankle length, closed style; sizes 32 to 38.

35c CORSET COVERS, 3 Dainty Styles, Saturday, Each, 19c.

Fine nainsook, with deep lace all around, run with silk ribbon, also all-over lace camisoles, with ribbon around bust and waist; sizes 32 to 42.

83c WOMEN'S NIGHTDRESSES, SATURDAY, EACH, 55c.

Fine white flannelette, yoke has 24 small tucks, neck and cuffs finished with hemstitched ruffles; lengths 56, 58, 60 inches.

50c TO 65c CHILDREN'S SLEEPERS, SATURDAY, ALL SIZES, 50c.

Best quality heavy fleese lined jersey cloth, natural color, feet attached; sizes 1 to 10 years.

\$2.00 GIRLS' WINTER DRESSES, SATURDAY, EACH, 95c.

A pretty style in black and white shepherd's check dress goods, lined waist and sleeve, new tunic effect, trimmed with red collar, pipings and buttons, long waist effect; sizes 6 to 14 years.

\$2.75 INFANTS' COATS, SATURDAY, EACH, \$1.69.

Fine all-wool cream cashmere, deep collar and cuffs, handsomely silk embroidered and silk corded, lined with white flannelette; sizes 6 months to 2 years.

\$3.50 RENO BELT CORSETS, \$1.95.

A wonderful bargain in high-class corsets for medium stout figures, fine heavy white coutil, medium bust, long hips, 6 heavy garters, elastic section in black, reinforced abdominal sections, all steels silk attached at ends, double watch spring steels throughout, ribbon run embroidery trim; sizes 21 to 28 inches.

Women's Hosiery

Two-tone effect, accordion pleat, showing red, white, blue and purple; sizes 8 1/2 to 10. Regularly 75c. Saturday **49c**

Women's Silk Boot Hose, three-quarter silk leg, full fashioned deep heel top, applied heel toe and sole; black, tan and white; sizes 8 1/2 to 10. Regularly 50c. Saturday, 3 pairs \$1.10, pair **39c**.

Gunmetal Mesh Bags

200 French Gunmetal Mesh Bags, 5 1/2 inch frame; engraved design; ring mesh, shirred at frame. Regularly \$2.50. Saturday **1.89**

\$1.50 to \$2.50 Leather Hand Bags, \$1.25

In seal grain, real morocco, morocco grain and pin lamb; a good range of styles; side strap or single strap handles; mirror and card case in each. Saturday **1.25**

Double Bed Sheets 98c Pair

300 pairs Plain Bleached Sheets; good sturdy quality, with hemmed ends; size 70 x 90 in. Rush price Saturday, pair **98c**

Table Linen Sets; cloth size 2 x 2 1/2 yards, and one dozen napkins, size 22 x 22 inches; pure linen, in spot design. Regularly \$4.38. Special Saturday, set complete **3.75**

All-line Hemmed Checked Glass or Tea Towels, size 23 x 34 inches. Regularly 15c. Clearing Saturday, each **11c**

Large, Heavy, White Turkish Bath Towels. Clearing Saturday, pair **49c**

Fine English Nainsook; 36 inches wide. Special Saturday, yard **10c**

Flannelette, stripes, in fast colors; 32 inches wide. Saturday, 10 yards for **98c**

Irish Embroidered Bed Spreads, large size, 90 x 108 inches; deep spoke-hemstitched hems. Special Saturday **3.95**

Reversible Cambric Comforters; size 70 x 40 inches. Special Saturday **4.95**

Bath Robe Lengths, warm, durable velours; girdles to match. Size 68 x 88 inches. Saturday **2.95**

Sixth Floor Restaurant

SELECTED FROM OUR DAILY MENU FOR SATURDAY'S DINNER AT 25c.

Baked Lake Trout, a la Recheval or Croquettes of Lamb with Green Peas, or Roast Leg of Pork with Apple Sauce. Boiled or Mashed Potatoes with White Beans in tomato sauce. Coconut Pudding, orange sauce, or Mince Pie or Loaf Cream. Bread and Butter. Tea or Coffee **25c**

PALM ROOM—AFTERNOON TEA—3 P.M. TO 5 P.M.

Plain Omelette. Thin Bread, buttered. Pot of Tea with Cream. Ice Cream **15c**

Neckwear for Saturday

Starched and Soft Collar and Cuff Sets, in linen and pique, are the final touch to the smart costumes; a special showing of neckwear for women will be featured to-morrow; lace and organdy vestees, medic collar in lace or sheer organdy, and combinations. See the new "military" collar, with cuffs to match.

Pique and Linen Collar and Cuff Sets, starched or soft finish. Saturday 50c, 75c, \$1.00.

Pique Vestees, lace Vestees, organdy Vestees, with flaring or pleated military collars. Saturday 50c to \$2.50.

Crepe de Chine Sets, in royal, black, navy, size V rose, flame, emerald, mustard. Saturday **50c**

EXTRAORDINARY SALE OF ALL-OVER LACES.

2,800 yards of Silk Embroidered All-over Net Laces, 18 inches wide, in cream, ecru and black; new patterns; pretty silk embroidered designs; also some gipsy all-over laces. Every piece worth 50c, 65c to 75c yard. Saturday, per yard **19c**

We cannot fill mail or phone orders.

Among the Books

FOLLOW THE FLAGS FOR SAVINGS.

Exceptionally Good \$1.10 Novels for 50c—"The Has Shop," by Mrs. C. S. Peal; "Garden Oaks," by Alice Herbert; "The Strong Heart," by Goring Thomas; "White Passion," by Teetgen; "Henry Kempton," by Brentwood; "Sale of Lady Daventry," "Tide-marks," by Watson; "Girl's Marriage," by Lennox; "Valentine," by Grant Richards; "Fascination," by Lewis. Cloth bound, Regularly \$1.10, Saturday **95c**

1.00 Cook Book for 25c—"Like Mother, like Son," a volume of excellent recipes, by Christine J. Herrick; 210 pages; cloth bound, Regularly \$1.10, While they last, Saturday **95c**

Book of Toronto Views, photographs, with historical sketches. Regularly 25c. Saturday **19c**

"Through the Little Green Door," a story for children, by Mary Dickerson Donahay; illustrated in color; cloth bound, Regularly \$1.00, Saturday **50c**

1,000 Travellers' Samples, including all classes of literature, to be cleared at a fraction of original cost; cloth bound. Regularly 25c to 50c. Saturday, on three tables at three prices, 10c, 25c, 50c.

75c Umbrellas Saturday 49c

Strong, serviceable Umbrellas, with paragon steel frames; covers of taffeta or twill finished cloth; handles plain or mounted natural woods. Regularly 75c. Saturday **49c**

\$2.50 and \$3.00 Umbrellas **1.85**

Clean Scoured "Soldiers' Wool Saturday

There will be no cessation of the demand for all articles of clothing, conducive to the soldiers' comfort. Socks in particular will be needed.

Grey Military Wools at 80c, \$1.10 and \$1.40 per lb.

Khaki color at, per lb, **\$1.20.**

Women's Ready-to-Wear Garments

Manufacturers are co-operating with this Store to help solve the clothing problem. You know they can put new garments in work, and keep their hands busy only as fast as their manufactured stock is disposed of. When a big store takes it off their hands at a clearing price for spot cash that "lets them out," as they say, and keeps "their business going on as usual" in war time. This is the explanation of

Our Manufacturers' Outlet Sale

A section of our Third Floor near Richmond street elevators is set apart for this sale. The whole floor will be just teeming with attractions to-morrow.

N. B.—Every garment well made, and of worthy material.

MANUFACTURERS' SAMPLE SUITS, AT \$8.85.

In serges, chevots and diagonals, cut-away coats, silk lined, tunic skirts; navy, brown and black. Worth \$15.00, \$18.50 to \$25.00. Saturday **8.85**

\$25.00, \$27.50 AND \$35.00 SUITS AT \$14.35.

Samples of new styles in broadcloths, serges, gabardines and fancy weaves; lined with silks and satins; trimmings of fur, braid or novelty on collars; brown, carrot, green, black, navy and purple. Saturday **14.35**

ODD SUIT COATS, \$2.49.

Perhaps you can use an odd suit coat with a skirt that you have. Only 38 in the lot. Serges and chevots, mostly black and navy. Various misses' and women's sizes. Saturday **2.49**

CAPE COATS IN WOOL MATERIALS AND SEALETTE.

Styles are new, fresh from the makers. Splendid assortment of materials, styles and shades. Saturday rush special **9.79**

SAMPLE COATS LESS THAN HALF-PRICE, \$4.95.

Samples in chevots, tweeds and diagonals. Green, black, gray and mixtures. Saturday sale **4.95**

GIRLS' SCHOOL COATS, \$1.95.

Bleak and belted models; navy, frieze and mixed tweeds. Ages 6 to 14 years. Saturday **1.95**

GIRLS' COATS, \$2.98.

Mixed tweeds, blanket and beaver cloths. Saturday, half-price **2.98**

COMFORTABLE COATS AT \$6.95.

A collection from many sources that includes navy and black and imported tweed mixtures. Women's and misses' sizes; some outside sizes. Were regularly \$12.50, \$10.00 and \$12.50. Saturday **6.95**

SERGE DRESSES FOR MISSES' AND WOMEN, AT \$9.95.

Black, navy and Copenhagen, three or four new styles. Saturday **9.95**

OTHER DRESSES, \$6.45.

The very smartest styles of all-wool English serges; paillettes, silks, in black, navy, Copenhagen and green; pleated tunics, wide crushed girdles, and military basque effects; misses' or women's sizes. Saturday **6.45**

PERFECT FITTING SKIRTS.

Serges in black and navy; in three long tunic styles, with yokes or divided tunics; waist 28 to 28 inches, front lengths 37 to 40 inches. Regularly **2.25**

TUNIC SKIRTS, AT \$3.95.

Copies of New York models; serges, diagonals and chevots, in black and navy; misses' and women's sizes. Regularly \$6.50 and \$6.00. Saturday **4.50**

BLACK AND NAVY SKIRTS, 95c.

Panama, chevot and melton. Nearly all sizes from 22 to 29-inch band and 38 to 41-inch length. Saturday **95c**



Exquisite Furs for Saturday

LARGE BLACK WOLF MUFFS.

In two of this season's newest shapes, with heads, paws and tails. Regularly \$20.00. Saturday **13.75**

HANDSOME BLACK WOLF STOLE.

Brilliant black, wide on shoulders, with heads, tails and paws, lined with black silk, two styles. Regularly \$18.00 and \$20.00. Saturday **13.75**

PIECED PERSIAN LAMB MUFFS.

Large, new, pillow shape, shirred ends. Regularly \$17.50. Saturday **12.45**

PRICED PERSIAN LAMB STOLE.

Seven inches wide on shoulders, with narrow military band at neck, wide stole fronts, silk ornament, silk lining. Regularly \$15.00. Saturday **10.50**

White China Silk Blouses

In the heavy weights, from 16 to 14 mummy. Most distinctive styles, at \$2.95 and \$3.95.

Blouse of Heavy Silk Crepe de Chine, in Ivory and a big range of colors, finished with ecru shadow lace, yoke and sleeves. All sizes at **2.95**

A Black Messaline Silk Blouse, charming open front style, with deep waistcoat effect, with pockets. All sizes **2.95**

Heavy White Crepe de Chine Blouse, with open Tuxedo front. All sizes **4.95**

200 NEW YORK LINGERIE WAIST SAMPLES.

New designs, in velles, crepes, ratine and other good materials; Sizes 36 and 38 only. Regularly \$1.95, \$2.25, \$2.50, \$3.00 and \$3.25. Saturday **95c**

No Phone or Mail Orders Can be Taken.

Messaline Petticoats \$1.98

All-silk messaline, pretty shot effects, red, blue or purple with green, wisteria with gold, Copen with rose; made with 10-inch knife-pleated flounce. Sizes 36 to 42. Regularly \$3.95. Saturday **1.98**

\$1.50 Colored Sateen Petticoats, 95c—English mercerized sateen, heavy quality; black, emerald, cerise, Copenhagen and brown; straight hanging flounce of knife pleating. Sizes 36 to 42. Regularly \$1.50. Saturday **95c**

Toric Eyeglasses \$3.50 AND OVER.

Deep curved, oval, large size lenses, in leather case. Flat lens eyeglasses, \$2.50 and over.

Wash Goods at 6 1/2c

A clearance of odd lines and short lengths; prints, ginghams, wrapperettes, suitings, etc. The majority of these are worth 12 1/2c and 15c, but early buyers will get some larger values. No phone orders taken. Yard **6 1/2c**

27-inch Black Vestings, mercerized, stripes, spots and figured patterns. **12 1/2c**

28-inch and 36-inch Linen Suitings, in pink, green, old rose, linen, etc. Regularly 25c and 30c. Saturday **10c**

28-inch "Serpentine" Crepes. Regularly 25c. Saturday **19c**

28-inch Foulard Sateens, mercerized. Regularly 25c. Saturday **9 1/2c**

28-inch All-White Mercerized Vestings, in spots, stripes and figured effects, all perfect but counter soiled. Regularly 15c, 20c and 25c. Saturday **9 1/2c**

Cloakings

An almost infinite variety of new weaves, colors and weights, for winter cloaks, cape coats and motor wraps, including:

New Crest and Napp Effects.

New Velvet Coatings. In plain weaves and colors, also in novelty, tartan, plaid and check designs, in subdued tones.

New Angora Cloakings, sabeline and baby lamb coatings, chinchilla and solid mannish mixtures for cape coats, etc.

New Zibeline Suitings, new granitine weaves, new crepe velour suitings, gabardines, in a lovely color range.

Broadcloths, in satin, sedan, chiffon and glove finishes.

Crepe Gabardines, a soft draping fabric, in new tones, novelty Roman stripes, plaids, tartans and checks.

Dress Fabrics—New crepe cord-de-chene, crepe, britta, fleur-de-satur, bengaline cord, in plain and moiré effects, colienne, saturo cords, ripple crepes and granite crepes, in a superb range of new autumn shades for afternoon, party or street gowns.

THE SPECIALS.

Fancy Curl Cloakings, novelty tartan and plaids, in medium and heavy weights, for coats and cloaks, 54 inches wide. Regularly \$2.00 value. Saturday **\$1.24**

\$1.50 English Twill Serges, 54 inch wide, black and navy, only, soap shrunk and guaranteed fast and spotproof, 54 inches wide, in medium and wide twills. Per yard Saturday **1.24**

\$1.00 English College Serges, 54 inch wide, navy and black, 52 inches wide Saturday, per yard **90c**

2,000 yards Black Dress Fabrics, 78 Yard—All-wool, tan toys, pop line, spingle cords, granite crepes, etc., guaranteed fast, navy on blacks, 42 inches wide. Regularly \$5.00 and \$1.00 yard **75c**

New Moired Suiting Silks

In velour, antique, brocade, shadow striped and other effects, also soft moire armures, in blue, green, brown, purple, tan, etc. Several new designs in black.

CHIFFON TAFFETAS.

In colors and in black; for pleated effects; big ranges in French weaves.

CHARMEUSE AND DUCHESSE SATINS.

In full ranges of day and evening shirred; several finishes have been added.

SILK CREPES.

Plain, fancy and ripple featured for Saturday.

THE FANCY SILK SECTION.

Roman stripes of all descriptions, equal spaced white and black striped silks, plaids in large, medium and small checks, fancy cotele cords, striped foulards, and many new Persian and Dresden trimming silks.

VELVETS AND PLOUSES.

Chiffon and Lyons velvets, plain and brocaded plushes, terry, suiting cords, black velvet brocades, chiffon, velveteens; dozens of new novelty effects.

FOUR LOW-PRICED LINES.

1,800 yards of 22, 24 and 27-inch Velvet Suiting Cords and Chiffon Velveteens; in 22-inch big color ranges. Regularly 50c and 65c. Saturday **44c**

Our entire \$1.50 ranges all silk crepe de chine, Saturday **1.24**

Imported 1838, Satine, 36 and 38-inch, 1.24

1,000 yards Colored Silks, 36 and 38-inch, mostly \$1.25 qualities; new shadings. On sale, per yard **1.00**

Two Lots of Jewelry

CALIFORNIA CRUSHED FLOWER BEADS.

Many colors, black, mauve, pink, red, green and blue, several designs, in different lengths; some have small gold or silver metal head in between, good firm clasps. Regularly \$1.00, \$1.50 and \$2.00. Special Saturday, **95c**

14K GOLD PEARL NECKLACES.

several designs, such as bird, leaf, spray, daisy and scroll patterns. Regularly \$15.00, \$16.00, \$17.00 and \$18.50. Saturday **9.95**

L. SIMPSON DRUGS

Dioxene, 16-ounce bottles, regularly 60c, Saturday **47c**

Sanatogen, small size 75c; medium \$1.37; large \$2.63.

Synol Soap, liquid, antiseptic and cleansing. Regularly 25c, Saturday 18c; regularly 50c, Saturday 26c.

Liquid Diet Malt, Sleeman's, 25c size, Saturday 6 for **1.00**

Liver Fix, for all liver troubles, 25c size, Saturday **12 1/2c**

Bay Rum, good quality, Regularly 40c. Saturday **35c**

Cascara Aromatic, Regularly 25c size. Saturday **20c**

Johns-Knight's Face Powder, Arrowroot, St. Vincent, Regularly 35c. Saturday **25c**

Baby's Own Tablets, Regularly 20c. Saturday **14c**

Dandoroff, hair tonic, 50c size. Saturday **25c**

Toilet Goods

Houbigant's French Talcum Powders, odors Ideal, La France, Rose and Quisque Fleur, Special 50c ounce bottle, Cologne, 3 1/2-ounce bottle, Special, 3 tins 25c

Johns-Knight's Face Powder, Special, per box **21c**

Soaps, Buttermark, English Toilet Soap, Wintermint, Oatmeal and Brown Windsor, Special, 5 cakes for **21c**

Shampoo Powders, **25c**

French Ivory Dressing Combs, Special, per box **25c**

French Ivory Dressing Combs, Regularly 20c. Special **12c**

The Robert Simpson Company, Limited