

Make Your Visit to Simpson's Early Today for these Special

A Huge Assortment of Our 65c and 75c Dress Goods and Suitings Tuesday at 39c Per Yard

These fabrics include black French velour cashmeres, guaranteed black English-lustres, heavy black and white check suitings, English and Scotch tweed suitings; materials for dresses, suits and coats, all of them "Standard Simpson Quality." While the assortments are large, we cannot promise to fill phone or mail orders. On special tables, Main Floor, at the Queen Street entrance, per yard **39**

Attractively Priced Silks and Velvets

27-inch Terry, and Wide Wale Suiting Cord Velvets, full color ranges with big quantities of brown, tan, navy, grey, fawn and green; 5000 yards; all regular 75c qualities. Tuesday, per yard **49**
Yard Wide Ivory Habutai Silk, an extra firmly woven quality, yet soft and pliable. A special purchase enables us to give you a 75c quality at **59**
Black Duchesse Satins, right from our regular \$1.50 and \$1.50 stock. Qualities that we recommend for wear. Tuesday, per yard **1.33**
Silk Crepe de Chine, in the dull deep blacks, so much in demand. Our \$1.50 quality. Tuesday, per yard **1.44**
C. J. Bonnet's Black Pneu de Soie, guaranteed not to cut or split with ordinary wear; 40 inches wide. Regular \$2.50 per yard. Tuesday 1.98

Nottingham Curtains at 98c Pair

This is a specially good quality Nottingham Lace Curtain; white only; an attractive design, with floral border; lengths 2 1/2 or 3 yards. Priced very low for quick selling at per pair **98**

Continuing the Sale of Women's and Misses' Dresses

- In the Women's Section**
- \$13.50 to \$18.50 Dresses at 10.00
 - \$20.00 Dresses at 11.95
 - \$30.00 to \$35.00 Dresses at 15.50
 - \$40.00 to \$47.50 Dresses at 25.00
- Women's Evening Dresses**
- \$17.50 to \$25.50 Dresses at 12.50
 - \$25.00 to \$32.50 Dresses at 17.50
 - \$35.00 to \$41.50 Dresses at 20.00
- In the Misses' Section**
- \$22.50 to \$29.75 Serge Dresses 13.95
 - \$13.50 to \$18.50 Mourning Dresses 8.50
 - \$15.00 to \$18.50 Party Frocks at 12.50
 - \$22.50 to \$29.75 New York Dresses 17.50
 - \$35.00 to \$47.50 New York Dresses 29.75

Adding New Groups of Dresses

The Women's Section adds for today to those previously announced a group of lovely lingerie and night dresses of the better kind. They are of the more elaborate designs, with transparent sleeves and bodices and elegant draped skirts. Sizes 34 to 42. Former prices were \$25.00 and \$28.75. Reduced for Tuesday to **13.95**

New York Model Hats

When such names as these appear on the labels—Rawak, Moorehead & Jardin, Burgess, Gage, Fisk, Hyland, and a few French models—you know that the best designers planned them. There are about forty that we wish to clear on Tuesday. Regular prices run from \$15.00, \$17.50, \$20.00, \$22.50 and some up to \$30.00. Tuesday's prices will be: **\$7.50 and \$12.50**

An Important Event in Our Sport Hat Section

A few of those beautiful silk plush hats, with corded silk ribbon bands in black, navy, bottle green and purple, also a few odd numbers in rich velvets, in colors; also some rich velvet effects, in the smart tailored styles; about 65 in lot; every one a regular \$6.00 to \$7.50 hat. Your choice on **3.50** Tuesday at

Three Days Special in White Toilet Goods Tuesday, Wednesday, Thursday

Take advantage of this three-day offer to buy your ivory toilet articles for Christmas giving. We will engrave your initial free, in either old English or script, on all white toilet articles bought during these three days. Besides, you can now choose from a most complete assortment. The comb shown above goes with a brush and mirror to match. They are of English grained ivory finished celluloid. For three days, with initial on each piece, the set **3.59**

Children's \$3.50 and \$4.00 Wool Serge Coats at \$1.25

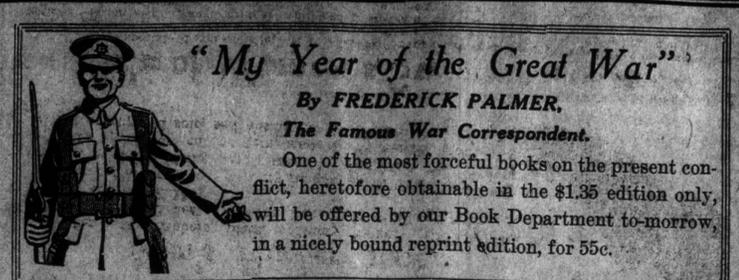
No Phone or Mail Orders. One hundred only of these little coats in a rush clearance to-morrow at less than cost of material. Only one to a customer. Made of all-wool serges and flannel serges, lined throughout. Sizes 2 to 5 years in the lot, but not in every style. Colors scarlet and cardinal.

Infants' 50c White Flannelette Nightgowns at 39c

Made of softest white flannelette, of excellent quality; these little gowns have box pleat and ten rows of dainty pintucking on yoke, while the neck and sleeves have pretty lace edges. Deep hem on skirt.

Little Girls' \$2.00 Wool Cashmere Dresses at 69c

Made in five dainty styles, including Empire, semi-belted, pleated and plain skirt styles. The material is a beautiful quality wool cashmere in white, pink or blue, and they are trimmed with very fine laces and solid silk embroidery. Sizes 1 to 6 years. Today's price would not buy the materials of which they are made. No phone or mail orders.



"My Year of the Great War"

By **FREDERICK PALMER**,
The Famous War Correspondent.

One of the most forceful books on the present conflict, heretofore obtainable in the \$1.35 edition only, will be offered by our Book Department to-morrow, in a nicely bound reprint edition, for 55c.

SIMPSON'S IS THE OVERCOAT STORE

These Three Special Overcoats at Moderate Prices are Typical Simpson Values

ENGLISH CHINCHILLA ULSTERS.
This is a smart length ulster, a swagger 47-inch length for smart dressers. It is double-breasted, has shawl collar and belt. It is lined throughout with heavy twill mohair linings. The material is an English Chinchilla cloth in either navy blue or in a medium shade of grey. This ulsterette, winter coat will be one of the season's popular garments. Sizes 36 to 44. Price, **\$15.00.**



A SLIP-ON COAT AT \$15.00
One of the popular winter styles—a slip-on coat with box back, patch pockets, velvet collar and lined shoulders and sleeves. The material is a heavy English tweed in medium shade of brown mixed with grey. It is finely tailored throughout, and is a handsome, warm coat. Sizes, 34 to 40. Price, **\$15.00.**

THE POPULAR GREEN ULSTERETTE
This style of coat will be much worn this season. Cut double-breasted style with two-way convertible collar, but not as long as the usual ulster. The cloth used is a heavy tweed coating in a dark green color, beautifully tailored and finished. Sizes 34 to 40. Price, **\$20.00.**

THE KIND OF WINTER UNDERWEAR THAT MEN LIKE

- Whether you wear low-priced, medium priced or high-priced underwear there is always such a thing as getting the most satisfactory kind at the price you pay. The following lines of underwear are known to Canadian men from coast to coast. We recommend them highly for we know that they will please you.
- SILK AND WOOL UNDERWEAR.**
Men's silk and wool underwear—a good heavy winter weight; guaranteed unshrinkable; sizes 34 to 44. Rich, beautiful garments, shirts and drawers, at **\$4.50.**
 - WOLSEY BRAND UNDERWEAR.**
Men's Wolsey brand underwear made from fine Australian wool yarns. Real luxurious underwear that it is a delight to wear. Sizes, 34 to 44. Shirts and drawers per garment, **\$3.75.** Combination suits, each, **\$5.50.**
 - WOLSEY BRAND UNDERWEAR.**
Men's Wolsey brand underwear, made of fine all white Australian yarns. Real luxurious underwear that it is a delight to wear. Sizes, 34 to 44. Shirts and drawers per garment, **\$3.75.** Combination suits, each, **\$5.50.**
 - PENMAN NO. 95 UNDERWEAR.**
Men's natural color wool and cotton mixture shirts and drawers, Penman No. 95 brand, light weight, warm and excellent fitting. Sizes, 34 to 42. Shirts and drawers per garment, **\$1.25.** Combination suits, each, **\$2.50.**
 - TRU-KNIT UNDERWEAR.**
Men's winter weight elastic rib underwear, Tru-knit make. A fine blue grey shade. Sizes, 34 to 44. Shirts and drawers per garment, **\$1.50.** Combination suits, each, **\$6.00.**
 - DREADNOUGHT BRAND.**
Men's pure wool Dreadnought underwear made from fine Australian wool yarns. Sizes, 34 to 44. Shirts and drawers per garment, **\$1.75.** Combination suits, each, **\$3.50.**
 - WATSON MAKE UNDERWEAR.**
Men's natural wool underwear, Watson's make. Fine elastic rib knit garments with close-fitting cuffs and ankles. Sizes 34 to 44. Shirts and drawers per garment, **\$2.00.** Combination suits, each, **\$4.00.**

Men's Boots That Will Give Satisfaction

Men's "Victor" English Lace Boots
Made of dark tan calf leather, English recede toe style with blind eyelets, light Goodyear welt sole. Flange heel C. & D. A boot built for service and comfort. Sizes 6-11. Per Pair, **\$5.50.**

Doctors' Anti-Septic Non-Perspire Boot
This well-known boot comes in best grades of black and tan calf leathers, blucher cut, leather lined, extra heavy Goodyear welt with asbestos lining under insole which prevents feet from perspiring. Sizes 6-11. Per Pair, **\$5.00.**

Men's Rubber Shoes
Men's tan rubbers, plain, ordinary height, corrugated sole, double reinforced heel, made on last to fit military boots. Sizes 6-11. Per Pair, **\$1.15.**
Men's plain rubbers, ordinary height, extra heavy corrugated sole, full fitting last. Sizes 6-11. Per Pair, **79c.**
Men's clog low cut rubbers, made to fit neatly, light weight corrugated sole, self acting back. Sizes 6-11. Per Pair, **89c.**



A Sale of Women's Sweater Coats \$2.95

This is an 8.00 special—if you come late in the day you may be disappointed, for the values are exceptional and they will go with a rush. They are odd lots of broken sizes, etc. High neck, and convertible roll collar styles, with or without belt. Navy, cardinal, white, grey, maroon, tan and helio. Sizes 36 to 44 bust. You'll be **2.95** delighted with the value, so come early and get one. No phone or mail orders. Tuesday at

The SIMPSON Company Limited

With Coal \$9 a Ton it Certainly Pays to Sift the Ashes

And it pays to sift them with a dustless ash sifter. The Banner Dustless Ash Sifter, rocker motion, galvanized iron, at **2.75**
The Jewel Rotary Sieve Sifter, \$3.75, complete with ash barrel, **\$6.75.**
Ash Barrels, galvanized iron, wood protected sides, with covers, at **2.50**
Galvanized Iron Garbage or Ash Cans, with covers, ball handles, three sizes. Tuesday 90c, **\$1.10, \$1.35.**
Furnace Shovels, good steel scoop, with long "D"-top handle **59c**
Coal Scuttles, japanned steel, each **35c**; galvanized iron, **75c.**
Quebec Hatters' heavy sheet steel body brick lined, nickel trimmings. No. 2 size, **\$5.50**; No. 3 size, **\$6.50.**

Soiled Bedspreads Clearing at 98c

JUST FOR TUESDAY. These Bedspreads are soiled and missed from display they come in honeycomb, diamond and orouchets; are double bed. Rush price, Tuesday selling each

Other Tuesday Specials in Staples

- Bleached Plain Weave Sheet, 70 inches wide. Worth 80c. Clearing Tuesday at
- Circular Pillow Cotton, 42 inches wide. Tuesday per yard
- Couch or Motor Bags, red tan combination. Our price \$10.00. Rush price Tuesday
- White Flannelette, closely woven and evenly napped; 33 inches wide. Per yard
- Blue and White English Albany Bed Quilts; large size. Special Tuesday at
- Semi-bleached Damask Cloth; bordered all round; linen; extra heavy quality, serviceable; size 2 x 2 1/2 yards. Special value at
- Checked Glass Towelling, a good drying quality; 24 inches wide. Tuesday, per yard
- Bleached Scotch Crash Towelling, plain, without border; 25 inches wide. Priced per yard

Very Superior Folding Ironing Table for \$2.50

In the usual course of events these Ironing Tables would be sold for \$3.00 each, but this is an unusual event, for we bought the entire stock from the manufacturer at a price enabling us to offer them to you at \$2.50. They are strong, rigid and well finished; have a sleeve board attachment and are very easily set up or folded. **2.50** Tuesday's sale price

"Tuscan China"

Real English Bone China at reduced prices for Tuesday's selling. Your choice of pink, blue, clover leaf, and three gold lines. 25c Cups and Saucers, tea 15c
25c Cups and Saucers, coffee 19c
25c Cups and Saucers, kermis 19c
15c Tea Plates 12c
15c Bread and Butter Plates 10c
50c Slip Bowl Cream Jug and Cake Plates 23c
BRASS JARDINIERS, \$1.19. Brass Jardiniere with 3 ball feet, in dull and bright finish. **1.19** Reg. \$1.25. Tuesday **.79**
98c FERN POTS, TUESDAY ONLY 79c.
Brass Fern Pots, 6-inch size, dull and bright finish, 3 claw feet, lion head and ring handles. **79c** Tuesday **.79**
JARDINIERS AT 98c. Earthenware Jardiniere in a very interesting assortment of plain, floral and band decorations, various designs and sizes to choose from. The lot includes our regular \$1.25, \$1.49, \$1.75 and \$1.98 Jardiniere, as well as the 98c ones, and there is about the same quantity of each kind. **98c** Your choice. Tuesday at

Women's Padded Vests at 79c

Snug-fitting, sleeveless Japanese. Silk Vests, wadded and quilted; black; blue; with mauve. Sizes 34 to 40. Regular \$1.00. Tuesday

The New Argentine Bag

Made of chilton velvet, lined with steel beads; drawing string in all the new shades. Price

Coin and Vanity Cases

Silver and Gold-plated Coin and Vanity Cases, in new designs, of fine turned, floral engravings, designed engraving in bright, dull finish. All the same, as per memo, tablet, mirror, powder box and coin holder, \$4.00, \$5.00, \$6.00

Men's and Boys' Watches 75c

200 only, 16 size, stem wind and stem set, American make, guaranteed accurate and reliable, nickel engine turned case. Regular \$1.00. Tuesday morning **.75**
Rogers' Tea Spoons
1 dozen silver-plated spoons, several patterns in leatherette case. Regular \$2.25. Tuesday **1.68**

Trimmings 10c

Regular 25c to 75c. Plenty of good black bandings and appliques, and a big assortment of light and dark colorings, suitable for day or evening wear; metal and silk embroidery. Priced for quick clearance, **10c** per yard

Today You Can Buy Chairs for Less Than Ordinarily

- Dining-room Chairs, solid oak, fumed or gold finish, box frames, pad seats; five side and one arm chair in set. Reg. **13.95** \$19.00. Tuesday
- Dining-room Chairs, quarter-cut oak, fumed finish only, box frames, pad seats and panel backs. Sets consist of five small and one arm chair. Regular price \$20.00. Tuesday **14.75**
- Dining-room Chairs, quarter-cut oak, golden finish only, spindle backs, box frames and slip seats. Regular \$28.00. Tues. **17.25** day
- Dining-room Chairs, solid oak, golden or fumed finish, mission design, box frames, slip seats, upholstered in genuine leather. Set consists of five small and one arm chair. Regular **18.75** \$23.75. Tuesday
- Dining-room Chairs, golden finish only, Colonial design, slip seats, upholstered in genuine leather. Sets consist of five small and one arm. Regular price **22.00** \$30.00. Tuesday
- Old Bedroom Rocker, golden and fumed finish, box frames and seats, upholstered in leather. Regular \$2.75 to \$3.00. Tuesday **1.65**

A Wonderful Special of Women's Long Kid Gloves at \$1.19

These are our regular \$1.75 gloves, and at 8.30 Tuesday morning they go on sale at \$1.19. Made of fine French kid, in black, tan and white, and also of black suede. Mousquetaire style in eight-button length. Perfect in every respect. Special Tuesday at **1.19**

Pure Food Market Telephone Adelaide 6100

- MEATS.**
1,000 lb. Choice Rib Roast, prime beef. Tuesday, special per lb. **16**
1,000 lb. Best Rib Roast, prime beef. Tuesday, special per lb. **16**
Bound Steak, Simpson quality, lb. **23**
Best All-Pork Sausage, per lb. **23**
Loin Chop Young Pork, per lb. **23**
Mild Cured Smoked Ham, whole or half, per lb. **23**
Select Breakfast Bacon, by the piece, 3 lbs. and up, per lb. **23**
GROCERIES.
One our Standard Granulated Sugar, in 20-lb. cotton bags per bag **1.61**
Five Bones Flour, 24-lb. bag **1.50**
California Seedless Raisins, per lb. **16**
Magic Baking Powder, 1-lb. tin **27**
Crisco, per tin **27**
Finest Creamery Butter, per lb. **46**
Wesley's Prepared Mincedon, package **10**
Choice Red Salmon, salt tin **33**
Peanut Butter, in bulk, our own make, per lb. **19**
MacLaren's Cream Cheese, large package **27**
Prepared Icings, assorted, 3-pkg. **24**
Fancy Fatso Rice, 3 lbs. **24**
- Finest Canned Pineapple, per tin 11**
Batteram Cheating Gum, 36 pieces **11**
100 lbs. Fresh Crackled Biscuits, per lb. **11**
Choice Mince, 2 lbs. tin, assorted, 12 packages **11**
Choice Queen Olives, American, per jar **11**
Best Golden Raisins, 2 lbs. tin **11**
Pure Gold Quik Chocolate, English and Arrowroot Reaction, 2 lbs. tin **11**
Crown's Cocoa, 4-lb. tin **11**
Onion Salt, package **11**
- Choice Cooking Apples, per bushel 11**
Finest Table Turnips, 2 lbs. tin, each **11**
Choice Malaga Grapes, per lb. **11**
Choice Cape Cod Cranberries, 3 qt. tin **11**
- MAIN FLOOR AND BASEMENT.**
Horsehead Twist, per lb. **11**
Assorted Taffy, per lb. **11**
Choice Flower Reaction **11**
Apparatus Firms, each **11**
Evan Fans, well filled, each \$40 and 50c.
Cyclamen, each **11**
Pistis Ferns, each **11**
Rubber Plants, each **11**