

AT SIMPSON'S--The Alert Shoppers' Rendezvous

The wonderfully varied items on this page are typical of the help we are giving towards true economy in your Autumn buying—giving you things you want at the closest possible prices. There are hundreds of other specials to keep interest keen from 8.30 a.m. to 5.30 p.m. today.

Silks and Dress Goods

A Showing of Pink Silks

This daintiest of evening trims will be shown Wednesday in beautiful silky materials of every class, in a special "Pink" day. Flesh, rose, coral, salmon, carnation, etc., in the pale, medium and the deeper tones.

- Crepes de Chine.
 - Creme Metears.
 - Japanese Crepes.
 - Silk Paillettes.
 - Plain and Floral.
 - Georgette Crepes.
 - Pussy Willows.
 - Duchesse Mousseline.
 - Chiffon Taffetas.
 - Shot Silks.
 - Plain and Floral.
 - Ninons and Marquises.
- Also combinations with floral effects.

Cream Tweed, Fancy Cloakings

Soft, nappy, chinchilla, rich and elegant for smart coats, in small, medium and large lambs' curl; 54 inches wide; at four special prices, \$1.25, \$1.50, \$2.00 and \$2.50.

TWEEDS AND FANCY CLOAKINGS.

Comprehensive showing of mannish tweeds, in plain and fancy mixtures, checks, plaids, stripes, also chinchilla, zibelines, velours and reversible cloths, \$1.50 to \$3.50.

PASTEL COATINGS
Zibeline and velours for evening wraps or opera cloaks, in apricot, rose, azure, sapphire, tans, amethyst, champagne, browns, purple, etc., \$2.00, \$2.50 to \$3.50.



Principal Needs for Your Winter Wardrobe on Sale Today

- VELVET SUITS, \$27.50.**
In black, green and brown; Russian, pleated or fancy styles; fur or braid trimmed and belted; all silk or satin lined.
- SMART DRESSES AT \$11.50.**
New styles in velvet, poplin and messaline silk; also a few navy and black serges. Pretty combination waists in coat effects; trimmed with small tucks or tucked skirts. Colors navy, Russian green, Copen, brown and black. Sizes 16 years to 40 bust.
- WINTER COATS AT \$16.50.**
For women or misses; zibeline, chinchilla, blanket cloth, curl
- cloth, fancy stripe and mixed tweeds; a number of the newest ulster, military, ripple back styles, with belts and convertible collar; some fur trimmed, with kimono sleeve and yoke effects; pleated skirts and belt. Colors brown, grey, navy, heather or mixtures.
- TAILORED SKIRTS, \$7.50.**
Neat fitting styles, for street or dressy wear. One good model is cut with plain flare, and tabs of braid to give yoke effect; trimmed with novelty buttons; another has box pleats in back panel, and one at each side of front panel; also accordion-pleated styles. Serges and diagonals in black and navy.

Women's Underwear

"Buy all the underwear you can as soon as you can." Simpson prices have not been advanced so far save in very few cases, but—today's program is exceptionally strong. "Phone orders fill."

- Women's Vests or Drawers, "Hygean" brand, white or natural wool and cotton mixture; vests high neck, long sleeves; drawers ankle length, open or closed; sizes 34 to 40 bust. 50**
- Women's Black Tights, heavy ribbed black wool, elastic or saten band at waist; ankle length; sizes 34 to 40 bust. 1.00**
- Women's Drawers, navy or gray fleece-lined jersey cloth, deep yoke band of saten; sizes 34 to 40 bust. 75**
- Women's Combinations, heavy ribbed wool and cotton mixture; white; V-neck, long sleeves, ankle length, "New-mode" style, drop seat, shell stitched edges; sizes 34 to 42 bust. 1.75**
- Women's "Richeieu" Combinations, ribbed heavy white combed Egyptian cotton, high neck with long or elbow sleeves, low neck with short or no sleeves, Dutch neck with elbow sleeves, ankle length; sizes 34 to 44 bust. 1.35**
- Children's Black Tights, heavy ribbed cotton, saten band or elastic at waist; ankle length, sizes 2 to 12 years, 35c, 45c and 50c.**

Girls' Dresses \$2.95

Regular \$4.50, \$5.00 and \$6.00. No "Phone or Mail Orders."
Clearance of oddments and broken sizes from our regular stock, and manufacturer's samples; all-wool serges, panamas, velvets and plaid dress goods; middie, long or natural waist styles; brown, navy or cardinal; sizes 6 to 14 years in the lot.

CHILDREN'S SWEATERS.
Pull-overs, heavy fancy knit wool union, buttoned shoulders; white, navy, gray or cardinal. Sizes 2 to 6 years. Regular 75c. Wednesday, to clear. .50

CHILDREN'S COATS.
Little Children's Coats, extra quality velvet cord; navy, brown or cardinal; turn-down collar and turn-back cuffs; wide separate waist belt. Sizes 2 to 6 years. Regular \$4.50. Wednesday 3.50

REG OF DYE SOLD FOR \$1.50.
London, Nov. 4.—The tremendous increase in the price of dyestuffs due to the war was indicated when a keg of methylene blue was offered at a sale of lost property at the Midland Railway. The keg, weighing 150 pounds and worth \$60 before the war, was eagerly bid on and fetched \$11.50.

SERBIAN FINES.
The above clipping from Friday's paper is an eloquent comment upon the dye situation, affecting the wash goods supply directly. If you want to be sure of dainty, fast colored gowns for spring, or even for indoors wear now, get the materials while present stocks last. Of the future we cannot be sure.

Men! Read This

Men's White Laundered Shirts at Half Price
\$860.00 WORTH OF SHIRTS FOR \$430.00.

The lot consists of White Laundered Shirts; also ordinary bosom; made open front or closed front, open back, with cuffs attached or bands; imported and domestic makes; some are slightly soiled; all sizes 13 1/2 to 18. Regular up to \$2.00. Wednesday, each. .59

Men's and Young Men's Overcoats

OVERCOATS FOR YOUNG MEN, \$15.00.
Of English all-wool grey coatings; diagonal weave; cut single-breasted, short length Chesterfield style, with velvet collar; sizes 35 to 42. 15.00

SWAGGER COATS AT \$18.50.
All-wool coatings, in brown and green mixture; cut in young men's style; double-breasted, with wide, soft roll lapels; close-fitting; velvet collar, and centre vent. Price. 18.50

A SMART COAT AT \$28.00.
Made from English coating that gives warmth without excessive weight; medium shade of plain brown; cut double-breasted; long, with the regulation collar; lined through shoulders and sleeves with heavy satin; sizes 36 to 44. Price. 28.00

Madeira Sets \$2.95

Embroidered Madeira Sets of 13 pieces; six 6-inch doilies, six 10-inch doilies and one centre-piece, size 24 inches. Set Wednesday for. 2.95

Lunch Cloths, plain linen, with real Madeira edges; round or square; size 52 inches. Wednesday. 4.95

Guest Towels, huckaback, damask borders; hemstitched hems. Wednesday, pair. 55

Bridal Nainsook, 36 inches wide. Wednesday, 12 yards 1.55

"Seconds" Damask Table Cloths, pure linen, good designs; size 2 x 2 and 2 x 1 1/2 yards. Usually \$3.00 to \$4.00. Wednesday. 1.98

French and English Flannels, floral and plain stripe effects. Regular 50c and 60c yard. Wednesday. 39

Twilled Sheets, bleached, heavy quality, 70 x 90 inches. Regular \$2.00. Wednesday, pair. 1.59

White Union Wool Blankets, warm and serviceable; size 88 x 88 inches. Wednesday, pair. 4.95



Hosiery and Gloves

Infants' "Little Darling" Hose, all-wool cashmere; "second" quality; colored silk heel and toe; black only; sizes 4 to 5 1/2. Usual 25c value. Wednesday 19c pair, 3 for 55c.

Children's 2-1 Ribbed Hose, black cashmere, seamless, English make; sizes 5 to 10. Wednesday 19c pair, 3 for 55c.

Boys' and Girls' Stockings, all-wool Saxony yarn; sizes 6 to 10. Wednesday 40c to 65c.

Children's and Women's Woolen Cloves and Mittens, Canadian and English makes, plain and honeycomb weaves, great range of shades, sizes 1 to 7, and women's sizes 5 1/2 to 7 1/2. Prices 19c to 35c.

Women's White Leatherette Gloves, suede finish, three rows black stitching on back; sizes 5 1/2 to 7 1/2, pair. 1.00

Infants' Woolen Mittens, single and double weave, close fitting wrist, white and colors, and silk mitten, in white, sizes to two years. Wednesday 12 1/2c, 15c, 20c, 25c and 35c.

Men's Wool "Wolsley" Socks, seamless, fall weight, extra fine quality, spliced heel and toe; sizes 9 1/2 to 11. Wednesday. 50

Men's Ribbed Black Worsted Socks, English make, 2-1 ribbed, sizes 9 1/2 to 10, Wednesday. 29

Men's Wool Lined Gloves, tan and grey mocha or tan cape, assorted shades, sizes 7 to 10, Wednesday. 1.00

\$3 Umbrellas

Silk mixed cover, close-rolling steel frame, natural ebony straight handle for ladies, plain boxwood crook on the men's style, silk cover. 3.00

MARABOU SET, \$5.75.
Black or natural set of seven-strand stole, 72 inches long, and large pillow muff, satin lined. 5.75

Photo Supplies

Dark Room Oil Lamps from 90c to \$1.75.
Electric Lantern, fitted with ruby orange and white glass. 1.50
Stafford's White Paste in tubes or bottles, 5c and 10c.
Stafford's White Ink, 3 oz. bottle. 15
Genuine Leather Covered Album, 50 leaves, 7 x 10. 1.25

Tourist Trunks

Waterproof canvas covered, vulcanized fibres lining; size 32-inch, \$6.25; size 34-inch, \$6.50; size 36-inch, \$6.75; size 40-inch, \$7.50

Leather Club Bags, strong steel frame, leather lined with pockets; size 18-inch. 4.95

Wall Papers

Plain weaves, in grass and tweed treatments, also striped oatmeal tone in green, brown, red, blue and tan. Regular 25c. Wednesday, per roll. 9

Fruit and Vardure Tapestries, brown, gray and tan, suitable for dining-rooms and living-rooms. Regular 25c and 30c. Wednesday, per roll. 11

English Silk Fibres, plain wall paper, with silk finish; 22 in. wide; complete range of artistic colorings. Regular 50c. Wednesday, per roll. 18

High-class Tapestries, in richest shades of browns and tans, also a few new gray colorings. Regular 75c and 90c. Wednesday, roll. 50

Women's Boots Less Than Half Price \$2.49

700 pairs of the season's newest and best styles, showing all the latest fashions, trim-finish, Spanish and New York styles; kid, Cuban and military heels; plain, inside, imitation stitch and toe-cap vamps; blue, grey, sand, putty and black oxford cloth tops; also dull must calf and black. You save \$1.50 to \$2.00. Regular \$4.00 to \$7.00. Wednesday. 2.49

PROSPECTOR AND HUNTERS' BOOTS, \$2.50.
All other sizes having been sold out, we will clear the others at about half the original prices. The leather is tan with and with tan, chrome tanned seal, grain and smooth calf; heavy double sole; reinforced with slugs and brass rivets; allows tongue to lie flat. You save \$1.50 to \$2.00. Wednesday. 2.50

MEN'S HIGH-GRADE BOOTS LESS THAN MAKER'S PRICES, \$2.50.
500 pairs sensible, dressy, serviceable boots, made by recognized quality manufacturers; the leathers are tan with calf, selected black calf and patent calf; all washed hump sewn soles; no stitches or threads come in contact with the foot; deep pure wool, kid covered cushion soles in the lot; a splendid assortment of button, lace and military boots; not all sizes in every style, but all sizes in the lot. You save \$1.50 to \$2.00. Wednesday. 2.50

MISSES' AND CHILDREN'S IRON CLAD BOOTS, \$1.50 and \$1.75.
All sizes in both lines of the best wearing street and school boots made; selected box calf and kid leathers; best quality wear-resisting soles and heels; solid leather toe boxes and counters; dropy, foot-fitting, tested last; guaranteed to be the most economical boot for children and misses. Sizes 9 to 10 1/2, \$1.50; sizes 11 to 12, \$1.75. Wednesday. 1.50

BOYS' BOOTS, \$1.60.
Three styles, all sizes, lace patterns; made of selected chrome tanned black grain calf and box kid, top leathers; the racket, clump double sole, round comfort fitting, toe, heavy duck lining. Sizes 11 to 13 1/2, Wednesday, \$1.60.

FURNITURE WAISTS AT 49c ITEMS

- Parlor Suite, "Adam design," solid mahogany; seats of settee, arm chair and arm rocker covered in high-grade silk tapestry. Regular \$60.00. Wednesday. 32.50**
- Parlor Suite, frames of solid mahogany; backs and seats are in silk; settee, arm chair and arm rocker. Regular \$57.00. Wednesday. 48.00**
- Parlor Suite, rich mahogany finish; settee, arm chair and arm rocker; in silk tapestry. Regular \$36.50. Wednesday at. 21.50**
- Buffet, genuine quarter-cut oak. Regular \$31.50. Wednesday at. 22.75**
- Extension Dining Table, quarter-cut oak, turned or golden, 48-inch top. Regularly \$30.00. Wednesday. 19.25**
- Dining-room Chairs, quarter-cut oak, turned or golden finish, slip seats, in leather, five side and one arm chair. Regular \$23.00. Wednesday. 20.75**
- Brass Bedstead, 2-inch continuous posts. Regular \$18.50. Wednesday. 12.95**
- Bed Spring, steel frame, heavy steel wire. Regular \$4.50. Wednesday. 2.90**
- Mattress, filled with pure cotton felt, built in layers. Regular \$10.00. Wednesday. 7.75**

Japanese China

A host of useful and fancy articles, with the very best decorations, now shown at very low prices.



Sugar and Cream Sets, 30c Pair. Very pretty floral decorations.
\$1.25 Chocolate Set for 80c. Choice of several decorations. Set includes 4 cups and saucers; and 1 jar.
\$1.50 Celery Sets, 1 Pieces, for 95c. The newest decorations to choose from; 1 tray and 6 individual dips.
\$2.50 to \$3.00 Trinket Sets at \$1.95. New floral decorations and designs; 1 half receiver, 1 powder box, 1 hairpin holder and tray.
95c Condiment Set at 75c. Salt and pepper shaker, mustard pot, toothpick holder and prettily decorated tray.
Japanese Cups and Saucers, 9c. Several decorations.
Cheese and Cracker Trays, 95c. Japanese china, floral decorations.
Afternoon Cake Servers, 95c. Japanese china, floral decorations.
Flower Baskets, 95c. Japanese china, floral decorations.

Window Shades, White, Green and Cream, 30 Cents Each

A big new shipment of well-made Opaque Shades in white, cream and green. Size 36 x 70. Special. 30
ENGLISH CRETONNES, 18c A YARD.
Bright colors in unusually attractive designs; 30 inches wide.

NEW MARKET Telephone Adelaide 6100

- THE MEATS.**
Brisket Beef, for boiling, per lb. 13
Blade Roast, per lb. 16
Round Steak, special, per lb. 17
Sirloin Steak, special, per lb. 22
Wing Steak, special, per lb. 23
Porterhouse Steak, special, per lb. 26
Venison Steak, per lb. 28
Venison Chop, per lb. 28
Venison Roast, per lb. 24
Venison Shoulder Cuts, for pies, per lb. 25
Beef Suet, chopped, per lb. 15
- VEGETABLES.**
Jersey Sweet Potatoes, 5 lbs. 25
Choice Canadian Onions, 4-peck. 15
Choice Grape Fruit, 4. 35
- POULTRY FEED.**
Mixed or Scratch Feed, 10 lbs. 25c; 50 lbs. \$1.15; 100 lbs. \$2.15.
Bran or Shorts, 10 lbs. 20c; 100 lbs. \$1.75.
Gregg's Egg Producer, war tax included, per packet, 25c.

- THE GROCERIES.**
1000 packages Redpath's Granulated Sugar, in 5 lb. packages, 3 pgs. 25
Sweetened Condensed Milk, 1 can. 22
1000 sars Fresh Roasted Oats, 100 lbs. 25
California Muscadine Raisins, 2 lbs. 10
Clark's Pork and Beans, tall tin, 1 lb. 10
California Evaporated Apples, 1 lb. 15
Five Roses Flax, cotton bags, 5 lbs. 25
Finest Canned Tomatoes, 3 lbs. 25
Wife Table Salt, 3 packages. 25
Pure Mustard, in bulk, per lb. 25
Macaroni and Spaghetti, 3 packages. 25
Wesley's Mince Meat, 3 packages. 25
Orleans, per tin. 25
Epton's Marmalade, 1 lb. 25
Fancy Japan Rice, 1 lb. 25
Fresh Butter, per gallon. 15
Choice Pink Salmon, tall tin. 25
Shelled Walnuts, per lb. 25
Pure Gold Jelly Powders, assorted. 25
Knox's Gelatine, 2 packages. 25
1000 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. 57
Wedgehead, per lb. 25
- FLOWERS.**
Carnations, pink, white, red, 60c doz.
Roses, 75c, \$1.25, \$1.75 up.
Lily of Valley, 45c bunch.
Crysanthemums, 75c, \$1.00, \$1.50, \$2.00 up.
- POTTED PLANTS.**
Boston Fern, 30c, 50c, 75c, \$1.00 up.
Asparagus, 15c each.
Lily of Peace, filled with ferns, 45c and 75c up.
Jerusalem Cherry Plants, 50c each.

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