

Store Opens at 8.30 a.m.

The Robert Simpson Company, Limited

Store Closes at 5.30 p.m.

A BUGLE CALL TO THURSDAY SHOPPERS

At home it's an alarm clock or some warning cry from an "early bird" that gets us out of bed. On the briny ocean, in camp or at the front, our soldiers are roused by the bugle call. Our seven bugles sounding the "reville" mean in plain language, "get up early so as to be here at 8.30. War is being waged on high prices, and you should get your share of the spoils."

The Flannelette Blankets

Rush Price on Flannelette Blankets. \$1.09 pair. Flannelette Blankets or Winter Sheets; pink or blue borders; size 64 x 84 inches. 300 pairs to clear on Thursday **1.09** at

Wash Goods for Thursday

MILL ENDS OF GING-HAMS. In stripes, checks and plain shades; width 28 in.; lengths of 3 to 5 yards. 3,000 yards, less than half-price **.6 1/2** Thursday

WHITE WOOL BLANKETS AT \$4.85 PAIR.

White union wool, thoroughly scoured and shrunk; weight 9 lbs.; size 70 x 90 inches; warm and cosy. Regularly \$5.95 pair. Thursday, pair **4.85**

LARGE BED SHEETS, \$1.95 PAIR.

Bleached English Sheets, good heavy quality finished; size 70 x 90 inches, with hemmed ends. Thursday, pair **1.95**

SCOLLOPED TABLE NAPKINS. Beautiful all-linen damask table napkins. A range of dainty bordered designs with plain centres; size 22 x 22 inches, and edges nicely scalloped. Regularly \$5.25. Thursday, dozen **3.95**

ALL-WOOL NAVY FLANNEL. Splendid quality for winter shirts.

27 inches wide. Regularly 30c yard. Thursday, yard **.25**

WHITE SAXONY FLANNEL. Soft finish for women's and children's wear.

Clearing Thursday, yard **.12 1/2**

FANCY BOUND COUCH THROWS. On sale Blanket Section.

1.95

Women's Hosiery, Gloves

Women's "Ren-Angle" Brand Plain Black, Tan, Red, and White Cashmere Hosiery, seamless, full weight, extra fine yarn, good wearing, spliced heels, toe and sole; size 8 1/2 to 10. Thursday, 35c; three pairs, \$1.00.

Women's All-Wool Ribbed Black Cashmere Hosiery, seamless. Soft elastic weave, three come in children's sizes; spliced heels, toe and sole; sizes 10 to 19; extra value. Thursday **.25**

Women's Black Kid Gloves, two dome fasteners, overseam seam, soft pliable skin. Perfect finish; black, tan, and white; sizes 5 1/2 to 7 1/2. Thursday **.50**

Women's White Washable Chamoisette Gloves, two dome fasteners, perfect finish; sizes 5 1/2 to 7 1/2. Thursday **.29**

Men's Tan Suede Gloves, wool lined, one dome snap, best finish, assorted tan shades; sizes 7 to 10. Regularly 75c. Thursday **.59**

FOR MEN WHO WORK OUT. DOORS.

40 Dozen Men's Genuine Horsehide Gloves, warranted, fleece lined throughout, stock to clean, heavy, soft and pliable, black with string fastener at wrist, pearl and moche shades. If you are contemplating buying winter work gloves, come Thursday. Worth \$1.25. Thursday **.89**

\$3.95 Wool Jersey Petticoats \$2.95

Cool weather Petticoats, of all-wool knitted jersey; black only; flounce is of all-silk messaline, pin tucking, and knife pleating; also silk underpiece; sizes 36 to 42. Regularly \$3.95. Thursday **2.95**

"Bazaar" Laces

October and November are the months for bazaars, and our Wash Lace Section is simply groaning with Valenciennes, Cotton Cluny, Cotton Torchon laces, pretty Vals, for bouffant cap trimming and tea aprons, Torchon and Cluny laces for undergarments, dresser scarfs, and a dozen different articles. These new laces are on sale Thursday.

Wash Laces, 1 1/2 to 2 1/2 inches wide. Thursday, yard **.2**

Wash Laces, 1 1/2 to 3 inches wide. Thursday, yard **.3**

Wash Laces, 3 1/2 to 4 inches wide. Thursday, yard **.4**

Wash Laces, 2 1/2 to 5 inches wide. Thursday, yard **.5**

Cambric Embroideries, 1 1/2 to 5 inches wide. Thursday, yard **.5**

Jewelry

Women's 10k. Gold Birthday Rings. Fine claw settings, any birthstone, arbitrary design. Regularly \$1.75. Thursday **.79**

WASH GOODS.

36-inch Heavy White Lawns, suitable for aprons, children's wear, etc. Regularly 15c. Thursday at **.9 1/2**

28-IN. AMERICAN KIMONO CLOTHS.

Pointed designs for kimonos. No more of these are being made this season, owing to scarcity of dyes, at 19c and 23c.

28-INCH HONEYCOMB SUITING.

On ground of navy, helio, Copenhagen, sky, brown, etc. Yard **.25**

40-INCH FRENCH CREPE DE CHINE.

For evening wear, in shades of sky, Alice, grey, tan, bisque, green, pink, mauve, rose, black and white. Per yard **.75**

Young Women's Millinery

The department devoted to the Young Women's Millinery will have to be enlarged for to-morrow's display of new hats from our work-rooms.

They are copies of chic New York hats, in rich black and colored velvets and plushes; some with ribbon trimmings; also many novel styles, including the "Ostend" hat.

Prices will be made with a view to quick selling. To-morrow \$3.00, \$3.50, \$4.50, \$5.00 and \$6.50.

Graniteware Items Thursday

No phone or mail orders. 3-coated Blue and White Graniteware, outside, and light lined inside; extra quality; assortment as follows: 500 Potato Pots. Regularly 76c. for **.49**

50c Quick Boiling Granite Tea Kettles for **.33**

89c Cereal Steam Cookers, for **.61**

75c Oatmeal and Custard Cookers, for **.49**

1,500 pieces Graniteware, blue and white. Regularly 15c to 35c. Preserving Kettles, Covered Vegetable Pans, Tea Steepers, Teapots, Saucepans, Pudding Pans, Milk Pans, Moulds, Bowls, Wash Basins, etc. Each **.11**

Rush Values From the Women's Mantles

Winter Coats at \$6.95. Of all-wool materials, such as blankets, chevrons, tweeds and diagonal weaves; Balmacaan, Redingotes, low belted styles; and pleated skirts; colors blue, grey, brown and mixtures. Thursday **6.95**

Girls' Plush Coats, \$10.00—Best quality, lined throughout with satin, made with a low girde of satin, long shawl collar, set-in sleeves and deep turn-back cuffs; ages 6 to 14 years. Thursday **10.00**

Winter Coats of new designs, novel and exclusive styles, warm, rich materials, two-tone effects and lined; in all the favored dark shades, two-tone effects and black. These coats feature the military, Russian, cape designs, basque, balmacaan and redingote, in plush, sealotte, caracul, tweeds, chevrons, broadcloths and blanket cloths. Price range, \$15.00, \$17.50, \$21.50, \$25.00, \$29.50 to \$35.00. Wednesday **10.65**

Sale of New Dresses Thursday, \$6.99—Styles for misses or women. Wool serges, velveteens and silks, in black, navy, green, brown and Copen, in basque effects, with styles with long tunic and crushed belt; collars and cuffs of organzy; sizes 16 years to 44 inches. **6.99**

Well-Tailored and black broadcloth, with tunic of dark grey striped worsted. Styles include yokes with flaring or divided tunics. All stock sizes. Made to sell at \$6.00 and \$6.50. Thursday **5.99**

THE "OUTLET" SECTION

on the Third Floor, near Richmond street elevators, offers another splendid list. From a wealth of underpriced offerings in this section we have chosen for Thursday selling a collection of suits for misses and women, which were made to sell at \$12.50, \$15.00, \$18.50 and \$21.00. All have silk or satin lined coats. There are included two of the popular redingote models, developed in vicuna, fresh from the manufacturer, and several styles in men's wear serges and grey worsted. A good assortment of sizes. A general clearance of makers' ends of lines at a very much reduced price. Thursday **7.95**

Men's Rubber Boots \$1.99

Only 120 pairs of Men's Best Quality Rubber Boots, in bright rubber, snag-proof, duck and gum rubber style; heavy clump and double red rubber soles; "Can't Slip" solid rubber heels; broken sizes. Regularly \$3.58. To clear the lot, on sale **1.99** Thursday

WOMEN'S CITY WEIGHT RUBBERS, 49c.

375 pairs women's best quality rubbers, to fit all sizes and shapes of boots. The regular price of these is 60c. On sale Thursday **49c**

Storm Rubbers to correspond with the above. Regularly 75c. No mail orders. Phone orders filled. Thursday **47c**

BOOTS FOR WOMEN, \$2.49.

375 pairs of women's new fall boots in button, lace and blucher style; velour calf, victrol and patent calf leathers; Goodyear welt and new method McKay soles; new fall style heels; popular and distinctive toe shapes; perfectly smooth inner soles; best quality twill linings; dull kid and cloth uppers; C. D. E widths; sizes 2 1/2 to 7 in the lot. Regularly \$3.50, \$4.00 and \$4.50. No mail orders. Phone orders filled. Thursday **2.49**

BOYS' FALL WEIGHT BOOTS AT \$1.99.

210 pairs boys' blucher boots in velour calf, gunmetal calf, box tip leathers, heavy McKay and standard sewed soles; military and flat heels; foot-form and round toes; matt and dull calf uppers; easy fitting shapes; sizes 1 to 5. Regularly \$2.50 to \$2.99. Thursday **1.99**

WOMEN'S CAMEL-HAIR CLOTH SLIPPERS, 49c.

175 pairs women's house slippers, camel-hair cloth, in brown plaid and black, heavy felt sole, with a double stitched top sole of solid leather, turn-down collar, silk pom-poms on vamps; sizes 3 to 8. Phone orders filled. Thursday in the slipper section **.49**

Men's Sweater Coats \$2.95

We have purchased about 40 dozen at a great price reduction; all of heavy weights; in plain colors or two-color effects; they are the overmakes of a big factory, and the cheapest coat in the lot would sell regularly at \$4.00, \$5.00 and \$6.00. On sale **2.95** Thursday for

MEN'S COMBINATIONS, \$2.95.

Wolsey, Stralian and Nelson brands; all winter weights; some have double breast and double back; the quality is the best; this season's goods; sizes 34 to 44. Regularly \$3.50 and \$4.00. Thursday **2.95**

MUSHROOM PLEATED SHIRTS, \$1.89.

Men's fine tucked bosom shirts, in plain white or stripe designs; a very effective shirt; soft double cuffs; soft silky material; all sizes and half sizes, 14 to 17. Regularly \$2.50. Thursday **1.89**

Big Picture Value

100 LARGE PICTURES. Engravings, original pastels and reproductions; each subject suitably framed in mission oaks or gilt frames. Regularly \$7.50 to \$12.50. Selling Thursday **3.95**

Restaurant

SIXTH FLOOR. From 12.30 a.m. when the store opens, we are ready to cater to your table wants. Whether for a substantial, course meal or just a cup of Tea or Coffee or dish of Ice Cream you will find the service equally courteous and attentive.

From the many good things to eat on the bill of fare we have selected for

THURSDAY'S 25c DINNER

Broiled Trout Steak, Italian sauce, or Roast Kids of Beef, Au Jus or Roast Young Chicken, sibley Gravy, Boiled or Mashed Potatoes with Sugar Corn, Cottage Cheese Pudding, Fruit, custard, or Macaroni, Ice Cream, Bread and Butter, Tea or Coffee **.25**

IN THE PALM ROOM. 3 p.m. to 5.30.

Cut of Boiled Ham, Potato Salad, Thin Bread, buttered. Pot of Tea with Cream and Ice Cream **.15**

Boys' and Youths' Overcoats

Regularly \$6.00, \$7.00 and \$7.50. Thursday at **\$3.95**

Warm Winter Overcoats, this season's goods, in tweed ulsterings, grey and brown, subdued stripes and herringbone patterns; also brown and fawn diagonal weaves; double-breasted, with convertible collars; belt on the back; sizes 27 to 34. Thurs- **3.95** day

MEN'S WINTER OVERCOATS, \$7.95.

Men's Heavy Double Breasted Ulster Overcoats. Regularly \$12.50, \$14.00 and \$15.00. One hundred of these coats made from all-wool coating, in grey and fawn combinations and plain colors. Thick soft fabrics giving warmth without weight. Double-breasted style with deep convertible collar. Sizes 34 to 44. Thursday **7.95**

Boys' Chinchilla Overcoats, with hats to match.

Our special Rombo Chinchilla overcoat and the most fashionable Polo Chinchilla hats that exactly match. Double-breasted model, with collar to button up close to chin, and belt; blue and grey, check linings; sizes 3 to 9 years. Coat and hat, Thursday **8.00**

Boys' Tweed Russian Suits of English tweeds in grey and brown, single-breasted novelty styles, with collar fitting close to chin and belt; elastic bottom bloomers. Sizes 2 1/2 to 7 years. Thursday **4.50**

Japanese Rugs and Matting

We have cleared out one of the big importers' stock of matting samples, and are going to rush them out on Thursday morning at \$2.00 at these two prices. These make useful little mats for in front of stoves, sinks, washing tubs, etc.; about two hundred and fifty; size 18 in. x 36 in. with finished ends. Thursday, each **.32**

About two hundred and fifty, size 36 in. x 36 in.; some beautiful qualities in this lot, with finished ends. Thursday 8.30 special, each **.7**

Phone orders filled as long as they last.

Scotch Printed Linoleum, 3c. About two thousand yards of Scotch Linoleum, a saving of from 6 to 10c on every yard; standard quality, with a choice of several good carpet designs, matting and block effects. Thursday, square yard **.39**

Big Values in American Art Wool and Fibre Rugs at \$6.35. Medallion and all-over designs, in blue, brown and green; size 8 1/2 x 10 1/2 and 9 x 12. Thursday **6.35**

Women's Winter Underwear

Every garment of first quality, and made to sell for 75c each. They are the famous "Hygeian" make, and fully guaranteed to give perfect satisfaction. Selling Thursday.

1,500 GARMENTS FOR WOMEN.

Ordinary and extra size underwear; "Hygeian" brand; fine, heavy ribbed natural wool and cotton mixture; elastic knit. Vests high neck, long sleeves, button front, taped neck; drawers ankle length, closed style only, in sizes 32 to 38, and open or closed in extra sizes. Sizes 32 to 44. Regularly 75c each. Thursday, each **.39**

CHILDREN'S SLEEPERS

Here is a bargain snap in Children's Warm Sleepers that will need to be taken advantage of on the day of sale, Thursday.

240 only Children's Extra Quality Heavy Flannelette Sleepers, in pretty stripe patterns; feet attached; drop seat; buttoned in back; sizes 1 1/2 to 6 years. Regularly 65c each. Thursday, each **.35**

WOMEN'S KNITTED SILK COATS.

Clearing 36 only Women's Exquisite Silk Coats; fine, plain knit; latest V neck style; some have fringe edge sashes; some with back belt; colors tango, brown, purple and bright red; black collar and cuffs; sizes 32 to 42 bust. Regularly \$13.00 each. Thursday, each **6.50**

172 Tea Sets at \$2.79

No. 1—Fine china with pink decoration, 40 pieces, \$4.00 value **2.79**

No. 2—Real china with floral decoration, 42 pieces, \$4.25 value **2.79**

No. 3—Semi porcelain, dainty border, 40 pieces, \$4.00 value **2.79**

No. 4—Semi porcelain, dainty border, 40 pieces, \$4.00 value **2.79**

Grocery List

Telephone Direct to Department, Adelaide 6100.

2,000 lbs. Choice Creamery Butter, in 1-lb. printed, while it lasts, per lb. **.29**

Choice Rolls of Bacon, lean and mild. Per lb. **.29**

Finest Canned Corn, Paste or Tomatoes, 3 lbs. **.25**

Canned Beans, Golden Wax or green, 3 lbs. **.25**

Edwardsburg or Beehive Table Syrup, 5-lb. pail **.49**

Cotocut Shortening, 3-lb. pail **.49**

Pure Lard, Silverleaf brand, 30-lb. pail **3.49**

Choice Red Salmon, 2 lbs. **.49**

Salt in Bags, 3 bags **.14**

Finest Feathertrip Coconut Per lb. **.17**

500 lbs. Deep Sea Codfish Steak, Regularly 1c, 2 lbs. **.25**

Fresh Flaked Wheat, Per stone **.28**

500 lbs. Fresh Fig Bar Biscuits, 2 lbs. **.25**

Fancy Carolina Rice, 3 lbs. **.25**

Fry's Cocoa, 5-lb. tin **.25**

Fancy Cordova Candles, assorted colors, 3 for **.10**

French Macaroni or Spaghetti, 3 lbs. **.25**

Choice Olives in quart glass jar **.39**

Scott, Taylor's Worcester Sauce, 3 lbs. **.25**

Upton's Marmalade, 5-lb. tin **.49**

Symington's Coffee Essence, Large bottle **.25**

40c ASSAM TEA FOR 32c.

1,000 lbs. Fine Rich Full Bodied Assam Tea of uniform quality and fine flavor, a 40c tea anywhere. Thursday, per lb. **.39**