

An Overcoat Opportunity at Simpson's Today

THE SIMPSON STORE FOR MEN is "shelling out" these fine Overcoats for a great Hallowe'en Sale \$9.90

The old cry of "Shell Out" on Hallowe'en never had a more liberal response than in this great Overcoat Sale for Saturday. They are made up of materials bought six months ago, all wool, fast in color, and of a quality that is simply unobtainable today.

Only one piece of these fine materials has been used in each pattern, so that the selection and variety is very wide.

There are 267 coats all told, and at close regular prices they would be marked at \$13.50, \$15.00, \$18.00 and \$20.00, medium and heavy weight, all the most desirable shades---plenty of young men's styles, single and double-breasted, some velvet collars, some regular ulsters with belts, sizes 34 to 44. This is the greatest overcoat buy of the season at Today's price of.

9.90



Men's \$5.50 Silk and Wool Underwear \$2.98

Combinations, Watson make, closed crotch style, cream shade, guaranteed unshrinkable, sizes 32 to 46. Regular \$5.50. Saturday at **2.98**

Men's Wool Underwear, heavy winter weight; sizes 36 to 44; shirts and drawers. Regular \$3.50 garment. Saturday **2.29**

Men's Natural Wool Underwear, Mercury brand, shirts and drawers, sizes 34 to 44. Special **1.00**

Men's Neglige Shirts, sizes 14 to 16½. Regular 89c and \$1.00. Saturday, .55; 2 for **1.00**

Men's Wool Sweater Coats, sizes 38 to 44. Regular \$5.00 and \$6.00. Saturday **3.79**

Flannellette Pyjamas, heavy winter weight, sizes 34 to 46. Regular \$2.00. Saturday **1.49**

Men's Silk Neckwear. Special **.50**

Men's \$18, \$20, \$21 and \$25 Suits Saturday \$15.00

Broken lines from our regular stock; English worsteds and tweeds; single-breasted saques, with soft roll lapels, and high-cut vest; sizes 36 to 44.

English Coats for Chauffeurs, double-breasted ulster style; brass or nickel-plated buttons; English beaver cloth, in navy blue; sizes 36 to 42. Price 20.00

Same style as above, in dark Oxford gray cheviot; buttons plain black; sizes 36 to 44. Price **20.00**

Men's \$2.00 Stiff Hats at 98c

Sample and broken lines "Arrow," "King," "Battersby," "Thorobred," "Maple" and other English and American makes; not all sizes in each line, but the general assortment runs 6¼ to 7¾; black only; \$2.00 qualities. Saturday at **.98**

Soft Hats, Italian, British and American; half dozen lots. Regular \$1.50, \$2.00 and \$2.50. Saturday **1.00**

Christy's English Derby and Fedora Hats. Special **2.50**

"King" Brand Stiff Hats **2.50**

Boys' Suits and Overcoats \$7.85

100 BOYS' SUITS, SATURDAY, AT \$4.89.

Regular \$6.75, \$7.50, \$8.00, \$9.00 and \$10.00; taken from our regular stock; yoke Norfolk and double-breasted models, with full-fitting bloomers; browns and gray shades; sizes 26 to 34. Saturday **4.89**

200 Only Winter Ulster Overcoats; double-breasted, with shawl or notch convertible collars; full and medium lengths; belted back; diagonal serge linings; Scotch and English ulsterings, in browns and grays; sizes 26 to 35.

300 BOYS' OVERCOATS, SIZES 3 TO 9 YEARS, \$4.85.

Regular \$6.00, \$6.50, \$7.00 and \$8.00; snappy Balmacaans, slip-on Russians, box back and pleated in styles, with velvet and self collars; lined with flannel or serge; fabrics are blue and gray chinchillas, and brown, gray and fancy Scotch tweeds; sizes 21 to 27. Saturday **4.85**

THE BOOT SALE of the SEASON

IT MAY SEEM AN EXTRAORDINARY THING TO OUR CUSTOMERS THAT WE ARE ABLE TO GET SUCH OVERWHELMING BOOT VALUES SO OFTEN, BUT THAT IS BECAUSE THEY DON'T KNOW HOW CLOSE WE KEEP IN TOUCH WITH MANUFACTURERS, AND HOW DESIROUS THEY ARE OF HAVING THIS GREAT OUTLET FOR THEIR STOCKS.

WE HAVE THE CALL, AND TODAY'S SALE IS ONE OF THE BEST EXAMPLES POSSIBLE TO DEMONSTRATE THE GREAT ADVANTAGES SIMPSON'S SHOE CUSTOMERS ENJOY.

TWENTY-FIVE THOUSAND DOLLARS WAS THE TOTAL OF THE PURCHASE FOR THIS SALE, SECURING THE FALL AND WINTER STOCKS, CANCELED ORDERS AND TRAVELERS' SAMPLES OF SOME OF THE BEST MAKERS. TRADE-MARKED BRANDS ARE MANY. UNUSUAL RANGES OF STYLES AND SIZES. IF YOU SAW THE CORNER WINDOW YOU REALIZE THE WISDOM OF AN EARLY START AT THIS SALE TODAY.

7000 Pairs Men's Boots

"Astoria," "Bostonian," "Ames Holden," "McCready" and "Liberty" brands; selected tan winter calf, black storm calf, patent colt, tan willow calf, box calf, vici kid, English military calf, French army calf and gunmetal calf leathers; best grade oak bark tanned Goodyear welt soles; toe and heel styles to suit any and every man; superior militia and civilian boots in all sizes, 6 to 11, and C, D, E and EE widths. Regular \$4.00 to \$6.50. Saturday **2.89**

500 Pairs Prospectors' Boots

8, 10, 12 and 14-inch uppers, Blucher lace styles, bellows tongue to top; black elk, tan grain calf, tan winter calf, black storm calf and tan viscolized calf; double and triple thick water-proofed soles; plain and toecap vamps; buckles, large port hole eyelets and hooks; sizes 6 to 11. Regular \$5.00, \$7.00 and \$8.00. Only two pairs to a customer. Saturday, all one price **2.89**

7500 Pairs Women's Boots

"Julian Kokenge," "Classic" and "Strootman" Boots, different from anything heretofore shown; button, side lace, military lace and Blucher patterns; new leathers and leather colors; colored and black cloth uppers; dress and street weight soles; toe and heel styles to suit every and any woman; sizes 2½ to 7; widths A to E in the lot. Regular \$4.00 to \$6.00. Saturday, all one price. **2.49**

Increased Sales Staff to Serve You Efficiently



900 PAIRS BOYS' FALL BOOTS.

Button and Blucher styles, made of high-grade patent colt, tan willow calf, gunmetal calf and Russia tan calf leathers; best grade oak bark tanned soles; English and popular shape toes; number one quality linings; perfect fitting, stylish Fall and Winter Boots; sizes 1 to 5½. Regular \$2.50 to \$3.50. Saturday **1.99**

650 PAIRS MISSES' "CLASSIC" BOOTS.

Exclusive styles, latest lasts, best trimmings; Button and Lace Boots, in black calf, patent colt, vici kid and tan calf leathers; flexible street and dress weight soles; College Girl and Baby Doll heels; plain and toecap styles; brown, fawn, white, black and tartan cloth, and dull black matt calf tops; some storm styles; sizes 11 to 2. Regular \$2.40 to \$3.25 **1.49**

420 PAIRS GIRLS' "CLASSIC" BOOTS.

Button and lace, in select patent colt, gunmetal calf and box calf leathers, with white, chocolate, fawn, gray and tartan tops; flexible street and dress weight soles; spring and low heels; Educator toe shapes; sizes 5 to 10½. Regular \$1.95 to \$2.50. On sale Saturday at **1.29**

No Mail or Phone Orders Filled

The Robert Simpson Company, Limited

The NEW MARKET

Telephone Adelaide 6100

THE MEATS.

Telephone Direct to Department, Adelaide 6100.	
Forequarter of Spring Lamb, per lb.	.11
Loin of Spring Lamb, per lb.	.15
Leg of Spring Lamb, per lb.	.16
Simpson Quality Beef, Blade Roast, per lb.	.16
Simpson Quality Beef, Thick Rib Roast, per lb.	.18
Simpson Quality Beef, Best Rib Roast, per lb.	.23
Simpson Quality Beef, Wine Roast, per lb.	.25
Simpson Quality Beef, Brisket, boiling, per lb.	.13
Loin of Roasting Pork, per lb.	.13
Simpson Best Sausage, our own make, per lb.	.17
Swift's Premium Breakfast Bacon, whole or half side, special, per lb.	.57
Sweet Pickled Shoulders of Pork, 5 to 7 lbs. each.	.18
A full assortment of Fresh Caught Lake and Salt Water Fish, Smoked Finnan Haddock, Clusces and Rip-pered Herrings.	

FRUITS AND VEGETABLES.

Choice Grape Fruit, 2 for31
California Valencia Oranges, per dozen50
Cape Cod Cranberries, 2 quarts25
Jersey Sweet Potatoes, 5 lbs.35
Choice Table Turnips, 2 for5

CANDIES.

500 boxes Chocolates and Bon-Bons, neatly tied with ribbon. Regular 2½c. box20
500 lbs. Cream Caramels, per lb.10
1000 lbs. Cheering Candy, per lb.10
1000 lbs. Simpson's Special, an assortment of chocolates, caramels and bon-bons, per lb.20

FLOWERS.

1000 Princess Violets, in bunches, 15c. or 2 for 25c. 50c and 90c dozen, special60
Chrysanthemums, yellow, mauve and white, special, dozen50
Dutch Hyacinth Bulbs, red, white or blue, dozen40
Mammoth Daffodil Bulbs, per dozen20
Sella Siberica (a blue border flower), dozen20
Scilla or White Calla Lily Bulbs, each10
Artificial Poppies, Daisies, Asters, Daffodils and many other kinds, all same price, bunch35
Natural Preserved Ferns, in flat dish form, for table centre, 3 and 8 inch, 50c and 90c each, value, each50
Plants in Pots for the House—Boston Ferns, good value, each50
Hardy Holly Ferns, each50

THE GROCERIES.

Telephone Direct to Department, Adelaide 6100.	
2000 lbs. Fresh Creamery Butter, White Clover Brand, per lb.25
Toasted Cornflakes, three packages25
Leaf sugar, 2 lbs.25
Heinz Pork and Beans, 1½-lb. tin, per tin14
Horseshoe Salmon, ½-lb. tin15
Finest Canned Lobster, ½-lb. tin25
Sherriff's Marmalade, 2-lb. jar25
Baker's Cocoa, ½-lb. tin25
California Canned Asparagus Tips, per tin25
Carton's H. F. Sausages, 1½ lbs.25
Crossed Fish Fruit Cakes, 3 tins25
500 lbs. Fresh Fruit Cake, per lb.15
Fancy Mixed Biscuits, 2 lbs.25
FRESH ROASTED COFFEE, PER LB., 2½c. 1000 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Saturday, per lb.37

Sto
448 YONGE
has been r
cheapest to
warrships
Hamedieh,
squadron in
of three in
and de
A violent
out of wh
The Goe
newly Ger
has been s
damaged.
ish protect
Early the
speech said
respondent
large cont
had set all
of Giese
garian con
assoyed b
Wian. In
barrabard
nearly a w
voiced the
tacks the
at landing
that they
landing on
Bulgarian
The Tur
to have be
Russian cr
Buchares
secret of t
lending a
offer to gr
mands, in
definite ac
locked for
gins for a
hour count
Romania
own army
of the re
gardian for
Danube to
Germany
Already
is figuring
army of G
line in sec
it is rep
Romanian
From At
the change
"engging
Greek gov
general sta
Despatch
that obser
sal of the
Allies with
announces
awaiting
pursue the
when the
are suffic
Serbia's
menous
mimising
the Serbia
manophile
tion has cr
it freshad
The cont
ment with
Allies has
significant
STRIKE
BY
LONDON
troubles in
ened by a
by the Dye
pute with
The trouble
players of
have made
NOVEMB
This first
W. & D. O
in a sp
customers
surable in
Never war
with such
against del
necessary,
cabled that
arms hav
price ar
per cent
show the
are low. A
the display