A Man Shops at Simpson's Today to His Advantage

Men's Furnishings at Welcome Prices

All-Wool Sweater Coats, plain and fancy stitch, high storm collar, two pockets; gray, gray and navy, gray and cardinal, brown and khaki; sizes 34 to 44. Regular $2.00 to $2.50..**1.49**

Merino Underwear, wool and cotton mixture, natural shade, shirts and drawers; sizes 34 to 44. Regular 50c. Friday **43**

Police and Fireman's Braces, medium and heavy weight webbings; light and dark shades. Regular 35c. Friday **23**

English and Canadian Drill Work Shirts, black and white stripe; Oxfords, blue chambray, and blue engineers, with extra large bodies; sizes 14 to 18. Regular 69c, 75c, 89c and $1.00. Friday **44**

Neglige Shirts, fine cambric cloths, black and blue hairline, assorted stripes; large bodies and sleeve lengths. Regular 59c, 69c, 75c. Friday **39**

Flannelette Night Robes, pink, blue, brown and gray stripes; extra large bodies and lengths; sizes 14 to 20. Regular $1.00. Friday **73**

Men's Plain Black Cashmere Hose, seamless, good weight, sizes 9½ to 10. Friday bargain **19**

600 Men's Soft Hats

New styles for fall, smooth and rough finishes; sizes 6⅝ to 7⅜. Regular $2.00. Friday bargain **98**

Men's Stiff Hats, up-to-date shapes, English manufacturers' samples; black only; sizes 6½ to 7⅜. Regular $2.00. Friday bargain **98**

Men's and Youths' Tweed Hats, in gray, olive, brown, tan, green and other mixtures; well made and well finished. Regular $2.00 . . . . . .**95**

Men's Golf Caps. Regular $1.50. Friday **75**

Men's and Boys' Caps. Regular $1.00 . . . . . .**49**

Boys' Hats, new American shapes, in felts, tweeds, serges and velvets. Regular 75c and $1.00. Friday bargain **49**

Bargains For Boys

150 NORFOLK SUITS.

In gray and brown imported tweeds; sizes to fit boys from 6 to 10 years. Regular $4.00, $4.50 and $4.75. Friday **2.75**

RUSSIAN AND OLIVER TWIST SUITS, $1.95.

200 in the lot. Regular $4.00, $4.50 and $5.00; lines are broken, but there are sizes to fit boys of from 2½ to 5 years. Well tailored from brown and gray English suitings.

RUSSIAN OVERCOATS, $2.49.

200 Double-Breasted Winter Overcoats, strong imported tweeds, in browns, belted backs and flannel linings; sizes 2½ to 8 years **2.49**

Boys' Wool Worsted Hose, heavy weight, seamless, sizes 6 to 8½; 40c value. Friday bargain **29**

Boys' and Girls' Ribbed Black Union Cashmere Hose, English make, sizes 6 to 10. Friday bargain, 3 for 50; per pair **17**

"There's no smoke without a fire," is an old saying. This store could not enjoy the reputation for real values that it does without being ready to "deliver the goods." These items from the Men's Clothing Department are typical of Friday values throughout the store.

$13.50 Ulsters and Single-breasted Chesterfields at $8.95

Ulsters of heavy English tweed coating, in greys and browns, with subdued stripe patterns, cut double-breasted style, with two-way convertible collar; 50 inches long; Chesterfields in black melton cloth, with fly front and black velvet collar; sizes 36 to 44 in both. Today **8.95**

Men's $12.50 and $15 Suits at $8.95

These suits are made from good quality English tweeds, in browns and greys, in stripe and fancy check patterns. They are beautifully tailored in smart single-breasted sack models, with single-breasted vest, and trousers that have five pockets and belt loops, finished with fine twill mohair linings; sizes 36 to 44. To clear **8.95**

Men's Tweed Trousers, Special, $1.75

These trousers are made from most serviceable English tweeds, in greys and browns, that will give the best and most satisfactory service; sizes 32 to 44. To clear **1.75**

Most Wanted Staple Footwear at Bargain Prices

MEN'S AND WOMEN'S BOOTS, $1.99. BOYS' BOOTS, $1.69. MISSES' BOOTS, $1.49. CHILDREN'S BOOTS, 95c.

The Friday Specials are among the best of the season. The department is ready to give you prompt, efficient service at 8.30 a.m., and the best choice is, of course, obtainable then. Be among the early arrivals this morning.

Here are the items:

MEN'S SERVICEABLE BOOTS AT $1.99.

1800 Pairs of Sensible, Staple Black Blucher Lace Boots, uppers made of polished grain kip, dull black calf, chrome tanned calf and English box kip leathers; best grade medium and heavy weight solid leather soles; sewn, reinforced and pegged; medium, round and extra wide comfortable toe shapes, with and without toe caps; some styles are unlined and have bellows tongues to keep the wet out; an unusual lot of staple boots in all sizes. Regular $2.50 to $3.00. Friday **1.99**

WOMEN'S BUTTON AND LACE BOOTS, $1.99.

1200 Pairs Hand-Turned Goodyear Welt and Flexible McKay Boots, made of selected patent colt, vici kid and dull calf leathers, with sand, gray, putty, fawn and black cloth and matt glove kid and dull calf tops; ultra fashionable American styles and plenty of conservative kinds in these new Fall and Winter boots; AA to E widths; sizes 2½ to 7 in the lot. Regular $3.00 to $7.00 boots, for, Friday **1.99**

No Mail Orders.

N.B. — 1200 Pairs Women's Rubbers, all sizes, **55c** pair. **1800 Pairs Men's Rubbers,** all sizes, pair **70**

BOYS' FALL FOOTWEAR, FRIDAY, AT $1.69.

900 Pairs Boys' Button and Lace Boots, in dull black calf, patent colt and black box kip leathers; double and dress weight soles; round and wide foot-form toe shapes; some styles have dull calf uppers; sizes 11 to 13½. Regular $2.50. Friday **1.69**

MISSES' $2.40 BUTTON BOOTS FOR $1.49.

700 Pairs, All Sizes, Black Cloth and Dull Calf Top Boots, with patent leather vamps, flexible squeakless soles, growing girls' heels, foot-form toes; sizes 11 to 2. Regular $2.40. Friday bargain **1.49**

CHILDREN'S $1.25, $1.35 AND $1.45 BOOTS, FRIDAY, 95c.

1200 Pairs Fall Boots, button and lace patterns, genuine dongola kid and dull leathers, with plain and dull leather toe caps; flexible fall weight soles, educator toe shapes; all sizes 5 to 10½. Regular $1.25 to $1.45. Friday **95**

Umbrellas

A number of our better Umbrellas became slightly rubbed on the counter; to be cleared Friday at one price **1.29**

Tourist Trunks

Canvas covered, with straps, heavy brass corners, thin lever lock, brass bolts, neat check lining, with two trays. Sizes 32-inch, Friday, 6.25; 34-inch, Friday, 6.50; 36-inch, Friday, 6.75; 40-inch, Friday **7.50**

Silverware for Your Table

Sugar Bowl, with combination spoon holder, and one dozen tea spoons. The bowl is silver-plated, finished in bright and satin finish. The spoons are bright finished, fancy pattern. Regular $3.50. Friday **2.69**

CASSEROLES, $1.69.

8-inch Casseroles, with genuine fireproof linings and cover, brown shade, round design, complete in a silver-plated stand with handles. Regular $3.50. Friday **1.69**

PRESERVE AND HONEY SET.

Including one pair crystal jars, beautifully decorated in a rock cut crystal design, each jar with a silver-plated cover. Complete in a bright finished silver-plated stand with handle. Regular $3.98. Friday at **2.50**

DESSERT KNIVES, 95c.

Set of 12 Silver-Plated Dessert Knives, with fancy pattern handles, bright finish, Regularly $2.00 dozen. Friday **95**

Exceptional Wall Paper Values

Decorating estimates furnished upon request. Appropriate ideas given to carry out your color schemes and decorative treatments.

Hall Papers, neat conventional patterns, with touch of color on buff, green and tan backgrounds, 9-inch borders to match. Sidewall, special, Friday, per roll, .6. Border, special, Friday, per yard . . .**1½**

Varnished Tile Papers, for kitchens and bathrooms, neat designs, can be cleaned with damp cloth. Regular value 20c. Friday, per roll **11**

English Chintz Bedroom Papers, distinctively new decoration formed with these quaint papers and novelty bandings. Sidewall, regular 50c to 65c, Friday, .32. Bandings, regular 10c to 12c yard, Friday, per yard **4**

Heavily Grained Leatherette, in red, green, tan and blue. Regular value $2.50. Friday special **65**

Tapestry Ceilings, also moire, in white and cream, suitable for use in all rooms. Special Friday, per roll **5**

Drapery Bargains

Scotch Madras Curtain Muslin, 19c Yard—Floral designs, in cream or white, 45 inches wide. Regular 30c yard.

Scotch Madras Muslin, 28c Yard — Heavier quality in white or cream. Regular 40c yard.

English Lace Curtains, 95c Pair—New designs, 2¾ yards long, white only, spray centre. Regular $1.25.

Frilled Muslin Curtains, 79c Pair—2½ yards long, plain or spot centres, frill on one side and bottom. Regular $1.25 pair.

American Cretonnes, 19c Yard — Reproduction of expensive French shadow chintz, 36 inches wide. Regular 30c yard.

Opaque Window Shades, 25c Each — 36 inches wide by 72 inches long, white or green only, with ring, pull and brackets.

For Electric Lighting

Three-Light Ceiling Fixture, in Flemish finish; fitted with pretty amber shades; has just been unpacked; it will be on sale Friday, complete, installed 3.75

Good Bargains in Rugs

Axminster, Wilton, Tapestry, Velvet, Brussels and Smyrna Rugs are all included in the special bargain for Friday's selling. There are some rare values, many of them single rugs that will be quickly sold.

Axminster Rugs, made up from short ends of stock carpets, with borders sewn on; good qualities; low prices; 7.6 x 9.0, regular $28.50, Friday, **19.75**; 7.6 x 8.0, regular $25.85, Friday, **19.75**; 7.6 x 8.3, regular $37.50, Friday, **23.75**; 7.6 x 9.0, regular $38.25, Friday **29.75**

Fine Seamless Axminsters, 9.10 x 13.2, regular $59.50, Friday . . **39.50**

Seamless Wiltons, Oriental designs, 8.10 x 12.6, regular $69.50, Friday **49.50**; 8.3 x 11.4, regular $42.00, Friday **33.50**

Fine Quality Seamed English Wilton Rugs, 9.0 x 12.0, regular $51.00, Friday **39.50**

FLOOR OILCLOTH, 32c.

These widths, 36, 45, 54, 72 and 90 inches, in several very attractive new designs and colors for kitchen, bathrooms, sitting-rooms, etc. Friday, per square yard **32**

Big Bargains in Odd Velvet and Tapestry Rugs, size 10.6 x 12.0. Seamless Velvet Rugs, regular value $28.50, Friday, **19.50**. Tapestry Rugs, regular value $11.25 and $12.75, Friday, **9.95**. Size 9.0 x 12.0, Seamless Velvets, regular value $24.25, Friday, **16.50**. Tapestry, regular value $10.50 and $11.50, Friday **8.95**

English Brussels Rugs are included in two of our best selling sizes, 9.0 x 10.6, and 9.0 x 12.0, mostly chintz and conventional designs. Regular values $14.75 and $16.75. Friday, each **12.95**

Reversible Wool Smyrna Rugs at $2.35, attractive Oriental designs in this hard-wearing serviceable rug; size 30 x 60 inches. Friday, each, at **2.35**

Dining Room Pieces in Good Furniture

Extension Dining Table, quarter-cut oak, fumed or golden, 45-inch top. Regularly $18.50. Friday bargain **12.65**

Extension Dining Table, quarter-cut oak, fumed or golden, 48-inch top. Regularly $27.25. Friday bargain **17.25**

Dining-room Chairs, quarter-cut oak, fumed or golden, panel backs, seats in leather, five side and one arm chair. Regularly $17.50 . . . . . **12.85**

Dining-room Chairs, quarter-cut oak, fumed or golden, five side and one arm chair, loose slip seats, in leather. Regularly $24.75. Friday bargain **17.90**

6 Only Buffets, quarter-cut golden oak. Regularly $41.00 to $50.00. Friday bargain **29.50**

6 Only Sample Buffets, quarter-cut fumed oak. Regularly $30.00. Friday bargain **19.75**

The NEW MARKET

TELEPHONE TONIGHT, 5.30 TO 10 O'CLOCK, FOR GROCERIES, MEATS AND OTHER PROVISIONS TO GO BY EARLY DELIVERY SATURDAY.

TELEPHONE ADELAIDE 6100.

THE MEATS.

2500 lbs. Fresh Beef Tenderloins, while they last. Special, per lb. **20**

Simpson Quality Rib Roast Beef, per lb. **22**

Simpson Quality Porterhouse Roast, per lb. **30**

Simpson Quality Wing Roast, per lb. **25**

Simpson Quality Thick Rib Roast, per lb. **18**

Simpson Quality Brisket Beef, per lb. **14**

Forequarter of Lamb, at, per lb. **12½**

Simpson Family Sausage, per lb. **12½**

Peamealed Breakfast Bacon, very choice, mild curing, whole or half side. Special, per lb. .**25**

Pure Lard, 3-lb. pails, gross weight, Sweet Briar brand. Special, per pail **48**

FLOWERS.

Dutch Hyacinths, single or double; red, white, pink, yellow, light or dark blue. Per doz., .**75**; per 100 . . . . . **5.50**

Daffodils, single or double. Per doz., .**23**; per 100 . . . . . **1.70**

Crocus, assorted colors. Per doz., .**10**; per 100 . . . . . .**70**

White Calla Lily Bulbs. Each .**15**

Easter Lily Bulbs. Each, .**10**, .**12** and **25**

Boston Ferns, in 7-inch pots, regular 59c each. Special for .**42**

Rubber Plants, in 6-inch pots, regular 49c. Special for, each .**35**

FRESH AND SMOKED FISH.

Fresh-caught Lake Trout. Per lb. **12**

Fresh Salmon Trout Steaks. Special, per lb. **14**

Fresh Cod, by the piece. Per lb. **12**

Fresh Cod Steak. Per lb. **15**

Fresh Haddock. Per lb. **12**

Fresh Flounders. Per lb... .**12½**

Finnan Haddie. Per lb. . . .**12½**

Ciscoe Herring. Per lb. **15**

Kippered Herring. Each **5**

Blue Point and Rockaway Oysters, in the shell. Per doz... .**25**

Fish ordered tonight will be delivered early Saturday.

VEGETABLES.

Jersey Sweet Potatoes, 7 lbs. for **25**

New Carrots or Beets, small basket **8**

Canadian Dry Onions, small basket **10**

Choice Grape Fruit, good size, and juicy, 3 for **25**

CANDY.

500 lbs. Assorted Chocolate Creams, regular 30c per lb... .**25**

Imported Butter Toasts. Per lb. **25**

1000 lbs. Walnut Maple Cream. Per lb. **10**

GROCERIES

Telephone Direct to Department —Adelaide 6100.

One Car Granulated Sugar, in 20-lb. cotton bags. Per bag **1.23**

Choice Family Flour, ¼ bag. .**69**

Yellow Cooking Sugar, 8 lbs. .**50**

California Seeded Raisins, 3 packages **32**

Choice Cleaned Currants, 3 lbs. **32**

Perfection Baking Powder, 3 tins **25**

Heather Brand Extracts, assorted, 2½-oz. bottle, 3 bottles .**25**

New Orleans Molasses, 2-lb. tin **10**

Mixed Pastry Spice. Per tin.. .**7**

Canada Cornstarch. Package .**8**

Finest Canned Pumpkin. 3 tins for **25**

Finest Creamery Butter. Per lb. **33**

No-Eg Powder. Per tin **24**

Criscoe. Per tin **29**

Finest Canned Lombard Plums, 3 tins **25**

Choice Pink Salmon, tall tin. Per tin **10**

Choice Rangoon Rice, 5 lbs.. .**25**

Finest Pearl Tapioca, 3 lbs. .**25**

Toasted Cornflakes, 3 packages for **25**

500 lbs. Fresh Fruit Cake. Per lb. **15**

Fancy Mixed Biscuits, 2 lbs. .**25**

2½ LBS. PURE CELONA TEA, 74c.

1000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed. Friday, 2½ lbs. **74**

The Robert Simpson Company, Limited