

Store Opens at 8.30 a.m.

The Robert Simpson Company, Limited

Store Closes at 5.30 p.m.

Custom Tailored Suits for \$19.45

USUAL \$28.00, \$30.00, \$32.00, \$33.00 AND \$35.00 SUITS.

Made to your measure Friday or Saturday. Seventy-five newly selected Fall and Winter Suitings for men; English and Scotch worsteds and tweeds, in rich grays, browns and fancy weaves; striped and small check patterns; also navy blue worsted, with fine hairline stripes; individually tailored in either single or double-breasted sack styles; finished with serge linings, and specially designed as personally instructed. Custom Tailoring Department, Friday and Saturday . . . 19.45

For a Roast Chicken Dinner

Outside of Home Simpson's is Best. TODAY'S DINNER, 11.30 TO 2 P.M. Either of the following selections from our daily menu, 25c:

- | | |
|--|---|
| Cold. | Hot. |
| Cold Boiled Salmon, Mayonnaise; or cut of Boiled Ham, Sliced Tomatoes, Bread and Butter, Apple Pie or Ice Cream, Tea or Coffee, 25c. | Broiled Trout Steak, Lemon Sauce; or Roast Chicken, Giblet Gravy; or Roast Ribs of Beef, Brown Gravy, Boiled or Mashed Potatoes with Mashed Turnips, Bread and Butter; Boiled Rice Pudding, Custard Sauce; or Apple Pie or Ice Cream, Tea or Coffee, 25c. |

Dainty afternoon tea is served from 3 p.m. to 5.30 at 15c, or two persons for 25c.

Bargains for Men in Clothing on Friday

MEN'S \$8.50, \$9.00, \$10.00 AND \$10.50 FALL SUITS TO CLEAR AT \$5.00

A splendidly assorted lot of tweed suits of English tweeds, in gray and brown, in striped patterns; well-fitting and strongly tailored; fashionable single-breasted, three-button style; wide, single-breasted vest. Sizes 34 to 44. Friday bargain . . . 5.00

MEN'S EXCELLENT TWEED TROUSERS AT \$1.49.

Of English tweeds, in gray and brown, striped patterns. Sizes 32 to 44. Friday bargain . . . 1.49

BLACK MELTON OVERCOATS, \$7.95.

Made from English cloth; cut in one of the most popular single-breasted, fly front Chesterfield styles, with velvet collar; strong, good-wearing linings. Sizes 36 to 44. To clear . . . 7.95

Boys' Fall and Winter Suits to Clear, \$3.75

95 Suits of English and Scotch Tweeds, bloomer pants, single-breasted yoke Norfolk and double-breasted sack coats; serge linings; gray and brown; sizes 25 to 33. Regularly \$5.00 to \$7.00. Friday . . . 3.75

Men's Stiff Hats
Fall and Winter styles, low, medium or high crowns, extra fine quality fur felt; 200 hats, Friday 95

Men's Soft Hats
Telescope crown, dressy 1914 style; slate, olive, gray, brown, navy and black; plain silk bindings. Friday 95

NANSEN, AVIATOR AND BALACLAVA CAPS
All colors. Friday 39

The Great Store Wide Event will be a

49 cent SALE FRIDAY

Big Boys' Double-Breasted Suits, \$4.45
— Smartly tailored from dark gray and brown English tweeds, full cut double-breasted styles, with bloomer pants, strong twilled linings; sizes 30 to 34. Friday 4.45

Boys' Tweed Russian Suits — Sizes 2½ to 5 years. Regularly \$4.00, \$4.25 and \$4.50. Friday 2.75

BOYS' JUNIOR OVERCOATS.
Of gray and brown fancy English tweed; sizes 21 to 26. Friday 2.10

Boys' Fall Weight Overcoats, of gray and brown diagonal English tweeds; sizes 26 to 34. Regularly \$7.50 to \$9.50. Friday 4.95



Women's Suits Friday \$6.85

New models, carefully selected both for style and materials; made from imported serges and chevrons; coats silk-lined; new outaway styles; mannish collars; skirts in becoming tunic and pleated cut; black, brown and navy. Regularly \$10.00 and \$12.50. Friday bargain 6.85

New Balmain Coats, \$5.29—Medium and winter weights, in fancy tweeds of brown, gray and green mixtures, ripple back and mannish effects. Friday bargain 5.29

Simple Coats, no two alike in style or materials, latest cape coat, Redingote and other popular styles; some satin lined throughout, others self satin lined. Splendid range of new colors and materials. Values \$14.50, \$16.50 and \$18.50. Friday bargain 9.85

Black and Navy Serge Dresses, Friday to Clear, \$1.95—Made from splendid quality wool serge, in suitable styles for misses and women; sizes 32 to 44. An exceptionally good bargain at 1.95

New Dresses at \$3.95—An exceptionally good collection of imported all wool serges, in black, navy, Copenhagen and green. Styles for misses, medium and heavy women. Smart models with or without long tunics, trimmings of self, or Roman stripe. Friday bargain 3.95

Women's Skirts, \$2.95—Made from excellent serges in black and navy and black and white checks. The styles are all good, most of them long tunics, perfectly tailored and ornamented with bone buttons. All stock sizes. Friday bargain 2.95

English Silk Petticoats 98c

"English Silk," a guaranteed imported cotton fabric; flounce of embroidery and pin tucking, also underpiece; emerald, golden brown, royal blue and black; lengths 38 to 42. Regularly \$1.75. Friday 98

Dainty Waists

Of natural Rajah silk; a practical waist that will wash; made with open front, set-in sleeve and low flat collar. Sizes 34 to 42 inches. Regularly \$2.95. Friday 1.69

A Small Collection of Eoru Lace and Embroidered Net Waists, in high or low neck designs, and practically all with front opening, lined with pure China silk. Regularly \$2.95, \$3.95 and \$5.00. Friday 1.95

Popular Dress Goods at Bargain Prices

Chiffon Broadcloth, \$1.19 Yard—In new autumn shades, including navy and black, in the rich satin finish, an ideal cloth for the present modes; fast, permanent dyes, and spotproof; 52 inches wide. Friday, per yard 1.19

The Black Dress Goods—Beautiful Modena Corda, Epingle Corda, San Toys, Poplins, Serges, Moires, etc., with many other odd items from our best selling lines. Past Rouen blacks only. Regularly \$1.25 per yard. Friday, per yard 98

English College Serges, 84c—Our College or School Serges give wonderful wear. 52 inches wide, in two shades of navy and black. Guaranteed soap shrunk and spotproof. Regularly \$1.00 per yard. A limited quantity, Friday, per yard 84

\$1.00 English Diagonal Suiting, 87c—In a lovely range of staple shades, including navy and black, 50 inches wide, a perfect tailoring serge. Regularly \$1.00. Friday, per yard 87

Black Duchesse Satin

38 inches wide; our \$1.35 number; stamped with our name and recommendation. Friday 1.19

Tamelines and Peau-de-Soies in 20-inch and Japanese Silks in 27-inch on bargain 36

All Colors, with black and white in the Japs, and stripes, checks, and plain ones in the others. Friday 36

Woven Cord Velvets, 27-inch wide; tans, browns, blues, greens, gray, red, etc. Regularly 75c. Friday 59



THE OCTOBER CHINA SALE

The practical needs, as well as the esthetic requirements, came under consideration in the choosing of the china sale stocks. So go over your kitchen china as well as your dining-room shelves. The values are magnificent in view of the impossibility of renewing present stocks for some time to come.

Items for Second Day

- \$2.50 21-piece Real China Tea Set, pretty floral decoration. Per set 1.49
- \$6.25 97-piece Semi-Porcelain Dinner Sets, quaint shape, with underglaze, border pattern, in neutral coloring. Per set 4.29
- \$15.00 German China Dinner Set, of 97 pieces; clear, thin ware; scalloped edges; all gold trimmed; pretty pink decoration. Per set 11.49
- \$15.00 Semi-Porcelain Dinner Set, 97 pieces, with an underglaze border decoration in Wedgwood blue 11.95
- \$19.50 Semi-Porcelain Dinner Set, with conventional border pattern, in green; solid gold handles 14.75
- \$2.95 Royal Nippon Chocolate Set, 14 pieces, several dainty decorations. Per set . . . 1.49
- \$4.00 Cut Glass Water Jugs, heavy, deep cutting, in buzz, sunburst and hob stars. Each 2.19
- \$5.50 6-inch Cut Glass Fern Dish, handsomely cut star pattern 2.73

Dark Blue Decorated Dinnerware

- Tea Cups and Saucers. Friday, each 4
- Bread and Butter Plates. Friday, each 7
- Tea Plates. Friday, each 4
- Breakfast Plates. Friday, each 5
- Dinner Plates. Friday, each 6
- Open Vegetable Dishes. Friday, each 7
- Platters. Friday, each 9
- 30c Decorated Rockingham Teapots, in three, four and five-cup sizes 19
- 48c Colonial Glass Water Tumblers, good quality, medium weight. Per dozen 20

Carpets Made Up and Laid Free

As a special Friday attraction, we will measure for, make up and lay free of charge carpets ordered today.

Note these low prices:—Good quality Scotch Tapestry Carpet. Friday, per yard 4.95

Oriental designs in small two-tone effect in Brussels, at a yard 4.00
"Special" quality Axminster Pile Carpets at, per yard 1.50
Heavy English Axminster make at, per yard 1.75

BIG SAVINGS ON THESE BRUSSELS RUGS.

A choice of many different styles in designs and many different colors, suitable for bedrooms, sitting-rooms, parlors and dining-rooms. 6.9 x 9, special Friday \$7.95; 6.9 x 10.6, special Friday, \$9.95; 9 x 9, special Friday, \$10.95; 9 x 10.6, special Friday, \$12.95; 9 x 12, special Friday, \$14.95.

SPLENDID BARGAINS IN GOOD QUALITY SCOTCH TAPESTRY SQUARES.

This is a week-end clearing out of odd Rugs, in different sizes, and means a money-saving opportunity for those in need of these popular low-priced floor coverings: 9 x 9, special Friday, \$6.98; 9 x 10.6, special Friday, \$7.98; 9 x 12, special Friday, \$8.98; 10.6 x 12, special Friday, \$9.98.

SEAMLESS AND SEAMED AXMINSTER RUGS CLEARING AT \$19.50 EACH.

About twenty odd Rugs included, in several useful sizes; exceptionally good bargains in this lot; 8.1 x 11.6, 9 x 10.6, 9 x 12, 9.10 x 12.3. Special Friday, each 19.50

Bedroom Furniture Cut Prices

Dresser, in quartered oak finish; rich golden color; has three deep drawers; fitted with brass handles; large case; easy-running casters; British bevel mirror. Regularly \$3.00. Friday bargain 4.95

Chiffonier, in quartered oak finish; rich golden color; has five deep, long drawers, with brass handles. Regularly \$7.00. Friday bargain 5.15

Washstand, in quartered oak finish; golden color; has deep cupboard and drawer. Regularly \$3.25. Friday bargain 2.45

Three only Chiffoniers, in Circassian walnut; the drawers are conveniently arranged; one design is inlaid. Regularly priced from \$35.00 to conveniently priced from \$45.00. Friday bargain 25.75

Princess Dresser, in solid quarter-cut oak; golden finish; has deep, long drawer and two top drawers; large British bevel mirror. Regularly \$25.50. Friday bargain 18.25

Dresser, in rich mahogany finish, "Colonial" design; has two long and two short drawers, British bevel mirror. Regularly \$23.25. Friday bargain 19.95

Dresser, in rich mahogany finish, "Colonial" design; large oval British bevel mirror. Regularly \$27.00. Friday bargain 19.95

Dresser, in mahogany finish, "Colonial" design; has two long and two top drawers, triple mirrors at back. Regularly \$25.00. Friday bargain 18.50

Dressing Table, in mahogany finish, to match above dresser; triple mirrors. Regularly \$17.50. Friday bargain 14.50

Princess Dresser, in mahogany finish, has long, deep drawer and two top drawers; large British bevel mirror. Regularly \$22.00. Friday bargain 16.50

Dressing Table, to match above dresser, in mahogany finish. Regularly \$12.50. Friday bargain 10.50

Groceries and Candy

TELEPHONE DIRECT TO DEPARTMENT, ADELAIDE 6100.

- One car Standard Granulated Sugar, in 20-lb. cotton bags. Per bag 1.30
- Choice Family Flour, 4 bag 30
- Finest Cleaned Currants, 2 1/2 lbs. 25
- California Seeded Raisins, 3 packages 25
- Yellow Cooking Sugar, 3 lbs. 25
- Perfection Baking Powder, 2 tins 25
- Canada Corn Starch, Package 25
- Mixed Peel, orange, lemon and citron, new. Per lb. 17
- Heather Brand Extracts, assorted, 2 1/2-oz. bottles, 3 bottles 25
- 500 Pickled Shrimps of Pork, lean and mild, 6 to 8 lbs. each. Per lb. 25
- Finest Creamery Butter. Per lb. 25
- Pure Kettle Rendered Lard. Per lb. 25
- Canned Corn or Peas, 3 tins 18
- Choice Banggood Rice, 3 lbs. 25
- Finest Pearl Tapioca, 2 1/2 lbs. 25
- Choice Pink Salmon. Per tin 25
- Toasted Cornflakes, 3 packages 25
- Cowan's Prepared Iceberg, 3 packages 25

2 1/2 LBS. PURE CELONA TEA, 62c.
1,000 lbs. Pure Celona Tea of uniform quality and fine flavor, black or mixed. Friday, 2 1/2 lbs. 62

CANDY SECTION.

- 500 lbs. Toasted Marshmallow. Regularly 30c. Per lb. 25
- 1,000 lbs. Imported Turkish Delight. Per lb. 15
- 1,000 lbs. Walnut Maple Cream. Per lb. 12
- 1,000 lbs. Robertson's Cough Drops. Regularly 20c. Per lb. 10

(Main Floor and Basement.)

The Robert Simpson Company, Limited