

Mid-Week Items of Interest at the Simpson Store

Here's the Quickest and Most Satisfactory Way to Send Provisions to Your Boy at the Front



The Robert Simpson Company, Limited, has arranged through its London office to supply the boxes mentioned below at what are practically London prices:

These English boxes are put up in London, England, and sent direct from there to the trenches.

Each week-end, boxes will be ordered by cable, and the order followed by letter, giving all addresses and instructions.

We are glad to offer this good-will service to all who are remembering their loved ones, Canada's bravest sons; now at the front.

Orders will be taken beginning Wednesday, November 3rd, at circle surrounding Centre Staircase, Main Floor, where duplicates of the boxes the soldiers will receive may be seen and inspected.

We cannot accept phone orders; please enclose full amount if you send your order by mail.

In all cases address should be in full, like the following specimen:

Pte. Thomas Atkins, No. 23487, No. 2 Company, Third Battalion, First Canadian Contingent, British Expeditionary Force, Army Post Office, London, England.

THESE TWO FOR PRISONERS OF WAR ONLY

Box No. 1

- 1 tin Cheese.
 - Carton Wheatmeal Rations.
 - 1 pkt. Marmalade.
 - 1 tin Corned Beef.
 - 1 tin Marmalade.
 - 1 tin Butter.
 - 1 tin Cocoa and Milk.
 - 1 Mail Loaf Bread.
- The above case is forwarded by British Postoffice free of charge.
- London price 5s., our price, including cabling, \$1.50.

Box No. 2

- 1 Christmas Pudding.
 - 1 tin Beef.
 - 1 pot C. & B. Jam.
 - 1 tin Digestive Biscuits.
 - 1 tin Potted Meat.
 - 1 tin Butter.
 - 1 tin Cocoa and Milk.
 - 1 tin Marmalade.
 - 1 tin Soap.
- The above case is forwarded by British Postoffice free of charge.
- London price 10s., our price, including cabling, \$2.75.

Box No. 3

- 1 tin Potted Meat.
 - 1 tin Sardines.
 - 1 tin Digestive Biscuits.
 - 1 tin Marmalade.
 - 1 tin Cocoa and Milk.
 - 1 tin Butter.
 - 1 tin Soap.
 - 1 tin Fruit Cakes.
 - 1 tin Cocoa and Milk.
 - 1 tin Marmalade.
 - 1 tin Soap.
- London price 6s., our price, including cabling, \$1.75.

Box No. 7

- 1 tin Bacon.
 - 1 tin Potted Beef.
 - 1 tin Plum Pudding.
 - 1 tin Fruit Cakes.
 - 1 tin Digestive Biscuits.
 - 1 tin Mixed Biscuits.
 - 1 tin C. & B. Strawberry Jam.
 - 1 tin Marmalade.
 - 1 tin Sardines.
 - 1 tin Beef Tea Cubes.
 - 1 tin Fruit.
 - 1 tin Herring in Tomatoes.
 - 1 tin Soup Tablets.
 - 1 tin Lemonade Powder.
 - 1 tin Candies.
 - 1 tin Cheese.
 - 1 tin Butter.
 - 1 pkt. Muscatels and Almonds.
 - 1 tin Cocoa and Milk.
 - 1 tin Camp Pie.
 - 1 tin Camp Pie.
 - 1 tin Camp Pie.
 - 1 tin Camp Pie.
- London price 6s., our price, including cabling, \$1.25.

Box No. 4

- 1 tin Digestive Biscuits.
 - 1 Christmas Pudding.
 - 1 tin C. & B. Jam.
 - 1 tin C. & B. Marmalade.
 - 1 tin Sardines.
 - 1 tin Biscuits.
 - 1 tin Cocoa and Milk.
 - 1 tin Bovril Lozenges.
 - 1 tin Cocoa and Milk.
 - 1 tin Butter.
 - 1 tin Soap.
- London price 10s., our price, including cabling, \$1.75.

Box No. 5

- 1 Plum Pudding.
 - 1 Fruit Cakes.
 - 1 tin Marmalade.
 - 1 tin Potted Meat.
 - 1 tin Bovril Lozenges.
 - 1 tin Cocoa and Milk.
 - 1 tin Butter.
 - 1 tin Soap.
 - 1 tin Cocoa and Milk.
 - 1 tin Butter.
 - 1 tin Soap.
- London price 14s., our price, including cabling, \$2.75.

Box No. 6

- 1 tin Chocolate.
 - 1 tin Cocoa and Milk.
 - 1 tin Digestive Biscuits.
 - 1 tin Corned Beef.
 - 1 tin Plum Pudding.
 - 1 tin Fruit Cakes.
 - 1 tin Cocoa and Milk.
 - 1 tin Biscuits.
 - 1 tin Cocoa and Milk.
 - 1 tin Butter.
 - 1 tin Soap.
- London price 6s., our price, including cabling, \$1.25.

SEE SAMPLE BOXES IN YONGE STREET WINDOW TODAY. PLACE YOUR ORDER EARLY. N.B.—This service has been offered to Simpson customers as the best means of getting to the men at the front the greatest value for the money invested. You can see for yourself that the quality and selection of these provisions is the very best.

Boys' Russian Overcoats for \$4.85

REGULAR \$6.00, \$6.50, \$7.00 AND \$8.00 VALUES.

175 Regular Stock Coats that we have marked down for clearing. Snappy double-breasted styles with collars that fit up close to chin and belt on back. Splendidly tailored from blue, gray and brown chinchillas and brown and gray Scotch tweeds. Warmly lined with wool flannels. Sizes 2 1/2 to 7 years. Wednesday 4.85

Boys' Norfolk Suits With Two Pairs of Bloomers

150 Smartly Tailored Suits, single-breasted Norfolk models, with two pairs of full-cut bloomers. Neatly woven cloths in brown and gray shades. Heavy body linings. Sizes 26 to 34. Wednesday 4.95

\$10.00 for a Well-Cut Suit--It's an Offer to Interest Men Wednesday

REGULAR \$13.50, \$15, \$16.50 AND \$18.

150 good suits of English worsteds and tweeds, striped and small check patterns, tailored in smart single-breasted sack style, with three buttons, and single-breasted, high cut vest. Sizes 36 to 44. Wednesday 10.00

YOUNG MEN'S FASHIONABLE COATS.

Made from grey English coatings, one of the best single-breasted, semi-balmacaan styles, with silk velvet collar. Sizes 34 to 40. Wednesday 18.50

MEN'S OVERCOATS AT \$20.00.

Of dark brown English coating, plain pattern, cut in the new slip-on style with self-collar, patch pockets and satin sleeve linings, medium length; sizes 35 to 40. Wednesday 20.00

OVERCOATS AT \$25.00.

English coating in gray mixed pattern, with fancy plaid back, made in the short box back, single-breasted style, with satin sleeve linings, patch pockets and silk velvet collar. Sizes 36 to 40. Price 25.00

Get Real Comfort for Your Hands and Feet

Gloves and Hosiery

- Women's Wool Worsted Hosiery, made in Canada... 50
- Women's Black English Cashmere Hosiery, black or white... 75
- Women's "Pan-Angle" Black Cashmere Hosiery. Wednesday 39c pair, 3 for \$1.10.
- Women's Chamisetta Gloves, white, with heavy black stitching on back; sizes 5 1/2 to 8. Wednesday 79
- Women's Glove Kid Gloves, soft, pliable skin; white, with three rows of black stitching on back; sizes 5 1/2 to 7 1/2. Wednesday 89
- Men's Winter Dress Glove, tan mocha and tan cape; wool lined; tan shades; sizes 7 to 10. Wednesday 79

Women's \$3.50, \$4.00 and \$5.00 Boots

600 PAIRS OF BOOTS. In both button and lace styles; selected tan calf and some black leathers in the lot; all the newest and most popular toe, high, medium and low heels; Goodyear welt and flexible McKay soles; a splendid lot of \$3.50, \$4.00 and \$5.00 boots; all sizes. Wednesday 1.49

Rubbers

- 750 Pairs Men's Rubbers, with high storm fronts, heavy corrugated soles; all sizes. Regular 90c, Wednesday 80
- 750 Pairs Men's Regular Style Rubbers, heavy corrugated soles; all sizes. Regular 85c. No mail orders.

Men's \$2.50 Boots for \$1.99

1,000 pairs Fall and Winter Boots, in gunmetal calf, box kip and vic kid leathers; medium and narrow toes; single and double weight soles; all the popular heels; sizes 8 to 11. Regular \$2.50. Wednesday 1.99

Furnishings for Men and Boys

Men's Merino Underwear, natural wool and cotton mixture; shirts and drawers; sizes 34 to 44. Regular 50c. Wednesday 39

Men's Wool Sweater Coats, plain and fancy stitch, in gray and navy, gray and cardinal, brown and tan, gray, brown, dark green; high storm collar; two pockets. Regular \$3.50 and \$4.00. Wednesday 2.49

Boys' Wool Underwear, "Penman's 95"; sizes 20 to 32. Wednesday 80

Boys' Fleece-lined Underwear; sizes 20 to 32. Wednesday 29

Boys' Cashmere Jerseys, buttoned on shoulder; navy and white, navy and cardinal, brown, gray and green; sizes 20 to 32. Regular \$1.25. Wednesday 95

Men's Negligee Shirts, hairline and fancy stripes; sizes 14 to 16 1/2. Regular \$1.25 and \$1.50. Wednesday 87

Men's Flannelette Pyjamas, sizes 34 to 52. Regular \$1.25 and \$1.50. Wednesday 98

Men's Negligee Shirts, odd ranges of regular stock; sizes 14 to 16 1/2. Regular 75c, 89c and \$1.00. Wednesday 49

Soiled Bed Spreads 98c

White crochet honey-comb, etc., for single and double beds, a limited quantity. Regular \$1.35 to \$2.00. No phone or mail orders for spreads. Wednesday 98

Damask Table Cloths, all linen, assorted designs, some slightly soiled; size 2 x 2 1/2 yards. Regular \$2.50 and \$3.00. Wednesday 1.89

Damask Table Napkins, 19-inch size, hemmed. Wednesday, dozen for 1.65

Bleached Sheets, linen finish, hemmed, size 2 x 2 1/2 yards. Wednesday, pair 1.83

Factory or Unbleached Cotton, fine weave; width 40 inches. Special Wednesday, yard .9

White English Flannel, heavy quality, 32 inches wide. Wednesday, yard .13

Cardinal French Flannel, pure wool; width 27 inches. Wednesday, yard .45

Crash Roller Toweling, narrow blue border; width 17 inches. Wednesday, yard .74

Strong Inducements to Furniture Buying

Dresser, mahogany finish; three deep drawers; bevel swing mirror. Regular \$8.00. Wednesday 5.95

Dresser, quarter-cut oak; fumed or golden finish, or mahogany veneered. Regular \$24.50, for 12.95

Brass Bedstead, 2-inch posts. Regular \$10.50. Wednesday 7.95

Bed Spring, steel tubing frame; springs are strong woven steel wire. Regular \$4.50. Wednesday 2.90

Mattress, cotton felt. Regularly \$7.50. Wednesday 4.55

Extension Dining Table, quarter-cut oak, fumed or golden finish; 45-inch top. Regular \$20.00, for 12.85

Extension Dining Table, quarter-cut oak; fumed or golden finish; top is 48 inches. Regular \$23.50. Wednesday 14.95

Dining-room Chairs, quarter-cut oak; fumed or golden finish; seats in leather, five side and one arm. Regular \$17.50. Wednesday 12.85

Dining-room Chairs, quarter-cut oak; fumed or golden finish; loose slip seats, in solid leather; five side and one arm chair. Regular \$24.75. Wednesday 17.90

Spread Your Money Farther by Selecting These Floor Coverings

Intending purchasers should not fail to take advantage of our offer to get inlaid linoleum laid free. We have a big range of all qualities in stock, in designs suitable for any room, hall or kitchen, at \$1.00, \$1.25 and \$1.45 per square yard, which will be laid without charge for labor if purchased now.

Scotch Printed Linoleum, 55c. Many designs in extra quality, well printed Scotch linoleum, Oriental, floral, matting and hardwood effects. Two yards wide only. Wednesday, per square yard .55

Imported Tapestry Rugs in Great Variety. Shipments of standard quality rugs have just arrived, offering an excellent range of designs and colors for any room in the house.

One Hundred Rolls Madras Muslin, at 54c a Yard—Some of the most attractive designs that we have ever imported are shown among these new, nice quality, cream color Madras muslins, 50 inches wide. Special value, yard .54

Good Savings Wednesday on Tapestry Portiere Curtains

For early morning buyers; about 100 pairs of Tapestry Portieres, in reds and red and green mixtures, fringed top and bottom; length 2 1/2 yards. Regular \$3.75 a pair. Wednesday, \$3.00 special, a pair 2.19

Fifty Pairs Spot Muslin Curtains at 90c—These spotted and plain frilled muslin curtains are fresh, clean and light, serviceable quality, 2 1/2 yards long. Special price, a pair .90

Imported Cotton Tapestry for Curtains and Covering, \$1.25 a Yard—This price, in view of the big advance since the outbreak of war, is unusually low for the quality, 50 inches wide, in verdures and medium dark coloring, for portieres, curtains, upholstery, etc. Special, a yard .125

One Hundred Rolls Madras Muslin, at 54c a Yard—Some of the most attractive designs that we have ever imported are shown among these new, nice quality, cream color Madras muslins, 50 inches wide. Special value, yard .54

Restaurant at Your Service

Special Dinner Served from 11.30 to 2.00—Broiled Fresh Cod Steak, Egg Sauce, or Croquette of Lamb, Green Peas, or Roast Young Chicken, Gribet Gravy; Potatoes, boiled or mashed; Green Peas; Boiled Rice Fudding, Custard Sauce, or Apple Pie or Ice Cream. Telephone 25

Afternoon Tea—Combination Salad, Thin Bread, buttered; Pot of Tea with Cream; Ice Cream, 15c, or two persons for 25c.

Blouses \$1.99 and 69c

\$2.95 CREPE DE CHINE AND HABUTAI BLOUSES AT \$1.99. A clearance of broken ranges and show stock from our 295 tables; sound, reliable crepes in ivory, flesh, black and the darker colors; also some very pretty embroidered silk crepes in ivory and flesh pink. The "Habutai" is heavy quality, invincible in wear. A choice of all sizes in the lot. Wednesday 1.99

Dainty Lingerie Waists in sheer voiles and organdie muslins, beautifully trimmed with fine laces and pin tuckings, all kinds of low and convertible high and low collars, and principally long sleeves; sizes 34 to 44 in the lot. Regular \$1.00, \$1.25, \$1.50 and \$1.95. Wednesday .69

\$4.50 Jersey Petticoats \$2.49

Silk Jersey Top Petticoats, noted for good wear and perfect fit; elastic at waist; bounce of novelty pleated satin; all the new shades, Russian green, orange, taupe, gray, purple, rose, ivory, tan cerise, Copenhagen, navy and black; all sizes in the lot. No phone or mail orders. Regular \$4.50. Wednesday 2.49

Flannelette Dressing Sacques, 49c—Women's Dressing Sacques, in floral designs; gray, mauve and sky; V neck with sailor collar, three-quarter sleeves, belt of self; sizes 34 to 44. Wednesday .49

THE NEW MARKET

THE MEATS	
Boned Brisket of Beef, boned, per lb.	.16
Shoulder Roast of Finest Beef, per lb.	.14
Round Steak of Finest Beef, per lb.	.15
Round Steak of Finest Beef, special, per lb.	.20
Striploin Steak of Finest Beef, special, per lb.	.24
Loin of Spring Lamb, special, per lb.	.25
Simpson's Best Sausage, our own make, per lb.	.17

THE GROCERIES	
4000 packages Redpath's Granulated Sugar, in 4-lb. packages, 3 packages	.50
Ogilvie's Royal Household or Family Flour, quarter bag	.45
2000 lbs Finest Canned Corn, 3 tins	.35
Finest Canned Tomatoes, 2 tins	.45
2000 stone Fresh Rolled Oats, per stone	.55
Clarke's Pork and Beans, in Chili Sauce, tall tin	.20
Buchanan's Pure Strawberry, Raspberry or Black Currant Jam, per jar	.30
Sifton Table Salt, regular 10c, 3 packages	.30
Pure Mustard, in 4-lb. tin	.20
Macaroni or Spaghetti, 3 packages	.20
Macaroni or Spaghetti, 2 packages	.20
Crucian, per tin	.25
Loaf Sugar, Small Tin Cakes, 3 lbs.	.25
Teller's Cream Soda Biscuits, package	.25
Finest Japan Rice, 3 1/2 lbs.	.25
Finest Corn Meal, 5 lbs.	.25
Choice Pink Salmon, tall tin, per tin	.25
Union's Marmalade, 4-lb. tin	.25
Fresh Butter, 1/2 gallon	.45
Finest Shelled Walnuts, per lb.	.15
Malta Vita Breakfast Cereal, 3 packages	.45
Finest Field's Powder, assorted, 3 packages	.25
Knorr's Gelatine, 2 packages	.15
Clarke's Prepared Spaghetti, in Tomato Sauce, per tin	.15

FRESH ROASTED COFFEE, PER LB., 25c.	
1000 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Wednesday, per lb.	.37

VEGETABLES.	
Jersey Sweet Potatoes, special, 5 lbs.	.25
Choice Canadian Onions, per peck	.25
Choice Carrots, per peck	.15

FLOWERS.	
Dutch Hyacinths, blue, white or red, dozen	.75
Daffodils (single), mammoth size, yellow and orange, 40c dozen	.35
Carbuncle Fibre, in bags of one peck	.15
Paper White Narcissus, per dozen, 15c; \$1.10 per 100	.35
Mushroom Spawns, in bricks, with directions, each	.15

The Best Evergreen, 35c lb., 10 lbs. \$3.25. Emerald, 25c lb., 10 lbs. \$2.25. Lawn Clover, 15c lb., 10 lbs. \$1.50. Plant Food for house plants, 25c and 50c package. Best Fertilizer for lawns, 25c, 45c and 75c package. Jerusalem Cherry Plants, each .30. Boston Ferns, special value, each .40. Hardy Holly Ferns, special value, each .40.

A Corset Special for Early Shoppers. \$3.00 Corsets at \$1.50

Smart "D. & A." model, for medium and full figures; strong white coutil; medium bust; long below waist, elastic skirt; double front section; elastic sections each side of back; six strong garters; fine embroidery trim; bust draw cord; sizes 20 to 30 inches. Regular \$3.00. On sale Wednesday 1.50

The Robert Simpson Company, Limited

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