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"TORCHY PRIVATE SEC." by Se-
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readers than any other in America.
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THE ROBERT SIMPSON COMPANY LIMITED

Frederick Palmer
Have you read Frederick Palmer's
"My Year of the Great War"? His lec-
tures in Massey Hall January 20th.
Read the book and be ready to enjoy
his lecture, \$1.50.

"A PENNY SAVED IS A PENNY EARNED"--- ADD TO YOUR EARNINGS FROM TODAY'S LIST

1,200 Men's Shirts at 55c
Negligé Shirts, in plain and fancy stripes; a large shirt manufacturer's broken ranges and left-overs from fall selling; hairline, fancy Madras and silkette stripes, blue chambray, black and blue stripes; coat styles, with laundered cuffs; sizes 13 1/2 to 17. Regular 89c, \$1.00, \$1.25 and \$1.50. Extra, Thursday, 55c.
\$1.25 AND \$1.50 UNDERWEAR, 83c.
Men's Pure Wool Underwear, English make, Botany wool, guaranteed unshrinkable; some of the shirts are double-breasted; sizes 34 to 44. Regular \$1.25 and \$1.50. Thursday, 83c.
MEN'S FLEECE-LINED UNDERWEAR.
Natural shade, shirts and drawers; sizes 34 to 44. Regular 50c. Thursday, 33c.
BOYS' FLANNELETTE PYJAMAS.
Military collar, silk frogs; sizes 3 to 14 years. Regular \$1.25 and \$1.50. Thursday, 89c.

Military Footwear
Foot comfort is of vital importance to the military man.
See Today's list of Boots, French Stockings and Shoe-packs, all for winter wear. They mean comfort and health.



OFFICERS' BOOTS.
"Strathcona" style, knee length; made of selected tan winter calf; heavy double viscolized soles; solid leather heels; laced up front, with two side buckles, neat-fitting shape; this boot has been tested by men in active service, and stood the test; sizes 5 1/2 to 11. Per pair, \$11.00.
REGULATION BOOTS.
Made of selected tan winter calf; soft, but durable; heavy, water-proofed, viscolized sole; flat, comfortable military heel; just the boot for drill and service work; sizes 5 1/2 to 11. Pair, \$4.95.
MEN'S TRENCH STOCKINGS.
Made of waterproof cravenette; light and serviceable; sizes 6 to 11. Per pair, \$2.25.
HIGH LEG SHOE PACK.
For actual trench work; made of selected oil-tanned beef hide, with sole and heel attached; height 15 inches; sizes 6 to 11. Per pair, \$5.45
AT THE POLISH COUNTER.
Viscol Oil, per tin 15c. Dublin, regular 10c size. 3 tins for 25c. Shoe Polish, 10c size, 3 tins for 25c.
1,200 pairs Women's \$5.00 Boots at \$2.49.
WOMEN'S \$1.25 SLIPPERS THURSDAY 99c.
1,000 pairs velvet, satin and felt hose, Juliette and pump style slippers, flexible leather soles. Regular \$1.25 to \$1.65. Thursday 99c.
Children's 65c Slippers for 15c-800 pairs camel hair cloth slippers, flexible felt soles. leather covered; sizes 5 to 10. Thursday 19c.
RUBBERS.
Men's Knee Rubber Boots. Thursday \$2.55.
Men's Low Cut, Ordinary and Storm Rubbers. Thursday 55c.
Men's 3-eyelet or Buckle Gum Boots; sizes 10, 11, 12. Thursday \$2.99.
Men's 3 and 4 Buckle \$3.00 Overshoes. Thursday \$2.99.
Boys' Rubbers; sizes 11 to 13 and 1 to 5. Thursday 45c.
Women's Plain and Storm Rubbers. Thursday 40c.
Children's Plain Rubbers. Thursday 34c.

Men's Winter Overcoats
Of heavy English black melton; cut in one of the season's most fashionable modes; double-breasted; soft roll lapels; velvet collar; form fitting; short length; heavy twill mohair linings; sizes 35 to 42. Thursday, \$16.50.
MEN'S BLUE CHINCHILLA ULSTERS.
Made from good English cloth; navy blue; a cloth that is very hard to get, and advancing in price; cut double-breasted ulster style; 50 inches long, with shawl collar; back belt, and twill mohair linings; sizes 36 to 44. Thursday, \$18.50.
Boys' Tweed Ulsters \$7.95
59 English and Scotch Tweed Ulsters, gray or brown; solid weaves; convertible collars; most with belted backs; serge linings; exceptional value. Regular \$10.50, \$12.00 and \$15.00. Thursday, at \$7.95.

An Assortment of Furniture.
That Offers Great Savings Thursday
Divanette, the famous "Kindel"; frame of solid oak; fumed finish; seat and back covered in brown imitation leather; opens out to a full size bed. Special Thursday, \$22.50.
Couches, strong and comfortably upholstered; covered all over with art leather; full size. Regular \$11.00. Thursday, \$7.25.
Library Tables, quarter-cut oak; fumed finish. Regular \$20.50. Thursday, \$13.95.
Arm Chairs and Arm Rockers, upholstered all over in art leather. Regular \$8.00. Thursday, \$4.95.
Brass Bedstead, heavy posts and top rails; turned ball corners. Regular \$24.75. Thursday, \$15.45.
Brass Bedstead, 2-inch posts. Regular \$34.00. Thursday, \$21.50.
Bed Spring, heavy steel tubing frame. Regular \$4.25. Thursday, \$3.25.
Mattress, pure cotton felt filling. Regular \$7.00. Thursday, \$4.55.

Lace Curtains and Curtain Fabrics
Lace Curtain "Ends." On looking over our lace curtain stock we find a number of single lace curtains, some of which are three yards long; also a number of short ends, about 1 1/2 yards long. There are no two alike, so we have decided to clear the lot absolutely regardless of cost. Thursday, at 29c each.
Curtain Nets and Scrims, 15c Yard. Curtain net in white only, strong net with conventional or floral patterns, 36 inches wide; also white scrim, 36 inches wide with hemstitched border effect. Thursday, 15c yard.
English Cretonnes, 25c. A large assortment in colorings for living-room or bedroom window curtains or furniture coverings. 30 inches wide, 25c yard.
Scotch Madras Muslin, 49c. Conventional patterns in greens or browns, 45 inches wide, good quality, 49c yard.
Window Shades, serviceable opaque cloth, size 36" x 72", strong spring roller, 90c.
A heavier quality oil opaque cloth, size 36" x 72", in cream, green or white, 39c.
Combination cloth with green on one side and cream or white on reverse, size 36" x 72", Hartshorn spring roller, 49c.

Mantles, Tiles and Grates Fixed Free
The prices include gas or electric grate and tiles.
Mahogany Mantel, size 5 ft. 6 in. high, 5 ft. wide; no mirror. Regular \$43.50. Special, Thursday, \$29.75.
White Enamel Mantel, size 5 ft. 2 in. high, 5 ft. wide; no mirror. Regular \$38.50. Special, Thursday, \$29.75.
Mahogany Mantel, size 6 ft. high, 5 ft. wide; no mirror. Regular \$56.00. Special, Thursday, \$39.75.
Mission Oak Mantel, size 7 ft. 2 in. high, 5 ft. wide, 18 x 34-inch mirror. Regular \$69.50. Special, Thursday, \$49.75.
A great many others that space does not allow a description of at equally good prices.
Fireplace Companion Sets at \$7.50
No. 1 size, 30 inches high, Flemish iron finish or Colonial brass finish, 5 pieces, 12 sets only. Special, Thursday, \$7.50 per set.
No. 2 size, 31 inches high, Flemish iron or Colonial brass finish, 4 pieces, 10 sets only. Special price, Thursday, \$7.50 set.
No. 3 size, 30 1/2 inches high, Flemish iron or Colonial brass finish, 4 pieces, 15 sets. Special, Thursday, \$7.50 per set.

Large Values in China and Glass
"Oxford" Half Dinner Set of 50 Pieces for \$7.50. Good quality English semi-porcelain, pink floral border, 50 pieces for Thursday, special \$7.50.
"Lorraine" Half Dinner Set of 52 pieces for \$8.50. English semi-porcelain, green conventional border with rose decoration. 52 pieces, for Thursday, special \$8.50.
"Frasman" Half Dinner Set of 52 pieces for \$4.95. A pretty blue border decoration of fine quality semi-porcelain, 52 pieces, for Thursday, special \$4.95.
"Arenfeldt's" Limoges China, a 52-piece set of the finest Limoges china for \$14.95. Pretty pink rose with garland border effect, gold edges and handles. A snap for Thursday at \$14.95.
CUT GLASS.
Regular \$3.00 Cut Glass Comports for \$2.19. Floral cutting. Thursday \$2.19.
\$5.00 Bowls for \$3.49. Choice of floral or star cutting. Extra good quality. Thursday \$3.49.
\$3.75 Sugar and Cream Sets for \$2.75. Fine floral cutting on extra heavy blanks, rose design Thursday \$2.75.
ODD DENNERWARE AT REDUCED PRICES.
Cups and Saucers, 10c each.
Bread and Butter Plates, 7c each.
Tea Plates, 5c each.
Dinner plates, 10c each.
Breakfast Plates, 8c each.
Fruit Saucers, 5c each.
Platters, 15c and 20c each.
Bakers', 14c and 19c each.
Salad Bowls, 15c each.
Cups and Saucers (Kermis), 12c each.
Slip Bowls, 12c each.
Cream Jugs, 15c each.
Green floral decoration.

Homekeepers' Needs
75c Sani-Genie Polish Mops, Thursday 49c.
Pastry or Bakeboards, with sides, size 18 x 24 inches, clear white wood made. Regular 60c. Thursday 49c.
Shears and Scissors, large and small embroidery scissors, lady's scissors, nail scissors, pocket scissors, straight or bevel trimmers, scissors worth up to 50c. Thursday, one price, 25c pair.
Pyramid Bread Toaster, a good heavy sized toaster for four slices of bread Thursday 19c.
50c Wear-Ever Aluminum Saucepan, one quart size, wine measure, Thursday 25c.
Dover Sad Irons, nickel-plated, hood cover, three irons and handle complete, Thursday \$1.25 set.
Double Boilers, good gray enamel, 1 1/2 or 2-quart sizes. Thursday 35c.
Royal Floor Wax, is a very high grade, it sells under an advertised label at 49c a lb. The "Royal" is 39c lb.
"Color-Lac" is our name for a high-class varnish stain, made in solid or transparent colors. The price is a saving of from 2c to 15c a case on the same grade of stains. Quarter pints, 15c; half pints, 25c; pints, 40c; quart, 75c.
Women's Coats at Half Price
60 only, better quality coats, sample garments, or from stock, including chevots, curls, English tweeds, fancy mixtures, etc.; smart new styles, \$30.00 coats, \$15.00; \$25.00 coats, \$12.50; \$20.00 coats, \$10.00.
WOMEN'S NEW SUITS FOR SPRING, \$25.00.
Pretty styles in new shades and exclusive designs; New York and domestic makes. Sizes 32 to 42. Special showing at \$25.00.
CLEARANCE OF WOMEN'S SILK DRESSES AT \$9.50.
Each is in one of the newest designs and there are dozens of styles and a wonderful variety of shades; all sizes in the assortment, 32 to 42. Formerly \$18.00 to \$20.00. Thursday \$9.50.
SKIRTS FOR STOUT WOMEN, \$5.00 AND \$5.50.
With side or box pleat on side, sleeves trimmed with braid, and either small black bone or self-covered buttons; serge in black and navy; waist bands 29 to 38 inches; front lengths 35 to 41 inches. \$5.00 and \$5.50.
WOMEN'S AND CHILDREN'S UNDERWEAR.
Phone orders filled.
Women's Vests or Drawers, Watson's pure all-wool; sizes 34 to 42 bust. Thursday \$1.50.
Women's Combinations, sizes 38 to 44 bust. Regular \$1.00. Thursday 69c.
Children's Combinations, "Hygeian Warmers," white or natural wool and cotton mixture; sizes 3 to 12 years. Regular 90c and \$1.00. Thursday 65c.

Floor Coverings
Wool Back Axminster Rugs, 20 only, heavy quality, Oriental and floral designs, size 28 x 57 inches. Regular \$4.95. Thursday, \$3.39.
Bath Mats, in great variety, in blue and white, green and white, rose and white, and pretty floral effects; size 18 x 34 inches, \$1.50; size 22 1/2 x 48 inches, \$2.55; size 27 x 54 inches, \$3.25.
Plain Centre Bath Mats, plain gold, rose or blue centre with a narrow black border; size 34 x 18 inches, \$1.75; size 27 x 54 inches, \$3.75.
Cocoa Mats, plain red or green borders; 14 x 24 inches, 22c; 16 x 27 inches, 29c; 18 x 30 inches, 32c.
200 Extra Heavy Cocoa Mats, size 14 x 24 inches, 50c.
Floor Cloth, 32c. Block, tile and hardwood effects; 36, 45, 54, 72 and 90 inches wide. Thursday, square yard, 32c.

\$10,000 Worth of Rich Dress Fabrics for \$5,000
That's what the big Half-Price Sale on the Second Floor actually amounts to in dollars and cents. AS FOR THE QUALITY of the silks and dress goods offered, the items below will give you some idea—qualities that seldom are offered at anything like these half-price figures. THE ASSORTMENT is so great that it will pay you to COME EARLY and pick out individual weaves, colors or patterns before they are snapped up. SALE BEGINS 8.30 A.M. TODAY—ENDS 5.30 P.M. FRIDAY. SECOND FLOOR.

VELOURS FOR SUITS AND SPORTS COATS.
In plain, Bedford and fancy honeycomb effects; staple and pastel shades. Regular \$2.00, \$2.50 and \$3.00. Thursday half price, \$1.25 and \$1.50.
CHENEY'S FOULARDS, IN 24 IN., 75c YARD.
A big color range, with small figure and spray designs, on plain and moiré grounds. Regular \$1.50. Thursday, half price, 75c.
BROCADED CHARMEUSE.
Cherry and rose designs on black, taupe, mahogany, brown, blue and green grounds, 40 inches wide. Regular \$2.50, \$3.00 and \$3.50. Thursday half price and less, \$1.25.
GABARDINES AND BEDFORDS IN BROCADEE EFFECTS.
In a good assortment of staple and pastel shades, for suits, or combinations with silk for smart dresses. Regular \$2.00 and \$2.50 yard. Thursday half price, \$1.00 to \$1.25.

IMITATION LYNX COATING
Regular \$3.00, for \$1.50 per yard. For smart sport coats, in gray, rose, Russian and steel effects. Regular \$3.00 yard. Thursday half price, yard, \$1.50.
SILK AND WOOL CREPE DE CHINE.
In rose, tans, blues, etc., in broche and flower effects. Regular \$1.25 and \$1.50 yard. Clearing Thursday at half price.
CREPE SATINS, REGULAR \$1.50, FOR 75c.
In evening tones, pinks, blues, tango, peach, rose, sky, terra, etc.; 40 inches. Regular \$1.50. On sale Thursday half price, 75c.
CREPE SHANTUNG AND PUSSY WILLOW BROCADES.
40 inches wide, in gray, green, fawn, oyster, blue, yellow and other grounds, with Paisley and cashmere patterns. Regular \$2.50 to \$3.50. Thursday half price and less, \$1.25.

Exceptional White-wear Values
New styles have been added during the last few days all through the section. For tomorrow we have selected the following for special pricing. Phone orders will be filled.
Drawers, nainsook ruffle of wide hand-sewn embroidery; lengths 23 to 27 inches. Regular 75c. Thursday 50c.
Princess Slips, nainsook, embroidery and linen lace insertions; lace edges; size 34 to 42 bust. \$2.25. Thursday \$1.69.
Corset Covers, nainsook, embroidery yoke and edges; sizes 34 to 42 bust. Regular 65c. Thursday 47c.
Nightdresses, nainsook; high neck; embroidery and Val. lace trim; lengths 56, 58, 60 inches. Regular \$1.75. Thursday \$1.19.
Combinations, nainsook, embroidery and torchon lace trim; sizes 34 to 42 bust. Regular \$2.00. Thursday \$1.25.
Children's Nightdresses, heavy white flannelite. Sizes 2 to 8 years; 60c; 10 to 16 years, 65c.
Children's Drawers, white flannelite. Thursday, sizes 2 to 8 years, 30c; sizes 10 to 16 years, 35c.

The New Market
Telephone Adelaide 6100
THE MEATS.
2,000 lbs. Peamealed Breakfast Bacon, mild curing, whole or half, per lb. 25c.
Pure Lard, 50-lb. pack, special per lb. 15c.
Thick Rib Roast Beef, choice quality, per lb. 27c.
Steak, tender beef, per lb. 25c.
Porterhouse Roast, finest cut, per lb. 23c.
Best All Pork Sausage, our own make, per lb. 17c.
Domestic Shortening, 3-lb. pails, gross weight, per pall 46c.
THE GROCERIES.
One car Standard Granulated Sugar in 20-lb. cotton bag, per bag \$1.26.
5,000 lbs. Finest Canned Corn, only six times to a customer, 3 tins 20c.
2,000 lbs. Finest Creamery Butter, per lb. 35c.
Edwardsburg or Beehive Table Syrup, 5-lb. pail, 25c.
Finest Featherstrip Cocoaanut, per lb. 15c.
Pure Cocoa in Bulk, per lb. 23c.
Pure Clover Honey, 5-lb. pall 65c.
Quaker Oats, large package 24c.
Salt in bags, 3 bags 14c.
Ono Cubes, 3 tins 25c.
Choice Red Salmon, 2 tins 25c.
Finest Canned Pumpkin, 3 tins 24c.
Peanut Butter in Bulk, per lb. 15c.
Finest Evaporated Apples, per lb. 10c.
Scott Taylor's Worcester Sauce, bottle 10c.
Finest Port Harley, 6 lbs. 25c.
Upton's Marmalade, 5-lb. pall 60c.
Fancy Patna Rice, 3 lbs. 25c.
500 lbs. Fresh Ginger Snaps, 2 lbs. 25c.
Finest Canned Haddock, per tin 13c.
500 lbs. Highland Brand Cherries, per 34 20c.
Heinz Pork and Beans, per tin 14c.
Post Toasties, 3 packages 25c.
Lion Bar, Finest, Full Bodied Assam Tea of uniform quality and fine flavor Thursday, per lb. 37c.
THE FRUITS.
Choice California Oranges, Sunbelt brand, large size, sweet and seedless. Regular 50c. Thursday, dozen 35c.
Choice Grape Fruit, large size, 3 for 25c.

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