

# Goods on Sale Today at the Simpson Store

## Supply Evidence of Our Ability to Buy for Our Customers' Benefit.

### A Great Array of High Grade Overcoats and Ulsters for Men Saturday \$11.95

Blue Chinchillas, English Meltons, in plain grays and blacks; English Coatings, in colors; all in distinctive styles. Usual values \$15.00, \$16.50, \$18.00 and \$20.00.

#### YOUNG MEN'S SHORT COATS.

With soft roll lapels; natural width shoulders, and every new detail of the season; the popular single-breasted, fly-front Chesterfield, with velvet collar; the winter ulster; double-breasted; 50 inches long, with two-way convertible collar; excellent English blue chinchillas, plain black and Oxford gray meltons; also heavy tweed coatings, in browns; the linings are fine twill mohair; sizes 35 to 44. For . . . . . 11.95



## A Special Sale of Men's Wear

### 4260 Shirts

87c, THREE FOR \$2.50, TODAY ONLY.

The floor stock of one of the large shirt manufacturers in Canada; mercerized cloths in blues and blacks, hairline stripes, madras, pecunas, percale, zephyr, blue chambray, all coat styles; sizes 13 1/2 to 17. Regular \$1.25, \$1.50 and \$2.00. Saturday . . . . . .87

### Pyjamas

240 PAIRS MEN'S FLANNELETTE PYJAMAS.

In pink, blue, brown and gray stripes; high military collar; silk frogs on coat; in sizes 34 to 52. Regular \$1.25. Saturday . . . . . .88

### Underwear

\$5.50 MEN'S SILK AND WOOL COMBINATIONS, \$2.98.

Guaranteed, cream shade only; sizes 32 to 46. Regular \$4.50 and \$5.50. Saturday . . . . . 2.98

Men's Wool Underwear, English make, unshrinkable, sizes 32 to 44. Regular \$3.50. Saturday . . . . . 2.49

### Sweater Coats

Men's Wool Sweater Coats, travelers' samples and broken ranges from stock, high storm collar; sizes 38 to 44. Regular \$4.00, \$5.00 and \$6.00. Saturday . . . . . 3.79

Boys' Wool Sweater Coats, sizes 26 to 34. Regular \$2.00 and \$2.50. Saturday. 1.49

### Neckwear

Men's Silk-Knitted Neckwear. Regular 75c. Saturday . . . . . .50

## Clearing of Recent Montreal, Quebec, Galt and London Purchases--Saturday.

High-Grade Fall Footwear, for nearly every member of the family, is included among these superior boots, in many instances at less than maker's cost; with a few exceptions, the size ranges are complete, in the following lines and styles:

#### MEN'S \$4.00 TO \$6.00 BOOTS, SATURDAY, \$2.95.

4500 Pairs New Fall and Winter Boots, in button, Blucher and lace styles, and made of selected tan winter calf, patent colt, black box calf and gunmetal calf leathers; best grade white elk and oak bark tanned soles; some have waterproofed outer soles; cushion comfort inner soles; rubber and leather heels; new English and popular toe styles; tan leather and navy duck linings; all are made with the better-than-hand-sewn soles; no lumps, tacks or stitches to irritate the most sensitive foot. We fully guarantee every pair of these high-grade boots; sizes and half sizes 6 to 11; widths C to EE. Regular price \$4.00, \$4.50, \$5.00, \$5.50 and \$6.00. All one price Saturday 2.95

#### LADIES' FALL BOOTS, SATURDAY, \$1.99.

3500 pairs, at about the tanner's price of the upper leather; every pair made for this season's trade; beautiful black and tan boots, in button, lace and Blucher styles; made of selected calf, kid and colt leathers, with best grade oak bark tanned leather soles; fine black and colored cloth and dull black glove uppers; Cuban, spool, French and military heels; newest and popular toe shapes; you would do well to purchase a quantity of these new fall and winter boots at Saturday's low price. Regular \$3.00 to \$5.00. All one price Saturday . . . . . 1.99

2000 Pairs Men's Rubbers. Saturday, per pair . . . . . .69

1500 Pairs Women's Rubbers. Saturday, per pair . . . . . .49

#### CHILDREN'S BOOTS, SIZES 2 TO 10 1/2, SATURDAY, 95c.

The kiddies are taken care of in this Saturday's Sale; over 1200 pairs of new fall boots, in black kid, patent calf, red kid, dull black calf and chocolate kid leathers; hand-turned and flexible McKay soles; spring and low heels; military and regular weight uppers in the lot; some styles have combination brown, white and red colored uppers; a high-grade maker's merchandise; all sizes 2 to 10 1/2 in this lot. Regular \$1.25 to \$1.90 . . . . . .95

#### BOYS' BOOTS, SIZES 11 TO 13 1/2, SATURDAY, \$1.69.

Button and lace styles, made of superior black calf, black kid, patent and tan leathers, with best quality one, two and three-ply soles; military and campus heels; latest and popular toe shapes; wear-proof duck linings; these boots built to stand the wear and tear; sizes 11 to 13 1/2. Formerly \$2.00 to \$2.75. Saturday . . . . . 1.69

Same styles, sizes 1 to 5 1/2. Saturday . . . . . 1.99

### Just Out Books

"Moonbeams From the Larger Lunacy," by Stephen Leacock. Just out. Cloth. 1.10

"In Times Like These," by Nellie L. McClung. Cloth . . . . . 1.00

"The Pentecost of Calamity," a most vivid picture of the tragedy of Germany, by Owen Wister, author of "The Virginian." Cloth bound . . . . . .50

"Dearer Than Life," a wonderfully interesting novel of the present war, by Joseph Hocking, author of "All for a Scrap of Paper." Just out. Cloth bound . . . . . .50

#### TWO IMPORTANT ADDITIONS IN THE REPRINTS.

"Laddie," by Gene Stratton-Porter. Cloth bound. Now . . . . . .50

"Secrets of the German War Office," by Dr. A. Karl Graves. Now . . . . . .50

Jack London's new novel, entitled "The Star Rover." Just out. Cloth bound. 1.25

David Grayson writes a novel called "Hempfield." Thousands have read his charming books, "Adventures in Contentment" and "Adventures in Friendship." This new volume is beautifully illustrated, and will be one of the favorite gift books this Christmas. Cloth bound, gift top. 1.25. Leather . . . . . 1.50

### Special Turkey Dinner 30c

IN LUNCH ROOM, 11:30 A.M. AND 2 P.M.  
Roast Young Turkey, Cranberry Sauce.  
Potatoes, Boiled or Mashed.  
Mashed Parsnips.  
Hot Mince Pie or Ice Cream.  
Brown or White Bread with Butter.  
Tea, Coffee or Milk.  
AFTERNOON TEA.  
5 to 5:30 p.m.  
Apple Pie with Ice Cream.  
Pot of Tea with Cream.  
15c, or two persons for 25c.

## Special Values in Beds and Mattresses

Iron Bedsteads, pure white enamel, brass caps on each post; standard sizes. Regular \$3.00. Saturday's selling . . . . . 2.10

Brass Trimmed Iron Bedstead, white enamel, brass top rails, caps and uprights; standard sizes. Regular \$5.25. Saturday's selling . . . . . 4.15

Brass Bedstead, has 2-inch continuous posts, evenly divided fillers; satin, bright or polette finishes; standard sizes. Regular \$18.90. Saturday's selling . . . . . 12.95

Brass Bedstead, heavy posts and top rails, turned ball corners, extra heavy fillers; bright, satin or polette finishes; standard sizes. Regular \$24.75. Saturday's selling . . . . . 14.15

Brass Bedstead, 2-inch posts, double top rails, heavy fillers, neatly designed husks; bright, satin or polette finishes; standard sizes. Regular \$34.00. Saturday's selling . . . . . 22.50

Bed Spring, kiln-dried hardwood frame, strong woven steel springs, supported by steel bands; standard sizes. Regular \$2.00. Saturday's selling . . . . . 1.55

Bed Spring, steel tubing frame, steel coil wire springs; standard sizes. Regular \$3.00. Saturday's selling . . . . . 1.95

Bed Spring, heavy steel tubing frame, double steel coil wire, reinforced, supported by steel bands; standard sizes. Regular \$4.25. Saturday's selling . . . . . 2.90

Mattress, sanitary seagrass filling, heavy layer of jute felt at both sides, tufted and covered in art ticking; standard sizes. Regular \$2.10. Saturday's selling . . . . . 2.60

Mattress, pure cotton felt filling, heavy layer of art ticking covering; standard sizes. Regular \$7.00. Saturday's selling . . . . . 4.95

Mattress, pure cotton felt filling, built in layers, stitched edges; standard sizes. Regular \$10.00. Saturday's selling . . . . . 7.75

Pillows, well filled with mixed feathers, covered in art ticking. Regular \$1.35. Saturday's selling, pair . . . . . .85

Pillows, extra well filled with all pure feathers. Saturday's selling, pair . . . . . 2.95

## Bright, New Floor Coverings

Linoleums, Rugs and Carpets at popular prices. Attractive values in floor coverings of serviceable, inexpensive grades, that are reliable, and in every way satisfactory.

#### GOOD MEDIUM-SIZED RUGS, \$11.25 TO \$29.75.

Size 6.9 x 9.0 and 6.9 x 10.6, are very popular, as they accommodate themselves to rooms ranging in size from 8.0 x 10.0 to 10.0 x 14.0. In these two popular sizes there are Brussels, Axminster and Wiltons, at the following prices, 11.25, 11.75, 13.25, 15.50, 23.50, 25.75 and . . . . . 29.75

#### SCOTCH TAPESTRY CARPETS.

For stairs, halls and rooms, see this quality, which comes in new designs and colors.  
18 inches wide Stair Carpet. Saturday . . . . . .50  
22 1/2 inches wide Stair Carpet. Saturday . . . . . .65  
27 inches wide Stair Carpet. Saturday . . . . . .70  
27 inches wide Room Carpet. Saturday . . . . . .70

#### HEAVY PRINTED LINOLEUM, 45c.

No better value shown than these well-seasoned, heavy, printed linoleums, in a choice of designs suitable for bedrooms, bathrooms, sitting-rooms, etc., 2 yards wide only. Priced at, per square yard . . . . . 45

#### ALARM CLOCKS 71c

300 only, guaranteed accurate, fully tested, brass movement, seamless nickel case, alarm bell and shut-off lever, 4-inch dial. Regularly \$1.00. Saturday . . . . . .71

#### STEAMER TRUNKS

Waterproof, canvas covered, sizes 32, 34, 36 and 40-inch. Saturday . . . . . 4.95

## The Robert Simpson Company, Limited

## Men's Derby Hats

Correct 1915 shapes; sizes 6 3/4 to 7 3/4; black only. Regular \$2.00 and \$2.50. Saturday special . . . . . .95

Men's Soft Hats, English and Italian manufacture. Regular \$1.50, \$2.00 and \$2.50. Saturday . . . . . 1.00

Christy's Feather-Weight Derby Hats at . . . . . 2.50

Borsalino's Italian Soft Hats, green, olive, gray, brown and navy . . . . . 4.00

## Boys' and Youths' Scotch Tweed Ulsters \$7.85

200 ULSTERS TO CLEAR SATURDAY MORNING.

Some coats that cost a great deal more than our clearing price. Only a few coats in each pattern, but all sizes in the lot. Double-breasted styles, with wide convertible collars and belted back; Scotch tweeds, in solid grays and browns; sizes 26 to 35. Saturday . . . . . 7.85

## Men's Fine Tweed Suits

English Tweed Suits \$12.00

Brown, small check pattern cloths; made in single-breasted, three-button sacque style; sizes 36 to 44.

Bannockburn Suits at \$18.00

A good brown, made in the best single-breasted sacque style, with high-cut vest; sizes 36 to 44.

## Overcoats for Little Fellows \$4.95

150 Double-Breasted Junior Overcoats, in smart styles, some with Raglan shoulders, most with velvet collars; beautifully woven cloths and gray and blue chinchilla; sizes 2 1/2 to 9 years. Saturday . . . . . 4.95



### Xmas Boxes

From our London office to the trenches. Stop at the circle on the Main Floor and see them. You'll find the prices practically the same as London prices, plus a small charge for cabling expenses

## Unbleached Sheetings at 16c

2000 yards, will bleach easily, close weave, 54 inches wide. Saturday, yard . . . . . 16

Hemstitched Pillow Cases, good quality; size 42 x 33 inches. Saturday, 3 pairs for . . . . . .98

Maish Laminated Bed Comforters, pretty silkline covering, cotton filling, reversible; size 72 x 72 inches. Regular \$4.25. Saturday . . . . . 2.95

Hemmed Huckaback Towels, for bedroom use. Saturday, pair . . . . . .49

Bleached Table Damask, assorted designs, 66 inches wide. Saturday, yard . . . . . .39

Hemstitched Damask Table Cloths, range of pretty bordered designs; size 2 x 2 1/2 yards. Regular \$3.00. Saturday . . . . . 2.48

The Big Sale of Madeira Linens continues Saturday. Splendid range of exquisite patterns and plain pieces.

## Japanese Baskets and Suit Cases 49c

In matting and willow, odd shapes, some with straps, leather corners, strong handles. Regular 75c to \$2.00. Saturday . . . . . 49

No phone or mail orders.

### Demonstration

of electric appliances: Irons, Grills, Toasters, Air and Water Heaters, Percolators and Disc Stoves--Main Floor.

## THE NEW MARKET Telephone Adelaide 6100

#### THE MEATS.

Forequarter of Spring Lamb, per lb. . . . . .11  
Loin of Spring Lamb, per lb. . . . . .12  
Shoulder Roast, best quality beef, per lb. . . . . 16  
Thick Rib Roast Beef, best quality beef, per lb. . . . 17  
Finest Rib Roast Beef, best quality beef, per lb. . . . 17  
Round Steak Roast, best quality beef, Special, per lb. . 20  
Porterhouse Roast, best quality beef, per lb. . . . . 20  
Pure Lard, 8-lb. pails, gross weight, per pail . . . . . 45  
Choice Roasting Chickens, per lb. . . . . .45

#### THE GROCERIES.

2000 lbs. Fresh Creamery Butter, White Clover Brand, per lb. . . . . .35  
Tinned Corned Beef, 2 packages . . . . . .35  
Leaf Sugar, 5 lbs. . . . . .25  
Clark's Fork and Beans in Chili Sauce, large tin. . . 14  
Finest Canned Lobster, 1/2-lb. tin . . . . . .25  
Baker's Cocoa, 4-lb. tin . . . . . .25  
Horseshoe Salmon, 1/2-lb. tin . . . . . .25  
Shrimp's Marmalade, 2-lb. jar . . . . . .25  
Finest Canned Corn, Fennel or Tomatoes, 2 lbs. . . 25  
Canned Fruit, Raspberries, Strawberries and Cherries, per tin . . . . . .25  
Gorton's H. F. Sauce, bottle . . . . . .25  
Crosse's Fish Brand Sardines, 2 tins . . . . . .25  
300 lbs. Fresh Peas' Shortbread, per lb. . . . . .25  
Pure Honey in the Comb, section . . . . . .25  
Tuna Fish, per tin . . . . . .25  
Banner Brand Jam, assorted, 1-lb. bottle . . . . . 15  
Choice Olives, stuffed or plain, bottle . . . . . 15  
Blue Bell Jelly Powder, assorted, 4 packages . . . . 25  
300 lbs. Fresh Fruit Cake, per lb. . . . . .25  
Fancy Mixed Biscuits, 2 lbs. . . . . .25  
Pure Gold Salad Dressing, 2 packages . . . . . 25  
1000 lbs. Fresh Roasted Coffee, FINE LB., 25c. pure or with chicory. Saturday, per lb. . . . . .57

#### VEGETABLES.

California Valencia Oranges, per dozen . . . . . 40  
Sweet Potatoes, 5 lbs. . . . . .25  
Choice Grape Fruit, per lb. . . . . .25  
Select Malaga Grapes, 5 quart . . . . . .25  
Cape Cod Cranberries, 5 quart . . . . . .25

#### FLOWERS.

Fresh Cut Flowers should be on every table in Toronto on Sunday when we offer such good value at the following prices:  
Chrysanthemums, yellow, white or pink, 15c dozen; other colors, \$1.00, \$1.50, \$2.00 dozen up.  
Princess Violets, for 10c the bunch.  
Fresh Cut Roses, yellow, pink, white, red, from 75c dozen to \$4.00.  
Carnations (pink, light or dark), red or white, 90c dozen.  
We are handling only first-class flowers at moderate prices to assure satisfaction.  
We would suggest having your name and address to have flowers sent out each Saturday without any bother of coming in to place an order.  
Flat Pans for ferns for table, 25c, 45c, 75c each.  
Papyrus Ferns, in 1-inch pots, 15c each.  
Boston Sword Ferns, in 1-inch pots, 15c each.

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