

Points of Interest at Simpson's Store Today

NOW OPEN

The French Government Exhibit

for the benefit of the Canadian Red Cross Society.

We have devoted a large part of the Sixth Floor to the wonderful display of **War Trophies and Munitions of War**

collected and loaned by the French Republic for exhibition in aid of the Red Cross. A committee of ladies of the Toronto Branch, Canadian Red Cross Society, are in charge, and for the benefit of this society they will collect an admission fee of 25c. The articles on view include aeroplanes captured from the Germans and those used by the French against them, shells, machine guns, French .75 gun, uniforms, gas bombs and a host of other things connected with the great struggle. All money secured by this exhibit is devoted to the uses of the Canadian Red Cross Society.

These Boots for Men and Boys Are Values That Have No Superiors at the Prices

Men's Patent Boots
Men's dressy boots, made of patent calf leather, with black cravenette uppers. Straight lace style, with English recede toe, having perforated tip, light weight Goodyear welt sole; sizes 6 to 11. Per pair **4.50**

Men's Dark Tan Bluchers
Made of dark brown willow calf leather, blucher style, straight stylish last, double weight Goodyear welt sole, military heel; sizes 6-10. Per pair **4.50**

Young Men's Lace Boots
Made of gunmetal calf leather with dull top, straight lace style with small eyelets to top, English recede toe, heavy Goodyear welt oak sole and flange heel; sizes 6-10. Per pair **4.00**

Men's Gunmetal Boots
Men's gunmetal calf blucher, having a me-

dium wide round toe shape and heavy solid leather outer sole running through to heel. We recommend this boot for strong wear. Sizes 6 to 11. Per pair **3.25**

Boys' "Active Service" Boots
Boys' military boots, blucher cut, made of dark-shade tan calf leather; plain toe, regulation military last, heavy Goodyear welt soles; sizes 1 to 5 1/2. Per pair **3.95**

Boys' Damp-proof Sole Bluchers
Made of heavy gunmetal leather with calf toecap, extra heavy viscolized Goodyear welt damp-proof soles and military heels. We guarantee this boot for hard wear. Sizes 1 to 5 1/2. Per pair **3.50**

Boys' Button Boots
Made of gunmetal calf leather, blucher style with dull top, heavy solid standard screw soles and solid leather counter and box toes; sizes 1 to 5 1/2. Per pair **2.75**

When buying boots for children, ask to see "Jack & Jill" and "Daintymaid" in custom grade lines. Prices range from \$2.50 to \$7.00, according to style and size.

Of Interest in the Linen Section, Fourth Floor

- Heavy Scotch Crash All-linen Towelling, with red border; a splendid towelling for kitchen use; 17 inches wide. Regular **1.13**
- Bleached Table Damask, in assorted designs, 72 inches wide. Extra special **.59** Tuesday, per yard
- Damask Table Cloths of all pure linen. Pretty bordered designs; size 2 x 2 1/2 yards. Tuesday **3.95**
- Horrockses' Snowy White Twilled Flannel-ette, 36 inches wide. A splendid quality for night gowns, etc. Extra special **.27** for Tuesday, per yard
- Extra Heavy All Linen Turkish Bath Towels, made in England. A special purchase enables us to offer them Tuesday at **.95** per pair

Baby Locketts 1.98



10k gold Locketts and Chains, round, like cut, or oval, in bright or dull finish; a few with single pearl in centre; will hold two photos; three initials engraved free. Regular \$3.00. Tuesday **1.98**

Wilton Rugs, Brussels Rugs and Axminster Carpets at a Third Less Than Regular Prices

We purchased an English manufacturer's clearance line of Wilton and Brussels carpets and Axminster piece goods at a discount that makes possible these special prices. There will also be included a number of discarded patterns from our regular stock—every rug in the lot offered at a big saving.

Brussels Rugs

The patterns include two-tone blue, with rose figure in the border; rose and blue Persian pine design, with a light border; tan ground, small conventional design; also two-tone green with small yellow figure and Oriental designs in dark colorings.

- 6.9 x 9.0, value \$18.50, for **12.95**
- 6.9 x 10.6, value \$22.50, for **15.95**
- 9.0 x 10.6, value \$29.75, for **20.95**
- 9.0 x 12.0, value \$32.50, for **23.95**

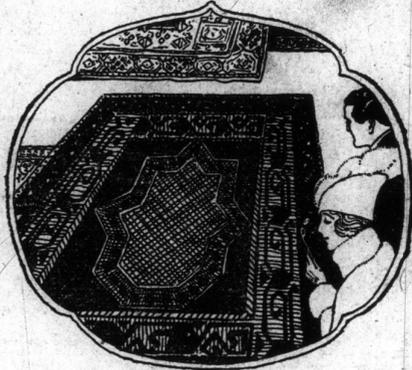
Wilton and Axminster Carpets

These carpets are exceptional value, and are very suitable for halls, dining-rooms, living-rooms, etc. Small conventional, Oriental and some two-tone effects. Regular values are \$2.75 to \$3.25 a yard. Special on Tuesday at **1.95**

Reading for the Kiddies

The ever-popular "Peter Rabbit" series, by Beatrix Potter, makes excellent reading for the kiddies. We offer you the following titles: "The Tale of Peter Rabbit," "The Tailor of Gloucester," "The Tale of Benjamin Bunny," "The Tale of Two Bad Mice," "The Tale of Mrs. Tiggy-winkle," "The Tale of Mr. Jeremy Fisher," "The Tale of Tom Kitten," "The Tale of Flopsy Bunnies," "The Tale of Mr. Tod," "The Tale of Piggling Bland," "The Tale of Timmy Tiptoes," "Ginger and Pickles," "The Pig and the Pattenpan."

EACH 25c



English Wilton Rugs

Small green conventional designs, with brown figures, two-tone brown, two-tone green, light cream ground with chintz flowers and several Orientals.

- 4.6 x 7.6, value \$16.75, for **10.95**
- 6.9 x 9.0, value \$29.75, for **19.95**
- 6.9 x 10.6, value \$33.75, for **23.95**
- 9.0 x 9.0, value \$39.25, for **27.95**
- 9.0 x 10.6, value \$45.50, for **31.95**
- 9.0 x 12.0, value \$51.75, for **35.95**

A Special Lot of Boys' Good Overcoats for \$4.95

You will do well to come here today to see these overcoats. They are for boys 7 to 13 years of age. The materials are imported tweeds, in dark grey, plain and diagonal weaves, with warm, durable lining; double-breasted; large convertible collar and half belt. These coats will give excellent service, and are as warm as a winter coat needs to be. Specially priced at **4.95**

Men's \$4.00 Sweater Coats at \$3.49

Wool sweater coats, in plain and fancy, chain and jumbo stitch; various shades of grey; high storm collar, pearl buttons and two pockets. Sizes 36 to 44. Tuesday **3.49**

Men's Merino Underwear, in natural shade, "Trunk" make, Fall weight; sizes 34 to 44. Shirts and Drawers, per garment, 50c. Combination Suits, \$1.00

Men's Scotch Wool Underwear, made from fine Shetland wool yarns. Shirts are double-breasted; close-fitting cuffs and ankles. Sizes 34 to 44. Per garment **1.00**

Save Money on Toilet Articles

- Phobe Snow Face Powder, Regular 52c. Special **.35**
- Rigaud's Trentini Talcum Powder, regular 42c. Special **.25**
- Roger & Gallo's Rice Powder, Regular 25c. Special **.21**
- Bourjois French Face Powder, Regular 26c. Special **.20**
- Thymoline Tooth Powder, Regular 18c. Special **.12**
- Carlson's Violet Powder, Regular 11c. Special **.8**
- Violet Witch Hazel Toilet Cream, Regular 21c. Special **.13**
- Antiseptic Tooth Paste, Regular 16c. Special **.12**
- Canthox Shampoo, Regular 52c. Special **.35**
- Roger & Gallo's Vera Violet Face Powder, Special **.98**
- Daggett & Ramondell's Cold Cream, Special **.31**
- Sesodent Tooth Paste, Special **.20**
- Grosmeth's Shem-el-Nessim Perfume, Regular \$1.75. Special **1.10**
- Toilet Sets and Shaving Sets, Special, Half Price
- Real Ebony Hair Brushes, Regular \$1.25. Special **.95**
- Aluminum Dressing Combs, Regular 20c. Special **.12**
- Ebony Nail Brushes, Regular 15c. Special **.10**
- Palm Olive Toilet Soap, Special 3 cakes for **.25**
- Ivory Soap, Special 23 cakes for **1.00**
- Fairy Soap, Special, 4 cakes for **.15**
- Toilet Paper, in rolls, Special, 4 rolls for **.22**
- Imported Pure Olive Castile Soap, in cakes, Special, 3 cakes for **.12**
- Murray & Lanman's Florida Water, Special **.38**
- Pond's Vanishing Cream, Special **.25**
- Mennen's Talcum Powder, Special, 2 tins for **.27**
- Pinaud's Eau de Portugal Hair Tonic, Special **.42**
- War Stamps included.

In the Basement

- 25c BABY PLATES, 10c
- Various pretty designs, good quality, heavy plates, seconds. Tuesday, each **.19**
- \$5.00 and \$5.50 ENGLISH TEA SETS, \$4.39
- Thin, hard English bone china. Dainty new pink floral border decorations, gold line handles and edges, 40-piece composition. Tuesday, the set **4.39**
- \$1.00 and \$1.25 ENGLISH JARDINIÈRES, 79c
- Pretty new floral decorations, full 7 and 8-inch sizes, some with handles and gold-traced edges. Regular \$1.00 and \$1.25. Tuesday, each **.79**
- 75c "Royal Nippon" China Whipped Cream Sets, .49
- 50c Covered Decorated Cheese Dishes, Tuesday, .39
- 75c Sugar and Cream Sets, "Royal Nippon" china, .49
- Hand-painted China Sugar and Cream Sets **.23**
- "Tuscan" English China Cream Jugs, each **.23**

Hardware on Sale Today

- Enamel Water Pails, good grade, seamless, grey enameled steel pails, 10 quart size, Tuesday **.39**
- Enamel Tea Kettles, flat bottom, 2 quart size, Tuesday, **.39**
- Enamel Double Browsers, medium size, Tuesday **.39**
- Coal Scuttles, japanned steel, Tuesday **.25**
- Indoor Clothes Line Reels, braided cotton line winds upon reel; out of the way when not required, always ready when wanted. Tuesday **.25**
- Polish Mops for cleaning and polishing hardwood floors, linoleums and oilcloths, Tuesday **.25**
- Tea and Coffee Pots, grey enamel, "seconds," 2 and 3 quart sizes, Tuesday **.25**
- Enamel Lipped Saucepans, white lined; 1 1/2, 2, 3-quart sizes, Tuesday **.25**
- Bread Toasters, four sides, Tuesday **.25**
- 45c Silver Polish, large size, Regular **.25**
- Bread Knives, serrated edge, Sheffield steel blade, Tuesday **.25**
- Butcher Knives, good steel blade, Tuesday **.25**
- Nickel Silver Spoons and Forks, wear white throughout, plain or beaded pattern. Teaspoons, each, 4c, 5c and 6c; Dessert Spoons and Forks, each, 3c; Table Spoons and Forks, 10c.

At \$8.50, \$12.50 and \$15.00 We Have Hundreds of Coats for Women

Smart coats, of Whiteheads, chinchillas, beavers or imported mixtures, in browns, navys, greens, black or greys. Styles include full flaring, pleated, belted or flaring from waist; they show the new adjustable collar, deep cuffs and fancy pockets.

Women's Handsome Dress Coats
In plush, velours or Bolivia cloth in all the smartest styles and shades are here in an almost endless assortment at **\$25.00 to \$50.00**.

Maternity Dresses Moderately Priced
Made of a fine silk poplin, with wide flare skirt, shirred on an elastic waist band; the waist is made in a loose-fitting bolero style, and trimmed with novelty buttons and satin collar; colors are black, navy, taupe, brown and green. Sizes 34 to 42. **12.95**

Women's Dress Shirts, \$11.50 to \$27.50
Charming Models developed in rich black satin, featuring many smart ideas in sashes and crushed girdles; also tailored effects with yokes and small box or side pleats, and finished with buttons or silk fringe.

Misses' All Wool Serge Shirts, Tuesday at \$3.95

Seventy-five Misses' Skirts, smartly tailored on plain lines, with slightly flaring effect, and a neat button trimming. A very serviceable skirt for practical wear. In the \$3.95



Men's and Youths' New Overcoats That Will Stand the Closest Inspection of Tailoring. Materials and Price, at \$16.50

We have a heavy English tweed overcoat for young men, sizes 34 to 38. It's a swag-gar model, single-breasted, slip-on style, with box back, patch pockets and velvet collar. Thoroughly reliable in quality and unexcelled in value. Price **16.50**

Men's Double-Breasted Ulsters
Made from a heavy English coating, in a medium shade of grey; cut double-breasted, ulster style, 50 inches long; cuffs on sleeves, two-way convertible collar and lined through shoulders and sleeves with satin. A handsome, well-tailored coat. Sizes 36 to 44. **24.00**

Untrimmed Hats of Silk Velvet to Clean at 69c

At this price you could not ordinarily buy good velveteen hat, let alone good velvet hats such as these. The shapes are varied and suitable to so many faces. There are large and medium-sized dress shapes, large and medium-sized saffors, and many smart turbans; most of them are in black, but navy, brown and Saxe are well represented. Come at 8.30 for first choice on Tuesday at **69c**

Misses' Hats, \$1.75

All are stylishly trimmed hats of silk velvet in black, navy, brown, Saxe or cardinal, with trimmings of silk ribbons, fancy ribbons, white fur, or flowers. On sale at the wonderful price of **1.75**

Mourning Hats, \$3.50

Made from good French silk grenadine and corded silk ribbon trimming; large and suitable for young women. Sale **3.50** price

Tuesday in the Simpson Drug Store

- Red and Grey Flannel Beds, 50c, \$50, 75c
- Stone Foot Warmers, 50c, 60c, 75c
- Stone Hot Water Bottle **.75**
- Thermogene Wool **.37**
- Bromo Quinine Tablets **.16**
- Nuxated Iron Tablets **.63**
- Beecham's Pills **.19**
- Fruit-a-tives, 21c and 31c
- Peps **.31**
- Formamints **.32**
- Beef, Iron and Wine, Special **.38**
- Syrup Hypophosphites, Special **.43**
- Quinine, Iron and Wine, Regular **.50**, Special **.43**
- Emulsion Cod Liver Oil, Regular **.50**, Special **.43**
- Mentholated Cough Syrup, Regular **.25**, Special **.21**
- Syrup, Linseed and Turpentine, Special **.17**
- Syrup White Pine and Tar, Special **.17**
- War Tax included.

Earrings 25c

Novelty earrings, including large pearl studs, pearl with black margin, long black drops and oval clusters, stud design, Regular 50c, 65c and 75c, Tuesday, **25c** your choice at

Lunch Room At Your Service

When shopping on Tuesday stay and take Afternoon Tea in the Palm Room.
Afternoon Teas served from 3 to 5.30 p.m.
Afternoon Special Teas served in the Lunch Room, 3 to 5.30 p.m.

The Pure Food Market Telephone Adelaide 6100

- MEATS**
- 4,000 lbs. Selected Wild Cured Rib, in Back Bacon, 8 to 12 lbs. each back; by the whole or half, Tuesday, very special, per lb.
- 25c**
- Shoulder Roasts, tender beef, per lb. **.14** and **.15**
- Round Steak, Simpson quality, per lb. **.15**
- Minced Shoulder Steak, lb. **.15**
- Family Sausage, our own make, per lb. **.12 1/2**
- All Pork Sausage, our own make, per lb. **.20**
- Finest Cooked Ham, per lb. **.45**
- Finest Jellied Ox Tongue, lb. **.45**
- GROCERIES**
- One car Standard Granulated Sugar, in 20-lb. cotton bags, per bag **1.84**
- Lake of the Woods Five Roses Flour, 1/2 bag **1.43**
- California Seedless Raisins, per lb. **.18**
- Magic Baking Powder, 1-lb. tin at **.22**
- Finest Creamery Butter, lb. **.44**
- Crisco, per tin **.37**
- Wetley's Prepared Mincedmeat, package **.10**
- Choice Red Salmon, tall tin **.23**
- Fray Bent's Corned Beef, 1-lb. tin **.35**
- Prepared Soings, assorted, 3 pkgs. for **.27**
- Maclaren's Cream Cheese, large package **.23**
- CANDY SECTION**
- Cream Toffee, per lb. **.25**
- Vanilla Marshmallow, per lb. **.25**
- Assorted Toffee, per lb. **.25**
- FRUIT SECTION**
- 1,000 doz. Jamaica Oranges, per dozen **.25**
- Grapefruit, good size, 4 for **.25**
- Choice Cooking Onions, 6 for **.25**
- Choice White Cauliflower, each at **.25**
- FLOWER SECTION**
- Pteris Ferns, each **.25**
- Pots of Yellow Mums, each **.25**
- Fern Fans, each **.23** and **.27**
- Best Ferns, each **.25**
- Araucarias, each **.25**

A Box for Your Soldier Boy Direct From London

As a good-will service for our customers, we are taking orders for supply boxes, to be packed and forwarded from England, containing the provisions mostly needed by the men. Ask to see the various assortments and get quotations. Prices are cost to us, plus the cost of shipping to London.

