

On Sale Today at the Simpson Store

Store Opens 8.30 a.m.
Close 5.30 p.m.



TO THE MEN'S DEPARTMENT---

Straight as an arrow to its mark come the young men who know what's what in style, material and tailoring. Whether you're in search of a smart, well-cut suit, a winter overcoat with a "hang" to it, or collars and ties and underwear—this is one place to find the right thing at the right price.

RUBBERS AND SLIPPERS FOR A THOUSAND FEET

- Ladies' Quilted Satin Slippers, beautifully lined; several popular and dainty colors; padded insoles; leather-covered outer soles; all sizes 3 to 7. Thursday 1.25
- Slippers for Men, natural wool felt; two-tone gray; deep Pullman padded soles; sizes 6 to 11. Thursday99
- Red Morocco Slippers, for the men who appreciate quality and distinction; sizes 6 to 11. Thursday 2.95
- Red Morocco "Cavalier" Slippers, flexible leather soles and low heels; men's sizes 6 to 10. Thursday 3.95
- Waterproof Oil-Tanned Moccasins. Special price, Thursday 1.99
- Chocolate French Kid "Cavalier" or Over-Ankle Slippers, slipper comfort with boot effect; sizes 6 to 10 3.50
- Chocolate and Black Kid Elastic Side Slippers, hand-turned soles; all sizes; chocolate color, 1.95; black kid 1.89
- Women's City Rubbers, all sizes49
- Men's City Rubbers, all sizes69
- Men's Strong School Rubbers, 1 to 5, at54
- Youths' School Rubbers, 11 to 1345
- Misses' Light Rubbers, 11 to 241
- Children's Play and School Rubbers, 4 to 10 1/234

Men's Present Needs

- Men's Wool Combinations, unshrinkable, Tru-Knit make; closed crotch style; sizes 34 to 46. Regular \$2.75. Thursday 1.98
- Men's Wool Underwear, unshrinkable, Watson make; shirts and drawers; sizes 32 to 44. Regular \$3.50. Thursday 1.98
- Men's Neglige Shirts, blue, black, browns and helios; stripes; coat styles; laundered cuffs; sizes 14 to 16 1/2. Regular 75c, 89c, \$1.00. Thursday55
- Men's 36-inch Silk Bandana Reefer Mufflers, blues, reds, greens, yellow, brown and khaki. Regular \$1.25. Thursday79

"Stein Block" \$25.00 Overcoats at \$18.00

- In beautiful quality coating, plain gray; cut in fashionable single-breasted, buttoned-through style, with velvet collar. Thursday 18.00
- ENGLISH BEAVER COATS FOR CHAUFFEURS. Blue or green; heavy weight; double-breasted; lined throughout with heavy tweed; sizes 36 to 42. Price 20.00
- MEN'S ENGLISH BATH ROBES, \$3.65. Of blanket cloth, in red and gray or blue and red; sizes 36 to 46. Special 3.65
- MEN'S HOUSE COATS, \$5.00. English coating, in brown or gray; silk cord on edges, sleeves and pockets; sizes 36 to 46. Special 5.00

And speaking of "Arrows" you will be glad to know that we carry a full supply of Canadian-made Arrow Shirts and Collars. All the newest styles in cut and colors are available.



Youths' Blue Serge Suits

- 50 only, single-breasted, with soft roll lapel; natural shoulders and slightly fitting back; single-breasted vest, and long cuff-bottom trousers; sizes 32 to 36 9.95
- BOYS' ENGLISH AND SCOTCH ULSTERS, \$7.75. Regular \$10.00, \$12.00 and \$12.50.
- 110 Double-Breasted Winter Ulsters, full cut, with full-fitting shoulders; belted back, and convertible collar; gray and brown ulster cloths and serge linings; sizes 28 to 35. Thursday 7.75

Men's Caps

- Navy blue beaver cloth; golf, Brighton and driver shapes; fur-lined earbands 1.00
- Men's Tweed Caps, chinchilla, fleece and overcoat cloths 1.50
- Automobile Robes, full size, black wolf or black bear, goat skins 16.00

We Will Accept Orders For Soldiers' Christmas Boxes For Six More Days

The only safe way is to leave your order for those English Christmas Boxes at once. These boxes, put up in England, go right from our London office to the trenches; samples may be seen on the Main Floor at the Centre Basement Staircase. Each assortment and its price may be plainly seen.

Special Dinner 25c

- Roast Ribs of Prime Beef, Yorkshire Pudding, Potatoes, Boiled or Mashed, Mashed Squash, Tapioca Custard Pudding, Cream Sauce or Apricot Pie or Ice Cream.
- AFTERNOON TEA, 3 TO 5.30 P.M. Croquettes of Lamb, Thin Bread, Buttered, Pot of Tea, with Cream, Ice Cream.
- 15c, or two persons for 25c.

Toys at 25c at 8.30 a.m. Today

- (No phone or mail orders)
- 72 Pacing Bobs, toy, wagon and horse that paces in a very natural way. 25
- Barking Dogs, little white felt dogs, with yellow spots. 10, 25 and 49
- Tool Sets, in strong boxes, ten different styles and sizes. Set. .49 to 5.75
- Teddy Bears, 25, 39, 89, .98, 1.69, 1.98 to 5.50
- Rabbits, Parrots, Mermaids, made of wood, brilliantly painted. .15 and .25

- (No phone or mail orders)
- Paint Books For Children
- "Little Folks" Painting and Drawing Book, with instructions how to use15
- "The Jolly Times" is a cracker-jack, large size; attractive picture board cover. 25
- The "Peter Rabbit" Painting Book, from the story by Beatrix Potter. 25
- "Noah's Ark" Paint Book, another big favorite; picture boards 25
- "Playtime" Painting for Little Folks, with easy drawing lessons, complete in box, with paints and crayons. Special 29

- (No phone or mail orders)
- 72 Large Drums, with sticks 25
- 144 Barking Dogs, white felt with yellow spots, opens its mouth and barks; collar and chain lead 25
- 144 Express Wagons, small, painted red, with iron wheels 25
- 144 Dancing Charlie Chaplin 25
- 72 Sets of Wagon Blocks at 25

Full Suits For Women or Misses

- AT \$8.50, \$12.50, \$15.00 AND \$19.50, REGULAR VALUES \$15.00 TO \$35.00.
- 110 Suits in the Lot, well assorted in styles and materials; shades black, navy, brown or worsteds; all this season's styles; each well tailored and beautifully lined, 8.50, 12.50, 15.00 and 19.50
- WINTER COATS AT \$9.95, REGULAR \$12.50.
- Smart tweeds, in choice mixtures; plain material, curls, broken checks or stripes; all new styles in pleated, belted, ripple back and high collars; some are trimmed with fur or plush.
- New Plush Coats 20.00, 25.00, 30.00 and 35.00
- EVENING AND PARTY FROCKS, \$12.50 TO \$25.00.
- Sample Frocks for School Girls, in chiffon, messaline and flowered silk in soft pastel shades, crepe de chine, chiffon and taffeta combinations, figured net and floral silks in a great variety of styles and colors; sizes 14 years to 40 bust 12.50 to 25.00
- MISSIE'S SERGE SKIRTS, \$3.50, \$3.95 AND \$4.95.
- All-wool serge, smart styles, plain flares, with belts or narrow yokes, and rows of narrow silk braid and buttons, or box pleat on each side of front and back panel; colors black and navy, waist bands 22 to 27 inches; front lengths 33 to 37 inches.

Out Size Sateen Petticoats 89c

- Heavy Quality Mercerized Sateen, black only, cut extra large (hip measurement 50 inches), deep flounce of knife-pleating, trimmed with small frills; lengths 36 to 42. Thursday 89c
- Eiderdown Robes, \$3.95—All-Wool Ripple Eiderdown Lounging Robes, in cardinal and gray; loose back, rope girdle, large collar, fancy cuff and pocket trimmed with silk to match; sizes 34 to 44. Thursday 3.95

Dress Goods, Silks and Wash Goods

- THREE BLACK BROADCLOTH SPECIALS.
- Paeon-Finished Broadcloth, \$1.50—Fast dye and permanent finish, 52 inches wide; \$2.00 value. Thursday 1.50
- Chiffon Broadcloth, \$2.00—Soft and rich for pleated effects, 52 inches wide. Thursday at 2.00
- Satin Broadcloth, \$2.50—In suiting and heavy weights, for separate coats; 52 and 54 inches wide; shrunken and spotproof. Good value \$3.00 and \$3.50. Thursday 2.50
- BLACK SILKS AND SATINS.
- Black Silk Paillette, heavy quality, for general wear, skein dyed, 36 inches wide. Regular \$1.14. Thursday99
- Black Duchesse Mousseline and Chiffon Taffeta; soft draping qualities, 36 and 38 inches wide. Regular \$1.38. Thursday 1.14
- Black Duchesse Dress Satin, C. J. Bone's make, heavy quality, guaranteed fast dye; 36 and 38 inches wide. Standard \$1.50 value. Thursday 1.33
- Black Chiffon Taffeta and Silk Paillette, 36 and 40 inches wide. Regular \$1.69 value. Thursday 1.44
- Black Suing Satins, Silk Paillettes and Chiffon Taffetas, perfect weaves, excellent selection, 40 inches wide. Regular \$2.00. Thursday 1.69
- EXCELLENT WASH GOODS VALUES.
- 28-inch Wrappettes. Regular 15c yard. Thursday, yard 9 1/2
- 36-inch White Indian Head. Regular 15c yard. Thursday, yard 9 1/2
- Remnants and Oddments Kimono Cloths, Crepes, Ginghams, Mullins, etc. Thursday, yard 9 1/2
- 28-inch Heavy Cotton Eiderdown. Thursday, per yard 39
- 40-inch Plain White Voile. Thursday, yard 39

"When you look at the beautiful Panoramas of these great cities—London, Paris, Rome, Petrograd—and think that there is hardly a house or building represented there from which some familiar faces are not missing since this war began—then you feel a bond of sympathy between our Allies and ourselves that goes right to the fibre of our being."—Press comment on the Christmas Festival of the Allies.



Gloves and Hosiery

- Women's Shot Black Cashmere Hose, red, white and blue59
- Women's and Boys' Ribbed Black Cashmere Hose, 3 pairs .55; per pair20
- Women's Chamois Gloves, natural shade; sizes 5 3/4 to 7 1/2. Thursday75
- Women's Black Cashmere Gloves, sizes 6 to 759
- Sets of Table Linen, consisting of one cloth, size 2 x 2 1/2 yards; one dozen 22-inch Napkins, to match; rose, poppy, Chippendale and shamrock designs. Thursday, set 6.25
- Scalloped Damask Table Cloths, assorted designs, size 2 x 2 1/2 yards 4.80
- 22-inch Napkins, to match. Per dozen 6.50
- Linen Huckaback Towellings, for Christmas fancy work. Per yard, 35 to 85
- Linen Huckaback Bedroom Towels, damask borders and hemstitched hems. Per pair 1.25
- Hemstitched Guest Towels, Irish grass bleached. Per pair60

Sleighs, Doll Carriages, Automobiles

- "Kiddo" Steering Sleighs, flexible runners; made from selected materials; nicely decorated and stencilled:
- 33 inches long. Thursday special 1.08
- 36 inches long. Thursday special 1.28
- 40 inches long. Thursday special 1.38
- Doll Carriages, with reed bodies and hoods, in natural finish; enamel gears, and wheels, rubber tired; cretonne upholstered. Regular value \$5.00. Thursday sale 3.45
- "Jitney Buses," 33 inches long; rubber tires; starting crank, and steering wheel; body enamelled red; complete automobile 5.85

Candy

- 500 Boxes Imported Chocolate Creams, Eggs, in fancy box, tied with ribbon. Regular 45c. Per box 30
- 2000 Milk Chocolate Bars, 2 for 5
- Chocolate Animals, in wagons. Per box 10

For Home Embellishment

Serviceable Beds and Bedding

- Brass Bed, Spring and Mattress—Bed has 2-inch posts and top rails. Spring with steel tubing frame. Mattress filled with all pure cotton felt. Bed, Spring and Mattress, regular \$39.50. Thursday 22.50
- Brass Trimmed Iron Bed, Spring, Mattress and Pillows—Bed with brass top rails, caps and uprights. Spring with steel frame. Pillows selected feathers, covered in stripe ticking. Bed, Spring, Mattress and Pillows, regular \$14.10. Thursday 8.85
- Iron Bedstead, white enamel, brass caps. Regular \$5.00. Thursday 2.10
- Brass-Trimmed Iron Bedstead, white enamel, brass top rails, caps and uprights. Regular \$5.25. Thursday 3.95
- Brass Bedstead, heavy posts and top rails. Regular \$24.75. Thursday 14.15
- Brass Bedstead, 2-inch posts, double top rails. Regular \$34.00. Thursday 21.00
- Bed Spring, kiln-dried hardwood frame, regular \$2.00. Thursday, 1.55. Steel tubing frame, regular \$3.00. Thursday, 1.95. Heavy steel tubing frame, regular \$4.25. Thursday 2.90

\$16.75 Brussels Rugs for \$11.75

- Odd Rugs, in three or four designs; one size only, 9 ft. x 10 ft. 6 in. Regular \$16.75. Thursday 11.75
- Seamless Tapestry Rugs, with chintz borders, in several colors; 7 ft. 6 in. x 9 ft., 8.50; 9 ft. x 9 ft., 10.95; 9 ft. x 10 ft. 6 in., 12.00; 9 ft. x 12 ft. 13.25
- Several Odd Wilton Rugs, from our regular stock, small Oriental design or two-tone green and brown; 9.0 x 10.6, regular \$38.00, Thursday, 27.50; 9.0 x 12.0, regular \$51.00, Thursday 37.75
- Small Axminster Rugs at \$2.15 Each—Greens, tans, rose and brown colorings; size 27 in. x 54 in. 2.15
- Floor Oilcloth at 32c Square Yard—Many new block, tile, floral and hardwood effects; 36, 45, 54, 72 and 90 inches wide. Thursday, square yard 32

Mops, Polishes, Brushes in the Basement

- 288 "Sani-Genie" Polish Mops. Thursday 49
- 400 Brush Floor Brooms, 12 or 14-inch block. Regular \$1.00. Thursday 49
- "Durbar" Wax Polish, for hardwood floors and linoleums; 2 1/2 size, Thursday, .15; 50c size, Thursday 25
- "Brightener," for cleaning and polishing the finish of floors, furniture and interior woodwork. Pints, regular 50c, Thursday, 25c. Quarts, regular 85c, Thursday 39c
- Liquid Metal Polish, several good well-known makes, at less than half price; 12 ounce gallon cans, regular \$1.50, Thursday, .75; 16 oz. half gallon cans, regular 95c, Thursday, 49c; 36 oz. quart cans, regular 75c, Thursday, 25c; 72 oz. pint cans, regular 45c, Thursday 19
- "Liquid Veneer," 12 large gallon bottles, regular \$3.00 each, at 1.50; 30 only, 1.00 size bottles, at 75

THE NEW MARKET

TELEPHONE ADELAIDE 6100.

THE MEATS

- 2000 lbs. Anchor Brand Breakfast Bacon, choice, mild cured, whole or half side. Special, per lb. 23
- 300 Pails, 3 lbs. Gross Weight, Pure Lard. Special, per pail 47
- Sirloin Steak, Per lb. 22
- Wing Steak, Per lb. 24
- Porterhouse Steak, Per lb. 25
- Thick Rib Roast, Per lb. 18
- Best Rib Roast, Per lb. 20
- Briquet Boiling Beef, Per lb. 12
- 2000 lbs. Fresh Beef Tenderloin. Per lb. 19

THE GROCERIES

- One car Standard Granulated Sugar in 50-lb. cotton bags, per bag 1.81
- 2,000 lbs. Finest Creamery Butter, per lb. 34
- 3,000 tins Finest Canned Corn, 3 tins 53
- Edwardsburg or Healds Table Syrup, 5-lb. pail 27
- Salt, in bags, 3 bags 14
- Finest Featherstrip Cocoanut, per lb. 18
- Fancy Carolina Rice, 5-lb. pail 45
- Pure Cocoa in Bulk, per lb. 25
- Canned-Beans, Golden Wax or Green, 25 tins 35
- Fresh Malted Wheat, per stone 35
- Libby's Nixie Meat, 20-oz. bottle 35
- Choice Red Salmon, 2 tins 55
- Quaker Oats, large package 55
- 300 lbs. Fresh Ginger Snaps, 3 lbs. 15
- Choice Cluster Table Raisins, per lb. 15
- Purple Cord Seedless Raisins, per package 15

VEGETABLES

- Table Turnips, 2 for 5
- Choice Cranberries, quart 12
- Canadian Onions, half peck 15

FLOWERS

- Flat Pans of Fern, for table centre. Regular 45c. Thursday 33
- Paper Carnations, red, pink or white. Regular 50c dozen, for 40
- Azaraque Ferns, in 5 1/2-inch pots. Thursday, each 19
- Chrysanthemums, assorted colors. Special value, dozen 95

The Robert Simpson Company, Limited