

Make a Note of These Specials and New Stocks on Sale Today

Clothes With Individuality

can be just as well chosen from our ready-to-wear stocks as in the uncut cloth, and there's much more certainty that the style and finish will be equal to the material.

The greatest care is taken in the selection of cloth and styles, and the workmanship must be of the very highest order to entitle a suit or coat to a place among our ready-to-wear goods. The same care extends to our most modest priced clothing as to the better grades.

Call at the Men's Store Today

and get a line on what is being offered there for youths and men, not forgetting our wonderfully equipped boys' department and men's furnishing sections.



A Good-will Service for Our Customers.

We have arranged to forward from London, England, boxes of provisions selected with a view to the needs of the men and packed according to regulations, the charge being just what it costs to make up the boxes and deliver them in the trenches or to the prison camp in Germany, plus the cable tolls. Orders will be taken at the Grocery Department, where sample boxes will be shown and prices quoted on request.

Pinch-Back Suits at \$24.00

The Pinch-back Suit is distinctly a young man's suit. There is one particular model that we think very much of—we believe you'll agree with us that it is a dandy. It's made of brown and grey mixed tweed, and is perfectly tailored in every detail. Sizes 33 to 37. Price **24.00**

A Suit That Will Cost You \$13.50

There is a suit of green and brown mixed tweed that we should like you men to see. We want you to see it because it is not a usual thing to be offered, so snappy a suit for so little money. The sizes are 33 to 36. The price is only **13.50**

A Double-Breasted Overcoat, \$20.00

It is body fitting and has soft roll lapels. Made of a dark grey English woollen fabric, and is lined through sleeves and shoulders with satin. Sizes 34 to 42. No one can help admiring this handsome coat. The price is **20.00**

And Another Good Overcoat, \$22.00

That goes to prove that fine clothes need not be high priced. We have a young man's overcoat, sizes 34 to 40, in a double-breasted slip-on style, made of grey check English coating that is a beauty, and the price is only **22.00**

Very Special 'Headlight' Overalls, \$1.10

Mechanics and men who wear overalls are of one opinion, that Headlight Overalls are the best made. The materials are the best quality denims, in plain blue, plain black, and in a blue with white stripe. Roomy, well cut overalls and jacket. All necessary pockets and conveniences. Overalls, sizes 32 to 48. Jackets, sizes 36 to 48. To clear **1.10**

Our Hallow'een Display

has attracted many buyers, and we would advise you to make your selections early while the stock is fresh and well assorted. Fancy Paper Caps, Crepe Paper, Paper Ties, Paper Plates, Lunch Sets, Garlands, Lamp Shades, Invitation Cards, Place Cards, Letter Seals, Black and Yellow Cardboard and other novelties.

New Millinery at \$7.50

They are adaptations of some very handsome models that have come in recently. Made of rich silk velvets, trimmed with fur and ornaments. Mid-Week Special, Wednes- **7.50**

TRIMMED HATS AT \$3.95.

We are overstocked in several lines of trimmings. To dispose of these we are using them up on Lyons velvet shapes, mostly in black. Ordinarily every one of these hats would be marked at a much higher price, but to dispose of our trimmings we will sell these hats Wed- **3.95**

Wool Jersey Dresses for Misses and Small Women

Very attractive dresses, in fine all-wool jersey cloth; some are hand-somely styled, with pleated skirt and effective fur trimming on the collars. Others are fashioned with overskirt effect and large patch pockets, and a smart fur trimming on the collar. In plum, zavy, brown, green, rose and Copen. Sizes 14 to 20 years. **\$7.50 and \$9.75**

Misses' Handsome Afternoon and Evening Gowns

Dresses with all the charm and grace that young women demand. Introducing the newest fabrics designed by New York's leading fashion artists, and embracing every new novelty style feature. Velvets, silks and charmeuse are included in this splendid collection; and rich trimming of fur, plush and embroidery. Dresses of exquisite beauty and charm, at any price you intend to pay, from **\$25.00 to \$87.50.**

Women's Exclusive Broadcloth and Velours Coats

Only One of Each Style
New York styles, in lovely soft materials, smartly tailored and beautifully silk lined; some are fur or plush trimmed, full swinging back, and others in belted styles in various ways. These coats are suitable for street or semi-evening wear. Shades are brown, greens, wine or black. Prices **\$25.00, \$30.00, \$37.50 and up to \$60.00.**

Exclusive Models in Women's Better Suits at \$35.00 to \$50.00

These are striking examples of the good values we are offering in better suits—every one of them being priced at very close to the cost. They are all novelty styles, fur, velvet or braid trimmed. Smartly tailored garments. Coat lengths 34 to 38 inches. Shades brown, greens, wine, black or navy. Mostly exclusive—only one suit of a kind.

Buy Flannelette From Our Large and Varied Stock of Splendid Qualities

- White Canadian Flannelette, 29 inches wide. Per yard **.10**
- White Canadian Flannelette, 35 inches wide. Per yard **.12 1/2**
- Better Quality, English make, lovely soft quality, suitable for women's and children's wear; 34 inches wide. Per yard **.15**
- Horrockses' White Flannelette, an extra good quality, 36 inches wide. Priced at, per yard, **25c and 30c.**
- Horrockses' Striped Flannelettes, 36 inches wide. Priced at, per yard, **25c and 29c.**
- Striped Flannelettes, suitable for pyjamas, night shirts, etc.; 27 inches wide, per yard **10c**; 30 inches wide, per yard **12 1/2c**; 32 inches wide, per yard **15c.**
- Plain Grey Flannels, serviceable quality; 28 inches wide, per yard **33c**; 30 inches wide, per yard **35c.**
- Cream Flannels for various uses, a big assortment to choose from. Per yard **35c to \$1.50.**

20c Pillow Cotton 14c

1,000 Yards of Circular Pillow Cotton, English quality, free from dressing; 44 inches wide. Regular 20c per yard. **14c** Wednesday at

White and Grey Flannelette Blankets or Winter Sheets; size 54 x 80 inches. Wednesday, per pair **1.23**

Men's Popular Priced Boots

Our \$4.50 range of Men's Boots includes many styles and shapes, all popular and perfect fitting lasts, suitable for dress or street wear. Patent colt, tan Russia calf, tan willow calf, gunmetal and dongola kid leathers; heavy and light weight Goodyear welt soles, with plain or cushion insoles; leather and rubber heels; English recede, wide, medium and round toe shapes; dull calf, dull kid and black cravenette uppers. They represent the utmost of good value at the **4.50** price of

Another Big Opportunity to Get a Good Pair of Women's Boots at \$2.49

The leathers are patent colt, gunmetal, black suede and dongola kid. Made on wide and narrow lasts, with patent toe-caps and plain vamps, dull kid and black cloth uppers. Good-year welt and McKay sewn soles. Cuban and military heels; both lace and button styles; all sizes 2 1/2 to 7. There is not a pair in the lot that you can get regularly under **2.49** \$3.50. Your choice on Wednesday at

Boots for Boys and Girls

Boys' Gunmetal Calf Button Boots, made on mannish round toe last; heavy solid outer sole, solid insole, leather box toes and counter. Every pair guaranteed. Sizes 1 to 5 1/2. **2.75** Pair

"Weston's" Make Boots for Girls, dongola kid leather with patent toe-cap, full fitting toe shape, button style. Sizes 8 to 10 1/2, **\$1.89.** Sizes 11 to 2, **\$2.29.**

Girls' Lace Boots, made of heavy even stock, box kip leather, full fitting last, heavy solid outer and inner sole, guaranteed to give perfect satisfaction. Sizes 5 to 7 1/2, **\$1.89.** Sizes 8 to 10 1/2, **\$1.89.** Sizes 11 to 2, **\$2.39.**

Stove and Furnace Supplies

- Banner Ash Sifters, separates the ashes from the coal without raising a dust; made of galvanized iron; serves also as an ash can. **27c**
- Ash Sifters, sheet steel, with long handle. **18c**
- Coal Scuttles, japanned steel. **32c**
- Fire Shovels, with long handle. **12c**
- Ash Barrels, with wood protected sides and slip-over cover. **2.50**
- Garbage Cans or Ash Cans, galvanized iron, medium size. Wednesday. **95c**
- Quebec Heaters, nickel-trimmed, two sizes. Wednesday, **\$4.95 and \$6.95.**
- Three-burner Gas Stove, with oven, well constructed and finished. Wednesday **4.95**
- Two-burner Gas Stove. Wednesday **4.95**



8.30 Specials

Japanese Vases **49c**
200 only, for early morning shoppers Wednesday. Hand-some large floral decorations, some with gold trimmings, 12-inch size. Regular **\$1.00** each. Wednesday, **6.30 to 4.30 a.m.**

Japanese China

"HAND-PAINTED ROYAL NIPPON."
10c Cups and Saucers. Choice of decorations. Wednes- **8c** day

75c SUGAR AND CREAM SETS, 49c.

Royal Nippon China Sugar and Cream Sets, pretty new floral and conventional designs. **49c** Wednesday, per pair

CONDIMENT SETS, 49c.
Pretty new floral decorated Condiment Sets, salt and pepper shakers, mustard pot and tray. Complete for **49c**

AWATA VASES, 49c.
Scenic and floral decorated Vases, various designs to choose from. Wednes- **49c** day

FRUIT SETS, 89c.
Set consists of one large fruit bowl and 6 nappies; choice of decorations. Wednes- **89c** day

ROYAL NIPPON CHINA CHOCOLATE SETS, \$1.95.

A choice of pretty new floral decorations, one large jug and six cups and saucers. **1.95** Wednesday only

\$2.25 HAND-PAINTED SUGARS AND CREAMS, \$1.95.

Fancy shapes and new decorations; latest importations. Wednesday **1.95**

JAPANESE CHINA CELERY SETS, 98c.

Set consists of one tray and six individual salts, in new designs and decorations. Regular **.98** \$1.50. The set only **.98**

JAPANESE CHINA AT 98c "USEFUL AND ORNAMENTAL."

The lot consists of rose jars, muffin dishes, bon bon dishes, vases, brush and comb trays, sugar and cream sets, butter tubs, mayonnaise bowls, etc. Values up to **\$1.49.** Wed- **98c** nesday

JAPANESE CHINA TEA PLATES, 12c.

Good assortment of Royal Nippon china tea plates; various decorations; floral and conventional. Selling Wednesday, each at **.12**

Clothing for the Boys

A Slip-on Overcoat

Double-breasted, with convertible collar and patch pockets. Made of a soft finished winter weight tweed, with a warm red flannel lining. Sizes 21 to 26, for boys 3 to 8 years of age. Price **7.50**



Another Dandy Little Coat

Same size as the one described above, is made of a dark grey check coating, lined with warm wool material. Has convertible collar, set-in sleeves and wide, full skirt, making a dressy little coat. Priced **9.00** at

For the Larger Boys

Ages 8 to 17 years. We have a handsome overcoat of medium grey check tweed. Made in semi-ulster style. Price, according to size, **\$8.50, \$9.50 and \$10.50.** Also a Dark Navy Blue Chimchilla Cloth Coat, very finely tailored. Prices, according to size, **\$10.00, \$11.00 and \$12.00.**

Men's Underwear That We Recommend for Comfort, Wear and Value



The following lines of Underwear have been proved satisfactory. We've been selling them for years, and men who buy them once ask for them again. That is why we recommend them to you.

Men's Merino Underwear, of fine wool and cotton mixture, "Brunnit" make, Sizes 34 to 44. Shirts and drawers to match. Per garment **.59**

Also Combinations of the same make **1.00** at

Men's Fleece Lined Shirts and Drawers, Penman's make, natural shade. Sizes 34 to 44. Per garment **.50**

Men's Lambsdown Fleece Lined Underwear, made from fine lambs' wool; blue-grey shade; sizes 34 to 44. Per garment **.75**

Also Combinations of the same make **1.50** at

Men's Natural Wool Shirts and Drawers, English make, Ramesses brand; made from fine English wool yarns. Shirts are double-breasted. Sizes 34 to 44. Per garment **1.50**

Men's Natural Wool Underwear, "Penman No. 95" Brand, shirts are double-breasted, close-fitting cuffs and ankles. Sizes 34 to 42, **\$1.25**; sizes 44 and 46, **\$1.50**; size 48, **\$1.75**; size 50, **\$2.00.**

Also combinations of the same make. Sizes 34 to 44, **\$2.50**; sizes 46 and 48, **\$3.00**; size 50, **\$3.25.**

Address Books

are very convenient for a lady, either for her desk at home or to carry in her hand bag. Just received a new stock in all the fancy leather bindings, ranging in price from **25c to \$2.00.** (Stationery Department.)

A FOUNTAIN PEN.

makes a most acceptable gift to include in the parcel to your boy in the trenches. They deserve the best, and in sending either a Waterman "Ideal" self-filler or a "Swan" you will be rendering him a real service. A big assortment in our Stationery Department.

Children's Bath Robes Half-Price

Children's Bath Robes, made of soft printed velours, in lovely shades of blue, pink and tan, with picture patterns on sleeves and around skirt, smart collar, pocket on front, rope tie at waist, with tassels and rope tie at neck; sizes 2 to 10 years. Regular **\$1.50.** Wednes- **.75** day

Children's Wool Suits, consisting of pull-over sweater, buttoning on shoulder, and knee pants; close, heavy 2 and 1 rib; colors cardinal, navy, grey, white, brown and red; sizes 2 to 6 years. Wednes- **2.00** day

Children's Underskirts, made of splendid quality black sateen, gathered to double band at waist, skirt finished with double row of tucking and deep hem; sizes 6 to 14 years. Reg- **.33** ular 65c. Wednesday

CHILDREN'S \$2.00 AND \$2.25 SWEATERS, \$1.50.

They are made of heavy pure wool and wool mixtures, in a big variety of wanted colors, both plain and combination effects; smart high neck styles, with turn-down collars; sizes 4 to 10 years in the lot. No phone or mail orders. **1.50** Each

The Market

Telephone Direct to the Department Adelaide **6100**

GROCERIES.

- 5,000 Packages Redpath's Granulated Sugar, in 5-lb. packages, 2 pigs. **1.29**
- Opilvie's or Purify Flour, 35 lbs. **1.40**
- 2,000 Stone Fresh Rolled Oats, per stone **.58**
- Macaroni or Spaghetti, 3 lbs. **.25**
- Stuart's Orange Marmalade, 4-lb. pail **.89**
- Kievah Custard Flavors, per tin **.25**
- Finest Table Salt, Ivory Brand, three packages **.25**
- Cider Vinegar, XX, per gallon **.25**
- Mustard, in bulk, compound, per lb. **.33**
- Bitto, for flavoring gravies, etc., per tin **.15**
- Finest Canned Shrimps, per tin **.15**
- Instant Postum, per tin **.25**
- Finest Pot Barley, 4 1/2 lbs. **.25**
- Blue Bell Jelly Powders, assorted, 3 pkgs. **.20**
- Gong Soups, assorted, 5 packages **.25**
- Post Toasties, 3 packages **.25**
- Choice Parsnips, per lb. **.17**
- Roman Meal, large packages **.25**
- Heinz Sweet Pickles, in bulk, quart **.25**
- Finest ROASTED COFFEE, LB. **.37c**
- 1,000 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory, Wednesday, per lb. **.27**
- FRUIT
- One Car Finest New Brunswick Delaware Potatoes, peck 37c, or bag **\$2.50**
- Finest Rib Roast Beef, 4 1/2 lbs. **.25**
- Choice Parsnips, peck **.25**
- Finest Jersey Sweet Potatoes, 6 lbs. **.25**
- 1,000 lbs. Finest Sirloin Steak, Wednesday, special, per lb. **.25**
- Thick Rib Roast Beef, per lb. **.25**
- Best Rib Roast Beef, per lb. **.25**
- Roast Beef, 10, 14c and 15c
- Family Sausages, our own make, per lb. **.12c**
- Forequarter Spring Lamb, per lb. **.12c**
- Marble Leaf Pure Lard, 5-lb. tin, gross weight, per tin **.40**
- Finest Shortening, 3-lb. pails, gross weight, per pail **.50**

The Robert SIMPSON Company Limited