

# At Simpson's Today---Men's Smart Business Suits of Blue Serge at the Moderate Price of \$16.50

Those are two big things to say about the materials in a suit that is priced only \$16.50; and we desire to emphasize both points—ALL WOOL ENGLISH SERGE AND FAST DYE NAVY BLUE. Made up into a fashionable suit that will fit nicely and look dressy.

The coat is a two-button single-breasted model, with form-fitting back, having deep vent. Single-breasted five-button vest, and regular trousers, with either plain or cuff bottoms. Sizes 34 to 42. We believe that we are offering our customers, in these suits, the best blue serge suits obtainable in Canada at the price . . . . . 16.50

## FURNITURE For Gift Giving

**Ladies' Secretaries**, birch mahogany finish, deep writing bed, interior fitted with drawer and partitions. Special . . . . . 10.25

**High Back Rockers**, solid wood shaped seats, panel back shaped to rail, in golden and fumed oak. Special at . . . . . 3.50

**Living-room Chairs and Rockers**, to match in solid quarter-cut oak, Jacobean design and finish. Seat and back upholstered in Spanish leather. Deep comfortable seats. Special at . . . . . 18.75

**Living-room Suites**, consisting of settee, arm chair and rocker. Frames of solid quarter-cut oak, fumed finish, spring seat, upholstered back in tapestry. Special at . . . . . 41.25

**3 only Genuine Mahogany Veneer Buffets**, large cases, have good drawer and cupboard space, with and without mirrors, wood and period trimmings. Regular \$53.00 to \$70.00. Special at . . . . . 46.75

**4 only Odd China Cabinets**, period designs, double glass doors and ends, shelves grooved for plates. Regular \$36.00 to \$42.00. Special at . . . . . 22.90

**Folding Card Tables**, green baize, brass corners, 28-inch top. Special at . . . . . 3.75

**Curettes**, mahogany finish, three shelves, with inlay. Special at . . . . . 3.25

**High Chairs**, hardwood golden finish, shaped seat and back swing tray. Special at . . . . . 1.49

**Children's Rockers**, in solid quarter-cut oak, shaped seats, panel backs in fumed and golden finish. Special at . . . . . 3.50



## Linoleums and Rugs Reduced

Purchasable on Home-Lovers' Club Basis

**Fine Wilton Rugs, Regular \$65 and \$75, Reduced to \$49.75**

Imported Seamless Wilton Rugs, in rich Oriental designs or small conventional patterns, and closely woven English Rugs of extra fine texture. Sizes 9.0 x 10.6 and 9.0 x 12.0. Regular values \$65.00 and \$75.00. Only 12 rugs. Today special, each . . . . . 49.75

**Tapestry Rugs, \$8.95**

Scotch Tapestry Rugs, in splendid wearing quality and good designs, suitable for any room. A good assortment of colors. Sizes 9.0 x 9.0 and 7.6 x 9.0. Regular from \$11.50 to \$13.50. Today, all one price . . . . . 8.95

**\$23.50 Axminster Rugs Reduced to \$21.95**

A very serviceable quality and thick heavy weave; rich Oriental designs. Sizes 6.9 x 9.0.

**\$3.95 Rag Rugs, \$2.95**

Bedroom Rugs, woven from new chintzes into pretty mottled effects, with fancy borders, in shades of rose, blue, grey and mauve. Sizes 36 x 63 inches. Regular \$3.95. Today . . . . . 2.95

**Cut Prices on Congoleum Rugs**

Of splendid appearance, and in their rich Oriental rug patterns, these rugs are like an extra heavy linoleum, made in one piece and rolled up like a rug: Size 9.0 x 12.0. Today . . . . . 11.95 Size 9.0 x 10.6. Today . . . . . 10.95 Size 9.0 x 9.0. Today . . . . . 8.95 Size 7.6 x 9.0. Today . . . . . 7.95

**Your Room Papered Completely for \$6.95**

Your selection from large range of up-to-date Wall Papers for bedrooms, dining-rooms and parlors. Rooms up to 12 ft. wide by 14 ft. long by 9 ft. high, within the city limits, wall papers and paperhanging complete. Extra special . . . . . 6.95 Glue sizing and stripping off paper extra.

**Half-Price For Rope Portieres---\$1.49 to \$3.95 Each**

There are four different qualities and styles in plain shades and mixed colorings, including green, brown, green and red, green and brown, made with bright chenille ropes, each finished with a tassel at the bottom and looped and fastened top ready to slide the pole through. The two better grades have bands of figured tapestry hanging between the ropes: \$2.98 Portieres, today . . . . . 1.49 \$4.39 Portieres, today . . . . . 2.19 \$5.45 Portieres, today . . . . . 2.73 \$7.90 Portieres, today . . . . . 3.95

**Anything in This Column** or any other article of home-furnishings may be purchased through the Home-Lovers' Club—part cash and balance later, as arranged.

## Men's Cosy Dressing Gowns at \$6.50

Besides being a very attractive gown and exceedingly cosy, it is also particularly good value. It is the best gown that we could get to sell at this price, and we believe that you will like it.

Made of soft, thick blanket cloth, blue ground, with grey and red pattern. Edges, cuffs and pockets finished with braid. Girdle at waist. A good fitting, handsome and most comfortable gown. Price . . . . . 6.50



## The Electrical Section Abounds In Just the Kind of Gifts Every Mother and Sister Appreciates

Let your gift be one of practical merit—choose it from among these labor-saving helps. Come up to the Sixth Floor and let us show you these and many more—everything so handily arranged that you can see just what may best serve your list. Electrical goods are purchasable on the Home-Lovers' Club plan.

### Newest Types of Famous Moffat Electric Range --- The Gift Ideal



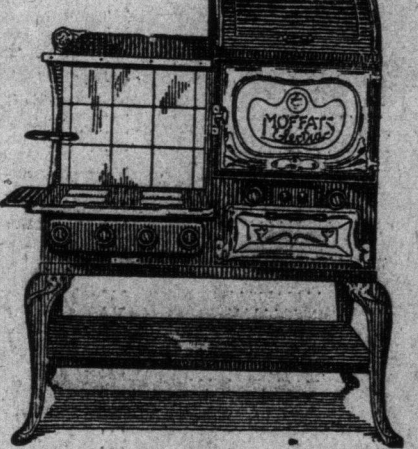
**Quick Heater**  
It takes but a few minutes to boil a cup measure of water with this immersion heater—a wonderful help for the man who shaves himself. Three sizes. Priced at \$5.00, \$6.00 and \$7.50.

The Moffat Range—No. 24 (like illustration), \$104.00. Polish back, nickel and white enamel, with thermometer, tell-tale oven lights—heated warming closet—extra hot top burners—white the back.

The Moffat—No. 30—Similar to above, but without warming closet and made lighter without dials . . . . . 76.00

The Moffat—No. 21—3 top burners—oven below with 2 burners—very popular, easily kept clean—easy to work over. \$53.00; high shelf \$5.00 extra.

The Moffat—No. 31—3 top burners—1 oven burner, neat and compact—a good baker. at . . . . . 41.50

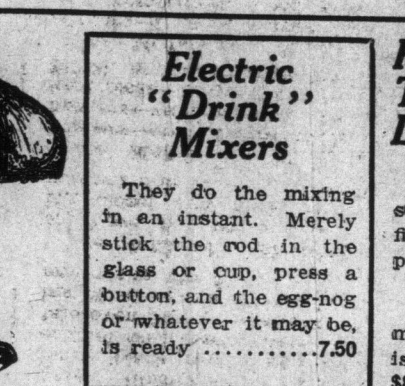


## You Can Make Wonderful Coffee With These Gift Percolaters

—and it only takes eight minutes to make coffee with a delicious flavor—Aluminum at \$8.75—Nickel at \$11.25, \$15.00 and \$19.50.



**Portable Table Lamps**  
Wood or metal with art glass panels in amber, blue or green, blinged or plain. \$7.25, \$7.75, \$12.00, \$12.50, \$13.80 and \$16.00.



**Electric "Drink" Mixers**  
They do the mixing in an instant. Merely stick the rod in the glass or cup, press a button, and the egg-nog or whatever it may be, is ready . . . . . 7.50



**Portable Table Lamps**  
Like illustration, small size; ivory finish, amber panels . . . . . 6.75



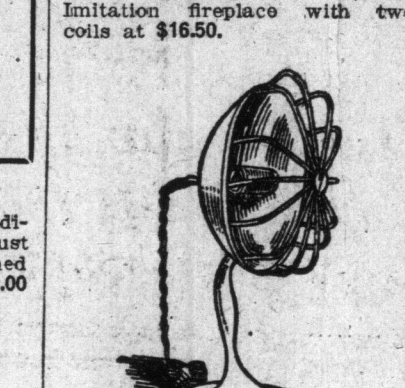
**Reliable Irons**  
3-Pound Iron, for light work, \$5.50; 5 and 6-pound Irons, with thumb rest and new style cord plug which stops cord troubles. . . . . 6.00



**This Heater**  
Is the famous Hotpoint—it radiates cheerful glowing heat just as soon as the current is turned on . . . . . 9.00



**Hotpoint Radiant Grill:**  
1-heat only . . . . . 8.00  
3-heat . . . . . 9.50  
The 3-heat grill is especially useful with an ovenette at \$5.50 extra.



**Majestic Heaters**  
This Majestic Heater literally throws heat—it focuses the heat and you enjoy a flood of penetrating heat rays. One-coil heater at \$10.00; 2-coil at \$15.00. Limitation fireplace with two coils at \$16.50.



**Cooking Sets**  
For using your Hotpoint iron to cook with. . . . . 2.50



**Ovenette**  
This Ovenette is to be used on Hotpoint Radiant Grill; will bake as well as any oven. Price . . . . . 5.50



**Make Your Own Toast**  
Upright and flat Toasters are nearly indispensable—Toast hot off the griddle is delicious . . . . . 6.00



**Boudoir Sets**  
Encased in neat brown felt bag, containing a pair of curling tongs—a 3-pound Electric Iron and a stand to hold the iron securely—these combined make one of the most useful gifts you can bestow . . . . . 6.50



**Rectangular Grill**  
Rectangular Grill—Toasts, broils, boils, fries. . . . . 7.50

## Buy Victory Bonds Today



Our soldiers need food, clothing, guns and ammunition to win this war. Buy Victory Bonds to provide funds for this purpose. You'll get your money back with liberal interest—and you'll help to win the war.

## Men's and Boys' Furnishings Underpriced

**75c Underwear, 59c**  
Boys' Heavy Winter Weight Scotch Wool Shirts and Drawers, Shetland shade; soft and warm. Sizes 22 to 32. Regular 75c. Today, per garment . . . . . 59

**Boys' 50c Sweaters, 39c**  
Boys' Grey Union Knit Pullover Sweaters; heavy elastic ribbed roll collar; sizes 26 to 32. A splendid and comfortable "know about" garment. Regular 50c. On sale today . . . . . 39

**\$1.25 White Shirts, 98c**  
Monarch Brand White Shirts, made from good quality cambric; plain fronts, graded fronts; all are made coat style, and have laundered cuffs; perfect fitting, and best workmanship. Sizes 14 to 17. Regular \$1.25. Today, 98

**Men's \$1.25 Drawers, 88c**  
Men's Drawers, for which we haven't shirts to match; they are English made; medium weight natural cashmere; "Body lined Brand"; perfect fitting; splendid wearing. Sizes 32, 34, 36 only. Regular \$1.25. Today . . . . . 88

**Rich New Neckwear for Men**  
At 25 Cents—Pure Silk Ties of Swiss manufacture, in the newest stripes and all-over effects, in two-tone and self-color stripes, in green, blue, grey, red, purple, brown. Large flowing end shapes.

At \$1.00 and \$1.25—Pure Italian Silk Neckwear, made in Italy by M. Paroli & Sons. The neckwear is noted for its high quality, both for color and even texture. Largest assortment of this quality in Canada. Exclusive in some and designs. Each \$1.00 and \$1.25.

**New Knitted Neckwear at 50c, 59c, 75c and \$1.00**

## Here Are Big Values \$10, \$12 to \$14 Suits On Sale Today at \$6.95

135 Suits have been marked at this low figure for today's selling, and we assure you that the values are extraordinary. A splendid range of all the popular Norfolk models, with full cut bloomers; a wide range of rich brown and grey chevrot suitings to choose from. Sizes 7 to 17 years, for . . . . . 6.95

## Sale of Sample Overcoats \$9.45

412 Sample Ulsters, in "trench" and "slip-on" styles. A splendid selection of richly woven Scotch and English ulsterings, in shades of brown and greys, showing neat patterns. This limited number of coats will not last long, so be down early this morning. Sizes 27 to 35. Values \$12.50 to \$15.00. Today, each . . . . . 9.45

## 3000 Pieces of Rogers' Silver-Plated Ware on Sale Today at Half-Price

**Choose Christmas Gifts Now**  
A gift of silverware will make a right royal gift for the home—and here is your opportunity of selecting from 3,000 pieces at about half the price they are usually sold at.

Come early for first choice, as the quantities of some articles are limited.

**Dessert Spoons**, value \$6.50 per dozen. Today, each . . . . . 25

**Dinner Forks**, value \$7.50 per dozen. Each . . . . . 29

**Butter Knives**, value 85c each. Today . . . . . 35

**Cold Meat Forks**, value \$1.00 and \$1.25 each. Today at . . . . . 49

**Cake or Bread Forks**, value \$1.25 each . . . . . 49

**Orange Spoons**, value \$6.00 per dozen. Today, each . . . . . 25

**Bon-Bon Spoons**, value \$1.00 each. Today . . . . . 49

**Cheese Scoops**, value \$1.25 each. Today at . . . . . 49

**Cream Ladles**, value \$1.25 each. Today at . . . . . 98

**Oyster Ladles**, value \$2.50 each. Today at . . . . . 1.49

**Soup Ladles**, value \$3.50 each. Today at . . . . . 6.95

**Dessert Knives**, value \$15.00 per dozen. Today . . . . . 7.95

**Dinner Knives**, value \$16.50 per dozen. Today . . . . . 7.95

The Robert SIMPSON Company Limited