

ON SALE TODAY AT SIMPSON'S

Store Opens at 8.30 a.m. and Closes at 5.30 p.m.

Rush Sale of Women's Fashionable Coats from \$22.50 to \$27.50 Stock 17.50

Women's Coats from our regular \$22.50, \$25.00 and \$27.50 stock at \$17.50 each. They are made of wool velours and other desirable fabrics. Good winter coats, full lined, and in the styles that have been selling best. Sizes 32 to 42. Come at 8.30 a.m. for first choice at.....17.50

Women's Dresses \$12.95

They are made of silk poplin, in colors of black, navy, green and brown. The gathered skirts are finished with braided pockets, and the waists are adorned with soutache braid or silk embroidery, and finished with white Georgette collars. Price.....12.95

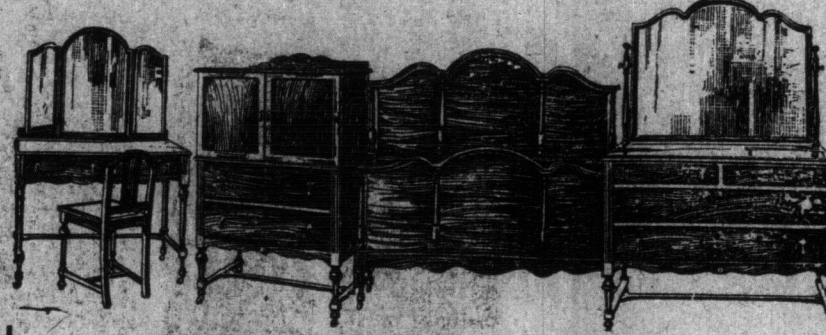
Women's Serge Skirts

A variety of good-fitting styles, either plain or designed with clusters of side pleats. The novelty pockets and belts are finished with buttons of self or bone. Colors black and navy. Each a splendid value at.....5.00

Misses' Winter Suits

Worth \$37.50 to \$57.50, at \$25.00

Think of it! Sixty stunning New Winter Suits for Misses, purchased so that we are able to offer them at this marvellously low price. The materials are Broadcloths, Velours and Mannish Serges. The styles are strictly tailored, and fancy designs, plush trimmed. As they are made for winter wear, they are lined with satin and interlined. Colors navy, green, purple and black. You will simply have to see them to appreciate their value! On sale today at.....25.00



A Real Opportunity!

Half-Price Clearance of Odd Bedroom Pieces

We have about forty or fifty pieces of beautiful bedroom furniture, consisting of wooden beds, dressers, chiffoniers and dressing tables, in walnut and in mahogany. They are our floor samples and have become slightly marred. All handsome designs and highly desirable furniture. It will be necessary to come early to share in this offer. Regular prices of \$20.00 to \$45.00. Reduced to exactly half, \$10.00 to \$22.50.

Art Books Published at \$5, Today 98c

100 copies of Art Books, with beautiful colored plates. Such titles as Hamlet, Sleeping Beauty, Vanity Fair, An Artist in Spain, Quilting Street, Sinned the Sailor, Song of the English. Will make choicest of Christmas gifts, and for a quick clearance. We offer them this morning, each.....98c. Not more than one copy to a customer and no phone or C.O.D. orders.

10 Big Specials In Our Drug Store

- Pair Ebony Military Hair Brushes, with Comb, complete, in presentation case, satin-lined.....2.99
- Ebony Manicure Set, complete in lined case; buffer, file, bottom hook, cuticle knife and scissors.....2.49
- Grained Ivory Brushes, Comb and Mirror, one initial engraved free on each piece. Complete.....3.49
- Gentlemen's Shaving Outfit, complete with brush, mug, mirror and lamp, polished nickel stand.....2.29
- Armour's Cologne Soap, 12 in. box. Regular 10c cake. \$30 special, doz. 43
- Pure Castile Soap, large square cake. Regular 10c. Special, 6 for 43
- 75 Beautifully Grained Ivory Hair Brushes, extra long fine bristles. Make beautiful gifts. Regular \$2.50 to \$7.00. Special, \$1.75 to \$5.39.
- 5,000 Rolls Best of All Crepe Toilet Paper, 6 for.....26
- 1,000 Pounds Finely Powdered Borax. Regularly 20c. Special, 3 lbs. 49
- 1,000 Pounds Epsom Salts. Regular 10c. Special, 3 lbs. 22

Cold Weather Hardware and Stoves

- First King Weather Strip for doors and windows; keeps out cold and draughts; 25 feet in box. Today.....45
- Basket Grates, for open fire-places; three sizes, and several styles; in dull black finish, \$4.25, \$4.50, \$5.00 and \$6.00.
- Snow Shovels, steel, long handle. Today.....40
- Boys' Snow Shovels, today.....26
- Perfection Oil Heaters, plain finish, \$4.95; nickel-plated trimmings, \$5.75.
- Oak Heaters, bar grate, nickel-trimming, with feeder; an excellent heater, in four sizes, from \$6.50 to \$19.75.
- Ash Sifters, wood sides, metal sieve, long handle. Today at.....19
- Daisy Dustless Ash Sifter, today at.....1.39

Misses' \$17.50 and \$18.50 Satin and Silk Poplin Dresses \$12.95

There are 50 of these delightful frocks taken right out of our regular stock of much higher-priced dresses. There are tailored effects and chic novelty styles, finished with contrasting stitching and braiding, and smart new collars. Buttons are also cleverly used in their adornment. Colors navy, black, brown, green and taupe. Each an excellent value today at the sale price of.....12.95

8.30 a.m. Special Silk Waists \$1.99

No Phone or C.O.D. Orders

As an early shopping inducement we place on sale 100 of our very best and most popular \$2.95 and \$3.50 Habutai Silk Waists at \$1.99. Rich, white, lustrous silk, beautifully made and finished. One style has hemstitched front panel, with a very smart convertible high or low collar; the other has hemstitched panel with deep collar, finished with shaped hemstitched front and cuffs. Sizes 34 to 44. The first 100 customers today may each have 1.99 one for.....1.99

Multitude of Beautiful Trimmed Hats in a Special Sale at \$5.00 Today at 10 a.m.

You cannot afford to miss this money-saving special on smart, becoming hats. The variety will be very extensive, and nearly every type of trimmed hat will be shown, including smart tailored patterns in close-fitting styles, large dress sailors with beautiful ostrich feather trims, stylish gold and silver lace hats in all the best colors.

There will be hats trimmed with flowers, hats trimmed with ornaments, fur, feathers and all the latest novelties. There will be hats of velvet, hats of plush, velours, satin and metallic lace. And the colors include nigger, navy, taupe, purple, burgundy, sand, blue and grey, with lots of the ever popular black. Great clearance of hats worth double 5.00 and more than double this price. Today at 10.00 a.m., each.....5.00

The Hackle Feather Hat

is still very popular. A new shipment just from New York, and will be shown today. Price.....7.95



Overcoat Sale at \$13.45

Warm, all-wool materials and correct styles are the big features of these handsome coats. Check patterns and plain colors. Single and double-breasted trench coats, ulsterettes with belt all around, slip-on styles, and single-breasted Chesterfields of plain grey cheviot with velvet collar. Men's and young men's sizes, 34 to 44. Every coat in the lot worth a higher price, but as they are broken lots they will go today at.....13.45

Men's Sweater Coats at \$1.98

Men's Sweater Coats, made from good quality wool and cotton mixture. They come in grey, trimmed in maroon, maroon trimmed in grey, plain slate and plain khaki; storm collar. Extra special value at.....1.98

Fleece-lined Underwear

Men's Fleece-lined Shirts and Drawers; heavy weight, with soft, fine, fleecy lining. Sizes 34 to 44. Today, per garment.....55

Men's Flannelette Nightrobes, are made from good quality English flannelette; turn-down collar; full-sized bodies; strongly sewn. Sizes 14 to 18. Regular \$1.25. On sale today.....98

Boys' Grey Union Knit Sweater Coats are elastic ribbed; have storm collar; are warm and comfortable. Sizes are 26 to 34. On sale today special at.....89

95c

for Women's Kid Gloves Out of Our \$1.50 and \$2 Stocks

French Kid Gloves, in black, with white embroidery, white with black embroidery, and plain navy, green, mode, biscuit and black; mostly "Perrin" make; perfectly finished; all are beautiful; sizes 5 1/2 to 7 1/2, but not all sizes in any one shade. \$1.50 to \$2.00 values. Today 95c.



Chocolate Sets

100 only of Japanese china; blue bird and floral decoration; six cups and saucers and one jug. Regular \$1.25. While they last. Today.....88

Condiment Sets

Japanese china; four-piece; floral decorated; salt and pepper shakers and mustard pot on fancy tray, the set.....25

Knitting Wool

Extra soft, well twisted, 4-ply Scotch Fingering Wool; grey, white, brown and cardinal; splendid quality for soldiers' comforts, fancy knitting, etc. Today special, per lb., \$1.98, or enough for one pair of socks, 63c.

Flannelette Blankets

Best Canadian quality, white or grey, with pink or blue borders. Size 64 x 80 inches. Not more than 3 pairs to a customer. Rush price, today.....1.69

Damask Table Cloths

Pretty hemstitched and scalloped Damask Cloths; hemstitched cloths, size 61 x 61 in.; scalloped cloths, size 64 x 64 in. All one price today, 8.30 a.m., each.....1.19

Fine Nottingham Lace Curtains at \$1.79 Pair

Purchased special from a leading manufacturer, these new curtains show the very newest ideas in this class of window wear. They are of white, ivory or ecru, with plain centres or figured designs and effective borders. It will pay you to buy your holiday needs in dining-room and bedroom curtains now. Today, pair.....1.79

Bedroom Boxes at \$4.98

A handsome gift and a useful one, too, here at a low price that will meet the pockets. Just one dozen of them in medium size, measuring 32 inches long, 17 inches wide and 16 inches high, having brass corner pieces, which add considerably to the wear. Covered with good quality Japanese matting. Today, each at.....4.98

New Style Bay Window Rods Complete for \$1.00

One hundred sets of these new brass rods for use on any size bay window. They are in the only kind of brass rod that is guaranteed never to sag or tarnish. There are three separate rods, the centre one extending 33 to 58 inches and the two side rods from 25 to 40 inches. Complete with all necessary attachments. Today, complete for.....1.00

Two Tempting Suit Cases Offers

The first lot comprises a limited number of strongly made fibre suit cases. They have inside straps and reliable outside catches and locks; in 24 and 26-inch lengths. Special at.....95 (Main Floor)

Suit Cases of Genuine Leather \$4.95

In this special offer there are genuine leather suit cases, big, strong, solidly built cases that were purchased before leather advanced in price. They have swing handle and inside straps; in popular size, 22 inches long; brown or russet leathers. Regular \$6.50. Today, each.....4.95

Silk Special For Today

2,000 yards of 36-inch Colored Chin-Chin and, Kabe Crepes, for waists and dresses. Over 50 different shades to select from, with plenty of ivory and black included. Regular \$1.24, \$1.38 and \$1.50 qualities. On sale at.....1.10

Silks for Kimonos

Immense variety, new and exclusive patterns, from Cheney Bros. and other well-known makers of these fabrics. \$1.50 and \$2.00 per yard.

Pussy Willow Printed Silks

New and exclusive designs on French grey, taupe, seal and bright Copen. grounds. Per yard.....3.50

Extra Special! For 8.30 Rush Selling on the Third Floor

\$1.50 to \$2.00 Nightgowns at 98c

600 Women's Nightgowns, of lovely fine halneck and cotton crepe; slip-over styles, with round square or V-shaped necks, trimmed in twelve dainty designs. Regular \$1.50, \$1.75 and \$2.00. Today.....98

\$1.00 Vests and Drawers at 59c

Women's Vests and Drawers, made of beautiful fine ribbed flannel thread in good winter weight, bleached pure white. Low neck vests, with short sleeves or without sleeves. The drawers are ankle length, with both styles. Sizes 34 to 40. Regular \$1.00. Today, 53c special.....59

Women's \$2.75 Combinations \$1.98

300 only, "Watson" Brand Combinations, made of fine elastic ribbed wool and cotton mixture. Dutch neck and elbow sleeves. The drawers are ankle length, closed crotch. Sizes 34 to 40. Regular \$2.75. 1.98 Today, 8.30 special.....1.98

Women's \$1.00 Brassieres 49c

About 600 Brassieres, made of beautiful fine quality cambric, hooked front styles, with effective deep yokes of novelty lace, in floral patterns. Sizes 34 to 44. Regularly \$1.00. Today.....49



The New Edison 'Diamond Disc' Machine

Here are five attractive artistic styles in the "New Edison," each possessing that wonderful rich, full, natural tone found only in Edison instruments. Any of these models will not only last for many years, but will also give you beautiful music and good entertainment during those years.

The New Edison is the achievement of an ideal, giving you the living voices of renowned singers and entertainers. Convenient terms of payment arranged. Music Studio. War Tax is Not Included in Above Prices.

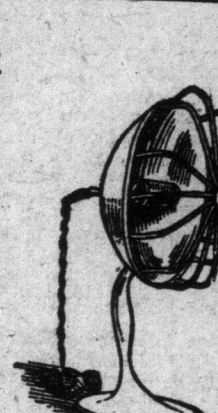
Get an Electric Heater For the Bedroom

The Majestic, \$10 to \$16.50

You have no idea how much real solid comfort you can buy for \$10.00 or \$15.00 until you get a Majestic Electric Heater. Cold weather is here to stay. Is your bedroom cold in the morning? Perhaps the kitchen is cold, too? Baby must have his bath every morning. Is the room too cold? Do you like to toast your feet before you go to bed? The answer is a Majestic Heater for \$10.00, \$15.00 or \$16.50.

Or a Hotpoint Heater

The Hotpoint Heater throws heat the minute you turn on the current. You don't have to wait till the whole room is warm. The price is.....9.00



The Robert SIMPSON Company Limited

Buy Victory Bonds



Our soldiers need food, clothing, guns and ammunition if they are to win. Help them to victory. Buy Victory Bonds—and buy them till it hurts.

Christmas Show Specials For This Morning

A Real Pony Roller

100 only, Pony Rollers, dappled grey horses, with seat, saddle, steering heads and easy-riding wheels. Extra special, on the Fifth Floor. Today at.....1.49

Boys' Coasting Sleighs, with seats, hardwood runners, sprung and varnished, clear-cut lines, extra decorative seat boards, extra heavy spring steel shoes. 25 inches long, today, on the Fifth Floor.....1.49

35 inches long, today, on the Fifth Floor.....1.49

Toy Express Wagons, with metal boxes, red enamelled and marked "Special." Steel axles, wire wheels and wooden bodies. Size 8 inches wide, 12 inches long. Today, on the Fifth Floor.....1.49

Only 50 pairs, Carriages, black enamelled metal bodies, spring wire wheels, high handles. Today, on the Fifth Floor.....1.49

May Rack Cards, with wooden platforms, racks and wheels, painted red and yellow, string pull. Regularly 60c. Today, on the Fifth Floor.....49

100 only, Special Scooters, well constructed and very strong, easy-riding iron wheels. Today, on the Fifth Floor.....49

Strap Purses, \$1.59

Genuine Pin Seal Strap Purses, with close-fitting extra purse, with lining, fitted with vanity mirror. On the Fifth Floor, each.....1.59

Black Leatherette Carriage and Strap Purses, in the newest styles. Unusually well made and easily used. Fitted with vanity mirror and change purse. Exceptional value at.....89

English Photographs, 69c

The choicest pictures in photographic art. A large assortment of subjects, showing wide margin and blue framed in 10-inch white finished moulding. Size 12 x 16. A suitable Christmas present. On the Fifth Floor.....69c

Military Brushes, \$1.49

White Gained Ivory Military Brushes and Combs; put up in a neat box for gift giving. Regular \$1.99. Today, on the Fifth Floor.....1.49

Books and Stationery

90 Copies only, The Red Book of the War, by Herbert Strick. A hard cover book for boys. Regularly \$1.99. Special, on the Fifth Floor.....95

100 Assorted Boxes Finest Stationery (24 sheets and 24 envelopes). Regular values from 60c to 90c. \$30 special, on the Fifth Floor.....49

Toys

Baby Ella Sleeping Dolls—We will sell 120 of these little dolls today at 98c. Regular price \$1.50. 10-12 inch high, has wig and clothing, movable head, arms and limbs and trimmed slip-on.

Push Nursery Balls, 4 inches in diameter, assorted colors, blue and white, red and white, etc. Just the toy for baby. Today.....49

Lunch At Simpson's In the Palm Room

An excellently cooked, well-served dinner in pleasing surroundings. 60c