

ANYBODY CAN SHOP AT SIMPSON'S TODAY—AND PROFIT BY SO DOING

At the Festival of the Allies—Fourth Floor—is the best place to shop to fill the Christmas stockings. Much to choose from and prices low.

Sleighs and Wheeled Goods

- Boy's Sled, 40 inches long; sport shape; round spring steel shoes; hardwood runners; decorated seat. Wednesday at 8.30 .52
- Doll's Go-Cart, bleached reed body, iron axles, two wire wheels. Wednesday, special .60
- Doll's Carriage, English style, folding leatherette hood, strap gear, rubber tires. Regular \$6.75. Wednesday 4.78
- Toy Wagon, red enamel box, cast wheels, wooden handle. Special for Wednesday .33

Toys at 69c

- Regular 75c, 98c, \$1.25 and \$1.50. Stencil Sets, with paints complete. The Game of Skoopit. The Harmless Target Pistol. Aluminum Tea Sets. White Enamel Dolls' Beds, with mattress and pillows. Baby Dolls, in a variety of styles and dresses. Pianos, with eight keys, mahogany finish. Trunks, with tray and lock, good size.

- Tool Kit with seven useful tools. Automobiles, a substantially built toy, nicely painted. Washing Machines. Architectural Building Blocks. Hill Climbing Toys, including auto, dump wagon, roadster, hook and ladder outfits, etc. Regular 75c to \$1.50. Wednesday .69

- Indian Leather Cushions. Soft suede finish with various burnt leather heads and deep leather fringe and leather back. Regular \$2.50, \$2.95 and \$3.95. Wednesday 1.99
- Large Soft-tanned Leather Pieces, suitable for small tables or for den walls; burnt leather; Indian heads. Regular \$3.95. Wednesday 2.95

- Children's Books. "The Red Book for Boys," edited by Herbert Strang. "The Brown Book for Boys," edited by Herbert Strang. "The Blue Book for Girls," edited by Mrs. Herbert Strang. "The Violet Book for Girls," edited by Mrs. Herbert Strang. Full of attractive stories and colored pictures. Each .50
- "How They Went to School," by S. R. Frazer; a fascinating story for the tiny ones; illustrated by colored pictures. .50
- "Round the World," a charming picture and story book, giving children of many countries at play; colored pictures; cloth bound. .35

PLEASE SHOP EARLY



Everything a Man or Boy could want in the way of Smart Wearing Apparel will be found in the Men's Section—Main Floor. "His sisters, and his cousins, and his aunts" will do well to shop for him here.

Men's \$18 to \$25 Suits Today \$15

Broken lines from our best stocks; English tweeds and worsteds, in gray and brown stripe and small check patterns; cut in new single-breasted sack style, with the natural width shoulder; soft roll lapels, and high-cut single-breasted vest; sizes 36 to 44. Wednesday 15.00

- Men's House Coats at \$5.00. English blanket cloth; grays and browns, with plaid collar, cuffs and pockets; corded edges. Sizes 36 to 46. .50
- Men's Bath Robes With Slippers, \$5.50. Good English cloths, in green and grays, gray and red and blue and red. Bathroom Slippers, with padded soles to match. Sizes 35 to 44. Wednesday 5.50
- Boys' Overcoats, \$3.95. Regular \$5.00, \$5.50 and \$6.00. 300 double-breasted Russian overcoats, lined with check flannels; ivory buttons; browns, grays and fancy weaves. Sizes 21 to 27. Wednesday 3.95
- Boys' English and Scotch Tweed Bloomers, 600 pairs; full cut; grays, browns and fancy weaves. Sizes 24 to 34. Wednesday .95

400 Cases of Rubbers on Sale Wednesday Less Than Manufacturers' Prices

- RUBBER FOOTWEAR. For Men—Hip Boots, \$4.64; Thigh Boots, \$3.99; Knee Boots, \$3.14; Lace Boots, \$1.39; Overshoes, \$1.19; Cloth Top Rubbers, \$1.04.
- For Women—Knee Boots, \$1.89; Buckle Overshoes, \$1.39; Button Overshoes, \$1.64; Cloth Top Rubbers, \$1.49; Strap Rubbers, 49c; Sandal Rubbers, 49c.
- WOMEN'S \$3.00 TO \$5.00 BOOTS, WEDNESDAY \$1.69
- Can You Wear Size 2 1/2, 3, 3 1/2, 4 or 4 1/2? 700 pairs, fall and winter styles, in patent coil, dull kid and all the popular leathers, with fine hand-turned, flexible McKay and Goodyear welt (hand-sewn) soles; beautiful colored and black uppers; they are lines we are not re-ordering; all the large sizes have been sold. No mail orders. We clear the balance of these \$3.00 to \$5.00 boots Wednesday for \$1.69
- For Boys—Knee Boots, \$2.34; Youths' sizes, \$1.89; Overshoes, \$1.09; Youths' sizes, 89c; Lace Boots, \$1.14; Youths' sizes, 89c; Rubbers, 54c; Youths' sizes, 45c. All sizes in each and every item. Phone orders filled.
- MEN'S \$1.85 SLIPPERS AT \$1.39. 1,200 Pairs Romeo or Elastic Side Slippers, in chocolate and black kid leathers; fine flexible leather soles; all sizes in both colors. Regular \$1.85. Wednesday 1.39
- WOMEN'S \$4.00 SLIPPERS AT \$1.95. A Rich Present for Any Lady. 600 Pairs of Beautiful Evening Slippers, showing an exceedingly large range of styles, patterns, ornaments and heels; delicate colored satins, French kid, suede and patent leathers; experienced salesmen will see that these slippers are properly fitted or packed for Christmas presents; all sizes, but not in each style. Regular \$3.00 to \$4.00. Wednesday 1.95

Boys' \$2.25 Hockey Boots at \$1.69

solves the Christmas box problem. 400 pairs mule hide Hockey Boots, with straps and buckles, and soles that will retain screws or rivets; the eyelets are made extra strong, with a tan leather strapping; all sizes 1 to 5. Regular \$2.25. Wednesday 1.69

P. S.—Bring your skates, and we will put them on with brass rivets for .25

Good Umbrellas—Ideal Practical Gifts

From a wonderfully complete stock of umbrellas we have selected the following typical values. Others at almost any price you may wish to pay.

- Men's Umbrellas, pure silk, on very close rolling frames, with high-class, attractive and desirable handles, crook, semi-crook and straight effects, chased, oxidized silver, burnt ivory, heavy rolled gold. Prices, \$7.00 to \$15.00 each.
- Ladies' Umbrellas, of pure silk, very close and neat-rolling; sterling silver and ivory, solid sterling silver posts in gipsy, oxidized and plain chased finishes; or others with rich sterling and rolled gold mounts on natural and ebony posts. Prices, \$5.00, \$6.00, \$7.00, \$8.00, \$9.00, \$10.00 and \$12.50.

A Special for Wednesday will be a line of Men's and Women's silk mixed umbrellas on neat-rolling steel paragon frames. Handles are sterling silver and rolled gold mounted; many of these handles being samples. The regular price is \$2.50 to \$3.00 each. Wednesday, each 1.95

Men's \$1.25, \$1.50, \$2.00 Shirts 79c

- Negligee Shirts, in plain and fancy stripes; samples and overmakes of one of the largest shirt manufacturers in Canada; sizes 12 1/2 to 17. Regular \$1.25, \$1.50 and \$2.00. Wednesday 79c
- Men's Wool Combinations, unshrinkable English make; closed crotch; elastic ribbed cuffs and ankles; sizes 34 to 44. Regular \$3.50. Wednesday 1.99
- Boys' Natural Wool Underwear, guaranteed unshrinkable shirts and drawers; sizes 24 to 32. Wednesday .80

These Toys 98c AT 8.30 THIS MORNING.

50 Good-sized Dolls, in many different dresses, including the "Ricketty Ricketty Kiddies" and several other dolls, sold regularly at \$2.25. Wednesday morning, at 8.30, for each .98

24 Only, Trains on Tracks, a good engine, with tender and two coaches. The regular price of \$1.59 is extremely low, but on Wednesday morning the price is .98 (Fourth Floor)

Candy

500 Boxes Epps' Imported Chocolates, regular 49c, per box .30

- Cowan's Maple Buds, package .5
- 1,000 lbs. Salted Peanuts, regular 20c, per lb. .15 (Fourth Floor)
- Handkerchiefs. Men's Sizes, pure linen, hemstitched, 6 for .72
- Phone orders filled until 10.30 a.m. (Fourth Floor)

The Babies' Section

- Celluloid Rattles, prices 10c to \$2.00.
- Rubber Toys, prices 10c to 75c.
- Floating Toys, prices 10c to 75c.
- Wool Jackets, prices 50c to \$1.50.
- Wool Bonnets, prices 15c to 85c.
- Wool Mitts, prices 15c to 50c.
- Wool Overalls, prices 50c to \$1.25.
- Celluloid Toilet Sets, prices \$1.00 to \$3.50.
- Wool Bonnets, prices 25c to \$2.00.
- Carriage Robes, silk, wool or beardsloth, prices \$1.50 to \$3.50.
- Kimono and Comforter to match, Jap. silk, price \$5.00.
- Sleeping Bags, heavy chinchilla, price \$3.50.
- Dresses or Robes, prices 50c to \$5.00. (Third Floor)

Sale of Sponges

Our large assortment of toilet, bath and carriage sponges will sell on Wednesday at the following below cost prices:

- Regular \$4.50 for .223
- Regular \$4.00 for .201
- Regular \$3.50 for .187
- Regular \$3.00 for .171
- Regular \$2.50 for .151
- Regular \$2.00 for .131
- Regular \$1.50 for .111
- Regular \$1.00 for .091
- Regular 75c for .071
- Regular 50c for .051
- Regular 35c for .031
- Regular 25c for .021
- Regular 15c for .011
- Regular 10c for .001

8.30 a.m. Toilet Specials for Today

Tooth Brush with four rows of hand-drawn bristles and tube of Antiseptic Tooth Paste. Reg. price 35c. Special .20

Box of Doris's French Face Powder, and one Dolly Varden Chamolis in envelope. Reg. price 40c. Special .25

*War Stamps extra.

- Jewelry. Women's Pink Cameo Rings, 14k gold settings, hand carved heads, pink background. Regular \$5.00. Wednesday 2.95
- Diamond Set Sunburst, 14k gold, all real pearls, genuine diamond centre, pendant attachment and safety catch. Regular \$10.00. Wednesday 6.95
- 14k Gold Pearl Set Necklaces, real pearl settings, bird leaf shield, scroll and circle patterns, 14k gold neckchain, with safety bolt ring snap. Regular \$10.00 and \$12.50. Wednesday 7.95

- Framed Pictures. Hand-colored Photographures, landscape and figures; size 15 x 19 to 18 x 22 inches, framed in gilt swept frames, gold burnished corners, oil paintings framed in deep gilt frames, with heavy ornaments. Regular \$5.00. Wednesday 2.95
- Watch With Chain \$2.79. Thin model watch, nickel lever movement; 7 jewels, stem wind and set, dust-proof nickel case, and rolled gold vest chain. Regular \$4.50. Wednesday 2.79

- Real Ebony Toilet Goods. We have a wonderful selection of ebony goods made by the finest makers, from whom we buy direct, hence our low prices.
- Women's Hair Brushes, solid backs, 50c, 59c, 75c, \$1.00, \$1.25, \$1.50 to \$4.00 each.
- Men's Military Brushes, with stiff hand-drawn bristles, each, 50c, 75c, \$1.00 to \$2.50 each.
- Cloth Brushes, either oval or concave backs, 75c, \$1.00 to \$2.00 each.
- Hat Brushes, to match, 50c, 65c, 75c each.
- Bonnet Whisks, 75c and \$1.00 each.
- Hand Mirrors, with finest quality plate glass, either ring or long handles. \$1.39, \$1.59, \$1.89, \$2.29, \$2.49 to \$4.50.
- Nail Files, Button Hooks, Corn Knives, Cutlery Knives and Tweezers, 25c and 35c each.
- Nail Buffers, with removable chamoms, 35c, 40c, 50c and 60c each.
- Large Variety of Salve Pots, Puff Boxes, Glove Stretchers and Shoe Horns.
- Enamelled Initials, in pale blue and white, specially made for ebony goods, prices most reasonable.

- Silverware. 14-piece Rogers' Table, including 1 dozen Rogers' silver-plated teaspoons and two tablespoons. Regular \$27.75. Wednesday 2.00
- Knife and Fork Set, \$2.00—6 dessert knives, silver-plated, plain handle, and 6 forks. Regular \$2.75. Wednesday 2.00
- 8-piece Set of six teaspoons. Rogers' silver-plated, 1 butter knife and 1 sugar spoon. Regular \$1.75. Wednesday 1.19

- Women's Hand Bags. Almost every conceivable style and shape, fitted with change purse and mirror, silk and leather linings, genuine dull and bright pig seal, 720 at \$1.50, 230 at \$2.95.
- Roman Stripe Ribbon. For fancy work bags, etc., 6 inches wide. Regular 49c yard. Wednesday, yard .35

- Calendars and Christmas Cards. "The Mother's Calendar," selection of .50
- "My Dad's Calendar," boxed .50
- "The Household Calendar," .50
- "The Brighter Side Calendar," .50
- "The Calendar of Golden Thoughts," .50
- "The Cardinal's Calendar," .50
- Tablet Calendars, with monthly leaflets, hand-colored woodlawn scenes, views, etc., tied with silk ribbon, boxed complete, each .25
- Gem Calendars, 2 for .25
- "Dutch Kids" Calendars, 50c, 10c, 15c, 20c, 25c and 30c.
- Christmas Cards, Booklets, 50c, 10c, 15c, 20c, 25c and 30c, 4 for 5c, 2 for 5c, and 5c. (Main Floor)

85 New Dress Hats at \$6.75

Hats for dress wear; large hats, with new lines, and sailor, with light facings, and gold lace crowns or brims; flowers, fur or osprey trimmings; very little has been charged for the making, and materials have been charged at much lowered prices. Wednesday 6.75

Silks, Velvets and Dress Goods

- Velvetens, new colors. Regular 65c value, on sale .50
- Regular \$1.00 value, on sale .75
- New Suiting Cord Velvets, extra heavy quilting; new shades, 75c, \$1.00 and \$1.25.
- White Cord Velvets, Terry and wide wale. 27 inches wide. Special .75
- 32 inches wide. Special 1.00
- \$1.00 DAY IN OUR BLACK SILKS. Duchesse Dress Satins and Silk Paillettes, 36 in. to 39 in. wide. Regular \$1.29 value. Special 1.00
- Two yards for \$2.00, packed in gift box.
- TARTANS AND SHEPHERD CHECKS, 48c. Clean-up of Scotch and English cloths, most are 75c values. 42 to 50 inches wide. Wednesday 48c
- Guaranteed English Serges, 55c—Regular 75c; full range of colors; whipcord twills; 42 inches wide. Wednesday .55
- All-wool Santosys and Poplins, \$1.00—Range of new shades. Regular \$1.25 and \$1.50. Wednesday 1.00
- Cream Cloaking, \$1.25—Chinchilla, 54 inches wide. Regular \$1.50 and \$2.00. No phone orders. Wednesday 1.25
- Tweed Cloakings, \$1.50—Tweed mixtures, checks and plaids, 54 inches wide. Regular \$2.00. Wednesday 1.50

Blouses, Petticoats

CREPE DE CHINE AND LACE BLOUSES, \$3.95. In the wanted shades, buttercup, mais, flesh, ivory, Joffre blue, etc. Shadow lace and crepe mixtures. Sizes 34 to 42 in the lot. Regular \$5.00 and \$5.95. Wednesday 3.95

JAPANESE CREPE KIMONOS, \$2.95. Hand-embroidered, in butterfly design; silk trimming; Copen, sky and pink. Wednesday 2.95

\$10.00 SILK KIMONO GOWNS, AT \$6.95. Florentine silk, floral border extending full length of front; sizes 36 to 44. Wednesday 6.95

Exhibition Pieces of China, Glass and Marble

- ART CHINA VASES AND ORNAMENTS. \$57.00 Coalport Plate, "A Noble of the Middle Ages," 25.00
- \$45.00 Beautiful Coalport Urn, by A. Perry. Wednesday 22.50
- \$75.00 Coalport Vase. Wednesday 37.50
- \$15.00 Seven Piece Custard Set, on tray, Dainty rosette decoration. Wednesday, half price 7.50
- \$69.00 "Royal Worcester" Vase, American Beauty Rose decoration. By W. J. Jarmon. Wednesday 25.00
- \$110.00 "Royal Worcester" Vase, by A. Hawkins. Wednesday 49.50
- \$25.00 Royal Doulton Plaques, "The Reapers," and "Egyptian Pyramids." Wednesday 10.00
- \$35.00 Royal Doulton Vase, "The Reapers." Wednesday 17.50
- CUT GLASS HALF PRICE AND LESS. \$225.00 Punch Bowl. Wednesday 100.00
- \$19.50 Footed Fruit Bowl, maple leaf decoration. Wednesday 9.50
- \$20.00 Large Fruit Bowl. Wednesday 9.50
- \$10.00 Floral Cut Design Sugar and Cream Set. Wednesday 5.00
- CARRARA ITALIAN MARBLE HALF PRICE. \$220.00 Figure "Musica." Wednesday 110.00
- \$650.00 Statue, "The Spinners." Wednesday 300.00
- 6,000 rolls of Bedroom and Hall Wall Papers and Ceiling Papers, large varieties of patterns and colorings. Regular price 10c to 15c. Wednesday 4c
- 2,500 rolls Parlor and Dining-room Papers, printed out-brown, green and tan. Regular price 20c and 25c. Wednesday, bargain 9c
- Imported Silk Fibres and Tapestries—English manufacture, excellent colorings and designs. Regular price 60c. Wednesday, only 18c
- 2,000 feet 3" Imitation Oak Plate Rail, standard finish. Regular price 10c. Wednesday, per foot .6c

THE NEW MARKET Telephone Adelaide 6100

- MEATS. We set a quality standard for all beef. Best Cut Rib Roast Beef, per lb. .22
- Thick Rib Roast, per lb. .18
- Blade Roast, per lb. .16
- Shoulder Roast, per lb. .18
- Round Steak, tender and juicy, per lb. .20
- Sirloin Steak, the best, per lb. .25
- Choice Loin Roasting Pork, per lb. .25
- Maple Leaf Breakfast Bacon, very choice and mild, whole or half side, per lb. .29
- Maple Leaf Back Bacon, select and boneless, whole or half, per lb. .32
- Easifirst Shortening, 1-lb. prints, per lb. .15
- Easifirst Shortening, 3-lb. pails, gross weight, per pail .42
- GROceries. One Car Redpat's Granulated Sugar, 5 lb. packages, 3 pkcs. .105
- Fresh Rolled Oats, per stone .44
- Finest Can Corn or Peas, three tins .23
- Gilvies of Purity Flour, quarter bag .90
- Finest Muscatel Raisins, 2 lbs. .22
- Bleached Sultana Raisins, 1 lb. .16
- Finest Mixed Peel, Orange, Lemon and Citron, per 10 .20
- Finest Evaporated Apples, 2 1/2 lbs. .25
- Choice California Prunes, 2 1/2 lbs. .29
- Crisco, per tin .29
- Clark's Pork and Beans, tall tin, per tin .10
- Upton's Marmalade, per pail .43
- Macaroni or Spaghetti, 3 pkcs. .25
- Fancy Japan Rice, 2 lbs. .25
- Choice Shelled Walnuts, 1 lb. .45
- Choice Pink Salmon, per tin .10
- Telfer's Cream Soda Biscuits, per box .29
- Fresh Buttermilk, per gallon .15
- Finest Mild Cheese, per lb. .21
- Pure Gold Quick Puddings, Tapioca, Chocolate and Custard, 3 packages .25
- Mince Meat in bulk, per lb. .11
- Post Toasties, 3 pkcs. .25
- 1,000 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory, Wednesday, per lb. .27
- FLOWERS. Jerusalem Cherry Plants, half-price, regular 50c each. Wednesday, special .25
- Large Boston Ferns, regular \$1.25 each, extra quality, special .75
- Rubber Plants, two sizes, of good value. Each, 40c and 95c.
- Red Paper Bells for Xmas, 2 for 5c to 35c each.
- Poinsettias Paper, 35c and 50c doz.; velvet, 15c each or \$1.75 doz.
- VEGETABLES. Choice British Columbia Apples for table use, special, per box .25
- Cape Cod Cranberries, per quart .11
- Florida Grape Fruit, 3 .25
- Florida Oranges, sweet and juicy, per dozen .30

The Robert Simpson Company, Limited