



January, February, March. This? Not every day, of course, but often enough to make you wish you had bought a good Simpson Ulster to put between you and the weather

**Underwear Values Extraordinary**

Women's Corset Covers of Nainsook, designed in a round neck style, with deep yokes of lace, in many pretty patterns; neck and arms finished with beading and edge of lace; bottom finished with neat fitting pelium, Sizes 34 to 42. Special ..... 25

Women's Nightgowns of White Flannelette, designed in a Mother Hubbard style, with plain round or frilled necks and double yokes. Reg. \$1.56, for ..... 95



Women's Vests and Drawers of Fine Natural Wool. Vests have high neck, button front, and long sleeves; drawers are ankle length, both styles. Sizes 34 to 42. For garment ..... 1.00

Women's Corset Covers of fine ribbed wool and cotton mixture, of a lovely soft quality; high neck; button down front; long or short sleeves; color tinted cream. Sizes 34 to 40, at ..... 79

Women's Combinations of beautiful, soft ribbed wool and cotton mixture, in all the popular styles; low neck and short sleeves; Dutch neck, elbow sleeves, and high neck and long sleeves; drawers are ankle length. Sizes 34 to 42, at ..... 1.75

Women's Brassieres, designed in crossed-in-the-back or hooked-in-the-front style; lovely fine cambric and fancy batiste, with yokes of linen lace and Swiss embroidery; the armholes are reinforced and trimmed with lace and embroidery edging. Sizes 34 to 44. Special ..... 95

Bunglow Aprons of Pretty Striped Print, made in loose fitting style, with round neck and short kimono sleeves; fastened in the back and belted in at waist; light and dark shades; striped and figured designs. Sizes 34 to 40. Regular 65c. Wednesday ..... 49

**Flannels and Blankets (Fourth Floor)**

Gray Flannel, warm and serviceable quality, 28 inches wide. Per yard ..... 32, 40 and 50

Vivella Flannels, for day or night wear; good range of stripes and plain colorings; 32 inches wide. Per yard ..... 70

Scarlet Flannel, all wool, 28 inches wide. Per yard ..... 50, 60, 75

Lovely Soft Cream Broadcloth Flannels, all wool, 38 inches wide, per yard, \$1.10; 36 inches wide, per yard, \$1.15 and \$1.35.

Scotch Shirting Flannels, neat stripes, 29 inches wide. Special Wednesday, per yard ..... 32

White Flannelette Blankets, finished without border. Large size, 72 x 90 inches. Per pair, 1.98

Reversible Silkline Bed Comforters, white sanitary cotton filling; dark and medium colorings; size 72 x 72 inches. Special Wednesday at ..... 1.98

White Wool Nap Blankets, slightly imperfect in weaves; pink or blue borders; size 68 x 86 inches. On sale Wednesday, per pair ..... 3.45

**A Chamois-Lined Ulster at \$15.00**

It is one of the most comfortable cold weather coats we have ever offered for the price, and is sure to please men who require the extra protection that the chamois interlining to the waist affords. Made of a heavy cheviot-finished cloth, lined with will mohair. A regular double-breasted ulster model, with convertible collar and belt. Sizes 36 to 44. The price is ..... 15.00

**Good Overcoats for Boys**

One is a swagger slip-on overcoat, tailored from a brown Whitney cloth; has split sleeves, smart two-way collar, raised seams, loose back, patch pocket with flap, and durable, warm twill linings. For boys 10 to 17 years of age. The price is ..... 12.50

Another very smart little coat is for boys 3 to 8 years of age. It is also a slip-on model, tailored from one of those soft-finished heavy tweed coatings, in a dark grey color. Has convertible collar, split sleeves with cuff, wide raised seams, loose back and patch pockets. Warmly lined with red flannel. Price ..... 7.50

**Rubbers and Boots for Winter Weather**

**Note the Prices on Rubbers**

**Reliable Rubber Boots**  
Heavy Gum Rubber Boots, knee height, heavy corrugated sole, solid heel. Sizes 11 to 13, \$2.19; sizes 1 to 5, \$2.69; sizes 6 to 11, \$3.19.

**Low Cut Rubbers**  
Men's Plain Ordinary Height and Low Cut Rubbers, full fitting, round toe, wide heel. Sizes 6 to 11. Regular 85c. Wednesday ..... 69

**Men's Sole Style Rubbers**  
Best make; round, low and military heels. Regular 84c. Sizes 8 to 12. Wednesday ..... 39

**Men's City Weight Low Cut Rubbers**  
Strap over instep, full round toe. Sizes 7 to 11. Regular 95c. Wednesday ..... 76

**Storm Rubbers**  
Women's High Storm Cut City Weight Rubbers. Sizes 2 1/2 to 7, medium and high heels. Selling Wednesday, priced at ..... 69

**Boys' Rubbers**  
Boys' Plain Ordinary Height Rubbers, heavy corrugated soles and heels; full-fitting toe shape. Regular 59c and 69c. Sizes 11 to 13, 49c; sizes 1 to 5, 59c.

**Enamel Range Kettles**

Two-quart size; good quality; grey enamel. Exceptional value at ..... 39

**Waste Paper Baskets**  
Japanese make, four sizes, nicely made and finished. Wednesday ..... 10

**Furnace Shovels**  
Good steel scoop, long D top handles. Wednesday ..... 49

**Clothes Lines**  
Ever Ready Clothes Line Reels, for indoor use; 28 feet of braided cotton line on reel; can be wound up when not in use. Wednesday ..... 25

**Calendars at Half Price**

They are specially suitable for New Year's gifts. Choice of our entire stock at half price.

**Pocket and Office Diaries**  
For 1917, in all sizes and bindings. Start the New Year right by keeping a diary. 15c to \$2.00.

**New Year Cards**  
In dainty designs. Stationery Dept., Main Floor.

**Men's Suits \$18.00**

It's a particularly nice suit, the tailoring being correct in all details. The material is of English make, a neat stripe pattern, black or brown worsted. The prevailing single-breasted style. Sizes 36 to 44. It's a suit you will surely like.

**Men's Underwear**

Men's Wolsey Shirts and Drawers, Winter weight, natural wool. Shirts double-breasted, fine elastic rib cuffs and ankles. Sizes 34 to 44. Extra special Wednesday, at, per garment ..... 2.98

Men's Scotch Wool Winter Weight Shirts and Drawers, Penman's make. Shirts are double-breasted. Sizes 34 to 44. Wednesday, per garment ..... 1.00

**Sweater Coats**  
Men's Sweater Coats, winter weight, fancy knit stitch, military collar, two pockets; grey or tan. Special at ..... 2.98

**50c Mufflers 37c**  
Men's and Boys' Mufflers, reefer style, fringed ends. In the lot are brushed wool in navy and khaki; also fibre knit in white, tan and grey. Regular 50c. Wednesday ..... 37

**And These Boot Prices**

**Men's Neat Blucher Boots \$2.59**  
300 pairs Men's Box Kip Blucher Boots, dull top; made with solid standard screw full-fitting toe shape, and military heels. Sizes 6 to 11. Regular \$2.95. Wednesday ..... 2.59

**Women's Boots Special at \$2.49**  
Women's \$3.50 and \$4.00 Winter Weight Boots, in patent colt, dongola kid and gummetal leathers; button or lace styles; single flexible and medium weight McKay sewn soles; dull kid and black cloth tops; plain vamp and patent and kid toe caps. Sizes 2 1/2 to 5 1/2. Wednesday ..... 2.49

**Boys' Winter Weight Boots.**  
325 pairs of Boys' Box Kip Blucher Boots, solid standard screw soles; full-fitting round toe shapes; medium height heels. Regular \$2.65 and \$2.95. Sizes 11 to 13, at \$2.19; sizes 1 to 5, at \$2.49.

**Girls' Box Kip Boots**  
185 pairs Girls' Strong, Comfortable Fitting Box Kip Blucher Lace Boots; heavy solid soles; low heels; full round toe shape. Sizes 8 to 10 1/2. Regular \$1.85. Wednesday ..... 1.49

**\$1.00 China 69c**

Cake Plates, Bon Bon Dishes, Mayonnaise Sets, Butter Tubs, Celery Trays, Comb and Brush Trays, Rose Jars, etc., etc. Each ..... 69

**21-piece English China Tea Sets \$2.49**  
Finest quality thin English bone china, pretty pink border design. Sets consist of six tea plates, six cups and saucers, one each cake plate, cream jug and bowl. Wednesday, the set ..... 2.49

**Visitors**

are reminded of the many conveniences that make the Simpson Store the most comfortable place to shop. You can always rest and have a cup of tea in the Restaurant on the Sixth Floor. On purchases amounting to \$10.00 and over we pay delivery charges to any station in Ontario.

**At 10 o'Clock This Morning There Will be 50 Coats in the Misses' Section at \$22.50**

They are the broken lines from our regular stock of high-grade coats, those that we have been selling at \$32.50, \$38.00 and \$37.50. Smart materials, such as wool plush, velours, broadcloths and novelty tweeds. Belted and ripple styles, with large cape collars; half and full lined, with soft satin. Wednesday ..... 22.50

**Twelve Mommy Weight Flesh Pink Habutai Silk Waists at \$2.48**

Extraordinary value is apparent in this blouse of rich, lustrous silk that probably never wears out. Style is severely nice, fastening with large cream pearl buttons, and finished with a big deep square collar, with 1 1/2-inch hemstitching around the edge. Has hemstitched yoke and long sleeves with turn-up cuffs. Sizes 34 to 44. Marked 2.95 for quick selling on Wednesday at ..... 2.48

**The Market**

Phone Adelaide 6100

**MEATS.**

The beef displayed in our market this week was selected and prepared specially for New Year's, and is rightly called Canada's finest.

Shoulder Roasts, per lb. 17c and 18c  
Blade Roasts, per lb. 19c and 20c  
Thick Rib Roasts, per lb. 21c and 22c  
Best Rib Roasts, per lb. .... 27

Briquet Cuts, for boiling, per lb. .... 30  
Single Steaks, per lb. .... 25  
All Pork Sausages, our own make, per lb. large casing ..... 23  
Select Smoked Hams, whole or half, per lb. .... 28  
Mild-cured Breakfast Bacon, by the piece, per lb. 32

**FISH.**

Trout Steaks, per lb. .... 22  
Cod Steaks, per lb. .... 25  
Sea Salmon Steaks, per lb. .... 25  
Finest Canned Corn, Peas or Wax Beans, 3 lbs. .... 15  
Macaroni or Spaghetti, 2 packages ..... 23  
Choice Pink Salmon, 1/2-lb. flats, per tin ..... 9  
Fancy Japan Rice, 3 lbs. .... 75  
Pure White Clover Honey, 7-lb. pail ..... 15

Teller's Soda Biscuits, per tin ..... 32  
Spart's Raspberry and Strawberry Jam, 4-lb. pail ..... 68  
Kicovah Custard Powder, 3 tins ..... 25  
Choice Lima Beans, 3 lbs. .... 23  
Mustard, in bulk, compound, 1b. .... 15  
Pot Barley, 4 lbs. .... 25  
Choice Pickles, Niagara Brand, bottle ..... 15  
Mild Cheese, per lb. .... 30

Malta Vita, 3 packages ..... 25  
Canned Lombard Potatoes, 3 tins ..... 24  
1,000 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory, Wednesday, per lb. .... 27

**FRUIT SECTION.**

One car Choice Delaware Potatoes, peck, 42c; per bag, \$2.45.  
Choice Navel Oranges, large size, per doz. .... 38  
Yellow Turnips, 2 for ..... 5  
Large Coconuts, each ..... 10

The Robert SIMPSON Company Limited

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