We Would Like You to See Our Fur Collar Coat at $25 In the Men's Store---Simpson's

It is warm, it is good-appearing, and it is a splendid value. Made of black English beavercloth, lined with twill mohair, and interlined with chamois right to the bottom. The large storm collar is of real Persian lamb fur. It is an ulster style coat, double-breasted, and is particularly good for men who drive, and for those whose business takes them out much in the Winter months. Sizes 36 to 44. Wednesday price 25.00

Men who do not like the heavy ulster style overcoat will be pleased with the style and the value of this garment. It is a single-breasted Chesterfield, with fly front and velvet collar. The material is a medium grey melton cloth, lined with twill mohair. Sizes 36 to 44. The price of this excellent coat is only 15.00

Men's Work Coats at $6.75

A splendid work coat, one that will give excellent service and keep you warm; made of drab colored moleskin, lined with heavy Mackinaw cloth; the collar is a beaverette fur; patent fasteners, and leather-bound pockets. Sizes 36 to 44. Price **6.75**

Men's Corduroy Trousers $3.50

Light brown shade; have five pockets, belt loops and cuff bottoms. Sizes 32 to 44 waist.

Boys' Mackinaw Reefers

We have a splendid range of patterns in this line of excellent Reefers for boys of 7 to 18 years of age. They are made in double-breasted pinch-back styles, with wide shawl collar, four patch pockets, storm tabs on sleeves, and a three-piece all-round belt; red and black and brown and olive mixtures; a very fine sport coat. Sizes 25 to 36. Wednesday, priced at **8.50**

For the Smaller Boys

A very smart pinch-back, double-breasted overcoat, made of fancy grey coating, lined with checked flannel; has convertible collar, patch pockets, and loose skirt. Sizes 21 to 28, for boys 3 to 10 years of age. Price **5.00**

Today is the Last Day for Sending Soldiers' Provision Boxes.

Today is the last day on which we can accept orders for Soldiers' Provision Boxes for Christmas delivery. All orders taken today will be shipped from our London office direct to the trenches. Samples or boxes may be seen in our Grocery Department.

A Sale of Women's Winter Combinations at 79c

240 only Women's Combinations, made of fine white combed cotton, with V-shaped neck and long or elbow sleeves, finished with beading and shell edge. Drawers are ankle length. Sizes 34 to 44. Owing to an occasional dropped stitch these combinations, that were made to sell at $1.25, will be only ..... .79

Women's Swiss Vests.

Made of beautiful fine silk and wool mixture, in a low neck and no sleeve style, with dainty yokes of mercerized linen lace; arms finished to match. Size 34 to 40. Packed in dainty Xmas boxes. Each **1.25**

Glove Silk Vests.

Women's Glove Silk Vests, made in low neck, no sleeve style, with pretty ribbon run beading to finish neck and arms. Sizes 34 to 42. Put up in dainty gift boxes. Each ... **1.65**

Extra Special for Gifts

Women's Silk Crepe de Chene Boudoir Caps.

Made of odd pieces of lovely silk crepe de chine, Georgette crepe and Jap silk, in assorted shades of pink, white and blue; daintily trimmed with fine lace and insertions. Many styles to choose from and all boxed in fancy Xmas boxes. They are wonderful value, and we can sell them at this price only because they were made of remnants. Wednesday **.59**

Women's Silk Brocaded Corsets That Are Suitable for Xmas Gifts.

Made in two styles, medium low or high bust. The material is a beautiful silk brocaded jean, in a flesh color, double lined with steel-filled boning, lace trimmed, and six hose supporters. Sizes 19 to 26. The pair **3.50**

Double Bed Sheets Clearing at $1.25 a Pair

About 250 pairs of plain bleached sheets, hemmed. Size 70 x 90 inches. Wednesday, per pair **1.25**

Pillow Cases, plain hemmed, size 42 x 33 and 44 x 33 inches. Extra special Wednesday, 3 pairs for ..... **.69**

White Woolnap Blankets, with pink or blue borders. Size 70 x 84 inches. Per pair **3.45**

White Flannelette, closely woven, with a soft napped finish; 32 inches wide. Per yard ..... **.15**

Striped Flannelette, suitable for pyjamas, men's shirts, etc.; 36 inches wide. Per yard ..... **.16**

Factory or Unbleached Cotton, 36 inches wide; medium weight. Clearing Wednesday at, per yard ..... **.11**

Damask Table Napkins, all pure linen; size 21 x 21 inches. Regular $3.25. Dozen, at **2.95**

Guest Towel Lengths, size 15 x 27 inches, made from fine fancy huckaback, at, each ..... **.23**

Handkerchief Linen, fine quality, 36 inches wide. Per yard, **40c, 50c, 60c, 75c, $1.00** and **$1.25.**

(Fourth Floor.)

20c and 25c Japanese China for 15c

A clearance Wednesday of prettily decorated Japanese China. Lot consists of Teapots, Bon Bon Dishes, Salt and Pepper Shakers, Cream Jugs, Sugar Bowls, Toothpick Holders, Cups and Saucers, Tea Plates, etc. Wednesday, each ..... **.15**

$15.00 Kent Dinner Set $11.45

10 only, complete 97-piece Dinner Sets, dainty pink rosebud festoon border decorations, gold line handles and edges. Wednesday, each **11.45**

Mother Goose Will Recite Her Rhymes Today at the Simpson Christmas Show at 10.30 a.m. and 3.30 p.m. *On the Fifth Floor*

Bring the children to this unique Christmas Show, where Mother Goose rhymes are reproduced by quaint mechanical figures—the children can see their favorite characters moving as in a play, performing the things that are recited in the rhymes. The show is practically continuous, all day, stopping only from time to time to enable the attendants to rest.

This little pig went to market,

This little pig stayed at home;

This little pig had roast beef,

This little pig had none;

This little pig said "Wee wee" all the way home.

Just Read This List of Good Gift Articles Offered in the Christmas Show

Erector, the popular steel constructor toy at American prices, in sets from **$1.00** to **$15.00.**

Builder Toy, the best of its kind, Canadian made, dozens of models can be made from it; it's a great toy for the little fellow who is not quite big enough for the steel construction toys.

Dolls in endless varieties, the pick of the Canadian, Japanese and American markets, at prices from **10c** to **$7.50.**

Teddy Bears, big ones, 24 inches long, good grade silk plush covered, exceptional value **1.98**

Trains on Track, in a big variety of sizes, ranging from **$1.50** to **$7.50.**

Also Electric Trains at **$7.50** upwards.

Rocking Horses, in a dozen or more sizes. The prices start at **2.50**

See the demonstration of the popular game, "Fighting With the Allies."

Blocks for the Kiddies—The A B C Blocks, the Structural Building Blocks, and the Buildmore Blocks. Prices from **15c** to **$2.50** set.

Child's Knife, Fork and Spoon Sets, 75c to **$2.00** set.

Table Knives, with white celluloid handles, at **$3.00** to **$7.00** per dozen.

Nickel Silver Spoons and Forks, in three patterns. Tea Spoons, **5c** each; Dessert Spoons and Forks, **10c** each; Table Spoons and Forks, **12c** each.

EXCEPTIONAL VALUES AT 25c EACH FOR QUICK SELLING WEDNESDAY

Table Knives, white celluloid handles, dessert or table size, each ..... .25

Bread Knives, with serrated edges, all-steel handle, each at ..... .25

Butcher Knives, good French make, each ..... .25

Cast Shears, 7-inch straight or bent trimmer, pair ... .25

Carborundum Knife Sharpeners, puts a keen edge on a knife in a hurry, each ... .25

8.30 A.M. SPECIALS AT 39c

Big Drums, nicely lithographed.

Dolls, dressed, stuffed bodies.

Train, consisting of engine, with tender and two cars.

Street Cars, friction toys.

Games—These and many other toys usually sold at 50c, 60c and 75c.

For those who come early Wednesday morning, each ..... .39

8.30 SPECIAL

Boys' Sleds, hardwood runners, 30 inches long, flat shoes, hand holes and decorated seats; 172 only on sale 8.30 Wednesday at ..... .21

Kiddo Sleighs, steering coaster sleighs, hardwood seats, ⅞-inch tee steel runners; two sizes, 32 inches long, Wednesday **99c**; 36 inches long, Wednesday **$1.05.**

Doll Carriages, English style, metal bodies in brown enamel finish, leatherette hoods, spring gears and rubber tires, 20 only on sale Wednesday **2.89**

Pony Rockers, new style rockers for small children, horse's head mounted on front, chair effect back on seats. Special **2.49**

$1.00 Japanese Vases, 39c—Pretty pink and blue large floral decoration. Some with handles and gold trimmed edges. 10-inch size. Wednesday, each ..... .39

China Sugar and Cream Sets, 39c—Pretty pink floral decorations, fine quality thin Japanese china, gold line edges. Wednesday, pair ..... .39

Semi-Cut Glass Bonbon Dishes, 98c. Combination floral and butterfly designs, semi-cut glass, 8-inch bonbon dishes. Wednesday, each ..... .98

BOUDOIR CAPS AND TEA APRONS

Made of dainty dotted Swiss muslin, flowered mull and all-over lace, prettily trimmed with lace edgings and cunning little silk ribbon bows. Regular 75c. Wednesday 8.30 special, the two for ..... .39

CANDY SECTION

Cowan's Chocolate Animals, in circus wagon. Regular 10c, three for ..... .25

Assorted Chocolates, in pretty decorated boxes, with flags of the allies on top. Special, 1-lb. box ..... .25

Assorted Chocolates, in pretty decorated boxes of tapestry and girl's head, a very pretty box. While they last, 1-lb. box .. .39

Women's Hose, made from all-wool finest black English cashmere, extra elastic garter welt, high spliced ankle, heel, toe and sole. 8.30 special in the Christmas Show ..... .39

LEATHER COLLAR BAGS

No phone or mail orders. Grey and brown suede. Only a limited quantity, on sale in Christmas Show, Fifth Floor, each ..... .50

ILLUSTRATED BOOKS FOR THE KIDDIES

Four-footed Folk, a beautiful volume of animals, each page has some animal in natural colors and appropriate rhymes, boxed ..... .50

50c Books for 25c—Cut out designs, each book has a decorated cover and splendid stories fully illustrated; titles include Teddy-Kins, Ducky-Daddles, Fido, and Bunny-Kins.

Our Tot's Bible Stories, containing five beautiful pictures, painted in ten colors, by Harold Copping ..... .35

8.30 A.M. SPECIAL

Infants' Hand-made Wool Jackets, crocheted in a very pretty shell pattern, the yoke and edges are stitched with white, pink or blue mercerized silk thread. Wednesday ..... .39

The Pure Food Market

Telephone Adelaide 6100

SIMPSON QUALITY.

Our Meat Market is your guarantee that all meats sold here have been carefully selected from stock inspected and prepared under the supervision of and approved by authorized Government experts.

Finest Porterhouse Centre Cut Roasts, per lb. ..... .28
Finest Wing Roasts, per lb. .... .27
Best Prime Rib Roasts, per lb. .24
Thick Rib Roasts, per lb. .... .18
Brisket Boiling Cuts, per lb. .... .15
Legs of Spring Lamb, per lb. .... .29
Simpson All Pork Sausage, per lb. ..... .23
Finest Maple Leaf Breakfast Bacon, by the piece, per lb. .... .35
Best Cooked Ham, per lb. .... .45
Best Jellied Ox Tongue, per lb. .45
Pressed Ham and Tongue, per lb. ..... .25

GROCERIES.

2,000 tins Choice Pink Salmon, tall tin 9
5,000 packages Redpath's Standard Granulated Sugar, in 5-lb. packages, 3 pkgs. 1.30
Ogilvie's or Purity Flour, ¼ bag 1.55
Choice Cooking Figs, 2 lbs. .... .24
Finest Bleached Sultana Raisins, per lb. ..... .20
California Seedless Raisins, package ..... .16
Fard Dates, per lb. ..... .18
Fresh Rolled Oats, per stone .... .62
Finest Canned Corn or Peas, not more than 6 tins to one customer, 3 tins ..... .36
Upton's Marmalade, 4-lb. pail. .68
Macaroni or Spaghetti, 3 pkgs. .25
Choice White Beans, 2 lbs. .... .23
Fancy Japan Rice, 3 lbs. .... .25
Osprey Herring, plain and in tomato, 2 tins ..... .24
Finest Canned Hawaiian Pineapple, per tin ..... .21
Telfer's Soda Biscuits, tin ... .32
Stuart's Raspberry and Strawberry Jam, 16-oz. jar ..... .24
Finest Pot Barley, 4 lbs. .... .25
Harry Horne's Cream Custard, 3 tins ..... .25
Gong Soups, assorted, 6 pkgs. .25
Choice Mixed Pickles, Niagara Brand, 20-oz. bottle ..... .20
Roman Meal, large package .... .24
Edwardsburg Starch, 3-lb. tin. .29
1,000 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Wednesday, per lb. .. .27

Men's Boots at $3.24, and Women's at $2.49, Will Be on Sale Today

Women's Warm Slippers.

Women's Juliet Style Felt Slipper, warm and comfortable, high front and back, bound with imitation fur, fancy felt bow on vamp; flexible sole, medium heel; colors purple, blue, pink and grey; sizes 3 to 8. Per pair **1.24**

Ribbon Trimmed Slippers.

Women's Felt Over-ankle Height Ribbon-trimmed Cosy Slipper, with fancy low-turned leather sole and low heel; colors brown, grey, red and black. Sizes 3 to 8. Per pair **1.35**

"Mother Goose" Slippers for Children.

Heavy felt, with fancy pinked edges, in red, blue, black, oxford colors, with fancy beaded pictures of "Mother Goose" on vamp; felt soles. Each pair in a fancy holly decorated box. Sizes 5 to 10, **59c;** 10 to 2, **65c.**

Men's Goodyear Welt Boots, $3.24.

In view of tremendous increase in the cost of leather, any kind of boots must be considered low-priced at **$3.24;** but when the boots offered are as good as these they should not be overlooked.

They are gunmetal Bluchers, with medium weight Goodyear welt, rubber fibre, wet-proof soles; military and flange heels; all sizes 6 to 11. Very special value at **3.24**

Lot of Women's Stylish Boots Wednesday at $2.49.

600 pairs of good-fitting stylish-looking boots, in button and lace styles, in gunmetal, patent colt and dongola kid leathers; medium and light-weight Goodyear welt soles; plain toe and toecap vamps; dull calf and cloth tops; Cuban and low heels. Sizes 2½ to 6. Wednesday, at the wonderfully low price of **2.49**

Moderate Priced Jewelry and Silverware

THE ARMY WATCH PROTECTOR, 10c.

This protector covers the wrist watch entirely, which means a protection against breaking of watch glasses, etc. Your choice of khaki or bright finish. Regular 35c. Wednesday ..... **.10**

SLIVER-PLATED CIGARETTE CASE FOR $2.50.

A neat thin model Cigarette Case to hold 10 cigarettes, Turkish or Egyptian, with cigarette holder in centre of case. Wednesday **2.50**

STERLING SILVER PHOTO FRAMES, 35c.

A small round Sterling Silver Photo Frame with velvet-covered back and easel. This size is suitable for small snaps. Wednesday ..... **.35**

SIGNET RINGS.

Men's extra heavy 10k gold Signet Rings, mostly plain design with oval top. Regular $6.00. Wednesday **4.95**

(Initials engraved free).

Reduced Prices on Wanted Silks

Yard Wide Jap. Silks, in pinks, blues, mais, helio and other wanted shades; also ivory. Regular 69c and 75c qualities. On sale ..... .59

$1.25 Ivory Habutai Silks, extra weighty weaves, guaranteed qualities, 36-inch wide. On sale at .95

27-inch Jap. Silks, in a splendid color range, also in ivory and black. Regular 55c. On sale at .. .44

All Silk French, Swiss and Jap, Crepe de Chines, 40 beautiful evening shades, with darker tones for street wear, 40 inches wide. Bought to sell at $1.50. On sale at 1.33

Cord Velvets, Japanese Silks and Silk Crepe de Chines, our 69c, 75c and $1.00 qualities, 27 inches wide. On sale Wednesday at ..... .55

WASH GOODS.

A manufacturer's clearance of the better class of Wash Fabrics, cotton and silk and cotton, also some oddments from our own stock; 36 inches wide; suitable for waists, dresses and evening wear. Wednesday at about half their value, per yard. .27

Wednesday Special

On any article of leather goods bought in our Leather Goods Department Wednesday, costing $1.50 or more, we will emboss your name free of charge.

A Good Dinner for 30c

In Our Lunch Room, 11.30 to 2 o'clock.

Dinner in the Palm Room. 50c

Special Sale of Teapots 25c

500 only, Gibson English Teapots (seconds), in an early morning special; brown and black grounds; pretty decorations; 4, 5 and 6-cup sizes. Wednesday special **.25**

High-Class Ribbons

Regular 75c to $1.50, for 49c.
Regular $1.95 to $4.50, for 89c.

No phone or mail orders.

There are rich velvet brocades, satin and velvet brocades, and satin with faille, etc.; all with beautiful rich colorings; some like hand-painted effects. About 300 yards altogether, and most of it suitable for fancy work.

The Robert SIMPSON Company Limited