

A Bountiful Bargain List at Simpson's Today

10,000 Pairs New Rubbers

LESS THAN MANUFACTURERS' PRICES TODAY—ALL SHAPES—ALL SIZES.

- Men's Hip Boots, 4.64. Men's Knee Boots 2.84
- Men's Lace Boots, 1.39. Men's Sole Rubbers 39
- Men's Regular City Rubbers 69
- Men's City Storm Rubbers 74
- Women's Rubber Boots 1.89
- Women's City Rubbers 49
- Women's City Storm Rubbers 54
- Misses' Storm Rubbers 47
- Misses' Regular Style Rubbers 41
- Children's Regular Style Rubbers 34

Guaranteed by the Robert Simpson Company and the maker. Purchase your season's supply Friday. Phone your orders. No mail orders filled.

Fortify yourself against cold days to come. A fur-lined coat is the best insurance against cold-weather discomfort.

Men's Fur-Lined Coats, extra fine black beaver cloth shell, with choice muskrat linings and prime otter collars. Regular \$65.00. Friday bargain 49.50

8.30 a. m. Friday (Fourth Floor)

These Toys 59c

USUALLY 75c AND 85c TOYS.

- 150 Automobiles, large wooden cars, brilliantly painted and varnished; will stand lots of hard knocks 59
- 144 New Baby Dolls, a very popular style . . . 59
- 72 Mechanical Boats, very nicely finished, two smokestacks and mast; a very good model, and a worthy sea boat 59
- 36 Sets of Modelit, a structural steel building outfit, so popular with the small boys. Friday . . 59
- 72 Large Drums, well made and finished . . . 59
- 72 Sets of Building Blocks, alphabet, cube or architectural blocks. Regular 75c and 85c. Friday 59

Other Toys

- Campbell Boys, popular dressed dolls. Friday price 1.25
- Baby Butterfly, Japanese dressed doll. Friday price 1.25
- The Irish Mail Kids. Price 1.25
- Swing Horses, 10 only good rocking horses on stand; a dandy dapple gray. Regular \$6.00 value. Friday's price 3.95
- Furniture Sets, white enamelled finish, settee, rocker, arm chair and chair. Complete 1.25
- Washing Machines, with wringer, at 79 and 1.49
- Teddy Bears, 360 of them, fine big bears, light tan silk plush covered; 24-inch high, with voice. A good \$3.50 Teddy Bear. On Friday 1.69 (Fourth Floor)

Hand Bags \$1.50

- Pebble Seal Hand Bags, with 8-in. frame, leather covered and riveted, bellows bottom, leather lined, containing change purse. Friday special 1.50
- Hand Bags, strap purse style, envelope shape, walrus and seal grain. Friday special 1.48
- Music Case, double folding, black seal grain leather, secure fastener. Regular \$2.00 and \$2.50. Friday special 1.48

Needlework

Cotton and Satin, Richly Hand-Embroidered Cushion Tops, Table Covers, Divan Covers, and many odd real Oriental and Indian pieces. Friday at Half-Price

75c Japanese China 39c

- 200 Pieces of "Royal Nippon" Hand-Painted China, salad bowls, cake plates, bon-bon dishes, ash trays, mustard pots, hair receivers, hat pin holders, syrup jugs, cups and saucers, tea strainers, etc. Friday 39
- Brass Toddy Kettles, solid brass, one-pint Toddy Kettles, heavy bright brass. Regular \$1.00. Friday at 69

Candy

- 1000 lbs. Simpson's Special, an assortment of Chocolates, Caramels, Bon-Bons and Taffies. Per pound 20
- 500 lbs. Assorted Chocolates. Regular 30c. Per pound 25
- 1000 Nut Bars. Regular 5c, 3 for 10 (Fourth Floor)

Toilet Sets

- Manicure Sets, Smoking Sets and Shaving Sets. Friday Half-Price
- Metal Ash Trays and Cigar Cutters. Regular 25c. Friday 14
- Real Ebony Hair Brushes. Regular \$1.50. Friday 98
- Necktie Racks. Regular 23c. Friday 15 (Fourth Floor)

Men's Wear Sweater Coats for Men

The entire overmakes of a large manufacturer of Government Sweater Coats, plain khaki, with V-shape neck; sizes 36 to 44. Regular \$200. Friday at 98

- Men's Neglige Shirts, sizes 14 to 16 1/2. Regular 75c and 89c. Friday 49
- Men's Fleece-Lined Underwear, sizes 34 to 44. Regular 50c. Friday 39
- Men's Wool Underwear, sizes 34 to 44, but not all sizes to match in each range. Regular \$1.00, \$1.25, \$1.50. Friday 79
- Boys' Wool Pull-Over Sweaters, sizes 20 to 32. Regular 89c. Friday 59



We Will Accept Orders

for these Soldiers' Christmas Boxes for five more days. These boxes, packed in London, are forwarded from our London office direct to the trenches. See the various assortments at the circle beside the Central Staircase, Main Floor, and place your order at once.

These Bargains Will Brighten Homes

Beds and Bedding

- Iron Bedstead, white enamel, brass caps. Regular \$3.00. Friday 2.10
- Brass-Trimmed Iron Bedstead. Regular \$5.25. Friday 4.15
- Brass Bedstead, Regular \$24.75. Friday 14.15
- Brass Bedstead, 2-inch post. Regular \$34.00. Friday 21.00
- Bed Spring, kiln-dried hardwood frame. Regular \$2.00. Friday 1.55
- Bed Spring, steel tubing frame. Regular \$5.00. Friday 1.95
- Bed Spring, heavy steel tubing frame. Regular \$4.25. Friday 2.90
- Mattress, sanitary seagrass and jute felt. Regular \$3.10. Friday 2.60
- Mattress, cotton felt filling. Regular \$7.00. Friday 4.55
- Mattress, cotton felt filling, built in layers. Regular \$10.00. Friday 7.75
- Pillows, mixed feathers. Friday, per pair 95
- Pillows, pure feathers. Friday, per pair 2.95

Draperies

- Novelty Lace Curtains, 60c a Pair—100 pairs, net and muslin, with appliqued borders, in pinks, blues and yellows; 2 1/2 yards long. Regular \$1.25 pair. Also a few pairs of English lace curtains, Nottingham net; 2 1/2 and 3 yards long. Friday, a pair 69
- Arabian Lace Curtains, Half Price—Good designs. 2 1/2 yards long, heavy quality, ocre shades, with lace and insertion of point Arabie lace; a few pairs of each pattern. Regular \$4.50 to \$7.00. Friday 2.25 to 3.50
- Extension Reds, 6c Each—50 inches extended, silvered ball ends. Regular 10c. Friday 6
- Curtain Net, 10c Yard—1000 yards, Nottingham lace and insertion, some with fringe, white only. Regular 15c yard. Friday 10
- 36-inch American Cretonnes. Yard 49

Floor Coverings

- English Brussels Rugs, an excellent range of designs and colors:
 - 6.9 x 9.0 13.25
 - 6.9 x 10.6 15.50
 - 9.0 x 9.0 17.75
 - 9.0 x 10.6 19.75
 - 9.0 x 12.0 22.50
- English and Domestic Wilton Rugs, Oriental and small conventional designs:
 - 6.9 x 9.0 23.50
 - 6.9 x 10.6 25.75
 - 9.0 x 9.0 28.25
 - 9.0 x 10.6 32.00
 - 9.0 x 12.0 37.50
- Tapestry Rugs, \$4.95—Two designs only; size 6.0 x 9.0. Regular \$6.25. Friday 4.95
- Heavy Printed Linoleum, 2 yards wide only. Friday, square yard 45

\$3 Blankets Friday at \$1.98

- 100 Pairs White Union Wool Blankets, size 60 x 80 inches. Not more than two pairs to a customer. No phone or mail orders. Regular \$3.00. Rush price, Friday, pair 1.98
- Bed Comforters, English sateen; size 72 x 72 in. Regular \$2.50. Friday 1.98
- Hemstitched Pillow Cases, sizes 42 x 33 and 45 x 33 inches, 3 pairs 95
- Hemstitched Sheets, size 70 x 90 inches. Friday, pair 1.43
- Damask Table Cloths, size 2 x 2 1/2 yards. Regular \$1.50. Friday 1.19
- White or Striped Turkish Bath Towels. Friday, pair 49
- Crash Roller Towelling, 17 inches wide. Regular \$1.40 yard. Friday 7

OVERCOATS \$7.45

REGULAR \$10.00, \$12.00 AND \$13.50.

150 only, assorted patterns, in heavy English and Canadian coatings, plain gray and brown, with colored stripes; also some diagonal and neat checks; single and double-breasted ulster style, with convertible collars; sizes 34 to 44. Friday 7.45

\$12.50 AND \$13.50 ENGLISH TWEED SUITS, \$7.95.

Reliable English tweeds, grays and browns; small stripe patterns; single-breasted sack style, with high-cut vest; sizes 36 to 44. Friday 7.95

HOUSE COATS, \$5.00.

Imported from England, gray or brown, cord trimmings; sizes 36 to 46. Friday 5.00

Men's Soft Hats

Men's Soft Hats, travelers' and jobbers' samples, fine imported fur and fur mixed felt, fashionable shapes and new colors. Regular \$1.50 and \$2.00. Friday 75

Men's and Boys' Golf Shape Caps, in fine quality tweeds and worsteds, made with fur-lined ear bands; sizes 6 1/2 to 7 1/2. Regular 60c. Friday bargain 29

Boys' Hokey Caps, in plain and fancy stitch, large range of popular colors. Friday 25

Children's Warm Robes, pocket shape, large sizes, made from fine quality imitation white bearskin, quilted lined. Regular \$2.50. Friday for 1.95

200 Boys' Ulsters at \$4.45

Single and double-breasted, gray and brown shades; sizes 26 to 34. Friday bargain 4.45

BOYS' NORFOLK SUITS, \$3.95.

Full-fitting bloomers, dark tweeds; sizes 26 to 35. Friday bargain 3.95

BOYS' RUSSIAN SUITS, \$1.95.

Regularly at \$4.00, \$4.50, \$4.75 and \$5.00. Sizes 2, 2 1/2, 3 and 4 years only. Navy blue and fancy cloths 1.95

50 Misses' Coats at \$4.95

An early morning bargain, made from assorted tweeds, in light or dark shades, including some formerly \$12.50. Friday bargain 4.95

NEW \$12.50 TO \$15.00 WINTER COATS AT \$8.98.

Dozens of styles, in shades that are most desirable; Whitneys, chinchilla, chevots, English mixtures, stripe or broken plaids.

SUIT BARGAINS FOR WOMEN.

40 Suits. Regular \$17.50, for 10.00

65 Suits. Regular \$20.00, for 12.50

75 Suits. Regular \$22.50, for 15.00

Including all new styles in serges, poplins, gabardines or whipcords; tailored, pleated, Russian, semi-Norfolk or fancy tailored styles; shades navy, black, tweed mixtures, grays, Copen and greens.

100 DRESSES FOR WOMEN AND MISSES, \$8.95.

All this season's styles, in serge, messaline and silk poplin; smart semi-princess models or tunic, pleated, gored and tiered skirts; sizes 16 to 40. Were \$10.00 to \$15.00.

SKIRTS FOR WOMEN, \$3.95.

Broken lines from stock; all new, up-to-date styles, in serges, whipcords, worsteds, and covert cloth; black, navy, gray and fawn; every size in the lot. Were \$5.00, \$6.50 and \$7.50.

Waist Bargains

Black Silk Messaline Waists, five of the newest designs; sizes 34 to 42-inch bust. Regular \$2.95. Friday 1.99

Lingerie Waists, mixed styles and sizes, good choice. Regular \$1.00 up to \$1.95. Friday bargain at 69

Middies. Regular 89c to \$1.48. Sizes 32 to 42. No phone or mail orders. 49

Women's and Children's Underwear, Corsets and Sweater Coats

Women's Combinations, manufacturers' samples and broken quantities; sizes 24 to 40 bust. No phone or mail orders. Regular \$2.50 to \$6.50. Friday bargain . . . Half-Price

Women's Vests and Drawers, heavy ribbed white or natural cotton; sizes 34 to 40 bust. Regular 85c. Friday bargain 25

Children's Wool Tights, black pure wool; sizes 3 to 18 years. Regular 75c to \$1.00. Friday bargain 50

OVER 600 PAIRS WOMEN'S CORSETS. Redfern, Warner's Rustproof, La Reine, La Diva, C. B. a la Spirite, Modart, Royal Worcester, C. C. a la Grace and C. P. a la Sirene. Sizes 18 to 32 in the lot. Regular \$3.00 to \$5.00. Friday bargain 1.95

Women's "H. & W." Brassieres, sizes 24 to 44 bust; three styles. Regular \$2.50 and \$3.00. Friday bargain . . . 1.50

WOMEN'S AND CHILDREN'S WHITEWEAR AND FLANNELLETTE WEAR. Including Women's Nightgowns, Corset Covers, Drawers, Princess Slips, Combinations and Petticoats, and a ere's samples and broken sized lots; all sizes in the lot. No phone or mail orders. Friday bargain Half-Price

Infants' Sweater Coats, white wool, sizes 6 to 18 months. Regular 75c. Friday bargain 39

Infants' Bonnets. Regular 50c. Friday bargain . . . 29

Infants' Overalls, white wool, feet attached; sizes 6 to 18 months. Regular 75c. Friday bargain 50

From the Fur List

Black Siberian Wolf Muffs. Were \$8.00. Friday . . . 5.50

Pleated Persian Lamb Muffs. Were \$14.00. Friday 10.45

Pleated Persian Lamb Neck Pieces. Were \$10.00. Friday 7.45

Children's White Goney Storm Collars. Were \$2.50. Friday 1.75

Near Seal Muffs. Were \$13.50. Friday 10.45

Black Belgian Hare Muffs. Were \$6.50. Friday 4.50

Black Belgian Hare Stoles. Were \$5.00 to \$7.50. Friday 3.50

The New Market

Telephone Adelaide 6100

Telephone Tonight 5.30 to 10 o'Clock for Provisions to Go by Early Delivery Saturday Morning

- VEGETABLES AND FRUITS.**
 - Choice New Brunswick Potatoes, per box 20
 - Choice Sweet Potatoes, 6 lbs. 25
 - Canadian Onions, half-peck 15
 - Choice Cabbages, each 5
 - Choice Jamaica Grape Fruit, 4 for 25
 - Canadian Heirloom Tomatoes, per lb. 30
 - British Columbia Apples, very choice, No. 1 stock, various varieties, per box 2.15
- ARTIFICIAL PALMS.**
 - 24, 30 and 36-inch high, regular 90c, \$1.00 and \$1.25 each. Special, 67c, \$1.00 and \$1.20 each.
 - Artificial Ferns, Poppies, Daffodils, Narcissus and many others, per bunch 30
 - Boston Ferns, to make use of as a holiday gift; extra good size; each 50
 - Carnations, 50c a dozen 30
 - Chrysanthemums, Pom Pom variety and assorted colors, 25c a bunch 30
- CANDY.**
 - 1000 lbs. Fresh Maple Cream, per lb. 12
 - 1000 lbs. After Dinner Mints, per lb. 15
 - 500 lbs. Assorted Chocolates, Neungates, Caramels and Cream Centres, per lb. 30
 - 1000 lbs. Horehound Twist, per lb. 15

- FRESH AND SALT WATER FISH**
 - Fresh Caught Lake Trout, Per lb. 12
 - Fresh Caught White Fish, Per lb. 15
 - Fresh Caught Cod, Per lb. 12
 - Trout Steaks, Per lb. 15
 - Cod Steaks, Per lb. 15
 - Smoked Cisco Herring, Per lb. 10
 - Smoked Finnan Haddie, Per lb. 10
 - Smoked Kipper Herring, Each 5
- MEATS**
 - Shoulder Roast Tender Beef, Per lb. 12
 - Blade Roast Tender Beef, Per lb. 14
 - Best Quality Round Steak, Per lb. 19
 - Loin of Spring Lamb, Per lb. 17
 - Swift's Premium Ham, whole or half, per lb. 22
 - Swift's Breakfast Bacon, whole or half, per lb. 23
 - Swift's Back Bacon, boneless, whole or half, per lb. 30
 - Swift's Silver Leaf Lard, 3-lb. pails, gross weight, Per pail 43

- THE GROCERIES**
 - One ear Standard Granulated Sugar, in 20-lb. cotton bags, per bag 1.31
 - Choice Family Flour, 4-bag 50
 - Yellow Cooking Sugar, 7 1/2 lbs. 30
 - California Seed Raisins, 2 packages 21
 - Choice Currants, cleaned, 2 packages 21
 - Perfection Baking Powder, 3 lbs. 23
 - Heather Brand Extracts, assorted, 2 1/2 bottles, 2 bottles 25
 - Finest Shelled Walnuts, new, per lb. 45
 - New Orleans Molasses, 2-lb. 10
 - Coffee, per tin 10
 - Crucible, per tin 10
 - Canada Cornstarch, packages 24
 - Finest Creamery Butter, lb. 24
 - Finest Canned Fruit Cakes, 10 15
 - Choice Hungarian Rice, 5 lbs. 25
 - Finest Pearl Tapioca, 2 lbs. 25
 - Finest Canned Corn, Peas or Tomatoes 25
 - Toned Cornflakes, 2 packages 25
 - New-Egg Powder, per tin 25
 - 500 lbs. Fresh Fruit Cakes, 10 15
 - Finest Mixed Biscuits, including Fig Biscuits, Matchless, 2 lbs. 15
 - 1000 lbs. Pure Cream Tea of uniform quality and fine flavor, black or mixed, 25 lbs. 75

The Robert Simpson Company, Limited

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