

VISIT SIMPSON'S TODAY AND BRING THE CHILDREN

Soldiers' Day in the Boot Dept.

Military Boots \$1.00 Less Than Regular Price

REGULATION BLUCHER LACE BOOTS.

Made of selected tan winter calf on a neat fitting, dressy last. We might mention that this last was tested in the South African War. All sizes 4 1/4 to 11. Thursday 4.95

MOUNTED MEN'S AND OFFICERS' MOUNTAIN BOOTS.

Knee style, with buckle and strap at top and lace over instep; double viscolled soles; plain vamp; made of selected tan winter calf over the South African war last. All sizes 4 1/4 to 11. Thursday 11.00

P.S.—Rank and File Dress Puttees, pure wool, closely knitted; the neatest puttee ever wound on a leg. Thursday, per pair 1.49

Tan and Black Smooth Calf and Pigskin Grain Leggings, English make, strap or spring fastening. Thursday 3.95

Tan Color Waterproofing Dubbin, jumbo size. Per tin, at 10

Other Boot Values

1000 Pairs Men's \$4.00 to \$5.00 Boots. Thursday, per pair 2.95

SLIPPER SECTION.

Ladies' Dainty Suede Bedroom Slippers, several colors; sizes 2 1/2 to 7. Thursday, .39

Tailor-Made English Spats, in the two shades of gray broadcloth; short skirt style, at 1.75

Regular Boot Height, 1.50 English Gaiters are not the unsightly kind.

BOOT BARGAINS FOR THE BOYS THURSDAY.

500 pairs, sizes 1 to 5, regular \$2.00 to \$2.50, for \$1.69 per pair. Light, medium and heavy weight, in box kip, box calf and gunmetal calf leathers; Blucher lace style.

400 pairs, sizes 11 to 13, regular \$1.75 to \$2.25, for \$1.39 per pair. Dandy Boots, lace styles, dull black calf, whole stock grain calf and polished box calf leathers; one and two-ply solid leather soles.

CHILDREN'S SECTION.

"Snow Bird," pure white corduroy leggings; sizes 3 to 10, .99; sizes 11 to 13, 1.09

Military Tan Corduroy Leggings, sizes 3 to 10, price .99. Sizes 11 to 2, price 1.19

Dainty Patent Party Slippers, Mrs. King brand; sizes 8 1/2 to 11, 2.15. Sizes 11 to 2, price 2.75

WOMEN'S SECTION.

You may purchase any flexible McKay soled "Classic" in our stock for \$3.45. Latest designs, distinctive patterns and most popular leathers; complete size ranges.

P.S.—Just in stock, the new Graduate Nurse Boot, in all sizes. Thursday 3.45

Gloves and Hose

Women's "Pen-Angle" Hose, plain black cashmere; 3 pairs 1.10; pair39

CHRISTMAS FESTIVAL of the ALLIES

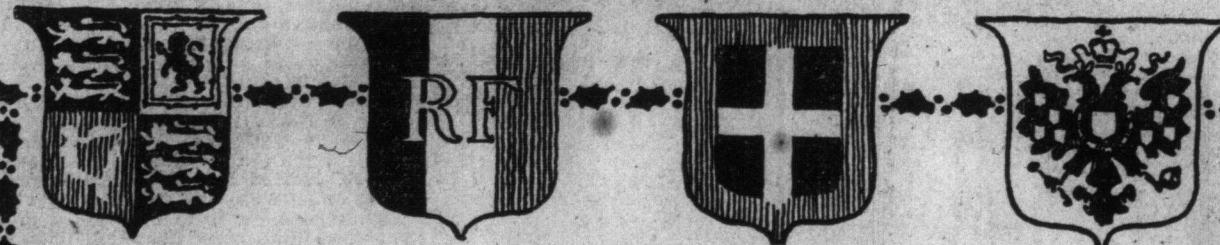
Opens today on our Fourth Floor. Great preparations have been made to make this floor GIFT HEADQUARTERS FOR TORONTO. The selection of new Christmas merchandise here displayed will be a most unusual revelation in value-giving so early in the Christmas season.

FOURTH FLOOR

During the past year or so, more Canadians than ever before have been brought into touch with Europe, and this is a very good reason why Simpson's Christmas Festival should have such interesting European features as magnificent stage settings of the four capital cities of the Allies—London, Paris, Petrograd, Rome.



London



How many Toronto people have visited all four capitals of the Quadruple Entente? At the Christmas Festival of the Allies on the Fourth Floor, you can make a flying visit to these four cities in a very few minutes.

A great many people will rejoice to see Old London, with such familiar landmarks as St. Paul's and the Tower. Others will be fascinated with the night view of Paris and the magnificent cathedral of Notre Dame. Rome, "mother of dead empires," is there, too, with the huge Colosseum in the middle distance, and St. Peter's dome, far away. Last of all, Petrograd, an unknown city to most of us, with its battlements and bulb-like towers.

Make it your business to take this grand tour of the Entente capitals early Thursday morning. It's a very impressive spectacle!



Paris

On the Tables in the Avenues

The wide aisles in this Allied Festival will be named after London, Paris and Petrograd streets, corresponding to the city represented at the southern end of each. These three avenues will be crossed by the Via Roma, running east and west, with a grand panorama of Rome at its western end.

On the tables in the avenues will be found the following merchandise:

STERLING SILVER MOUNTED ARTICLES, 15c EACH.

One thousand seven hundred and eighty-eight pieces in this assortment, including Candlesticks, 4 1/2 inches high; Hat Pin Holders and Ring Stands and Vases in pretty decorated china, with rosebud and violet decorations. Every piece sterling silver mounted. Special, each 15 (Fourth Floor)

HANDKERCHIEFS.

We are prepared to "Handkerchief" every man, woman, boy and girl in Toronto, and the kiddies also.

For Women — Four Swiss Corner Embroidered Handkerchiefs, 1/4-inch hemstitch border; each kerchief has embroidered in the corner a pretty floral spray or a wreath (different patterns). These handkerchiefs are mounted on card, folded, and with small bow or narrow colored silk ribbon in pink, sky, and mauve; four handkerchiefs on card, for 29

For Men — Belfast linen, full size, 1/4-inch hemstitch border; every thread linen; even threads; good wearing qualities; five in Xmas Greeting Box, for 50

BOYS' HANDKERCHIEFS — Mercerized, white with colored borders; blue, tan, mauve, pink, navy and green; splendid wearing handkerchiefs; soft finish; all ready for use. Special Thursday, four for 25

MEN'S HANDKERCHIEFS — White Irish lawn, 1/4-inch hemstitch border; satin stripe border inside of hem; full size; fine, even thread. Special Thursday, four for 25

SKAKI HANDKERCHIEFS FOR THE SOLDIERS.

Belfast linen, 1/4-inch hemstitch borders, full size, good quality of linen. Special Thursday, each 15

Boys' Handkerchiefs — Mercerized, white with colored borders; blue, tan, mauve, pink, navy and green; splendid wearing handkerchiefs; soft finish; all ready for use. Special Thursday, four for 25

Men's Handkerchiefs — White Irish lawn, 1/4-inch hemstitch border; satin stripe border inside of hem; full size; fine, even thread. Special Thursday, four for 25

(Fourth Floor)
(Continued in Opposite Column.)



Petrograd

Here Are Toys for Girls and Boys

It is very unusual to find such prices at the opening display of the Toy season. A mere list of the Toys you'll find on the Fourth Floor would fill a column. Come and see this lavish display—it will be a Children's Paradise!

144 "BIG TEDDY BEARS."
22 inches long; light tan silk plush covered; with voice. A good \$2.00 Teddy. Thursday98

288 BIG BOY DOLLS.
29 inches high; fully dressed in a number of different styles, one being an American Baseball League uniform. For the opening day, Thursday69

150 CHUBBY BABY DOLLS.
With natural expression, indestructible material; 12 inches long; several styles of dress and expression. Thursday98

250 PACING BOBS.
Is a very popular toy with the kiddies, a pacing horse with cart; strongly made, and does not get out of order. Thursday at, each25

300 DOLLS' HOUSES, 10c EACH.
Made of heavy cardboard, which, when set up, makes a very complete and artistic doll's house, with windows, doors, blinds, etc. Regular 19c. Thursday 10

LIMOUSINES.
72 Mechanical Limousines, nicely lithographed in bright colors. Thursday69

300 "SINKING THE KAISER'S FLEET"
Illustrates in a most realistic way the havoc a submarine can work on a dreadnought. Thursday25

72 ONLY AUTOMOBILES.
A good substantial wood auto, painted and varnished; will stand lots of hard usage. Regular 89c. Thursday69

ALUMINUM KITCHEN UTENSILS.
70 only sets, saucepans, pudding dishes, 2 kettles and fry pan; complete in cardboard box. Thursday59

72 TRAINS ON TRACKS.
Engine, coal car and passenger car, complete with track. Thursday59

MODELIT.
Is one of the most interesting and instructive construction toys a boy could have. We will sell 72 only sets on Thursday at, set49
Other outfits at, each 1.25 to 15.00

A NEW PIANO.
With 12 keys, illustrated in such a way that a little child can actually play the music that goes with the piano, or any piece which may be obtained at any time. The piano is properly tuned for real music. 72 only on Thursday 1.75

BOWLING ALLEY.
Is a substantial wooden game, with a spring gun to shoot at three soldiers; 20 only, Thursday65

SIEGE GUN GAME.
Is very fascinating even with the older folks, as it requires some skill to get the ball across the trenches and hit the enemy; 20 only, Thursday65

TOY CARPET SWEEPERS.
Are favorites with the little girls; 144 of them on Thursday, each 15

DRUMS.
Nicely lithographed; good size; complete with drum sticks. Very special value, Thursday 10

TOY TELEPHONE.
All complete with receiver, cord, etc. Thursday 10

ALPHABET BLOCKS.
20 Carved Solid Cube Blocks, with the alphabet and illustrations of animals and scenes. Regular 39c size. Thursday .25

Chintz Goods and Rugs as Presents

A very special line of Upholstered Chairs, covered in chintzes, at, each 7.00

Burlap Screens, at 4.25, 5.50, 7.25 and 7.75

Chintz - Covered Bedroom Utility Boxes, at 2.95, 3.00 and 4.00

Chintz-Covered Box Settees, at 6.25, 6.95 and 7.50

A Splendid Range of Silk and Chintz Lamp Shades, Japanese wicker, with silk linings, at 15, 35, 40, 45, 75, 95, 1.15 and 1.25

Novel Designs in Silk and Chintz Shades—Small size, from 1.55 to 2.75; medium and large sizes, from 5.00 to 18.00

GIFT SUGGESTIONS FROM THE RUG DEPARTMENT.

Small Axminster Hearth Rugs, at 1.85 and 2.15

Fine Quality English Wilton Hearth Rugs, size 2 ft. 4 in. x 4 ft., 6 in., 8.25; 36 in. x 63 in. 9.25

Bissell's Carpet Sweepers, at 2.00, 2.50, 2.75, 3.00, 3.50 and 4.25

Dainty Small Rag Rugs, for bedrooms, from 1.25 to 10.25

Silky Plain Mohair Rugs, in numerous shades; sizes 24 in. x 48 in., 3.15; 27 in. x 54 in., 3.85; 30 in. x 64 in., 5.25; 36 in. x 72 in. 7.00 (Fourth Floor)

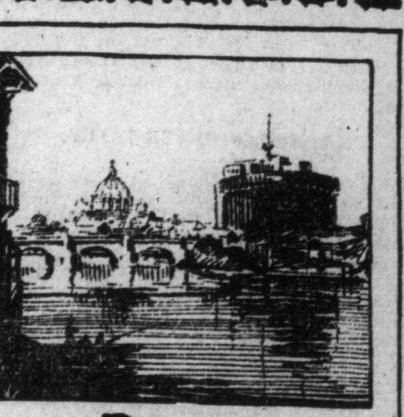
On the Tables in the Avenues

(Continued from the Second Column)
BOYS' INDIAN PLAY SUITS, AT \$1.00.

An ideal gift for active boys. We offer this complete outfit, consisting of loose blouse and long trousers, trimmed with fancy red fringe down front of blouse and side of trousers. Fancy feathered headgear with string of feathers that reaches below waist. Suit is neatly made from khaki duck. Each suit is separately boxed. Sizes 3 to 10 years 1.00 (Fourth Floor)

BOYS' COWBOY PLAY SUITS AT \$1.50.

A gift that appeals to the little fellows, consists of khaki shirt and long pants, with fancy trimmings, wide brim hat, bandana handkerchief, lasso, belt with pocket and pistol; neatly boxed; sizes 3 to 10 years, for 1.50



Rome

In the Basement THE NEW MARKET Telephone Adelaide 6100

| THE GROCERIES | | THE MEATS | |
|--|--|--|--|
| One can Granulated Sugar in 20-lb. cotton bags, per bag 1.31 | 2,000 lb. Fresh Creamery Butter, per lb. 24 | 1,000 lbs. Best Quality Sirloin Steak, per lb. 18 | 1,000 lbs. Best Quality Wing Steak, per lb. 18 |
| Finest Canned Peas, 3 lbs. 23 | Edwardsburg or Best White Table Syrup, 5-lb. pail 27 | 1,000 lbs. Best Quality Porterhouse Steak, per lb. 19 | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 |
| Finest Feathered Peasants, per lb. 18 | Salt, in bulk, 3 bags 14 | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 |
| Pure Clover Honey, 5-lb. pail 65 | Pure Cocoa in bulk, per lb. 23 | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 |
| Finest Canned Beans, golden wax and green, 2 lbs. 25 | Choice Red Salmon, 2 lbs. 25 | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 |
| Finest Canned Shrimps, per tin 15 | Finest Canned Shrimps, per tin 15 | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 |
| Fancy Carolina Rice, 5 lbs. 25 | Choice California Peaches, 2 lbs. 25 | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 |
| Choice Looking Eggs, 2 1/2 lbs. 25 | George Washington's Coffee, battle line 25 | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 |
| Finest Canned Tomatoes, 2 lbs. 25 | Oxo Cubes, large tin 25 | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 |
| Peasant Butters, in bulk, per lb. 16 | Bluebell Jelly Powder, assorted, 4 packages 25 | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 |
| Bluebell Jelly Powder, assorted, 4 packages 25 | St. Charles Milk, per tin 15 | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 |
| St. Charles Milk, per tin 15 | Fresh Fig Bar Biscuits, 2 lbs. 25 | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 |
| Fresh Fig Bar Biscuits, 2 lbs. 25 | 1,000 lb. Fine, Rich, Full Bodied Assam Tea, of uniform quality and fine flavor. A 45c tin, 25 | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 |
| 1,000 lb. Fine, Rich, Full Bodied Assam Tea, of uniform quality and fine flavor. A 45c tin, 25 | Choice Spanish Onions, 5 lbs. 25 | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 |
| Choice Spanish Onions, 5 lbs. 25 | Table Apples, 2 for 25 | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 |
| Table Apples, 2 for 25 | Choice Cranberries, 2 quarts for 25 | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 |
| Choice Cranberries, 2 quarts for 25 | Choice Jamaica Grape Fruit, large size, 3 for 25 | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 |
| Choice Jamaica Grape Fruit, large size, 3 for 25 | | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 | Smoked Ham, choice mild curing, whole or half ham, per lb. 20 |

Men's Store Specials

Men's \$18, \$20, \$22 and \$25 Suits, Thursday \$15.

Broken Lines of High-Grade Suits, from our regular stock; not more than two to four of any one line, but a splendid assortment; English worsteds and tweeds, in the new brown and gray stripe and check patterns; smart single-breasted saque style, with soft-roll lapels; natural width shoulders, and high-cut single-breasted vest; best mohair linings; sizes 36 to 44. Thursday 15.00

Camel's Hair House Coats, \$8.50—Single-breasted Coats, in red and black and gray and black; cord on sleeves and pockets; sizes 36 to 44.

Silk Velvet House Coats, \$12.50—English velvet, in black, brown and wine; cut in tuxedo style, with edges and pockets bound with mohair; sizes 36 to 44. Price 12.50

Heavy Silk House Coats, \$25.00—Wine shades; lined with silk to match; tuxedo style.

Men's \$4 Sweater Coats \$2.49

A lot of travellers' samples, plain and fancy stitch; gray, gray and navy, gray and cardinal, brown, blue, fawn, and tan with brown; high storm collar; sizes 34 to 44. Regular \$8.50 and \$4.90. Thursday 2.49

Men's Neglige Shirts, plain or fancy stripes; blue or black; made from \$1.00 shirtings; colors fast; coat style; laundered cuffs; sizes 14 to 16 1/2. Regular 75c, 85c and \$1.00. Thursday, .55; two for 1.00

Men's Scotch Wool Underwear, "Penman's"; shirts have double back and front; drawers reinforced seat; sizes 34 to 44. Regular \$1.25. Thursday98

Men's Merino Combinations, in wool and cotton mixtures; closed crotch style; sizes 34 to 44. Regular \$1.25. Thursday83

Men's Borsalino Soft Hats

Green, gray, slate, brown and navy 4.00

British and European-made Soft Hats, correct styles and new colors 2.00 to 3.50

Lads' and Young Men's American Soft Hats, navy, gray, green and brown, 1.50 and 2.80

Suggestions From the Draperies

Furniture Re-Covered Without Charge for Labor — This offer is only for a few days. Do you realize the saving it means? Come and select your covering from a large assortment of high-class fabrics. We will call for your furniture and put on the new covering without any charge whatever for the labor of doing so. A moderate charge will be made for any repairing to frames or upholstery.

Tapestries, from per yard, 75, 100, 1.90 and 3.50

30 in. and 50 in. Chintz, from per yard, 85, 1.50, 1.75, 2.00, 2.25 and 2.50

American Chintz and Taffeta at 49c — A large assortment of designs and colorings for the bedroom or living room curtains; all are well printed on light or dark grounds. Thursday, per yard, at 49

Ends of Chintz for Fancy Work, 15c Each — A collection of ends, 1/2 and 3/4 yards each of good quality chintz, suitable for making work bags and other novelties for gift giving.

FACTORY
PROBS
GOVERN
INDIAN RESISTANCE
ANTI-BRITISH COUNTERMEASURES
COUNTRY
DIFFICULTIES FROM S...
LONDON, N...
BRITISH SURVIVORS
SMALL PARTY...
AEROPLANE
BRITISH PILOT
GERMAN...
LONDON, N...
GREEK STEAMERS BY BRITISH