

HERE is a Page That Means Money in Your Pocket. You'll Find All These Splendid Values on Sale Today at **SIMPSON'S**

Where to Eat Today?

Simpson's of course, either in the Lunch Room or the Palm Room. Breakfast in the Palm Room at 8.30 a.m. on the club plan.

Rich Wilton Rugs

Beautiful French, seamless Wilton rugs, copies of the finest Orientals, reproduced in all their beauty of design and colors. There are several different designs, including a rich blue centre with an elaborate border, a dark blue ground with all-over design in brown and gold colorings, a fawn Oriental with a handsome border, a rich red ground oval design centre, with foliage figures in brown, blue and green shades, and many others. Size 9.0 x 13.2. If we were to buy these rugs we'd have to pay a price that would make it necessary for us to charge \$110.00. Because they were bought a long time ago you can get one of these handsome rugs for **73.50**

Japanese Rag Rugs

Mostly in mottled effects. Some have plain centres in pink, blue and yellow, with fancy border. Size 27.0 x 34.0, at **1.25**
Size 30.0 x 60.0, at **1.50**
Size 4.6 x 7.6, at **4.75**
Size 6.0 x 9.0, at **7.50**
Size 8.0 x 10.0, at **11.25**

\$7.95 Woolen Fibre Rugs \$5.38

This is a very inexpensive covering for bedroom floors, comes in floral and conventional designs, in brown, fawn and green colors, and is quite reversible. Size 9.0 x 9.0. Regular \$7.95. On sale at **5.38**

Scotch Velvet Stair Carpet at \$1.19 a Yard

This is an exceptionally good carpet and is priced much below its value. Several different patterns in small all-over effects. 22 1/2 inches wide. **1.19** Thursday, yard

Extraordinary Low Prices for Vogue Wall Papers

New Tapestry Wall Papers, old blue, grey and light tan shades, for living-rooms and halls. Special values for Thursday, per single roll **.75**

American Sitting-room Papers, printed oatmeal, fabric weaves and stripes, large assortment of colors. Thursday, per single roll **.25**

Chintz Effect Bedroom Papers, large range to choose from; many imported patterns among this selection. Thursday, per single roll **.20**

Shand-Kydd Handblock Papers, for libraries, halls and dining-rooms; some on silk fibre stock; superb drawings and color treatments. Usually sold at \$1.50 to \$2.50. Thursday, per single roll **1.00**

Imported Leatherettes, heavily embossed, rich color markings of red, brown and tan. Suitable for vestibules and billiard rooms. Regularly \$3.00. Thursday, per single roll **1.50**

1000 Yards of 50-inch Chintzes at Half Price

Beautiful fabrics, some of the best we have ever had from the famous mills of England and France; qualities are suitable for furniture coverings and for curtains; light and dark colorings, suitable for bedroom and living-room. Regular \$2.00 and \$2.50 per yard. Thursday at half price, per yard, **\$1.00 and \$1.25**

ENGLISH SHADOW PRINTS, \$1.00 PER YARD.

Just arrived from English mills, beautiful designs and colorings on light and dark grounds, suitable for furniture coverings or curtains in living-room or bedroom, 30 inches wide; exceptionally good quality, per yard **1.00**



Here Are the Values in Furniture--a Partial List of Today's Items

- Solid Mahogany Dimers**, two sets only, heavy colonial design, slip seats upholstered in striped denim, set consists of six small and two arm chairs, 8 pieces. Regular \$284.00 the set. **100.00**
- Extension Table**, solid mahogany, Adam design, 48-inch top, extending to 8 ft. Regular \$55.00. Sale price **27.50**
- Buffet**, well constructed, genuine mahogany, case is 60 inches long, contains spacious cupboard, one large linen drawer and three shaped small drawers, back fitted with large plate mirror, solid bronze trimmings. Regular \$92.00. Sale price **43.75**
- Side Table**, to match above. Regular \$60.00. Sale price **27.50**
- One Only, Buffet**, solid mahogany, Colonial design, case is 60 inches long, contains spacious cupboard room and closed in by three doors, two of which are neatly moulded; the third is swell shaped. There is also one extra long linen drawer, one cutlery drawer, lined and divided, and two neatly moulded small drawers. Regular \$150.00. Sale price **68.75**
- Solid Mahogany China Cabinet**, one only, Colonial design, neatly shaped pilasters, glass sides and front enclosed by shaped glass door. Regular \$100.00. Sale price **49.00**
- Solid Mahogany Extension Table**, one only, Colonial design, extra heavy pedestal, top is 54 inches in diameter, extending to 10 ft. Regular \$72.00. Sale price **36.00**
- Mahogany Davenport**, one only, Colonial design, 6 ft. 6 in. long, well upholstered and covered in green striped denim, spring seat and edge, tufted back. Regular \$125.00. Sale price **69.50**
- Davenport**, one only, Colonial design, continuous arm plan, upholstered back and seat, spring edge, covered in green striped denim. Regular \$115.00. Sale price **59.50**
- One Breakfast Room Set**, in walnut, consisting of buffet, extension table and six chairs. Buffet contains four drawers, one lined for cutlery and two cupboards. Table has 54-inch top, extending to 8 ft. Chairs have cane seats and backs, with full box frames. Regular \$321.00. Sale price **160.50**
- One Breakfast Room Set**, in white quarter-cut oak, fumed finish. Buffet is 60 inches long and contains two drawers, large open space below drawers with shelf. Serving table to match. Chairs, four in number, have slip seats upholstered in genuine leather. Table is drop leaf design, with gate legs, supports to leaves, top is 44 x 54 inches and oval in shape. China cabinet has glass ends and is enclosed by one large beautifully panelled door. Regular price for set complete, \$309.00. Sale price **150.00**
- Two Only, Chairs**, golden oak finish, handsomely carved back, rail and legs, full upholstered spring seats and panel upholstered backs, covered in genuine leather. Regularly sold at \$25.00 each. Sale price, each **8.50**
- One Solid Mahogany Arm Chair**, "Adam" design, cane seat and back, extremely artistic. Regular \$50.00. Sale price **25.00**
- Stuffed Over Easy Chairs**, two only, wing effect, extra well upholstered in good quality rep. spring seats and lose spring cushions. Regular \$65.00. Sale price **38.50**
- Circassian Walnut Music Cabinet**, one only, swell front, bronze carvings, veneers beautifully matched. Regular \$45.00. Sale price **20.00**
- Dining Chairs**, four only, in solid mahogany, three small and one arm chair, stuffed over spring seats, in genuine leather, extra good design. Regular \$72.00. Sale price **30.00**
- Circassian Walnut Centre Table**, beautifully carved legs and rim, bevelled plate glass top with silk covering underneath. Regular \$40.00. Sale price **19.50**
- Circassian Walnut Table and Serving Tray**, top 27 inches in diameter, beautifully matched as to figure, also shelf underneath. The legs are artistically carved and the rim beautifully moulded. Tray is round to match and has heavy glass bottom. Regularly priced at \$149.00. Sale price **49.00**
- Drop Leaf Side Table**, in genuine mahogany, size of top 25 x 34 inches, claws and columns beautifully hand carved, has two small drawers at the ends. Regular \$42.00. Sale price **20.00**
- Hall Seat and Mirror**, one only, in solid mahogany, Italian Renaissance design, very massive construction, workmanship of highest order, large bevelled plate mirror. Regular \$210.00. Sale price **100.00**
- Circassian Bookcase**, one only, beautifully designed and well finished, hand carved, centre division in case and eight movable shelves. Regular \$75.00. Sale price **37.50**
- One Macey Bookcase Section**, specially designed, containing four sections divided, top and base, carved claw feet, round column corners. Regular \$60.00. Sale price **29.50**

COMPLETE DINING SUITE.

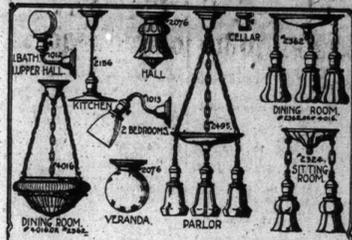
- Walnut buffet, Jacobean design, extra large case, spacious linen drawer, cutlery drawer with sliding tray, cupboard space at sides, cane insert panel in back, dinner wagon to match; set of dining chairs, consisting of seven small and one arm chair, upholstered in genuine leather; extra large oval dining table, neatly moulded top. Regular price for the complete suite of 11 **195.00**. Sale price **60.00**
- One Extra Large Serving Table**, in solid mahogany, "Adam" design, top 60 inches long, three drawers, two shelves. Regular \$175.00. Sale price **75.00**
- Lady's Writing Desk**, solid mahogany inlaid, fitted with drawers and pigeon holes; an unusually beautiful piece of furniture. Regular \$275.00. Sale price **125.00**
- Lady's Work Table**, one only, in grey enamel, artistically hand-painted on top, sides and ends, one deep drawer, with sliding tray. Regular \$89.00. Sale price **30.00**
- China Cabinet** of solid mahogany, beautifully designed and finished, rounded glass ends and plain glass front, four shelves grooved for plates. Regular \$160.00. Sale price **73.50**
- One Set Solid Mahogany Dining Chairs**, seats and backs upholstered in first-grade leather, frames elegantly hand-carved; set consists of five small and one arm chair. Regular \$160.00. Sale price **75.00**
- One Solid Mahogany Easy Chair**, cane back and sides, loose leather cushion, over spring seat, very artistic. Regular \$118.00. Sale price **40.00**
- Mahogany Dining Table**, 54-inch top, extends to 8 ft., Colonial design, pedestal made of 4 octagon pillars, neatly moulded and round column in centre. The rim is artistically shaped. Regular \$120.00. Sale price **59.50**

Your attention is especially drawn to the extraordinary values in Furniture, to the sale of Lighting Fixtures, to the prices and values offered in Men's Underwear, and to today's Boot list. The October Sale of China and the Toilet Goods Sale offer many staple articles at reduced prices.

The Underwear Sale Opportunities for Men and Boys

- Scotch Wool** and come off; a very comfortable garment. Sizes 34 to 42. Per suit **1.50**
- Combinations** Men's Combination Underwear, "Rameses" make; soft, smooth, even yarn; natural color; warm and comfortable for the cold days. Sizes 34 to 42. Per garment **2.75**
- Boys' Underwear** Boys' Winter Weight Cashmere Shirts and Drawers, natural shade, "Rameses" English make; fine, soft and warm underwear. Sizes 22 to 32. Per garment **1.25**
- Combinations** Men's "Hatch Brand" Combination Underwear; Fall weight; extra soft and fine; fastens with one button; not a lot of buttons to get loose. Boys' Combination Suits, natural shade, "Rameses" English make; Winter weight. Sizes 22 to 32. Per suit **2.25**
- Men's New Shirts at \$1.25** New shipments have just arrived from the best makers in Canada and the United States. They are made coat style, with both laundered cuffs and soft French cuffs. A large variety of patterns in all the newest shirting materials. Sizes 14 to 17.

The October Sale of Lighting Fixtures



- "The National" 11-Piece Set for \$14.75** An entirely new set of 11 pieces, with choice of semi-indirect or shower for dining-room. Installed free in the city. Permit and insulators (if required) extra. Freight prepaid in Ontario. Illustrations are about 1-16 of the full size. Special at **14.75**
- Also These Specials** Floor Lamps, complete with large shade; 12 only. **11.95** Each
- Heavy 4-light Dining-room Fixture. Regular \$31.00, for **23.50**
- A good design for living or dining-room. Regular \$11.00, for **9.00**
- Goose-neck Brackets, with key socket, installed free with other fixtures. Regular 75c. Thursday **.49** (Fifth Floor.)

Today's Boot List

- Women's \$4.00 and \$4.50 Boots \$2.49** A great assortment of styles, colors and shapes in the most popular leathers, showing the newest heels, foxings and patterns for dress and street wear; the most fashionable women can choose from this splendid assortment of button and lace boots, and get perfect satisfaction. There are patent colt, gummetal, dongola kid and suede leathers, with dull kid and black cloth tops, Goodyear welt and McKay sewn soles; leather Cuban and Spanish heels. Regular \$4.00 and \$4.50 boots. Thursday at **2.49**
- Men's \$4.50 and \$5.00 Boots \$3.24** Most of these high-grade boots are direct from the manufacturers, and will be sold Thursday at about regular wholesale prices. The leathers are gummetal, patent colt, dongola kid and tan calf; button and Blucher lace styles; heavy and light weight Goodyear welt, rubber fibre and leather soles. Built on leading New York lasts, with military and English flange heels. Sizes 6 to 11. Regular \$4.50 and \$5.00. Thurs **3.24**
- Boys' Blucher Boots** Blucher lace boots, made of heavy box kip and chrome tanned leathers; solid standard screw soles, 4-ply leather heels, full neat round toe. Sizes 11 to 13 **1.99** Sizes 1 to 5 **2.39**
- Girls' Lace Boots** Girls' Blucher style lace boots, made of box kip leather, neat shape toe, standard screw soles and low heels. Regular \$1.95. Sizes 8 to 10 1/2 and 11 **1.49** Thursday, pair

Men's Signet Rings

10k. Gold Signet Rings, in oval, shield or square designs, some with hand engraving on side. Any initials or battalion number engraved free. **3.49** Reg. \$5.00. Thursday

New Fall Items for Young Men

The Pinch-Back Suit This is the suit of suits for young men; it's the model that is distinctly swagger, and stylish, and handsome. Here is one of light grey English tweed; single-breasted coat and vest; cuff bottom trousers; mohair lining. Sizes 33 to 36. A well-tailored suit of excellent appearance, and the **10.50** price is only

Another One at \$15.00

This one is made of brown tweed, of a quality that will give good wear, and retain its nice finish after much wear; single-breasted coat and vest, and cuff bottom trousers; the fashionable and becoming pinch-back coat. Sizes 33 to 36. A very fine **15.00** suit for

The Pinch-Back Overcoat

We have a specially selected stock of overcoats for young men; one of the newest for Fall wear is the pinch-back overcoat; single-breasted; buttoned through front; patch pockets; satin lined shoulders and sleeves; the material is the new knit cloth, in heather bloom color; beautifully tailored and finished. Sizes 34 to 40. This is a coat of real **25.00** worth. The price is

Another Smart Coat at \$25.00

Made from a good quality covert cloth, in fawn shade; single-breasted, buttoned through front; semi-fitting; has soft roll lapels and satin lined shoulders and sleeves; one of the handsomest coats we have seen this season, and it is perfect in every respect. Sizes 34 to 40. The price **25.00** is

French Pattern Hats

At Half Price Today They came to us direct from such authoritative sources as Lewis, Louison, Evelyn Varon, Germaine, Marguerite and Leonie, Marie-Edmer, Talbot, Margin Maurice and others. Also a few from Bendel, Joseph and Kurzman of New York. These hats are marked at actual cost to us, \$25.00 to \$65.00. On Thursday they will be reduced to half of what they cost us. The prices will be **\$12.50 to \$32.50**.

The Market

- Telephone Adelaide 6100**
- MEATS** 600 lbs. Fresh Beef Tenderloins, while they last, per lb. **.26**
- Brisket Boiling Beef, special, per lb. **.12**
- Shoulder Pot Roast Choice Beef, Thursday, per lb. **.12**
- Forequarter Spring Lamb, per lb. **.17**
- Family Sausage, our own make, lb. **.12**
- All Pork Sausage, our own make, lb. **.20**
- Boneless Back Bacon, mild, by the piece, 3 lb. and upwards, per lb. **.30**
- GROCERIES** 6,000 lbs. Finest Creamery Butter, special, per lb. **.28**
- One car Standard Granulated Sugar, in 20-lb. cotton bags, per bag **1.58**
- Finest Manitoba Flour, Quaker Brand, 5 lb. bag **1.18**
- Edwardsburg or Beehive Table Syrup, 5-lb. pail **.32**
- Salt in bags, 5 bags **.14**
- Fresh Flaked Wheat, per stone, **.42**
- Fancy Japan Rice, 3 lbs. **.25**
- No-Eg. per tin **.25**
- Pure White Clover Honey, 5-lb. pail **.68**
- Choice Red Salmon, tall tin **.20**
- Peanut Butter in bulk, our own **.16**
- Pure White Cheese, large package **.20**
- Ingersoll Cream Cheese, large package **.23**
- Stuart's Orange Marmalade, 4-lb. tin **.12**
- English Mustard Vinegar, imperial quart bottle **.20**
- 500 lbs. National Biscuits, combination mixed, an assortment of small hard sweet biscuits, special, per lb. **.20**
- Petit Pois Peas, 3 packages **.28**
- Wesley's Prepared Mince-meat, packages **.10**
- Pure Gold Salad Dressing, 3 packages **.25**

The Robert SIMPSON Company Limited