

Store Opens at 8.30 a.m.

The Robert Simpson Company, Limited

Store Closes at 5.30 p.m.



Fall Boots and Shoes For Men and Women

MEN'S BOOTS, FRIDAY, \$1.99.

400 Pairs Men's Blucher Boots, in patent colt leather, single and double thick Goodyear welt soles, English and military heels; high, round and recede toes; matt calf uppers; all are perfectly made; widths D and E; sizes in the lot 5 to 9 1/2. Regularly \$3.50 and \$4.00. Friday bargain 1.99

BARGAIN PRICES FRIDAY IN MEN'S FIRST QUALITY RUBBER BOOTS.

Best Quality Hip Boots. Regularly \$5.95 3.69
Best Quality Thigh Boots. Regularly \$4.95 2.99
Best Quality Knee Boots. Regularly \$3.85 1.99
Light city and hunters' weight, heavy duck or snag proof, are in the knee styles. Phone orders filled. No mail orders.

BARGAINS IN WOMEN'S BOOTS, FRIDAY, \$2.49.

1200 Pairs Women's High-Grade Boots, button, Blucher and lace styles, patent colt, vici kid and gunmetal leathers, fall weight Goodyear welt soles, light hand-turned cushion soles and some rubber soles; Cuban, English and kidney leather heels; gray and black cloth, dull kid and matt calf uppers; round, French, recede and common-sense toes; some plain vamps, others kid, dull calf and patent toe caps; widths B, C, D and E are in the lot; sizes in the line 2 1/2 to 8. Regularly \$3.50 to \$5.00. Friday bargain 2.49

CHILDREN'S BOOTS, FRIDAY, 75c.

400 Pairs Children's Blucher Boots, in vici kid and kangaroo leathers; heavy McKay soles, spring and low heels, dull and bright uppers, kangaroo and patent toe caps, full fitting round toes; sizes 5 to 10. Regularly 99c to \$1.25. Friday bargain 75

The Robert SIMPSON DRUG Company Limited

- Beecham's Pills, 25c size, Friday 75
- Fellow's Compound Syrup Hypophosphites, \$1.50 size. Regularly \$1.00. Friday 89
- Eno's Fruit Salt, 75c size, Friday 57
- Olive Oil, fine quality French oil, 8-oz. size. Regularly 40c. Friday 29
- Absorbent Cotton, 1-lb. rolls. Regularly 35c. Friday 28
- Linsed Meal. Regularly 5c lb. Friday, 7 lbs. 25
- Epsom Salts. Regularly 10c per lb. Friday 7
- Licorice, large sticks, best quality. Friday 6
- Kidney Plasters, 25c size. Friday 45
- Chloride Lime, 1-lb. tins. Regularly 10c. Friday, 2 for 15
- Chamois Sleeping Gloves, for whitening and softening the hands. Regularly 50c. Friday 35
- Chin Straps, silk, for reducing double chin. Regularly 60c. Friday 40

\$2 and \$3 Jewelry 98c

10k gold Crosses, in fine Roman finish; 10k gold Cameo Rings, fine cut cameo; men's 10k gold pearl set Scarf Pins, in fleur-de-lis, wish-bone and maple leaf designs; 9k gold pearl and amethyst set Brooches, in six different patterns; women's 10k gold Birthday Rings, claw set; fine gold-filled Expansion Bracelets, some have locket top, with place for two photos; 10k gold Curb Neck Chain, for pendants or lockets; fine gold-filled Locketts, in bright and Roman finish, plain and stone set, in several different designs; 10k gold Steeper Earrings, for pierced ears; 10k gold Pearl Stud Earrings for pierced and unpierced ears; 10k gold Beauty Pin Sets, torqued shape; men's fine Ribbon Fobs, with gold-filled lockets, with place for two photos; men's 10k gold Tie Clips; fine Roman finish Cuff Links, in leatherette case, gold filled; 10k Collar Buttons; men's gold-filled Single Watch Chains, several patterns; 10k gold Baby Pins, engraved "Darling"; women's 9k gold Signet Rings, fine carved shoulders, two initials engraved free; 10k gold pearl set Heart Pendants. Regularly \$2.00, \$2.50, \$2.75 and \$3.00. No mail or phone orders. Friday 98

Bed Comforters Friday at \$1.39

Covered with English cambric, well quilted and filled with a pure white sanitary cotton; size 70 x 70 inches. Regularly \$1.75 and \$2.00. Friday 1.39
Double Bed Crochet Quilts to Rush Out at 98c—Pure white, hemmed ends, size 72 x 90 inches; 300 to clear. Friday 98
Hemmed Sheets, fully bleached, and free from filling; size 70 x 90 inches. Regularly \$2.25 pair. Bargain Friday, pair 1.69
Towelings, 10 yards for 98c—Checked Teas or Glass Towelling, all pure linen, splendid drying quality, 23 inches wide. Regularly 12 1/2c yard. Friday, 10 yards for 98
Damask Table Cloths Reduced to \$1.99—Beautiful All-Linen Damask Table Cloths, in a range of handsome bordered designs, two sizes, 2x2 and 2x2 1/2 yards. Clearing Friday 1.89

WE EQUIP AN ARMY of men every season—an army that is constantly growing in size and importance. It includes the rank and file, plain business men and workers whose wants are substantial, yet not too high-priced. It reaches up into the higher ranks with exclusive, custom-made garments and clothing cut on advance models, imported from the best English and American manufacturers' shops.

The Men's Store contains every needed thing for the equipment of the great army of men who carry on Toronto's business and social life. Join the Army.

Heavier Wear for Men and Boys at Reduced Prices

Only the briefest sketch of these substantial saving values can be given, but they mean much increased value for your money on Overcoats and Suits for you and your boy.

\$10.50, \$12.00 and \$12.50 Suits at \$7.95—Men's English Tweed Suits, in striped browns and grays; cut single-breasted sack style, with single-breasted vest; sizes 34 to 44. Clearing price . . . 7.95
Men's Black Melton Overcoats, \$7.95—From chevrot-finished melton cloth, single-breasted fly front, Chesterfield style, in three-quarter length, with velvet collar and serviceable linings; sizes 36 to 44. Friday bargain 7.95
Work Pants, 98c—Of tweed, in gray and brown stripes; sizes 32 to 42. To clear 98

BOYS' RUSSIAN SUITS, \$1.98.

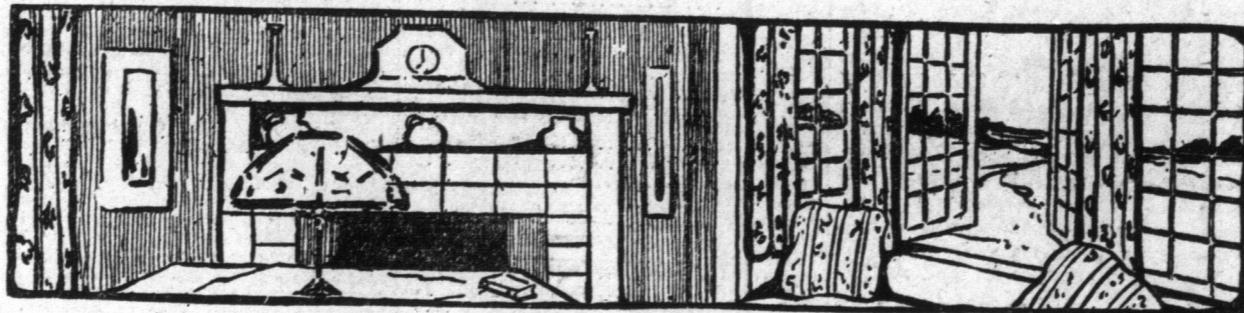
In dark brown and gray English tweeds, odd sizes, and the broken ranges from stock, sailor and military styles, with bloomers; sizes 2 1/2, 3, 4 and 5 years. Regularly \$4.00, \$4.25 and \$4.50. Friday bargain 1.98
Boys' Norfolk Suits, \$2.98—Single-breasted, with box pleats, belts, and bloomers; dark brown and gray English tweeds; sizes 25 to 33. Friday bargain 2.98
Boys' and Youths' Double-breasted Ulsters, full cut, with convertible collar and back belt, of strong English dark gray tweeds; sizes 25 to 35. Friday bargain 3.95

Bargains in the Men's Furnishings

Sanitary Wool and Fleece-lined Undershirts and Drawers, heavy cotton shell, in drab shade; sizes 34 to 44. Regularly 50c. Friday 39
English Flannelette Nightrobes, large and long, sizes 15 to 17 only. Regularly 75c. Friday bargain 45
Men's Flannelette Work Shirts, made in England, heavy quality; sizes 14 to 18. Friday bargain . 69
Men's Heavy Elastic Web "Police" and "Fireman's" Braces. Regularly 29c. Friday 19

Men's Stiff Hats

Samples, and a stock line, of imported English fur felt, fall styles, black only. Regularly \$1.50 and \$2.00. Friday bargain 89
Men's Soft Hats, new fall and winter shapes, in rough, mixed and smooth finishes, an exceptionally good assortment of popular colors and trimmings. Regularly \$1.50 to \$2.50. Friday bargain . . . 79
Children's Felt Hats, turban and middy shapes. Regularly 50c to \$1.50. Friday bargain . . . 39
Children's Worsteds and Tweed Turbans. Regularly 35c and 45c. Friday 19
Men's and Boys' Caps, in golf and varsity shapes, tweeds and navy serges. Regularly 15c and 25c. Friday bargain 9
No phone or mail orders.



The Autumn Sale of New Draperies

We have completed a big purchase from the manufacturer of a lot of English Lace Curtain Net at most unusual prices. The collection includes some very fine filet and cluny lace reproductions, as well as many medium-priced bungalow casement and all-over nets. Any one of these at a price very much less than usual.

Fine All-Over Nets at 59c Yard—These are regularly sold at 75c and 85c; a fine durable quality, suitable for full size windows; some very handsome designs are shown. Special price, Friday 59
20c Bungalow Nets, Friday, 14c—Cream, white or ecru, from 40 to 48 inches wide, good quality, range of pretty designs. Regular price 20c. On sale Friday 14
30c English Casement Nets at 18c—These we have in a great range of styles, in both white and ecru. Regularly 30c. Friday bargain 18
New All-Over Lace Net at 44c Per Yard—From one of the best Scotch manufacturers; a closely woven, serviceable style, easy to launder. Regularly 60c and 65c a yard. On sale Friday 44
Fine New Scotch Nets at 78c Per Yard—A most unusual collection of small, dainty designs, suitable for casement windows. Regularly \$1.00 per yard. Friday bargain 78

PRETTY CHINTZES AT LOW PRICES.

Never before have we been so favorably situated in our Chintz Department. Always noted for the varied choice and beauty of our chintzes and cretonnes, we have for this season surpassed all our previous efforts. The prices as well make this sale of special interest.

1000 Yards of English Cretonnes—All colors, new designs and colorings. A heavy, durable quality. Per yard 12 1/2
A Beautiful Range of Furniture Cretonnes at 23c—These are in designs and colorings particularly suitable for covering bedroom boxes, for furniture upholstery, and for slip covers. The quality is unusual. Price, per yard 23
Double Width English Cretonnes, 50 inches wide. Friday, per yard 49

FRENCH TAPESTRIES FOR FURNITURE UPHOLSTERING.

As an inducement for Friday buyers, we make a special offering to do any upholstery required, including repairs to your furniture, in connection with any orders taken on Friday at

EXACTLY HALF-PRICE.

We offer at three different prices unusual values in these very serviceable fabrics, in designs and colors to meet any requirement:

French Verdure Tapestries, at \$1.95 Per Yard—This is a very complete range showing a varied assortment of patterns and some very rich and unusual colorings. The quality is exceptional and one that owing to present conditions we could not duplicate at less than double the price. Friday bargain 1.85
Fine French Tapestries, \$3.00 Per Yard—This price includes a most exceptional variety of patterns and of a hand-made fabric. There is a vast assortment of styles to meet your every requirement. Price, per yard, Friday 3.00
English Wool Tapestries, at \$4.50—A new shipment of this most durable material. Nothing will give as good service, nothing will prove as satisfactory, nothing looks as rich or comfortable as a fine wool tapestry. We offer a special range at, per yard, Friday 4.50



Chicken Dinner Today

The Lunch Room on the Sixth Floor provides splendid service all day, whether for a full coffee meal or just a cup of coffee or dish of ice cream. Breakfast from 8:30 a.m. to 10:30; Dinner from 11:30 to 2 p.m.; Afternoon Tea, 3 p.m. to 5:30.

THURSDAY'S SIMPSON DINNER AT 25c.

Selected from our daily menu. Broiled Halibut Steak; Maitre d'Hotel or Stewed Breast of Veal, with Cauliflower or Roast Young Chicken; Giblet Gravy; Baked or Mashed Potatoes, with Sweet Corn; Bread and Butter; Steamed Fruit Pudding; Golden Sauce; Apple Pie or Ice Cream; Tea or Coffee 25

The Home and the War SOME FURNITURE HALF PRICE—SOME LESS THAN HALF.

Home-makers have a rare opportunity to co-operate with cabinet-makers in war time.

Our furniture buyer last week found several of the largest manufacturers ready to accept very low cash prices for what they had made up in order to put in new lots to keep their hands busy.

The war policy of this store is to help make business as usual for these factories by passing on their product to you at a minimum of expense.

Tomorrow you may make selection from the contributions of

NINE FURNITURE FACTORIES,

to say nothing of what the carpet man and drapery department have added. Here are a few examples:

- Dresser, in solid quarter cut oak, mahogany finish; size 30 in. x 18 in. Regularly \$18.50. Special 8.90
- Princess Dresser, in mahogany finish. Regularly \$14.40. Special 8.25
- Princess Dresser, solid quarter-cut oak; fumed or mahogany finish; 36 in. x 18 in. Regularly \$18.25. Special 10.25
- Chiffonier, in mahogany finish; has two top and four long drawers. Regularly \$22.00. Special 15.90
- Dresser, in mahogany finish; to match. Regularly \$27.00. Special 19.50
- Princess Dresser to Match. Regularly \$27.00. Special 19.50
- Bedroom Chairs and Rocker, in solid mahogany, dull finish. Regularly \$6.00. Special 3.25
- Brass Bedstead, has 2-in. posts and top rails, with heavy turned ball corners; bright finish; 4 ft. 6 in. size only. Regularly \$24.75. Special 15.55
- Iron Bedstead, white enamel, polished brass top rail, uprights and all standard sizes. Regularly \$6.25. Special 3.85
- Bed Springs, of steel tubing; woven steel coil wire, with steel rope edge binding; all sizes. Regularly \$5.00. Special 3.95
- Morris Chairs, 14 only, in solid quarter-cut fumed oak, reversible cushions, covered in velour. Regularly \$11.00. Special 8.90
- Arm Rocker and Arm Chair, one of each, upholstered in velour. Regularly \$22.50. Special, each 13.50
- Parlor Suites, settee, arm chair and arm rocker, mahogany finish; spring seats, well upholstered silk tapestry. Regularly \$25.00. Special 15.95
- Parlor Tables, in quarter-cut oak, golden and mahogany finish. Regularly \$4.25 to \$5.25. Special 2.10
- Mattress, filled with cotton felt, in layers, neatly tufted. Regularly \$8.50. Special 5.35
- Buffet, colonial design, in quarter-cut oak, fumed and golden finish. Regularly \$31.00. Special 14.95

The Grocery List

- TELEPHONE DIRECT TO DEPARTMENT, ADELAIDE 6100.**
- One car Standard Granulated Sugar, in 20-lb. cotton bags. Per bag 1.40
 - Choice Family Flour. 1/2 bag 75
 - Choice Cleaned Currants. 3 lbs. 25
 - California Seeded Raisins. 3 packages 29
 - Yellow Cooking Sugar. 7 1/2 lbs. 50
 - Perfection Baking Powder. 3 tins 25
 - New Orleans Molasses. 2-lb. tin 10
 - Canada Cornstarch. Package 8
 - Cowan's Prepared Icings, assorted. 3 packages 25
 - Heather Brand Extracts, assorted, 2 1/2-oz. bottle. 3 bottles 25
 - Mixed Pastry Spice. Per tin 7
 - Finest New Peel, lemon, orange and citron, lb. 17
 - Canned Sweet Pumpkin. 3 tins 25
 - Pure Kettle Rondered Lard. Per lb. 18
 - Finest Creamery Butter. Per lb. 18
 - Pickled Shredded Pork, lean and mild, 6 to 8 lbs. each. Per lb. 14
 - Choice Pink Salmon. Per tin 11
 - Finest Canned Tomatoes. 3 tins 25
 - Canned Corn or Peas. 3 tins 25
 - Choice Rangoon Rice. 5 lbs. 25
 - Finest Pearl Tapioca. 3 1/2 lbs. 25
 - Toasted Cornflakes. 3 packages 25
 - 2 1/2 LBS. PURE CELONA TEA, 62c.
 - 1,000 lbs. Pure Celona Tea of uniform quality and fine flavor, black or mixed. Friday 2 1/2 lbs. 62
 - CANDY SECTION—(Main Floor and Basement.)**
 - 500 lbs. Fry's Nut Milk Chocolate. Per lb. 40
 - 1,000 lbs. Quaker Chewing Candy. Regularly 25
 - 500 lbs. 2 pounds 25
 - 1,000 lbs. Walnut Maple Cream. Per lb. 10

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