

Prompt Attention to Phone Orders---Phone Adel. 6100 for Groceries and Meats---Main 7841 Connects With Other Departments



Get Your Victrola at Simpson's



Complete Variety of Models---\$34.00 to \$340.00---Sixth Floor.

Victrola Music Runs the Whole Gamut of Comedy and Tragedy, Giving Full Expression to the Whole Range of Human Emotions and Passions

The Simpson Victrola department is ideally planned to afford every advantage in seeing and hearing the wonderful Victrola. Separate, sound-proof rooms permit the playing of Victor records in an atmosphere congenial and quiet. Thus you may accurately judge the quality and volume of different models and reproductions. And depend upon it, the Victrola will play as well in your home as it plays in our department.

One of the glories of music is that the piece which stirs your imagination need by no means be familiar. Music you never heard before may hold in its blended harmonies the seeds of a new delight. Who has not at some time "discovered" a record---a discovery that brings a tingling thrill as definite and invigorating as the nip of an autumn breeze? The field of music is so vast that most musicians content themselves with one branch: the voice to the singer, to the violinist the violin; but the Victrola knows no limits.

Come and hear your favorite record played on any Victor model. Buy your Victrola through the HOME-LOVERS' CLUB if you prefer. No extra charge for the convenience of deferred payments.

Victrola Records, Cabinets, Needles and Record Albums

The Simpson stock of Victrola records offers choice of every available Victor production. Ask for the Victor catalog.

Record Cabinets in every size and style there is, priced at \$7.50 to \$25.00.

Record Albums with index are necessary to keep

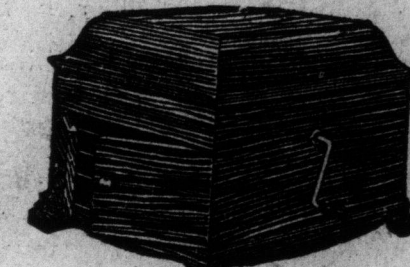
records safe and in proper order. Priced at \$1.60 to \$2.25.

Victrola regular needles, box of 300 for 45c. Fibre needles, box of 200, 75c. Regular needles, package of 100 for 15c. Boxes of 200 for 30c. Record Cleaners, 25c and 35c each.

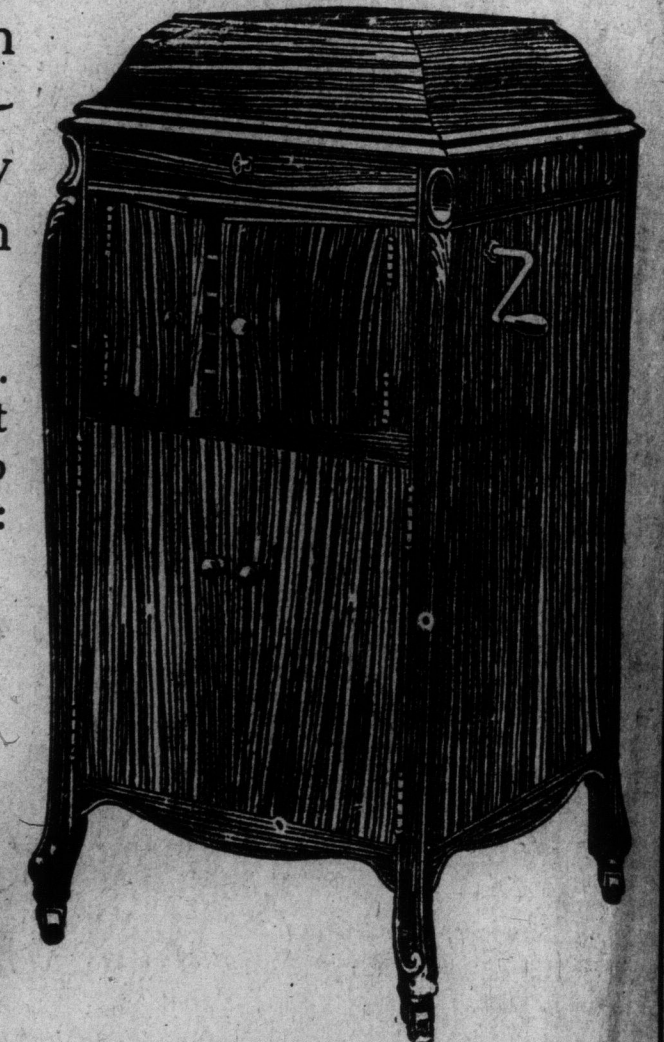
Simpson's Victrola Dept.—Sixth Floor.



Victrola IV.—\$34.00.



Victrola IX.—\$91.00.



Victrola XIV.—\$265.00.

MEN!

Warm Winter Overcoats Protect You Against Dangerous Colds



It is better to be safe than sorry, so don't take chances going out scantily clad during blustery weather. Get a sensible overcoat at Simpson's today for your health's sake.

English Ulsters

Made from an Oxford grey, heavyweight coating. Double-breasted, close-fitting, convertible collar, half-belted back, split sleeve, finished with small cuff—satin yoke and sleeves. Sizes 36 to 46—\$42.50.

Raglan Overcoats

Made up in rich dark brown coating, with fancy overcheck pattern; double-breasted, raglan shoulders, convertible collar, bellows pockets, quarter silk lined. Sizes 36 to 46—\$32.00.

Trencher Overcoats

Developed in dark grey coating, with fancy stripe pattern. Single-breasted—all-around belt—convertible collar. Patch pockets, with flaps. Sizes 35 to 40—\$26.50.

Extra Special! Boys' Tweed Suits \$9.95 And Boys' Fawn Frieze Reefers \$4.95

Tweed Suits—\$9.95---Extra Special Value

Neat and dressy dark brown tweed suits, with invisible hairline stripe pattern. Single-breasted, three-button model, with patch pockets, yoke back with pinch pleats. All-around belt, stitched at back only. Bloomers full lined, belt loops, Governor fasteners. Sizes 27 to 35, 9 to 17 years. Today, \$9.95.

Boys' Fawn Frieze Reefers \$4.95

Heavyweight Fawn Reefers, double-breasted military style, form-fitting and semi-fitting models. Lined throughout with fawn wool lining. Exceptionally warm. Sizes 3 to 14 years. Regular values \$9.59 to \$13.50. Today, \$4.95.

FURNITURE and Furnishings

Divanette, genuine oak frame, upholstered in imitation leather, link spring and soft comfortable mattress. Complete, \$88.50.

Buffet, solid quarter-cut oak, fumed or golden finish, shaped feet, plate mirror. Regularly \$86.00. Today, \$25.50.

Buffet, solid quarter-cut oak, fumed and golden finish. Colonial design. Plate mirror. Regularly \$83.75. Today, \$24.15.

Buffet, solid quarter-cut oak, golden finish, plate mirror. Regularly \$40.00. Today, \$28.65.

Diners, fumed and golden finish. Set of one arm and five small chairs. Full slip seats, upholstered in leather. Regularly \$34.75. Today, \$26.50.

Mattresses, \$4.15 Each—Seagrass centre, full depth border, encased in art ticking; all regular sizes. Today, \$4.15.

SIMPSON'S MARKET FOR TODAY

Canada Food Board License No. 9-928.

MEATS AND FISH.

Smoked Cottage Rolls, boneless, mild curing, for boiling or frying, 2 1/2 to 4 lbs. each, per lb., 42c.

Sweet Pickled Pork Briskets, boneless, boiling pieces, 2 to 3 lbs. each, per lb., 32c.

Shoulder Roasts Prime Beef, per lb., 24c.

Finest Sirloin Steak, per lb., 36c.

Front Quarters Spring Lamb, per lb., 25c.

Fresh Lake Herring, per lb., 12c.

Fresh Smoked Clacoes, select, per lb., 25c.

Fresh Salmon Trout Steaks, per lb., 27c.

GROCERIES.

Canada Food Board License No. 8-7531.

2,000 lbs. Choice Creamery Butter, while it lasts, only 6 lbs. to a customer, per lb., 54c.

Dingman's Napha Soap, 15 bars for \$1.00.

Finest Canned Peas, per tin, 15c.

Oleomargarine, per lb., 35c.

Assam Tea, regular 65c, per lb., 58c.

Ogilvie's or Purty Flour, 24-lb. bag, \$1.70.

Seedless Raisins, per lb., 17c.

Magic Baking Powder, 1-lb. tin, 24c.

Pure Plum Jam, St. Williams, 4-lb. pail, 89c.

Edwardsburg or Beehive Table Syrup, 5-lb. pail, 52c.

Pure Gold Jelly Powders, 2 packages, 24c.

Flaked Wheat, 7 lbs., 59c.

Peanut Butter, in bulk, per lb., 29c.

Molasses Snaps, 2 lbs., 35c.

Choice Mince-meat, per lb., 18c.

Kilm, large tin, \$3.15.

Golden Fiddle, per tin, 21c.

Feather-trip Coconut, per lb., 38c.

Japan Rice, 2 lbs., 25c.

Shredded Wheat or Grape-nuts, per package, 14c.

Orange Marmalade, 4-lb. pail, 83c.

Cocoa, in bulk, per lb., 24c.

Malt Vinegar, per bottle, 15c.

Red Salmon, tall tin, 25c.

Cornflour, 3 1/2-lb. bag, 25c.

Choice Olives, gem jar, 35c.

The SIMPSON Company Limited

Needs of the Hour in Drugs and Sundries

Telephone Your Order to Main 7841

Mustard Leaves, 10c & 25c.

Kidney Plasters, 26c.

White Pine Cough Cure, 26c.

Tasteless Cod Liver Oil, 78c.

Cod Liver Oil Emulsion, 42c and 78c.

Pure Norway Cod Liver Oil (20 ozs.), \$1.00.

Epsom Salts, 5c and 10c.

Boracic Acid, 10c, 20c and 35c.

Household White Liniment, 25c and 50c.

Seidlitz Powders, 25c.

Eno's Fruit Salts, 94c.

Coryza Tablets, 45c.

Cascara Tablets, 25c, 35c and 50c.

'Flu' Masks

For Sure Protection

Price 15c

Quinine Powder, per oz., \$2.00.

Empty Capsules, 100 for 15c.

Cascara Bromide Quinine, 21c.

Sanitas Powder, box, 35c.

Spirits of Camphor, bottle, 15c and 25c.

Sanitas Liquid, bottle, 35c.

Carbolic Soap, cake, 15c.

Synol Soap, cake, 25c and 50c.

Camphenol, bottle, 50c.

Bovril, bottle, 40c, 70c, \$1.25 and \$2.25.

Bovinine, bottle, 60c and 85c.

Glyco - thymoline, bottle, 26c, 52c and \$1.04.

Listerine, bottle, 24c, 47c and 89c.

Formalid Solution, bottle, 26c and 52c.

Atomizers, 75c, \$1.00, \$1.25, \$1.50 and \$1.75.

Enema Syringes, 75c, \$1, and \$1.25.

Hot Water Bottles, \$1.00, \$1.25, \$1.50, \$1.75, \$2.25 and \$3.00.

Eye Cups, 10c and 15c.

Nasal Douches, 15c and 40c.

Fountain Syringes, \$1.25 and \$1.50.

Absorbent Cotton, 70c and 85c a pound.

Lint, per package, 15c.

Use Plenty of Strong

Disinfectants

Such as

Formaldehyde, 25c and 50c a bottle.

Crude Carbolic Acid, 35c a pint.

Powdered Sulphur, 10c pound.

Jeges Fluid, 25c and 50c.

Oiled Silk, 15c, 30c, \$1.25 and \$2.50.

Household Rubber Gloves, pair, 35c, 75c, \$1.00 and \$1.25.

Vacuum Bottles, each \$2.25 and \$3.50.

Horlick's Malted Milk, 45c, 85c and \$3.00.

Castor Oil, 15c, 25c, 50c, 75c and \$1.00.

Iron and Potash Gargle, 16c.

Vinol, bottle, \$1.04.

Stearns' Wine, bottle, \$1.04.

Carbolated Vaseline, 16c tube.

Five Special Offerings in Toilet Goods

No. 1—Shaving Brush, 25c; Shaving Stick, 25c; Castle Soap, 10c; Wash Cloth, 15c; value 75c. All for 59c.

No. 2—Three Palmolive Soap, 20c; six Toilet Paper, 36c; one Apollo Talcum, 36c; value 92c. All for 79c.

No. 4—One Wool Powder Puff, 25c; one Apollo Talcum, 26c; value 60c. All for 35c.

No. 5—Five Lifebuoy Soap, 35c; five Ivory Soap (large), 65c; value 90c. All for 89c.

Women's White Lawn Handkerchiefs, 6 for 38c, 4 for 25c, 6 for 25c, 6 for 20c.

Women's Linen Handkerchiefs, 3 for 50c, 3 for 70c, 3 for \$1.00.

Men's Lawn Handkerchiefs, 3 for 22c, 3 for 28c, 4 for 38c.

Men's Khaki Handkerchiefs, extra special, 4 for 48c, 3 for 59c.

Men's and Boys' Silk Handkerchiefs, with colored borders. Each, 25c.

Women's Cosy Dressing Gowns

Made in two attractive styles from the famous "Beacon" brand cloth, soft, thick and warm. Chiefly dark figured designs. Wonderful value at today's special price, \$5.00.

Cotton Batting for Pneumonia Jackets

3 oz. bundles for 15c. 12 oz. bundles for 27c. 16 oz. bundles for 35c. Better quality in pure white. Pounds, 75c.

Fine quality Cheesecloth, about 40 inches wide. Extra fine quality. Yard, 25c. (Fourth Floor.)

Women's Stockings 59c

Fine quality black cashmere, with small percentage of cotton. Closely knitted and good weight. Sizes 8 1/2 to 10. Regularly 85c. Today, 59c.

\$10.50 detached dressing...
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