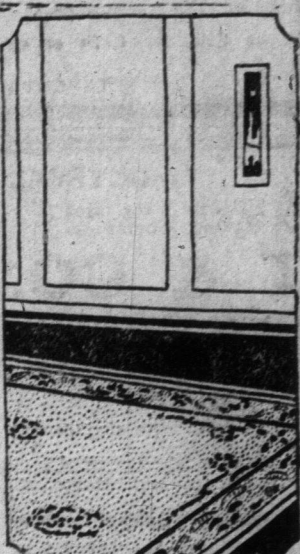


# TODAY AT SIMPSON'S Big Savings in Furniture Dependable and Floorcoverings and Draperies



## Tapestry Rugs 10.49 Reduced to

These Tapestry Rugs are in a big assortment of colors and designs, suitable for all rooms. They are strongly woven, and are in oriental patterns, in floral or two-tone effects. Size 6.9 x 9. Today, each, \$10.49.

Woven Japanese Straw Matting Rugs, in a good assortment of designs with plain centres and colored borders, or figured and medallion patterns. Size 6 x 9. Today \$1.95.

Willow Grass Rugs—For bedroom, sunroom or verandah use: strongly woven, bound all around. Plain centre with key or lined border, or in pretty stencilled patterns. Size 2.6 x 5. Friday bargain \$1.95.

100 Cocon Mats—Thick and heavy quality, strongly made and well bound. Size 14 x 24 inches. Friday bargain, each, 85c.

## Bedroom Rugs 10.95 On Sale Today

Dainty Rag Rugs, in strong serviceable quality, in pretty shades of rose, green, blue, grey and mauve tints, with fancy chintz borders. Size 6 x 9 and 6 x 10.6. Regularly valued up to \$15.00. Friday bargain, each, \$10.95.

Whether you're thinking of your town house or your summer cottage, you'll be interested in the economies offered by our Furnishing Departments.

In today's list are comprised just such practical things as you need, giving the largest amount of service and comfort at the least outlay.

In complete accord and partnership with the thrift campaign is our Home-Lovers' Club plan of deferred payments. The Club Secretary's office is on the fourth floor, where you'll obtain full particulars.



## This Table \$15.95

As illustrated, Extension Table, solid quarter-cut oak, fumed and golden finish. Note its massive pedestal and heavy platform base, top measures 44 in., extends to 6 ft. Regular price \$31.50. Bargain at \$15.95.

Furniture Near to Manufacturers' Prices For Today

## This Dresser \$18.45

As illustrated, Dressers of genuine mahogany and quarter-cut oak, fitted with bevelled plate mirror; \$25.00, for \$18.45.

Chiffonier to match above dresser, with large plate mirror. Regular price \$25.75, for \$18.25.



## Other Furniture Bargains

Dining-room Chairs of solid quarter-cut oak, in fumed or golden finish, slip seats, in genuine leather, set of 1 arm and 5 small chairs; \$32.00, for \$25.00.  
Library Tables of solid quarter-cut oak, in fumed finish; massive design; has double book racks at each end, and drawer on each side.  
Divanettes in fumed finish, have solid oak frames, having deep springs, and seats of tapestry, fitted with first-class light spring with helical at each end, with soft, comfortable full weight mattress.  
Regular price \$40.00, \$25.00.  
Extension Tables of solid oak, fumed finish only, 42-inch top, extends to 6 feet; \$15.00, for \$10.95.  
Dressers, pure white enamel, rubbed finish. Princess design, has large oval mirror, shaped standards; \$20.00, for \$13.95.  
Buffet of genuine quarter-cut oak, William and Mary design, fitted with large bevelled plate mirror; \$30.75, for \$24.00.



## Remnants Linoleum and Oilcloth Clearing Today 43c Sq. Yd.

A clear up in our Linoleum Section of all short lengths of heavy Oilcloth and thick Linoleum, in lengths up to 8 square yards. In some cases there are two or three of a pattern, regular values from 55 to 80 cents per square yard. One price to clear today. Per square yard, 43c.

## Baby Carriages and Wheel Toys at Bargain Prices

Baby Carriages, reed bodies and hood, with roll edges, sleeper backs, spring seats and rubber tires; natural, grey and brown finishes. Regular \$27.50 and \$29.00. Friday bargain \$23.00.

Toy Auto Cars, green enamel finish on bodies, four red wooden wheels, steering wheels and coasting cars. Regular \$2.45. Friday bargain, each, \$1.75.

Sand Cars, over-all size 7 inches by 10 inches; four wheels and tilting box, painted yellow and red. Regular 45c. Friday bargain, each, 25c.

## Odd Price Bargains in Draperies 29c, 39c, 49c

Bordered Voiles. Having plain white or ecru centre and extremely effective colored borders, perfectly fast for laundering; 40 inches wide. Regularly 39c a yard. Today, per yard, 29c.

New English Bungalow Net. This is a maker's clearance of good quality nets in a host of really fine new patterns in all styles, with a choice of white, cream and ecru shades; 26 to 40 in. wide. Today, yard, 29c.

Art Chintzes Up to 79c Yard. Desirable chintzes, one big table crowded with them, in light, medium and dark colorings, showing designs suitable for curtains, slip covers, cushions, bags, etc. This is a clearance of odd bolts that we have no reserve of. Regular up to 79c. Today, per yard, 39c.

Casement Cloth. Buy your new side drapes and save money. 250 yards of fine English Casement Cloth, fully 50 inches wide, in three choice tones of green and one pretty brown shade. Today, per yard, 49c.

37-inch Window Shades. Very special for today only, durable Opague Cloth in the most wanted colors of dark green, cream and white, measuring 37 inches wide and 70 inches long, complete with all necessary attachments. Today, each, 49c.

## Curtain Rods--Brass Rods--Extension Rods

Small Extension Rods for doors or sash curtains, 2 for 15c.  
Brass Rods, extending from 27 to 48 inches, complete with ends and hooks, 2 for 25c.  
Extension Rods, for extra wide windows, extending from 36 to 72 inches. Complete, each, 40c.

## Scotch Madras Muslin 35c Yd.

A Friday clearance of genuine imported Scotch Madras Muslin, in white and cream, 45 inches wide, in a good selection of pretty floral, block and stripe patterns. Especially recommended for dining-room and bedroom hangings. Drapes very gracefully, launders easily, and has great wearing properties. Today, per yard, 35c.

## Reflector Bulbs at Reduced Prices

Reflector Bulbs throw all their light down where you need it. They are strongly made, and burn less current than ordinary bulbs; 25 and 40-watt sizes. Regular 75c and 80c, 65c.

25 and 40-watt "Volt" Bulbs, regular 41c, 38c.  
60-watt "Condor" Bulbs, regular 65c, for 51c.  
100-watt "Nitro" Bulbs, regular \$1.35, 95c.  
200-watt "Nitro" Bulbs, regular \$2.35, \$1.90.  
Our "Nitro" Bulbs are giving satisfaction to hundreds of users.

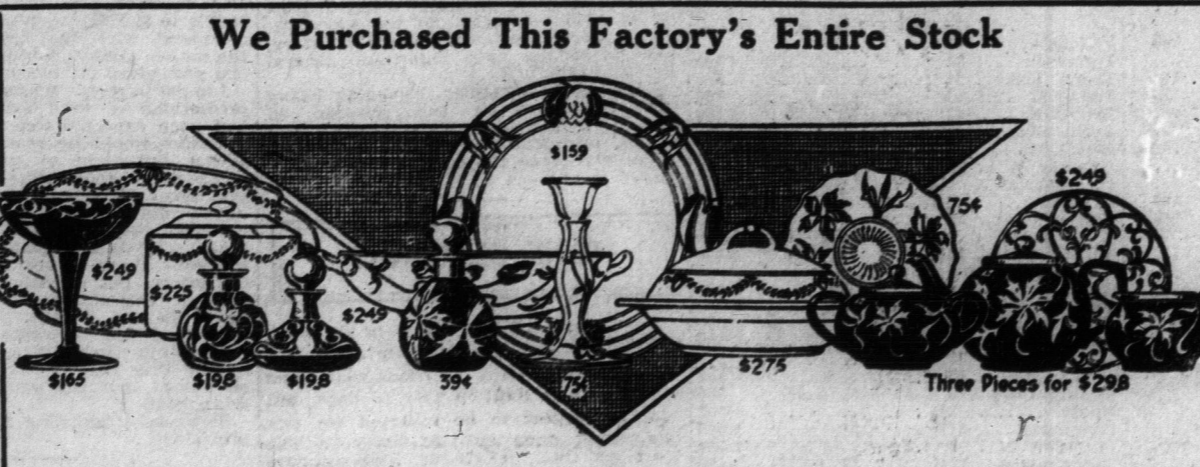
Brushed Brass Fixtures, with 3 lights, supported by 10-inch pan, which in turn is hung on three chains. A nice fixture for any room. Complete with colored shades. Installing free in city. Regular \$4.75, for \$5.65.  
2-way Plugs. Extra heavy. Regular 75c, 65c.

## China Bargains

200 dozen Clover Leaf Decorated English Cups and Saucers. Friday bargain, cup and saucer 12c.  
200 dozen Thin Plain White Cups and Saucers, oval shape. Friday bargain, cup and saucer 10c.  
30c, 35c and 39c China Cups and Saucers 25c. Thin English pretty decorated china cups and saucers; all with gold line on handles and edges. Friday bargain, each, 25c.  
3.30 a.m. Special--100 dozen Odd Plates, each, 5c. English blue and green decorated tea and breakfast plates, second. No phone or mail orders. Limited quantity to a customer. 8.30 a.m. special, each, 5c.

## Ye Baseball Fans

By Cobb, the king pin of baseball players, has written a book of big league stories, entitled "Busting 'Em." Ty knows what he is talking about all right, and these stories will be a good tonic for reviving the baseball fever. This is a regular \$1.00 edition, and we offer a limited number today in our Book Department at 25c.



## We Purchased This Factory's Entire Stock Sterling Deposit Ware at 1-3 to 1-2 of the Regular Price

The pieces are mostly of fine Limoges china, Haviland, Bernardaud, and other French makers. All have sterling silver deposit mounting. The plain ware is worth double the sale price. And here it is, the whole stock of this factory, which war conditions have robbed of materials. We set the purchase prices, and pass the whole lovely collection on to you at about one-third of regular. Come today, 8.30. Some of the choicest pieces have no duplicates.

- The assortment includes:
- Perfume or Toilet Water Bottles. Regularly \$1.00 and \$1.25 each. Today, each, 39c.
  - Other designs. Regularly \$2.25 and \$2.50. Today, 85c.
  - Larger sizes. Regularly \$3.00 each. Sale price today, each, \$1.25.
  - Another larger size. Regularly \$5.00 each. Sale price today, \$1.98.
  - Cheese and Butter Dishes, with cover. Regularly \$5.00 each. Sale price, each, \$2.25.
  - Bread Trays. Regularly \$12.00 each. Sale price, \$2.49.
  - 3-piece Tea Sets, in English Brown Betty and green colored chinaware; sterling silver deposited; small size sets. Regularly \$7.50 set. Sale price today, set, \$2.98.
  - \$25.00 Chocolate Set, \$8.50, including 4 chocolate cups and saucers and a round 14-in. serving tray, in white and yellow Limoges china; sterling silver deposited. Regularly 25.00 set. Sale price, set, \$8.50.
  - Biscuit Jars, with cover. Regularly \$5.00 each. Sale price, \$2.25.
  - Muffin Dishes, with cover. Regularly \$7.50 each. Sale price, each, \$2.75.
  - Mayonnaise Bowl, with tray. Regularly \$4.00 each. Sale price, \$1.98.
  - Nut Bowls. Regularly \$4.00 each. Sale price, \$1.65.
  - Salad Dishes. Reg. \$2.50 each. Sale price, 98c.
  - Salad Bowls. Reg. \$7.50 each. Sale price, \$2.49.
  - Cups and Saucers. Reg. \$3.00 each. Sale price, \$1.49.
  - Candlestick Holders. Regularly \$1.50 and \$2.00 each. Sale price, 75c.
  - Marmalade Jars with tray. Regularly \$3.00. Sale price, \$1.29.
  - Tea Pot and Flower Vase Stands, in 6, 7, 8 and 10-inch sizes: Regularly \$2.50. Sale price, each, 98c.
  - Regularly \$2.75. Sale price, each, \$1.25.
  - Regularly \$4.00 and \$5.00. Sale price, each, \$1.59.
  - Regularly \$4.00 and \$6.00. Sale price, each, \$2.49.

## Bargains in Paints and Wallpapers

Balances of Canadian and American Wall Papers, 6 rolls to 12 rolls of a kind: large range, including florids, conventional patterns and tapestries. Regular 15c to 20c. Friday bargain, single roll, 9c.

English Wall Papers, conventional designs in rich colorings, some on oatmeal backgrounds, suitable for living-rooms and halls. Regular 50c to 75c. Friday bargain, single roll, 36c.

Bedroom Wall Papers, chambrays, shadow stripes and small floral patterns, in blue, pink and yellow. Regular 20c and 25c. Friday bargain, single roll, 14c.

Cut-out Borders, large selection of new styles in borders for bedrooms and sitting-rooms, full range of colors. Regular 8c to 15c. Friday bargain, per yard, 5c.

Moire Ceiling Papers, white and cream grounds, well-covered pattern, suitable for sitting-rooms, halls and bedrooms. 1,000 rolls. Today, per single roll, 8c.

## Friday Bargain in Boys' Raincoats \$5.95

They are made of dark grey rubberized tweed, in single-breasted trench style, with convertible collar, slash pockets and all-round belts; all seams stitched and taped. Sizes 26 to 35. Today \$5.95.

## Boys' Tweed Suits at \$8.95

Boys' Tweed Suits, made from an English tweed in grey and brown check pattern, single-breasted, three-button, Norfolk style with yoke back and front, box plait extending from yoke to bottom of coat. Another style has plain front, yoke back, with box plait, and all-around three-piece belt, patch pockets with welt flap. Sizes 25 to 35. Regular price \$11.50. Today \$8.95.

## Boys' Regular \$6.00 Reefers \$1.95

Little Boys' Khaki Reefers, made in double-breasted style, with patch pockets with top flaps, having brass buttons and gold braid on sleeves only in the lot, so come at 8.30. Sizes 2 1/2 to 10 years. Regular price \$6.00. Today \$1.95.



## Bargains That Will Make Thrifty Men Smile With Satisfaction

## 100 Business Suits At \$12.45

They are well tailored and serviceable business suits, specially priced for early morning selling at \$12.45. They are made from grey and brown worsteds and many different tweed mixture effects, in the two- and three-button saque, medium height vest, trousers finished with belt loops, cuff or plain bottoms, in sizes 36 to 44. On sale this morning, 8.30 a.m., \$12.45.

## Men's Soft Hats \$1.45

Regularly \$2--\$2.50. A clearing lot of Soft Felt Hats in many shapes and colors. Flat and curl brim shapes, in smart fedora styles, in shades of pearl grey, steel, green, fawn, navy, brown and black. Today \$1.45.

## Auto Rugs \$7.50 Regular \$10.50

Manus' Auto Rugs, in an excellent choice of patterns, finished with plain black mohair backs. Today \$7.50. (Men's Day Dept.)

## Men's Trousers 8.30 a.m. Sa e \$2.95

Just 95 pairs. They are strong and serviceable, being made from firm finished tweeds in many shades of grey and brown mixtures. They have two side, two hip, watch pockets and belt loops. Some with cuff and others with plain bottoms. Sizes 31 to 44. On sale 8.30 this morning at \$2.95.

## Youths' First Long Trouser Suit \$9.75

Regular Values \$10.50, \$12.50, \$13.50, \$14.50. This lot is composed of all the popular models for the young man adopting his first suit of "longs." The trencher, with all-round belt, the half belt, is represented also in the form-fitting saque, as well as a few regulation Norfolk, made from grey and brown tweeds and tweed mixture effects; also a few navy blue chevrons. Sizes 32 to 35. Regular values \$10.50, \$12.50, \$13.50 and \$14.50. On sale today, 8.30 a.m., at \$9.75.

## Men's and Boys' Furnishings

Men's Counter-soiled Shirts, having laundered and stiff cuffs and soft French cuffs, also sport shirts in striped patterns; all are coat style; sizes 14 to 17. Regularly \$1.25. Today, each, 98c.  
Men's Flannelette Work Shirts, striped patterns; sizes 15 to 18. English Oxford, neat stripes, sizes 15 to 18. Regularly 75c. On sale today at 49c.  
Boys' Union, Knit Pullover Sweaters, grey elastic ribbed knit, with roll collar; sizes 28 to 32. Regularly 90c. Today, each, 39c.  
Boys' Counter-soiled Negligee shirts, having stiff cuffs or soft French cuffs; also some sport shirts. Regularly 75c and \$1.00. Today, each, 50c.  
Boys' Sweater Coats, in fancy knit stitch Oxford, navy trimmed; fawn is brown trimmed; sizes 24 to 32. Regular \$1.50. Today, each, 99c.

## Big Bargains in Household Furniture

Corn Brooms, a very superior grade, good size, well made, nicely finished. 800 only to sell today at, each, 85c.

Big Wonder Polish Mop and a Bottle of Polish, 99c. This is a good size Cedar Oil Mop for cleaning and polishing hardwood floors, linoleum and oilcloth. Complete with handle and a large bottle of Cedar Oil today for 69c.

Orievald Food Choppers, family size, cuts meat, fruit and vegetables coarse, medium and fine. 300 to sell today at less than present cost, each, 98c.

Grey-Enamel Lipped Preserving Kettles, 2-qt. size (wine measure). Regular price 75c. Today 39c. Not more than two of these kettles to a customer.

## Splendid Bargains in Traveling Goods

Steamer and Tourist Trunk, \$4.90. Canvas covered, having heavy hardwood slats, heavy bumpers and good locks and bolts; partly covered trays. Steamer size with two leather straps. Sizes 32, 34, 36. Special \$4.90.  
Club Bags, \$2.49--Walrus grain club bags, with linen lined shirt pocket, double high handles, made with good lock and bolts. Special \$2.49.

## Drugs and Toilet Goods

25c bottle Parmit's Chemical Food, special, 2 for 41c.  
60c bottle Apollo Beef, Iron and Wine, Special, 2 for 99c.  
50c bottle Apollo Burdock and Sarsaparilla, Special, 2 for 30c.  
25c bottle Quinine and Iron Wine Tonic, Special, 2 for 25c.  
25c package Apollo Headache Wafers, Special, 19c.  
50c package Epsom Salts, Special, 2 for 7c.  
20c package Powdered Borax, Special, 2 for 21c.  
Chase's Kidney and Liver Pills, 15c.  
Chase's Nerve Food, 34c.  
Pinkham's Blood Purifier, \$1.04.  
Weyth's Sage and Sulphur, 25c and 45c.  
Fellow's Syrup, 74c and \$1.15.  
Wampole's Tasteless Cod Liver Oil, bottle, \$1.99.  
60c box Pot Pourri, Special, box, 29c.  
60c box Sandalwood Talcum, Special, 19c.  
Italian Balm, bottle, 25c.  
60c box Willer's Talcum Powder, Special, 27c.  
35c bottle Aftershave Bath Salt, Special, 30c.  
30c bottle Roger & Gallet's Hair Tonic, Special, 59c.  
100 ounces Imported Perfumes, assorted odors. Regular \$1.04 ea. Special, per oz, 49c.  
War Tax Included.

The Robert SIMPSON Company Limited