

# These Goods on Sale Today at Simpson's

## Odd Wilton and Brussels Rugs

21 Rugs only, English manufacturers' samples, bought exceptionally well and marked for quick clearance, as follows:

Wilton Rug, green and brown conventional design, size 6.9 x 9.2. Worth \$29.75. **Friday 16.75**

Brussels Rug, green and tan, small design, size 6.9 x 9.2. Worth \$19.75. **Friday 10.95**

Brussels Rug, two-tone blue with pink in border, size 6.9 x 9.2. Worth \$25.75. **Friday 15.95**

Wilton Rug, suitable for dining-room or living-room, size 9 x 10.5. Worth \$42.50. **Friday 27.95**

Wilton Rug, two-tone green, extra fine quality, size 9 x 12. **Friday 29.75**

English Super Wilton Rug, cream ground, floral design, slightly soiled, size 9 x 10.6. Worth \$29.75. **Friday 29.75**

FOUR-YARD-WIDE LINOLEUM. The floral and block effects, four yards wide. Regular \$59. **Friday 59**

SCOTCH TAPESTRY SQUARES REGULAR \$10.25, FOR \$5.95.

This is an exceptionally good bargain in small rugs for dining-room or bedroom. Oriental and floral designs. One size only, 7.6 x 9. **Friday 5.95**

## Japanese Grass Mats

200 Mats, closely woven, reversible, plain centres with stencilled borders, in brown, blue and green on one side. Size 36 x 18 inches. **Friday 25**

Stencilled Japanese Mats, regular 20c, for 2 for 25c—Come in variety of patterns, in red, brown and green colorings, suitable for sun-rooms, size 27 x 14 inches. Regular \$20. **Friday 25**

75 Reversible Mats, regular 75c, for 49c—A very serviceable mat for bedroom, model centres with plain and floral borders, reversible, size 24 x 14 inches. Regular 75c. **Friday 49**

3000 Yards Cur-tain Net 16c

Exceptionally good quality, worth up to 35c per yard, net small, medium, some 30 inches wide with borders; others are 40 inches wide. **Friday 16**

1100 YARDS CRETONNES AT 10c.

28-1/2 wide, dark colorings, neat creases and floral pattern, in pretty colored combinations. Regularly sold at 14c per yard. **Friday 10**

8c. CHINTZES FOR 28c.

A heavy quality of English Printed Rep, in rich colorings, for the bedroom or living-room, 30 inches wide, beautifully printed, which regularly sold at 8c per yard. **Friday 28**

\$1.50 CASEMENT CLOTHS AT 98c

In a wide variety of colorings, including casement cloths, satin cloths and averyn cloth, suitable for making over curtains or portieres, 50 inches wide, which regularly sold at \$1.25 and \$1.50. **Friday 98**

Hardware and Cutlery

Ash Sifters, rustproof steel sieve, with long handle. **Friday 25**

Scrub Brushes, soft or hard fibre. **Friday 15**

Radiator Brushes with long handle. **Friday 25**

Lavatory Mops for closet bowls, cotton string head with 20-inch handle. **Friday 15**

Silverplate Silver Polish, 8-oz. bottle. **Friday 15**

Chamois Skins for cleaning silver, metal, glass, etc. Specially priced at 25c, 30c and 50c.

Metal Polish—A clearing of odd lines at about one-third regular price:

One gallon cans, **Friday 75**

Half gallon cans, **Friday 39**

Quart cans, **Friday 25**

Half pint cans, **Friday 15**

Chair seats, several shapes and sizes. **Friday 10**

Oakey's Wellington Knife Boards, size 8 x 18 inches. **Friday 25**

Oakey's Wellington Knife Powder, per package. **Friday 10**

Bread Boards, 10-inch diameter. **Friday 10c**

Wash Boards, metal faced, rustproof. **Friday 25**

Mop Sticks, spring clip style. **Friday 25**

Dusting Mops, for use on waxed floors and woodwork, complete with long handle. **Friday 49**

Polish Mops, the Wizard doing mop, for cleaning and polishing hardwood floors, linoleums and oilcloth. **Friday 75**

## These Men's and Boys' Needs Are Closely Priced in the Men's Store

### Shirts and Underwear

**Fleece Lined Underwear.** Winter weight, natural shade shell, wool fleece lined shirts and drawers. Sizes 34 to 44. **Friday 43**

**Penman's Scotch Wool Underwear.** Heavy winter weight, dark natural shade, shirts and drawers. Sizes 34 to 44. **Friday 75**

**Work Shirts.** Union flannel, collar attached style, in khaki or grey. Sizes 14 to 18. Regular \$1.25. **Friday 98**

**75c and 89c Shirts at 63c.** Negligee Shirts, in plain and fancy hairline stripes, double sewn seams. Sizes 13 1/2 to 17. Regular 75c and 89c. **Friday 63**

**Muffler Special.** A lot of Knitted Mufflers, in grey, white or khaki, full length and width, fine honey-comb weave. **Friday 49**

### Boys' Ulsters at \$6.95

A smart sturdy-wearing Ulster Overcoat, tailored from grey and brown wool diagonal ulsterings and warmly lined; cut double-breasted, with convertible collars; well formed shoulders, two-piece belt and centre vent in back; a splendid winter coat for boys of 8 to 17 years. Sizes 26 to 35. **Friday bargain 6.95**

### Boys' Chinchilla Reefers \$5.95

Tailored in smart double-breasted box back Reefers, from a winter weight blue chinchilla coating; have neat velvet collars that button close to chin; natural shoulders and emblem on sleeves; durable, warm linings. A very attractive little coat for boys 3 to 10 years. Sizes 21 to 28. **Friday bargain 5.95**



### Men's Boots at \$2.79

Made of heavy even box kip leather, Blucher style, cotton lined, heavy solid leather reinforced sewn and standard screw soles, military heels, guaranteed. Sizes 6 to 11. **Friday 2.72**

### The Last of These Men's Boots at \$1.99

The size range is broken, but includes 200 pairs of Men's Dongola Kid Blucher Boots, made with Common Sense round toe shape, McKay sewn soles, low heels. Sizes 6 to 7 1/2 only. **Friday, at 1.99**

### Boys' Strong Boots \$1.99

Polished box kip leather, Blucher style, heavy solid standard screw soles, round easy fitting toes. Sizes 11 to 13, 3 to 5. **Friday 1.99**

### Clearing Men's Soft Hats at \$1.45

Clean-up of all our odd and broken ranges of soft hats, flat set and curl brim shapes, in green, grey, brown, navy and black; not all sizes, in any one line, but all sizes in the lot. **Friday 1.45**

### Men's Stiff Hats at 95c

Tapered and full crown shapes, in good quality English fur felts. Sizes up to 7. Regular \$1.50, \$2.00 and \$2.50. **Friday bar-gain 95**

### Friday Bargain in Children's Toques

Made from pure wool yarns, extra well finished. Come in plain and combinations of colors. **Friday bar-gain 39**

### Boys' Snappy Overcoats on the Bargain List at \$4.45

In dark grey tweed coatings, smart double-breasted slip-on model, with convertible collar, loose-fitting back, warm linings of check material, saddle lining of satin through shoulders and sleeves. For boys of 3 to 12 years. Sizes 21 to 30. **Friday bargain 4.45**

### Boys' Norfolk Suits at \$3.98

Smart single-breasted fancy yoke Norfoks, in winter weight tweeds, grey stripes, patch pockets and will body linings, bloomers lined throughout. For boys of 7 to 17 years. Sizes 25 to 35. **Friday bargain 3.98**

## These Are Fine Overcoats for Men

If you could see them you would jump at the chance to get one of these Ulsters today at **9.45**

Ulsters of English tweeds, greys and browns, diagonal weaves or stripe patterns, cut double-breasted, 50 inches long, with convertible collar and belt at back. Regularly \$12.50, \$13.50 and \$15.00. Sizes 35 to 44. **Friday 9.45**

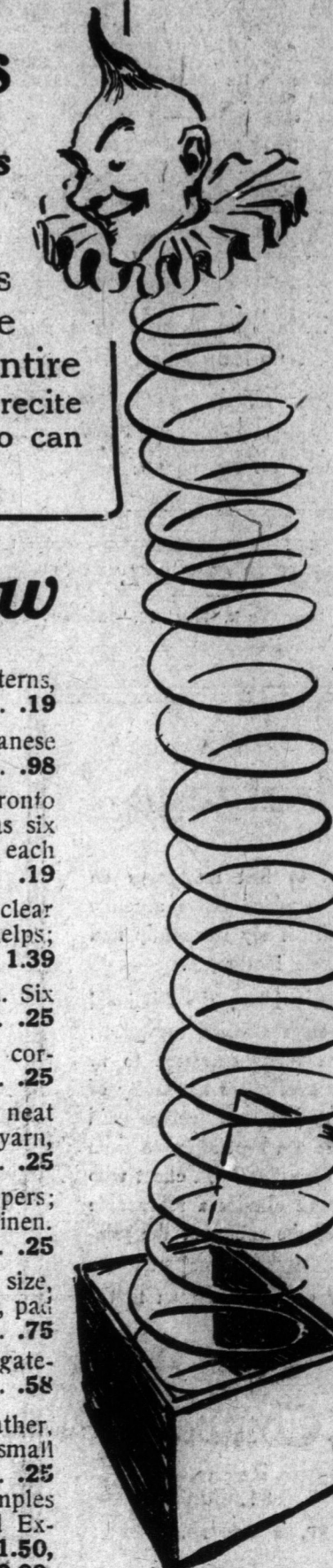
**Men's \$13.50 and \$15.00 Suits, Today \$9.95**

150 Suits in the lot, made from serviceable English tweeds, in brown and grey, checks or stripes, single-breasted, three-button sacque style, fine twill mohair linings. Sizes 34 to 44. **Friday 9.95**

## Mother Goose Has Moved Her Village to Simpson's

She is Now Presiding Over Simpson's Christmas Show and She Invites All Children to Come and See the Fun

Is there a child in Toronto who does not love Mother Goose? We believe that there is not. Mother Goose certainly loves all the little boys and girls she knows—and we think that she knows them all. To prove that she loves you she has brought her entire village to Simpson's, and will be on the village green every day from now until Christmas to recite rhymes from her famous book and furnish entertainment for her little friends. She wants all who can to come today.



## Friday Bargains on Sale at the Show

**Toy Telephones**, filled with candy. Each **15**

**Lowney's Sugar Sticks**. Bottle **15**

**Choice Assorted Colors**. 1-lb. box **25**

**Poppans**—Every boy likes to shoot, and this is a perfectly harmless gun. Makes a big "bang". **Friday 10**

**Big Dressed Dolls**—Baby dolls, Scotch girls, fancy dressed girls, Scotch boys, snookum, soldiers and nurses. **Friday 1.49**

**15-piece China Tea Sets**—Teapot, sugar and cream and six cups and saucers. **Friday, set 25**

**Engine, Tender and Car**—Spring wind. **Friday's price 15**

**Large Drawing Slates**, with colored and plain designs for drawing. **Friday 35**

**Paper Houses**, good size, colored cardboard, cut out ready to be erected. **Friday 10**

**Kiddo Steering Sleighs**—36 inches long, varnish seat boards, runners 5/8-inch steel, red enamel finish. Regular \$1.35. **Friday bargain 1.05**

**Boys' Velocipedes**—Black enamelled steel frames, adjustable seats, wooden grips on handle bars, rubber tires. Three sizes. **Friday, \$3.75, \$3.35 and \$2.88.**

**Doll Carriages**—Wooden bodies, black ena-

mel finish, folding leatherette hoods, spring gears and rubber tires. Regular \$3.75. **Friday bargain 2.98**

**Shoo-Fly Rockers**—Long red rockers, white horses with markings, seats and foot rests. Regular 80c. **Friday bargain 59**

**1,500 Coloring Outfits**—For hand coloring pictures or photos, ten shades of coloring; pans, mixer and brush **35**

**Photo Frames, 39c and 59c**—Plain metal gilt with ornamental corners; others in mission, gold mats and mission mats, **39c and 59c.**

**Men's Knitted Mufflers**—In khaki, white and grey; honeycomb weave, fringed ends, mercerized. **Friday 49**

**Boxed Neckwear**—Men's and boys' newest stripes and allovers; blues, browns, grey, black, mauve and green. Each in a gift box. **Friday 25**

**Pearl Earrings**—For unpierced ears; medium sizes, stud style **25**

**Perfumed Rose Beads from California**—Pink, mauve, lavender, blue, black and Nile green. Regular 35c **25**

**Sterling Silver Neck Chains**—Cable patterns, soldered links, 16 in. long **19**

**Chocolate Sets**—200 only, thin Japanese china, jug and six cups and saucers **98**

**Christmas Autograph Stationery**—Toronto views, 100 boxes only. Each box has six cards with envelopes and local view on each card. **Friday, box 19**

**New Type Teacher's Bible**—Splendid clear type, full references and best teacher's helps; ideal for presentation. **Friday 1.39**

**Men's Handkerchiefs**—Fine white lawn. Six for **25**

**Women's Handkerchiefs**—Swiss, one corner embroidered, 3 for **25**

**Men's Handkerchiefs**—Mercerized, with neat colored borders, made from Egyptian yarn, 4 for **25**

**Fancy Bags**—For work, shoes and slippers; embroidered in colors on natural linen. **Price 25**

**Soldier's Writing Folio**—Coat pocket size, brown suede; with stamp pocket, pencil, pad and envelopes. **Friday 75**

**Mesh Bag**—Round links, silver only, gate-top clasp. **Friday 58**

# The SIMPSON Company Limited

## Lunch Room Fish Dinner

Served in the Lunch Room from 11.30 to 2 p.m.  
Boiled Sea Salmon with Tartar Sauce, or Braised Short Ribs of Beef with Vegetable.  
Baked or Mashed Potatoes.  
Green Savoy Cabbage with White Bread and Butter.  
Hot Home-made Mince Pie.  
Cup of Tea, Coffee or Glass of Milk.

## Auto Rugs and Robes

(Men's Fur Dept.)  
Full-sized black and grey Goat Robe, made from heavy, well-furred skins, and lined with good quality English felt, **16.00** at .....

Black Dogskin Robes with tails attached, nice glossy skins, lined with brown and navy **17.00** felt; extra large size .....

Montana Robes of dark brown buffalo cloth, lined with imitation of Persian lamb and has an interesting lining of rubber. A serviceable waterproof robe. Several sizes, \$20, \$25, \$30 and \$35.

Minerva Rugs, the leading auto rug of heavy plush, leopard pattern, plain black lining; full size, \$18.00 and \$16.50.

Baby Carriage Robes—A big assortment of plain and pocket carriage robes, made from good quality white lambskins, \$2.25, \$3.50, \$4.50, \$5.00, \$5.50, \$6.00, \$6.50.

Grey Goat Robes—A good serviceable robe for a baby carriage, comes in natural goat skin, lined with pocket **3.95**

## Pie Plates at \$1.98

Casearole Pie Plates with first-proof linings, fitted in pierced silver-plated frame with black enameled wood handles; large and small sizes. Regular \$2.50. **Friday 1.98**

**SUGAR AND CREAM, 50c**  
Glass Sugar and Cream, with floral decorations of sterling silver deposit. Regular \$1.00 per doz. **Friday 59**

**FLOWER VASES, 25c**  
Sterling Silver Deposit, 2 1/2 doz. Holders, clear crystal glass. Regular 50c each. **Friday 29**

**TABLE FORKS, 15c EACH**  
Silver-plated Table Forks, rose pattern. Regular \$3.00 per doz. **Friday, each 15**

**DESSERT SPOONS, 15c EACH**  
Silver-plated, Dessert Spoons, fancy rose pattern. **Friday, each 15**

## The Market 'Phone Adelaide 6100

**MEATS.**  
Highest grade inspected meats are the only kind on sale in our Meat Market.  
Rump Roast, round end, best beef, 40 lb. **50**  
Rump Roast, square end, best beef, per lb. **40**  
Round Steak Roast, per lb. **40**  
Sirloin Steak, choice, per lb. **40**  
Family Sausage, our own make, lb. **14**  
All Pork Sausage, our own make, lb. **20**  
Sweet Pickled Shoulders of Pork, 5 lb. **8** each, per lb. **17**

**GROCERIES.**  
One car Standard Granulated Sugar, in 25-lb. cotton bags, per bag **1.44**  
Choice Family Flour, quart size, 45 **50**  
Yellow Cooking Sugar, 5 lbs. **50**  
Choice Cleaned Currants, 2 lbs. **47**  
California Seeded Raisins, 2 pkgs. **35**  
Headier Brand Extracts, assorted, 34-oz. bottle, 3 bottles, **45**  
Perfection Baking Powder, 4 lbs. **25**  
New Orleans Molasses, 2-lb. tin, **10**  
Mixed Pastry Spice, per tin **7**  
Canada Cornstarch, package **7**  
Finest New Mixed Peas, per lb. **20**  
Choice Shelled Almonds, per lb. **69**  
Finest Creamery Butter, per lb. **40**  
Orico, per tin **47**  
No-Fig Powder, per tin **24**  
Choice Rapoon Rice 4 1/2 lbs. **25**  
Finest Pearl Tapioca, 2 1/2 lbs. **25**  
Malt Vinegar, reputed quart bottle **25**  
Quaker Oats, large round pkg. **24**  
Choice Pink Salmon, tall tin, **30**  
Pure White Clover Honey, 5-lb. pail **47**  
Prepared Jams, Assorted, 12 packages, **25**  
Toasted Cornflakes, 3 packages, **25**  
500 lbs. Fresh Fruit Cake, per lb. **19**  
Fresh Mixed Biscuits, good assortment, per lb. **20**  
1,000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black, green, mixed. Not more than 3 lbs. to a customer. Special, per lb. **29**

**FRUIT SECTION.**  
Choice White Cauliflowers, each **10**  
Fancy Florida Grapefruit, 3 for **25** per doz. **35**  
Fresh Lettuce, 2 bunches **20**  
Choice California Sun-kist Oranges, per doz. **25**

**CANDY SECTION.**  
Fruit and Nut Fudge, regular 20c, per lb. **15**  
Sharpe's Russian Toffee, regular 25c, per lb. **25**  
Orchard Fruit, per lb. **25**  
Maple Walnut Puddings, 1 lb. each **25**

**FLOWER SECTION.**  
Choice Pots of Mums, each **25**  
Boston Sword Ferns, each 37c and 50c  
Fern Pans, well filled, each 25c and 37c.  
Choice Rubber Plants, each **25**  
Araucarias, each **25**  
Choice Palms, each **25**  
Large Boston Ferns, each **25**