

Store Open All Day Saturday

From 8.30 a.m. to 5.30 p.m.

SIMPSON'S

Store Open All Day Saturday

From 8.30 a.m. to 5.30 p.m.

Store opens at 8.30 a.m.

Telephone Main 7867, Connects With All Departments.

Store closes at 5.30 p.m. daily.

\$1.50 to \$5 Fancy Linens---98c

A Clean-Away Extraordinary of Soiled Pieces

1,000 pieces taken from our regular stock, slightly mussed from display and handling, including Madeira, Cluny, Battenberg, Plain Irish Linens—Fillet Lace designs and lace edge goods—Scarfs, Centrepieces, Tray Cloths, Table Covers, in fact, everything in Fancy Linens. Shop at 8.30 a.m. for best selection. Extra selling space and extra salespeople. No exchanges or refunds. No phone orders. See Yonge street window. Rush price, each, 98c.

75c Towels Clearing, Pair 47c
Huckaback, service a b l e quality — finished hemmed. Today, pair, 47c.

Blankets, Extra Special, \$4.75 Pair
White heavy twilled Saxony—large size, 70 x 84 inches. Pink or blue borders. Today, pair, \$4.75.

\$3.50 Sheets at \$2.95 Pair
Bleached. Size 70 x 90 inches. Hemmed. Today, pair, \$2.95.

\$1.25 Pillow Cases at 85c Pair
Hemstitched. Sizes 42 x 22 and 45 x 33. Today, pair, 85c.
Simpson's—4th Floor.

\$2.00 Table Cloths at \$1.39
Damask, fringed, with colored borders. Size 54 x 74 inches. Today, \$1.39.

Bed Comforters \$4.69
Silkoline — Turkey red chintz and sateen. Size 72 x 72 inches. All well quilted, and filled with white fluffy cotton. Today, each, for \$4.69.

First and Foremost in "Victrola" Service

Why? Because our stock of Victrolas is complete, our stock of all available records new and fresh, and our staff of experienced musical assistants to help you make satisfactory selections.

A New Record—"Oh! How I Hate to Get Up in the Morning," is destined to become the most popular song of the year. On the reverse side is "Oh Frenchy," which tells how Rosie went to France with an ambulance and fell in love with Jean. A very clever song.
Musical Parlors, 6th Floor.

\$35 Buffet, \$29.15---Stair Carpet 69c Yard Lace Curtains Half Price---Other Bargains

The Furniture Specials

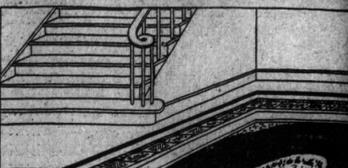
Buffet, solid quarter-cut oak, fumed or golden finish. Colonial design. Regularly \$35.00. Today, \$29.15.

Extension Table, solid oak, fumed finish. Pedestal base, shaped feet. Extends to 6 feet. Regularly \$16.75. Today, \$13.25.

Dining-Room Chairs, quarter-cut oak, fumed or golden finish. Upholstered seats, covered in genuine leather. Set of 5 small and 1 arm chair. Regularly \$26.75. Today, \$22.95.

Brass Bed, double size, bright, polette finish; heavy corner knobs. Regularly \$27.00. Today, \$20.65.

Dressers, genuine quarter-cut oak, golden finish, full shaped front; oval plate mirror. Regularly \$33.50. Today, \$25.75.



Reversible Stair Carpet 69c Yard

Strongly woven, in a mixture of wool and fibre. Neat small designs—brown and fawn colorings. 22 inches wide. Special, yard, 69c.

Japanese Matting 39c Yard

Plain white matting, a sanitary and effective bedroom covering. 36 inches wide. Today, per yard, 39c.

Kitchen Rugs \$1.95

Shades of brown, tan and green; for bedrooms and kitchens. Reversible. Size 36 by 72 inches. Today, \$1.95.

Small Tapestry Rugs \$2.49

Oriental patterns. For hall or general use. Size 2 ft. 3 in. by 4 ft. 6 in. Today, each, \$2.49.

Japanese Matting Rugs \$1.95

For nurseries or bedrooms. Quiet patterns and assorted colorings. Size 6 ft. by 9 ft. Today, each, \$1.95.

Congoleum Rugs on Sale Today

Just arrived! A new shipment of these sanitary and durable rugs. Made in one piece—small designs, and a good assortment of colorings. Five different sizes. We quote two only, size 6 ft. x 9 ft., each, \$8.50; 9 ft. x 10 ft. 6 in., each, \$15.00.

Odd Pairs of Lace Curtains At Exactly Half Price

The balance of best selling lines. Nottingham weaves, with plain and figured centres, suitable for any room. Some are slightly soiled from display and handling. White, ivory and ecru. Today, half price.

Sunfast Casement Cloth, Yard, 85c. English make—fully 50 inches wide, in popular tan color. Today, yard, 85c.

36-inch Art Silkoline, 29c Yard. Big assortment of new designs. Light and medium colors—conventional and floral patterns. For comforter covers or light draperies. Friday bargain, yard, 29c.

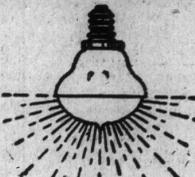
Brass Extension Rods, 14c. 200 to sell today, complete with ends and brackets. Sizes 26 to 48 inches. Friday bargain, each, 14c.

Bedroom Boxes, \$5.95. Limited number. White pinewood frame, covered with good quality Japanese matting. Length 32 inches, width 16 inches, height 15 inches. Today, each, \$5.95.

African Game Trails

By Theodore Roosevelt.
An account of the African wanderings of this famous hunter naturalist. More than 200 illustrations, some colored. Only 100 copies to sell. Original \$4.00 edition. Today, 98c.

Reflector Bulbs 75c Kind at 50c



60 watt, grade B bulbs, 35c.
50 watt, first grade bulbs, 39c.
2-Way Plugs, heavy and strongly made, 63c.

Semi-Indirect Fixtures at \$5.80

With 15-inch etched bowl, in grey or old ivory, suspended on single chain hanger, finished Flemish. Regularly \$10.60. Friday bargain, \$5.80.

10,000 Pieces of Rogers' Silver-Plated Spoons, Forks and Fancy Table Pieces at Amazing Reductions

Tea Spoons. Value \$2.50 doz. Today, each, 14c.
Dessert Spoons. Value \$3.75 dozen. Today, each, 20c.
Dessert Forks. Value \$3.75 dozen. Today, each, 20c.
Medium Forks. Value \$4.00 dozen. Today, each, 22c.
Table Spoons. Value \$4.00 dozen. Today, each, 22c.
Medium Forks, round handle. Value \$5.50 dozen. Today, each, 29c.
Dessert Forks. Value \$5.25 dozen, round handle. Today, each, 27c.
Fruit or Berry Spoons. Value, \$1.50. Today, 85c.
Cold Meat Serving Forks. Value 75c. Today, 50c.
Cream Ladles. Value 75c each. Today, 49c.
Gravy Ladles. Value \$1.25 each. Today, 65c.
Soup Ladles. Value \$2.00 each. Today, \$1.35.
Pie Knives. Value \$1.75 each. Today, \$1.25.
Pickle Forks. Value 50c each. Today, 29c.

Picture Framing Reduced---7c ft.

1,500 feet of Choice 1-inch Antique Gilt Moulding, in several patterns, suitable for water colors—colored prints—hand-colored mezzotints. Regularly 12c, 15c, 18c and 20c. Today, foot, 7c.

Fr a m e d Photographures, choicest subjects, showing white margins, and framed in oak, with gilt lining. Special today, \$1.98.

Suit Cases \$1.29

Special purchase of 1914 stock of Cloth Suit Cases; deep, well made, and waterproof. Sizes 22, 24 and 26 inch. All one price, today, Main Floor, \$1.29.

Trunks \$6.95

Canvas-covered Tourist Trunks, with heavy trimmings and hardwood slats. Good lock and fast—covered trays. Mostly all with two solid leather straps. Sizes 32, 34 and 36 inch. Special value, \$6.95.

Club Bags \$8.50

Leather Bags, walrus grain, leather lined, double handle, reinforced corners—two inside pockets. Sizes 16, 18 and 20 inch. Today, \$8.50.

The Sale of Books at 30c is Creating a Stir!

They are all the popular authors, and are wonderful value. Here's a partial list of the hundreds offered on sale today.

Beverly of Graustark, by George Barr McCutcheon.
The Call of the Wild, by Jack London.
The Barrier, by Rex Beach.
The Wild Olive, by Basil King.
The Lost World, by A. Conan Doyle.
Going Home, by Rex Beach.
Heart of the Sunset, by Rex Beach.
The Way Home, by Basil King.
By Blow and Kiss, by Boyd Cable.
Mrs. Wiggs of the Cabbage Patch, by Alice Hegan Rice.
T. Rembrandt, by Frances Hodgson Burnett.
He Comes Up Smiling, by Charles Sherman.
The House of Pride, by Jack London.

Queed, by S. H. Harrison.
Richard Chatterton, V.C., by Ruby Ayers.
Shorty McCabe, by Sewall Ford.
Bobby Orde, by Edward Stewart White.
The Shulamite, by Alice and Claude Askew.
Harvest Home, by E. V. Lucas.
Grip of the Wolf, by Morice Genard.
Monte Carlo, by Mrs. H. De Vere Staurope.
Sergeant Michael Cassidy, by Sawyer.
New Chronicles of Rebecca, by Kate Douglas Wiggin.
Typhoon, by Joseph Conrad.
And 312 other titles. Each 30c.
Phone Main 7841.

Men's and Young Men's Tweed and Worsted Suits at \$14.95

Good suits for every day. Developed in tweeds and worsteds. Various shades and patterns. Single-breasted—2 and 3-button saques. Trencher models and half-belted effects—5 and 6-button vests—trousers finished with cuff or plain bottoms. Sizes 33 to 44. Friday bargain, \$14.95.

New Fall Overcoats Today \$16.95

Models and Sizes for Men and Young Men
Made from fine tweeds—browns, greys and Donegal effects. English slip-on and military back effects. Coats that sell regularly at \$20.00, \$22.00, \$24.00 and \$25.00. Sizes 34 to 42. Friday bargain, \$16.95.

Winter Overcoats for Men Today \$13.95

Heavy weight grey chevrot is the material. Popular Chesterfield model, with velvet collar. Coats carried over from last season, but are the same models as will be worn this winter. Only 50 coats to sell. Sizes 36 to 44. Friday bargain at \$13.95.

Men's Odd Trousers \$2.95

Made from serviceable tweed and worsted finished materials. Shades and patterns in good variety. Sizes 31 to 46. Friday bargain, \$2.95.

Men's Combination Underwear 98c

A great chance to stock up for this season and next year, too. Think what you'll save by doing so.

Natural or white balbriggan, mesh and net, all made closed crotch, French neck, elastic cuffs and ankles. Broken lines from regular stocks. Sizes 34 to 44. Regularly \$1.50, \$2.00 and \$2.50. Friday bargain, suit, 98c.

Men's \$1.00 Negligee Shirts 79c

Coat style, with soft French cuffs—also laundered stiff cuffs. New hairline and cluster striped. Colors black, blue, helio. Perfect fitting. Sizes 14 to 17. Regularly \$1.00. Friday bargain, 79c.

Men's \$1.00 Work Shirts 79c

Made from strong Oxford cloth, with collar, pocket—assorted patterns and colors. Sizes 14 to 17. Regularly \$1.00. Friday bargain, 79c.



A Timely Bargain Today in Men's G.B. Borsalino Soft Hats, \$3.65

Smart shapes in fedora styles; with silk bound and welted edge brims. Shades of pearl grey, steel, green, brown, fawn and navy. No C. O. D. or phone orders. Friday bargain, \$3.65.

The Basement Offers Many a Thriftwise Value for Today

The Dandy Vegetable Set, for peeling, coring, slicing, all kinds of vegetables and fruits. Saves fruit as well as time. Complete set. Today, 23c.
Bread Knives, Ham Slicing Knives, Steak Knives, Table and Butcher Knife Steels. Today, each, 35c.
Carving Knife and Fork. Rogers' Sheffield make—square white celluloid handles. Today, pair, \$1.75.
Avon Pattern Nickel Silver Tea Spoons—An exceptionally good make, and attractive pattern. Today, dozen, \$1.10.
Scissors and Shears—Big and little scissors for every purpose. One price today, pair, 35c.
Corn Brooms—The "Universal"—a good 4-string medium weight broom. Today, each, 69c.
Big Wonder Polish Mop and bottle of Sprutex Polish, complete. Today, 79c.

Indoor Clothes Lines—22 feet of braided cotton line on a reel. Today, 25c.
Garbage Cans—Medium size—galvanized steel—rustproof — bail handle—slip-over cover. Today, \$1.25.
Enamel Preserving Kettles, 49c Each—12-quart size — good-wearing grey enamel—1000 to sell today at the exceptionally low price, each, 49c.
Bread Boards, 10 1/2-in. diameter—nicely finished round hardwood. Today, 23c.
Serving Trays, with glass tops — fancy centres—mahogany or walnut finished frames. Size 11 x 14 inches. 500 to sell today at, each, 98c.
Bath Seats—Adjustable steel ends —oak finished hardwood seat. Today, 49c.
Wear-Ever Aluminum Handed Stew-pans—1 quart size — 1,000 to sell today at, each, 35c.

\$25.00 English Dinner Sets \$18.50

Excellent quality thin English ware. Handsome new, French border of panelled rosebuds. Gold line handles and edges. 97-piece set. Friday bargain, \$18.50.

China Dinner Sets \$32.50

Beautiful quality, thin, translucent china—pretty hand-painted border decorations. Full gold handles. Gold line on edges. An open stock pattern. 97-piece set. Today, \$32.50.

Clover Leaf Dinnerware

500 doz. Cups and Saucers, 12c.
Dinner Plates, each, 15c.
Breakfast Plates, each, 14c.
Soup Plates, each, 14c.
Tea Plates, each, 12c.
Bread and Butter Plates, each, 12c.
Fruit Saucers, each, 7c.
Vegetable Dishes, each, 8c.
400 dozen Odd Thin White Cups only, each, 7c.
600 dozen Thin White Cups and Saucers. Friday bargain, cup and saucer for 12c.
1,000 Teapots, each, 40c—Various new black and brown decorated English Teapots. Today, each, 40c.

\$25.00 Dinner Sets \$15.95

10 only, Booth's Famous English Silicon China Dinner Sets. Pretty all-over old blue decoration. 97 pieces. Special Friday bargain, \$15.95.
Phone Your Order Today for Preserving Time Needs.
CROWN FRUIT JARS.
Pint size, dozen, \$1.00.
Quart size, dozen, \$1.10.
1/2-gallon size, dozen, \$1.35.
Red Rubber Jar Rings, doz. \$c.
Metal Rings for Crown Jars, dozen, 15c.
Glass Covers for Crown Jars, dozen, 20c.
COVERED STONEWARE PRESERVING CROCKS.
No. 1 size and cover, each, 37c.
No. 2 size and cover, each, 52c.
No. 3 size and cover, each, 78c.
No. 4 size and cover, each, 98c.
No. 5 size and cover, each, \$1.23.
No. 6 size and cover, each, \$1.39.

Simpson's Friday Market

Canada Food Board License No. 6-7351.
MEATS.
Spring Lamb Forequarters, per lb., 27c.
Spring Lamb Loin, per lb., 25c.
Spring Lamb Legs, per lb., 36c.
Brislet Boiling Beef, best cuts, per lb., 25c.
Domestic Shortening, 2-lb. pails, gross weight, per pail, 40c.
H. A. Pure Lard, 2-lb. pails, gross weight, per pail, \$1.10.
FISH.
Fresh fish advertised subject to arrival.
Whitefish, per lb., 15c.
Lake Trout, per lb., 19c.
Fresh Haddock, dressed, per lb., 11c.
GROCERIES.
Vegetable Soup, 24-lb. bag \$1.59.
Lenox Soap, 16 bars \$1.00.
FRESH FRUIT SECTION.
Crisco, 1-lb. tin 35c.
Midget Raisins, a substitute for currants, per lb., 29c.
Perfection Baking Powder, 2 tins 27c.
Seeded Raisins, 2 packages 27c.
Finest Molasses, per tin 15c.
Table Syrup, 2-lb. tin 25c.
Finest Creamery Butter, per lb. 49c.
Dalton's Flavoring Extracts, assorted, 2 bottles 27c.
ORANGE MARMALADE, 4-lb. pail 85c.
Quaker Cornflakes, 3 packages 25c.
Klump, per tin 35c.
White Beans, 2 lbs. 25c.
Choice Pink Salmon, tall tin 24c.
Quaker Oats, large package 20c.
Choice Prunes, 2 lbs. 25c.
Pearl Tapioca, 2 lbs. 25c.
Fresh Fruit Cake, per lb. 25c.
Mixed Biscuits, per lb. 25c.
Choice Rice, 2 lbs. 25c.
Canned Pineapple Cubes, per tin 25c.
PURE CELOVA TEA, PER LB. 51c.
2000 lbs. Pure Celona Tea of uniform quality and fine flavor, black or mixed. Today, per lb., 51c.
FRUIT SECTION.
10,000 lbs. Choice Cooking Onions, while they last, 7 lbs. 25c.
Choice Table Carrots, 4 lbs. 15c.
New Beets, 4 bunches 15c.
1,000 dozen Choice Golden Bantam Corn, per dozen, 20c.
CANDY SECTION.
Fruit and Nut Fudge, per lb. 25c.
Simpson's Special, per lb. 30c.
Fruit Delight, per lb. 25c.
FLOWER SECTION.
Boston Ferns, each 29c.
Rubber Plants, each 85c.
Hardy Ferns, each 19c.
Large Boston Ferns, each 95c. \$1.39.
Table Ferns, each 28c and 27c.
Palms, each 65c.

The Robert SIMPSON Company Limited