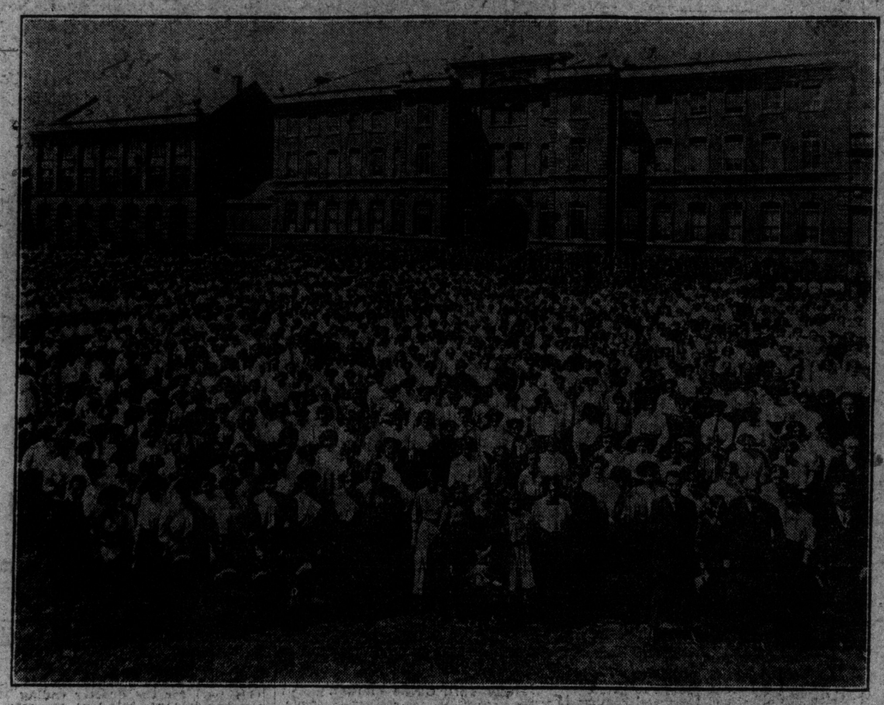
The Robert SIMPSON Company Limited | Store Opens 8 a.m. | Closes at 5.30 p.m. | H. H. Fudger, Pres. | J. Wood, Manager | PROBS.—Light winds; showers in a few localities, but mostly fair and cooler. | The Robert SIMPSON Company Limited

Men! It's Time to Be Putting on Your 'Body Guard' Underwear



Photograph of St. Margaret's Works, Leicester, and Some of the Employes. This is Where "Body Guard Underwear" is Made Exclusively for The Robert Simpson Company, Limited.

Surely the poet who wrote of this season that the melancholy days were come did not wear **"BODY GUARD" UNDERWEAR.** If this fine protection had been invented then, the poet would probably have given us a quick-stepping rhythm, full of life and energy, instead of a mournful dirge. And that's just about the difference that **"BODY GUARD" UNDERWEAR** will make to many a man this Autumn and Winter.

The wool used in "Body Guard" Underwear has been weighed and tested. We want you to compare it—take hold of the garment, and compare it with anything sold near the price. You can feel its superiority instantly. This wool has been thoroughly cleaned, combed and made absolutely sanitary. The underwear is woven by expert operators, on the newest machines, in all weights.

OUR GUARANTEE: ANY GARMENT BEARING THE "BODY GUARD" LABEL WHICH SHRINKS IN WASHING WE WILL REPLACE ABSOLUTELY FREE OF CHARGE.

Double Breasted and Double Backed Soft, Medium and Heavy Weight Natural Wool "Body Guard" Underwear

These two makes of "Body Guard" Underwear made with double breast and double back, and knitted in the flat knit style, have been manufactured especially for us to our own specification, and you will notice that the prices quoted are exceptionally low for this high grade of underwear.

KG1934. "Body Guard" Undershirts, made from fine selected yarns that will not irritate the skin, and will not felt in the wash. The double breast and double back is a safeguard against the coldest winds. Sizes are 34 to 46. Simpson's special price 1.50

KG1935. "Body Guard" Drawers, to match, with a large double back, where the warmth is most needed; sizes of drawers, 32 to 44. Simpson's Special price 1.50

KG1936. "Body Guard" Undershirts, double breast and double back, heaviest winter weight, silk braid trimmings, extra well made from fine Australian wools that will not irritate the most sensitive skin; spliced to strengthen the parts where the most wear comes. The quality of this garment is the same as you would expect to find in much higher-priced goods; sizes 34 to 44. Suit of shirt and drawers, 4.75. Special, each shirt 2.50

KG1937. "Body Guard" Drawers, to match, large double back, spliced knees; sizes 32 to 42. 4.75 suit of shirt and drawers. Special, each garment 2.50

Two lines of "Body Guard" Natural Wool Underwear for men, which at these prices cannot be equaled. To enable us to sell them at such low figures, we had to buy immense quantities—you profit by that.

KG1938. "Body Guard" Underwear, a medium weight undershirt, for fall or early winter wear; made in the natural shade, double-breasted, non-irritating and guaranteed unshrinkable; sizes 34 to 44. Special, each 1.00

KG1939. Drawers to match, beige waistband; sizes 32 to 42. Special, each 1.00

KG1940. "Body Guard" Natural Wool Underwear, made same style as KG1938, but in the regular winter weight. These are beautifully soft and well-finished shirts. Sizes 34 to 44. Special, each 1.50

KG1941. Drawers to match, good, close-fitting ankles. Sizes 32 to 42. Each 1.50

KG1945. "Body Guard" Scotch Wool Undershirts, such as these can be thoroughly relied upon to give the greatest satisfaction; they are made from pure undyed wool; the double breast and back is taped with galoon to match the wool, giving it a very neat appearance; sizes 34 to 44. Special, each 1.50

KG1946. Drawers to match, with large double back and close-fitting ankles; sizes 32 to 42. Special, each 1.50

On Sale To-day

$15 Jewelry	$2.79
Men's $7 Boots	$2.95
$3.00 Umbrellas	$1.95
Men's $20 Overcoats	$8.90
Women's 65c to $1.00 Winter Vests	35c

Beautiful Millinery, Half-Price.

English Velvet and Tapestry Rugs

(Fourth Floor)

A new stock of these satisfactory squares, beautiful green and fawn, in medallion and all-over effects. Oriental colors and designs, all clean, fresh goods:

Seamless Velvets, size 9 x 10.6			18.50
Seamless Velvets, size 9 x 12.0			21.00
Seamless Velvets, size 10.6 x 12.0			25.00
Seamless Tapestry, 9 x 9			10.50
Seamless Tapestry, 9 x 10.6			12.25
Seamless Tapestry, 9 x 12.0			14.25
Seamless Tapestry, 10.6 x 12.0			16.75
Tapestry, with only one centre seam:			
Size 9 x 9	7.00	Size 9 x 10.6	8.00
Size 9 x 12	9.00	Size 10.6 x 12	12.25
Size 12 x 12	13.50		

New Stair Carpets, in English velvets and tapestry, two-toned effects, as well as mixed colored ones.

27-inch Tapestry Stair. Price	.35, .60, .65, .70
22 1-2-inch Tapestry Stair. Price	.50, .55, .70, .75
27-inch Velvet Stair. Price	1.00, 1.35
22 1-2-inch Velvet Stair. Price	.85, 1.20

Our Linoleum stock has also been renovated by arrivals of those famous English and Scotch inlaid qualities in which the color and design go solid through to the back and cannot wear off. Oak plank design, square yard .85

Tile designs for hall, kitchen and bath, at, square yard	.85, 1.25
Hardwood floor effects at, square yard	.85, 1.25
The famous "Real Hardwood" designs	1.35, 1.45, 1.65

Gas and Electric Fixtures, Mantles

(Fifth Floor)

Massive Oak Mantel, mission design, complete, with tile hearth and facing, iron hood, lining, pair of andirons to suit; set up within city limits. Regular $55.00. Monday 42.50

Handsome Three-Light Electrolier, reeded design, in brushed brass, complete with suitable shades. Regular $7.00. Monday 4.89

Two-Light Electrolier, rich gilt finish, complete with shades. Regular $4.00. Monday 2.75

Rich Brushed Brass, Reeded Design, Flemish Finish Gas Fixture, with shades complete: Two-light, regular $5.50, Monday, 3.89; three-light, regular $7.00. Monday 4.39

Monday's List for Wash Day

Wide Awake Soap, best quality, 6 cakes, 25c; Fels Naptha, per bar, 5c; Surprise, Sunlight and Taylor's Borax Soap, 6 bars 25c; Comfort and Eclipse Soap, 6 bars 25c; Heather Brand Soap, 7 bars 25c; Simpson's Big Bar Soap, per bar, 10c; Santa Claus and Victor Soap, 6 bars 25c; Pearline, 1-lb. package, 11c; Old Dutch Cleanser, 3 tins 25c; Sapolio, per cake, 8c; Powdered Ammonia, large package, three packages 25c; Naptha Powder, 1-lb. package, 5c; Gold Dust Washing Powder, large package, one package 23c; Lux Washing Powder, 3 packages 25c; Taylor's Soap Powder, 2 packages 9c; Swift's Pride Cleanser, 3 tins 25c; Royal Blue, 2 packages 7c; White Swan Lye, per tin, 7c; Canada Laundry Starch, 1-lb. package, 7c; Bon-Ami, per cake, 12c.

5 LBS. CELONA TEA, $1.10.

1000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed. Monday, 5 lbs. 1.10

Basement Sale Day

MONDAY AT THE SIMPSON STORE has come to be known as "Basement Sale Day." It would be more appropriately called "Housekeepers' Day," for everything useful and ornamental for the home and the housekeeper's use is sold at a **saving price** to the customer.

Here are a few of the bargains for next Monday:

Hardware

Buck Saws, Happy Medium. Regular 50c. Monday ..... .39

Straight Spring Balances, with hook, brass face, government stamped, weigh up to 50 lbs. Monday ..... .65

Weigh up to 25 lbs. Monday .39

Bronzed Iron Match Safes, to hang. Monday ..... .15

Ash Sifters, galvanized iron. Regular 25c. Monday ..... .18

Furnace Shovels, solid crucible steel, D handle. Regular 40c. Monday ..... .29

Arctic Snow or Furnace Shovels, steel scoop, long handle. Regular 25c. Monday ..... .15

Laundry Stoves, with heavy cast fire pot, flat top, with two 9-inch covers and swing feed door. Monday 4.85

Laundry and Woodenware

Imperial Wringers, fitted with spiral springs, covered cog wheels, standard grade rubber rolls and improved sure grip clamps, which fit any tub; **a guarantee of one year from date of purchase with each wringer.** Regular $4. Monday 2.98

Folding Wash Benches, hold two tubs, any wringer can be attached, reversible drip board, galvanized fittings. $2.00 value. Monday 1.49

Washing Machines, the 1900 or New Century, with corrugated sides, steel ball bearings, with wringer stand and tub stand attached. Monday 10.00

Washing Machines, "The Ideal", hand power, noiseless washer, with corrugated sides and bottom, wringer stand attached. Monday 7.89

Fibre Chair Seats, all styles and sizes. Regular 15c. Monday 9

Wash Boards, Globe. Regular 25c. Monday ..... .15

Wash Boards, glass. Monday .32

Pony Wash Boards. Regular 15c. Monday ..... .10

Clothes Pins, 6 doz. package. Monday 8

Clothes Pin Baskets, willow. Monday ..... .15

Splint Clothes Baskets, 25c, 28c and 30c sizes. Monday ..... .19

Ceiling Brooms, 7 ft. Regular 35c. Monday ..... .25

Ceiling Brooms, 9 ft. Regular 50c. Monday ..... .35

Stair Brooms, long handle, 15c. Monday ..... .10

Stable Brooms, heavy stock. Monday ..... .47

Coat Hanger, wood. Monday, 3 for ..... .10

Coat and Hat Racks, 6 hooks. Monday ..... .12

Mrs. Potts' Irons, nickel plated set. Monday ..... .89

Mrs. Potts' Irons, polished set. Monday ..... .78

Mrs. Potts' Iron Handles. Monday 7

Tinware

Household Scales, weigh up to 24 lbs. by ounces; government tested and stamped, with regulating screw; a reliable spring scale with large tin scoop. A $3.00 scale. Monday 1.49

Galvanized Boilers, flat bottom, sizes 8 and 9. Regular $1.00. With covers, Monday ..... .69

Tin Boilers, flat copper bottom, sizes 8 and 9. Regular $1.35. With covers, Monday ..... .89

Oval Footbaths, galvanized. Regular 40c. Monday ..... .33

Oval Footbaths, tin. Regular 30c. Monday ..... .23

Gold Band Coal Skuttles. Regular 35c. Monday ..... .19

Androck Bread Toasters, for use on any stove; hold four slices nicely. Monday ..... .10

Iron Heaters, hold three irons nicely. Regular 25c. Monday .17

Griswold Food Choppers, with unbreakable self sharpening knives, large household size with four extra cutters. Regular $1.50 size. Monday ..... .98

Galvanized Tubs, with wringer attachments, made from a heavy, non-rusting material, three sizes. Monday ..... .59, .69, .79

The Jarvis Sanitary Water Filter, tested water 100 per cent. pure. Regular $15. Complete, with cleaning pump. Monday 8.98

Enamel Trays, for butchers or grocers, 12x16 and 18x20; 35c value. Monday ..... .29

Fire Shovels, galvanized, long handle. Monday ..... .12

Fire Shovels, japanned, long handle. Monday 8

Fire Shovels, japanned, short handle. Monday 4

Daisy Tea Kettles. Monday .11

Men's Dinner Pails, with patent flask top, fit-in cup and plate tray. Regular 50c. Monday ..... .15

Roast Pans, round black sheet iron, covered, 50c size. Monday ..... .29

Sheet Iron Roast Pans, a large size, double roaster, $1 value. Monday ..... .49

Willow Baskets, 85c size. Monday ..... .69

Puts Metal Polish, the original Meyers product, absolutely reliable, six sizes. Monday, .15, .25, .35, .65, .90 and 1.75

Puts Silva Polish, for silver and cut glass. Monday, .15, .25, .40 and ..... .45

A Putz Pencil and Shining Cloth free with each Putz purchase.

Bathroom Fixtures

Combination Tumbler and Soap Holder, nickel plated, with two etched tumblers. Regular $2.25. Monday 1.98

Combination Tumbler and Soap Holder, nickel plated, with one etched tumbler. Regular $1.35. Monday ..... .98

Towel Bars, nickeled, 16 inch. Monday ..... .49

Towel Bars, solid brass, heavily nickeled. Regular $1.50. Monday 1.29

Combination Soap and Sponge Holders, fit any bath. Regular $2.75. Monday 2.49

Combination Tumbler and Tooth Brush Holder, numbered, hold six brushes. Regular $1.25. Monday ..... .75

Symphelite Spirit Stoves, absolutely safe, no evaporation, three sizes. Monday ..... .25, .35 and .39

Dolls

Kid Dolls, 22-inch, with curly hair, closing eyes, real eye lashes, jointed hips, slip knees, fancy stockings and bootees. Regular $1.50 value. Monday ..... .99

500 Dressed Dolls, closing eyes, real eye lashes, assorted styles and dresses, slightly soiled. Regular up to 75c. Monday ..... .29
Regular up to $1.25. Monday .59
Regular $1.50 up to $2.25. Monday ..... .89

The End of the China Sale

A general clearing up gives extraordinary values.

1700 pieces Limoges China Dinnerware, comprising Tea Cups and Saucers, Chocolate, Coffee, Dinner, Soup and Tea Plates, beautiful Roseland china, less than half price. Monday ..... .10
No Mail or Phone.

400 Limoges China Meat Platters, Casseroles, Sauce Tureens, etc. Regular to $2.00. To clear Monday ..... .69

1000 English Porcelain Decorated Dinner and Tea Plates, less than half price. Monday 6 for .21

200 Decorated Porcelain Jugs, all sizes. Sale price ..... .15

25 only 10-piece Toilet Sets, natural color, floral decoration, heavy gold finish. Special Monday 2.98

10 only Beautiful Decorated English Dinner Sets. Half price. Monday 11.25

$80.00 Theodore Haviland Dinner Set. Sale price 56.00

$45.00 Royal Carlsbad China Dinner Set. Sale special ... 23.75

Royal Doulton Dinner Set, half price. Monday 17.25

40 only pieces Bric-a-Brac, comprising Royal Worcester, Crown Derby, Coalport, Bernard Moore and Amphora Wares. Regular to $15. Monday 5.00

50 pairs Rich Cut Sugar and Cream Sets. Sale price, per set 1.98

200 dozen Table Tumblers, all shapes, to clear, per dozen. Monday ..... .45

10 only Brass Pedestals and Umbrella Stands, less than half Monday 3.69

40 Brass Jardinieres, heavy cast, faience design. A snap. Monday 3.25

Carefully Read This List of Clothes For Men and Boys

It Holds Out a Paying Proposition For You

A Blue Suit, English serge, single and double-breasted; perfectly made and lined and smartly cut **8.90**

A Medium-weight Overcoat, rough English material, in a grey and green mixture, single-breasted, Raglan shoulders.

A Heavy Ulster, double-breasted, English tweed, in seal brown, excellent workmanship **18.00**

A Tweed Suit, single-breasted, beautiful material, cut and finish **18.50**

Boys' Suit, three-piece, double-breasted, bloomer style, English tweed; sizes 28 to 34 ..... **5.75**

Boys' Overcoats, double-breasted, warm ulsters; sizes 25 to 28, **5.50**; 29 to 31 ..... **6.00**

Boys' Nap Overcoats, quite new, for ages 4 to 9.... **5.50**

Great Values in Men's Headgear

Stiff Hats, excellent quality, English make and material, all shapes. Monday **1.00**

Boys' Caps, black and navy, Varsity shape. Regular 25c. Monday ..... **.15**

Boys' Felt Hats, dressy shapes **1.00**

Children's Turbans, small, medium or wide brims. Regular to 75c. Monday ..... **.39**

Boots and Shoes

700 pairs Men's Heavy Winter and Dress Boots, in tan winter calf, box calf, velour and patent colt leather; light, medium and heavy Goodyear welted soles; Blucher and straight laced styles; some are leather lined; sizes 5 to 11. Regular $3.50, $4.00 and $4.50. Monday, all one price **2.95**

480 pairs Women's Boots, in new fall and dress weights, button, lace and Blucher cuts; hand-turn, Goodyear and flexible McKay soles; patent colt, tan Russia calf, velour, vici kid and suede leathers (100 pairs fall samples included); sizes 1½ to 8. Values to $5.00. Monday, all one price **2.49**

60 pairs Boys' Solid Leather School Boots, Blucher style; sizes 1 to 5. Monday **1.69**

The Robert SIMPSON Company Limited