

Toys 25c at 8.30 SHOP EARLY a.m.

Pacing Bob, Ironing Tables, Toy Trucks, the Game of Ludo, Roodles, Lost Hair, and Finch Pastry Sets, Drums, Small Dressed Doll, bisque body, Toys regularly sold at 35c, 50c and 75c. Friday (no phone or mail orders) ... 25

THESE DOLLS AT 95c. Dressed Dolls and Baby Dolls, expression faces, jointed bodies, dressed in colored print dresses or white muslin dresses; Tipperary Mary and Tipperary Tommy, companion dolls, dressed in typical Irish costumes of green and red; Dimples, a sweet baby doll with natural baby expression. Each ... 49

ON WHEEL AND RUNNER Toy Carts, made of sheet steel, painted red, steel axle and wire wheel, long handle, straight or dump back. Three sizes, at 40c, 45c and 50c

Picture Books at Friday Prices. "Sunday" Volume for 1914, full of interesting pictures and reading, picture boards. Regular 75c. Special 50c

"Our Darlings" volume contains colored pictures and attractive reading, picture boards. Regular 75c. Special 50c

Look at These Attractively Colored Picture Books. Puppiland, illustrated by Cecil Aldin; Farmyard Follies, illustrated by Cecil Aldin; Always Merry and Bright, illustrated by Cecil Aldin. Regular 15c. Special ... 8

Red Wheelbarrow, strongly built of wood, including wheel; 100 of these solid toys at 8.30 ... 19

NECKWEAR FOR WOMEN 10 Patterns in Swiss Collars, lovely fine embroidered organza and organza with lace. Regular 50c, 35c, and the lowest 25c. Friday ... 15

NEEDLEWORK 30 x 30 round and 18 x 52-inch Shams and Runners, in a very heavy Battenberg lace. Regular 98c. Friday bargain ... 79

GLASSWARE GIFTS. \$2.75 Cut Glass Celery Trays at \$1.95 -50 only, star cut, 11-inch size. \$1.50 Chocolate Sets at 90c -Hand-painted Japanese china, jug and six cups and saucers.

TOILET SETS. Manicure Sets, Smoking Sets, Shaving Sets, Collar Boxes and Necktie Boxes. Friday ... 49

DRESS GOODS BARGAINS 3000 Yards Shepherd Checks at 39c -Broken lines of 50c grade, 42 to 50 inches wide. Friday ... 39

HEAVY SUITING SATINS. Silk Paillettes and Chiffon Taffetas, about 2800 yards in all, 38 to 40 inches wide. Regular \$1.89. Friday ... 1.48

THE WASH GOOD. 36-inch Indian Head, heavy weave, English manufacture. Regular 15c. Friday bargain ... 9 1/2

36-inch White Repas. Regular 25c. Friday bargain ... 15

TODAY'S BARGAINS AT SIMPSON'S



Are You in Line For These Friday Values in Men's Wear?

Overcoats Today at \$6.98 THAT WERE \$10.50, \$12.00 AND \$13.50.

Boys' Russian Overcoats at \$3.95 REGULAR \$4.75, \$5.00 AND \$5.50.

Shirts and Other Furnishings Men's Neglige Shirts, from mill ends of 75c shirtings, coat styles, laundered cuffs; sizes 14 to 16 1/2. Regular 69c and 75c. Friday ... 39

150 Serviceable Ulster Coats, of heavy English coatings, in brown and gray, small patterns; they are neatly tailored, in good-fitting, double-breasted style, with two-way convertible collar; sizes 36 to 44. To clear ... 6.98

200 Double-Breasted Overcoats, dark and medium gray, or brown tweeds; belt all round, and flannel linings; sizes 3 to 9 years. Friday bargain ... 3.95

Men's Fleece-Lined Underwear, winter weight, sizes 34 to 44. Regular 50c. Friday ... 39

Men's Winter Overcoats Black cloth shells, lined with imitation muskrat, rubber interlined, shawl collar of black Persian lamb skins. Regular \$19.75. Friday bargain ... 13.75

150 only, in dark English tweeds, full cut, with convertible collars and belted back; sizes 36 to 35. Friday bargain ... 4.25

Men's Bandana Silk Mufflers, Japanese silk, 40 inches square, Persian and floral designs. Regular \$1.25. Friday ... 73

Men's Black Astrachan Lamb Coats, well lined and finished, large shawl collar; 50-inch coats. Regular \$50.00. Friday bargain ... 42.50

300 Pairs of English Tweed Bloomers, grays, browns and fancy weaves; full cut; sizes 25 to 34. Friday bargain95

Men's Police and Firemen's Braces. Regular 25c and 35c. Friday ... 19

Men's \$12.50 and \$13.50 Tweed Suits at \$7.95 English tweeds, in grays and browns, small stripe patterns, cut single-breasted sack style; high cut single-breasted vest; sizes 36 to 44. Friday 7.95

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Men's Soft Hats Sample lots; sizes 6 3/4 to 7 3/4; 300 hats, Regular \$1.00, \$1.50 and \$2.00. Friday bargain69

Good quality English blanket cloth, red and blue or gray and red; sizes 36 to 46. Special ... 3.65

Men's Stiff Hats, black only; sizes 6 3/4 to 7 3/4. Regular \$2.00. Friday .95

Men's Cloth Caps, fur-lined ear-bands. Friday bargain45

740 Pairs Children's Boots 99c Made of heavy dongola kid, button and lace styles; spring and low heels; patent tip; included in this lot are several styles of patent colt, with colored and white tops; sizes in the lot 5 to 10 1/2. Friday bargain99

250 Pairs Misses' Dongola Kid Boots 99c Lace style, sturdy kid uppers with patent tips and hard-wearing soles, such as the girls want for school; sizes 12 to 2. Friday99

Misses' and Children's Rubber Boots, for wet days; bright finished tops; sizes 5 to 10 1/2. Regular \$1.80. Friday ... 1.34

250 Pairs Misses' Dongola Kid Boots 99c Lace style, sturdy kid uppers with patent tips and hard-wearing soles, such as the girls want for school; sizes 12 to 2. Friday99

RIGHT KIND OF BOOTS FOR MEN, FRIDAY, \$1.99. 1250 pairs, regular \$2.50, \$3.00 and \$3.50; Blucher and lace styles, in box calf, kip, dongola and gunmetal calf leathers; Goodyear welted soles, cloth uppers, McKay sewn and standard screw soles; military and medium heels; canvas and unlined uppers; sizes 6 to 11. Friday ... 1.99

Misses' and Children's Rubber Boots, for wet days; bright finished tops; sizes 5 to 10 1/2. Regular \$1.80. Friday ... 1.34

IRONCLAD BOOTS FOR BOYS, FRIDAY, \$1.49. 950 Pairs Out-of-Door Boots for Boys—Serviceably built with good two-ply soles and solid leather heels, in box kip, box calf, Boston calf and gunmetal leathers. Regular \$2.00, \$2.50 and \$3.00. On sale Friday, per pair ... 1.49

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THESE ARE SUGGESTIONS FOR GIFTS FOR THE HOME

Bargain Day in Lace Curtains English Lace Curtains, Pair, 36c-36 pairs, one design only, 2 1/2 yards long by 36 inches wide. Regular 60c pair. Friday bargain, pair39

Wicker Lamp Shades 100 only. Friday ... 15 to 1.65

China Special for 8.30 a.m. Cups and Saucers, white and gold and gold clover leaf, English ware, "seconds," 5.30 a.m., each ... 7

Novelty Curtains, Pair, \$1.95—Ornaments in many cases, there being only one or two pairs of a pattern, plain nets, trimmed with \$2.50; also Fish Net Curtains, with applique borders, regular \$5.00 and \$12.00 a pair. Friday pair ... 1.95

A Brass or Iron Coal Basket FOR YOUR FIREPLACE. 49-inch brass. Regular \$8.50. Special ... 5.75

CUT GLASS BARGAINS. \$4.00 Sugar and Cream Sets ... 3.19

Swiss Embroidered Mullin Curtains, Half-Price—White only. 2 1/2 yards long. Regular \$3.50 to \$5.50. Friday ... 1.75 to 3.25

Flannelette Blankets Pair \$1.29 Canadian, white with pink or blue borders, size 70 x 84 inches. Bargain ... 1.29

CHRISTMAS CHINA, HALF-PRICE. Various pretty pieces, fine quality, thin translucent china; Brush and Comb Trays, Salad Bowls, Celery Trays, Cake Plates, Hair Receivers, Powder Boxes, Hatpin Holders, Sugar and Cream Sets, Marmalade Jars, Syrup Jugs, Elicuit Jugs, Spoon Trays, Mayonnaise Bowls, Rose Jars, Handled Bon-Bons, Chocolate, Coffee and A.D. Cups and Saucers. Regular 25c, for 13. Regular 50c, for 25. Regular 75c, for 38. Regular 1.00, for 50. Regular 1.50, for 75. Regular \$2.00, for 100. Regular up to \$3.00, for exact-ly ... Half-Price.

Buy Furniture Friday Settee, mahogany frame. Regularly \$115.00. Friday ... 57.50

Bed Comforters, one-half price, Malish Laminated Comforters, silk-line covering, size 72 x 72 inches. Regularly \$4.00. Clearing Friday ... 2.00

GLASSWARE BARGAINS. 49c Seven-piece Colonial Water Set ... 29

Dining-Room Chairs, solid mahogany, "Colonial" design, six side and two arm chairs. Regular \$284.00. Friday ... 142.00

Bleached Sheets, plain weave, hemmed ends, size 70 x 90 inches. Friday pair ... 1.09

Silverware 200 Sets of Six Silver-Plated Dessert Knives, fancy pattern handle, bright finish. Regular \$1.00 set. Friday, set49

Extension Dining Table, quarter-cut oak, golden finish, "Colonial" design. Regular \$50.00. Friday ... 25.00

Hemmed Pillow Cases, size 45 x 33 inches. Friday, 3 pairs for ... 1.00

Large Jewel Case, \$1.39 — Ormolu Gold-Plated Jewel Cases, large size, pretty design, lined with silk. Regular \$2.25. Friday 1.39

Parlor Table, Circassian walnut. Regular \$48.00. Friday 24.00

Round Scalloped Damask Table Cloth—Pure linen, size 68 inches. Regularly \$2.75 and \$3.00. Friday 1.98

Choice New Potatoes, 6 lbs. box, etc. Per lb. 15

Hose and Gloves

MEN'S "PEN-ANGLE" SOCKS Cashmere, "seconds," sizes 9 1/2 to 10. Usual 50c value. Friday ... 29

Household Hardware Corn Brooms, 33 dozen specially good brooms that ordinarily would sell at 45c and 60c each. Friday's price is, each ... 23

Wall Papers Dining-room or Hall Wall Paper, Regular 85c. Friday ... 47

Carpet Bargains IMPORTED WILTON RUGS. Two-tone brown, two-tone green and Oriental design, 9.0 x 10.6. Regular \$30.50, Friday for 27.50. 9.0 x 12.0, regular \$50.00. Friday ... 31.75

Telephone tonight, 5.30 to 10 o'clock, for Provisions from the New Market to go by early delivery Saturday morning. Special care given to Fish orders. Adelaide 6100.

THE MEATS. Best Quality Brisket Beef. Per lb. ... 12 1/2

THE GROCERIES. One car Standard Granulated Sugar, in 20-lb. cotton bags. Per bag ... 1.81

Choice New Potatoes, 6 lbs. box, etc. Per lb. 15

Choice Sweet Potatoes, 6 lbs. box, etc. Per lb. 15

Choice Grape Fruit, 4 for ... 25

Choice Oranges, sweet and juicy, per dozen ... 29

The Robert Simpson Company, Limited