

Phone Orders Given Prompt Attention. Phone Main 7841.

A Rousing 88c sale

For Groceries and Meats Phone Adel. 6100. Main 7841 Connects With All Other Departments.

Basement 88c Day

Corn Brooms—medium weight—selected grade corn. One to a customer. Today, 88c.
Sprustex Polish—Mop—for cleaning and polishing hardwood floors, linoleums, oilcloths. Complete with handle. Today, 88c.
Sprustex Polish—for furniture, automobiles, wood-work or mops. 1-quart can, today, 88c.
Galvanized Rinsing Tubs—oval shape—used also as a baby bath—20-quart size. Today, 88c.
Ironing or Skirt Boards—size 14 x 60 inches. Today, 88c.
Royal Floor Wax—made specially for us by one of the best known wax firms in America. Today, 88c.
Water Pitchers—grey enamel, "seconds," 5-quart size. Today, 88c.
Bath Seats—white enamel seat, with rubber covered adjustable steel arms. Today, 88c.
Cast Iron Fry Pans—with white enamelling. No. 8 or No.-9 size. Today, 88c. Phone Main 7841.

Chinaware

Brass Fern Pots, 88c—dull or bright finish, 3 claw feet. Red earthenware lining, 6-inch sizes. Today, 88c.
Brass Toddy Kettles, 88c—useful in the sick room—2-cup size. 100 to clear. Today, 88c.
Condiment Set, 88c—Royal Nippon—hand-painted China Condiment Sets. Pretty new floral decorations. Set consists of salt and pepper shakers, mustard pot, toothpick holder in tray. Today, only 88c.

Dine in Simpson's Palm Room

Canada Food Board License No. 10-4322.
The delicious, nicely served meals, attended by the pleasing influence of attractive surroundings, will delight you. Dine here today.
BREAKFAST, \$3.30 to 10.00 a.m.
DINNER, 11.30 a.m. to 2.00 p.m.
AFTERNOON TEA, 3.00 to 5.30 p.m.
A LA CARTE LUNCHEONS, all hours.

Silverware

\$1.50 Fruit Spoons, 88c
Rogers' Silver-plated Fruit or Berry Spoons—bright finish—choice of two patterns. Regularly \$1.50. Today, 88c.
Rogers' Silver-plated Gravy Ladles—to match, in neat lined box. Regularly \$1.25 each. Today, 88c.
Set of Six Orange Spoons—in Rogers' silver-plate—choice of floral and bead pattern or bead pattern. Regularly \$1.88. Today, 88c.
Sterling Silver Deposit Hair Receivers, Flower Vases, Ash Trays, etc. On tinted colored glass and white china. Regularly \$2.00, \$2.50 and \$2.75 each. Today, 88c.

Electric Dept.

Mahogany Candlesticks—fine finish—pretty shape—for wax candles—all felt on bottom; 9 1/2 inches high. Today, 88c.
Black Flashlights—with nickel trimmings. Complete with reliable first quality batteries. Two sizes: 5 1/2 in. long. Regularly 95c—88c.
6 1/2 in. long. Regularly 95c—88c.
Shades—in brushed brass or Flemish finish, with amber glass panels. Fit ordinary shade holders. Socket not included. Shade only. Regularly \$1.00—88c. Please mention finish desired.
Extension Cord—6 feet long, with socket and plug. The plug pulls apart to avoid twisting the cord—88c.
Simpson's Special Upright Gas Mantles—good lighters, and strongly made—10 for 88c.
Telephone orders taken.
Simpson's—Sixth Floor.

Jewelry

Extra—10k Gold Neck Chains—88c.
Iridescent Pearl Earrings—Regular \$1.50—88c.
Pearl Strings—27 inches long, graduated. Special, 88c.
Children's Bracelets—rolled plate—88c.
Brilliant Stone Set Hat Pins—88c.
Sterling Silver Brilliant Set Bar Pins—regular \$1.50—88c.
Gold-plated Pendants—88c.
Bead Necklets—regular \$1.00 to \$2.00—88c.
Children's Lockets and Chains—regular \$1.00 to \$1.50—88c.

Wash Goods

Waist Lengths of Wash Goods at 88c
White only, with stripes and checks. 36 and 40 inches wide. Regularly 50c and 75c. Today, 2 yards for 88c.

At the Simpson Store Today

Extra--For Children

88c
GIRLS' \$1.75 COMBINATIONS, 88c—fall weight. Natural wool and cotton mixture. High neck, long sleeves. Ankle length drawers. Sizes 10 to 14 years. No phone or mail orders. Special today, 88c.
CHILDREN'S SLEEPERS—with attached feet. Made of cosy white flannel. Sizes 2 to 6 years. Regularly \$1.25. Today, 88c.
CHILDREN'S PALL ROMPERS—made of heavy cotton duck, in several shades of blue, or tan and white striped pattern. Long sleeves with cuffs. Sizes 2 to 6 years. Regularly \$1.25. Today, 88c.
INFANTS' HAND-CROCHETED WHITE WOOL JACKETS—with white, pink or blue stitched edges. Extra value today, 88c.

Extra--Whitewear

88c
WOMEN'S CORSETS—made of strong white coutil, with medium low bust. Rustless boning, and guaranteed tearproof reinforcement at front clasp. Sizes 19 to 25. Regularly \$1.75. Extra special value at 88c.
WOMEN'S NIGHTGOWNS, 88c—slip-over style, made of good quality white cotton. Finished with embroidery and lace edging. Today, 88c.
WOMEN'S CAMISOLES—made of good quality Jap silk, in colors pink or white. Handsome yokes of fillet lace, and neat fitting ribbon shoulder straps. Today, 88c.
WOMEN'S WINTER WEIGHT VESTS AND DRAWERS HALF PRICE—worn cotton and wool mixture. High neck and long sleeves, or low neck and short sleeves. Ankle length drawers, both styles. Regularly \$1.75. Today, garment, 88c.
WOMEN'S BLOOMERS—made of extra quality white broad-clothed satin. Finished with frill of self. Regularly \$1.00. Today, 88c.

Extra--In Linens

88c
\$1.35 AND \$1.50 BATTENBERG PIECES AT 88c EACH—about 200 pieces Hand-made Battenberg. Some slightly soiled and creased. Scarfs, squares and centrepieces in the lot. Regularly \$1.35 to \$1.50. No phone orders. Rush price today, each, 88c.
SEMI-BLEACHED TABLE DAMASK—70 in. wide. Special today, yard, 88c.
DAMASK TABLE NAPKINS—size 20 x 20 inches. Clearing today, 6 for 88c.
WHITE TURKISH BATH TOWELS—of soft quality. Special today, 2 pairs for 88c.
FINE QUALITY HUCKABACK BEDROOM TOWELS, with fancy damask borders, hemstitched. Today, pair, 88c.
STRIPED TERRY TOWELLING—16 inches wide. Special value today, 5 yards for 88c.

Extra--Needlework

88c
TEA COSSIES CLEARING 2 FOR 88c—stamped on fine white linen, in designs suitable for all kinds of embroidery.
ODD LINES of Cushion Slips, Scarfs, Table Covers, Centres, etc. Embroidered in colors. Special, each, 88c.
JAPANESE SERVIETTES, in white, with hotproof felt blue design. Special, dozen, 88c.
Art Needlework Dept.—Fourth Floor.

Extra--Draperies

88c
LACE CURTAINS, 88c PAIR—Nottingham weave, in white only, showing perfectly plain centres and neat conventional borders. 2 1/2 yards long. Today, per pair, 88c.
1,000 WINDOW SHADES, 88c EACH—plain or insertion trimmed, Hartshorn rollers. White or cream. Sizes 37 in. wide and 70 in. long. Today, each, 88c.
NEW REVERSIBLE WINDOW SHADES AT \$1.29 EACH—green and cream or green and white, on Hartshorn spring rollers.
"GOOSE NECK" CURTAIN RODS, EACH, 25c—the new style, with rounded corners—will fit any window from 26 to 48 inches wide.
BAY WINDOW RODS, PER SET, 69c—two side rods extend from 22 to 38 inches. Centre rod, from 26 to 46 inches. Complete with all attachments.
Simpson's—Fourth Floor.

Other Values in the Drapery Section

NEW SCRIM CURTAINS—pair, \$1.98, \$2.98, \$3.98, \$4.98, in white, ivory and ecru.
WINDOW SHADES AT 69c EACH—in white, cream or green.
NEW REVERSIBLE WINDOW SHADES AT \$1.29 EACH—green and cream or green and white, on Hartshorn spring rollers.
"GOOSE NECK" CURTAIN RODS, EACH, 25c—the new style, with rounded corners—will fit any window from 26 to 48 inches wide.
BAY WINDOW RODS, PER SET, 69c—two side rods extend from 22 to 38 inches. Centre rod, from 26 to 46 inches. Complete with all attachments.
Simpson's—Fourth Floor.

Roller Bearing Coasting Wagons



Hardwood boxes, extra well finished automobile style. Wheels with steel hubs and tires—special steering handles.
No. 01 size, 12" wide, 30" long, today, \$4.50.
No. 1 size, 14" wide, 32" long, today, \$4.95.
No. 2 size, 16" wide, 34" long, today, \$5.50.
No. 3 size, 18" wide, 36" long, today, \$6.10.

The SIMPSON Company Robert Simpson Limited

Extra--Dress Goods

88c
\$1.25 Dress Goods, 88c Yard
SHEPHERD CHECK—36-inch—black and white, for children's coats and dresses. Splendid value at \$1.25. Phone orders taken. Today, yard, 88c.
COMBINATION PLAIDS AND FANCY CHECK—also colored gabardines, in shades of navy, brown, sand, rose, open, 26 inches wide. Regularly \$1.25. Today, yard, 88c.
BLACK CASHMERE—for waists and dresses, also separate skirts. 42 inches wide. Good deep black. Regularly \$1.25. Today, yard, 88c.
Phone Orders Taken.
BRILLIANTINE BLACK LUSTRE—splendid wearing quality—rich silk sheen. 42 inches wide. Regularly \$1.25. Today, yard, 88c.
Phone Orders Taken.

Extra--Silk, Velvet

88c
88c Sale of Silks, Cord Velvets and Black Velveteens
Phone orders filled for black, ivory or staple colors in any of these advertised lines.
Our complete ranges of colors in the \$1.25 qualities and remaining stocks of 22-inch hollow cut cord velvets. On sale today, yard, 88c.
YARD WIDE HABUTAI SILKS—in full range of colors, with many of popular pink tones. Regularly 95c and \$1.10. Today, yard, 88c.
IMPERIAL BLACK VELVETEEN—guaranteed fast pile—being twill back and Worral's dye. Regularly \$1.25. Only 300 yards to clear today, yard, 88c.
NATURAL SILK SHANTUNGS—specially selected qualities, fine and evenly woven. Regularly \$1.10 and \$1.25. Today, yard, 88c.
FANCY SILKS AND VELVETS—for hand bags, etc. Many designs and colorings. Regularly \$1.00 to \$2.00. Today, yard, 88c.

Extra--Stockings

88c
Women's and Children's English Cashmere Stockings, 3 Pairs 88c
Fine quality black union cashmere yarn, knitted close and seamless. Good weight. Sizes 7 to 10. Regularly 3 pairs \$1.15. Today, 3 pairs 88c.
WOMEN'S BLACK CASHMERE STOCKINGS—"Penaugh" seconds of \$1.10 quality. Heavy weight. Sizes 3 1/2 and 9. Today, 88c.
WOMEN'S THREAD SILK HOSE—seconds of 88c quality. High silk leg and seamless. Black, white and great range of colors. All sizes. Today, 88c.
MEN'S WOOLLEN SOCKS—just the thing for your next overseas box. Heavy weight, pure grey wool yarn, thoroughly scoured, soft and fluffy. Small and large sizes. Regularly \$1.00. Today, 88c.

Extra--Fall Gloves

88c
WOMEN'S CHAMOISETTE GLOVES—grouping of colors, white, grey, black, natural and mastic. Fine quality suede-like fabric. All sizes in lot, but not in every shade. Regularly \$1.00. Today, 88c.
MEN'S WOOLLEN GLOVES—a grouping of several kinds and styles, including jersey wrist and dome fasteners, Scotch knit and honeycomb finish, khaki, grey, leather and white. All sizes. Regularly \$1.00. Today, 88c.

Extra--Wall Papers

88c
10 ROLLS WALL PAPER AND 16 YARDS BORDER, COMPLETE, 88c—for sitting-rooms, bedrooms and kitchens. Floral stripes and conventional patterns in pretty colorings. Enough wall paper and border for average size room. Today, complete, 88c.
IMPORTED WALL PAPERS, 88c—regularly \$1.25 to \$5.00—balances of high-grade wall papers, including many hand block imports and leatherettes, suitable for living-rooms, halls and sitting-rooms.
Sixth Floor.

Market List Today

MEATS AND FISH.
Canada Food Board License No. 9-029.
Fresh Caught Salmon Trout, from Ontario Government Fisheries. Per lb., 15c; if delivered, 17c.
Fresh Lake Herring, dressed, per lb., 12c.
Select Finner Haddies, per lb., 15c.
Fresh Smoked Clauses, per lb., 25c.
Brisket Boiling Beef, per lb., 24c.
Shoulder Pot Roast, per lb., 24c.
Sweet Pickled Pork Shoulders, 7 to 9 lbs. each, per lb., 30c.
Canada Food Board License No. 8-7531.
GROCERIES.
Quaker Flour, 24-lb. bag, \$1.70.
Fresh Rolled Oats, stone, 20c.
Kiezinine Ammonia Powder, 3 packages, 25c.
Dingman's Electric Soap, 7 bars, 50c.
Egg-O Baking Powder, per tin, 25c.
Fleming Pork and Beans, per tin, 20c.
Bleached Sultana Raisins, 2 lbs., 35c.
Finest Oleomargarine, per lb., 25c.
Golden Haddie, per tin, 21c.
Orange Marmalade, 4-lb. pack, 88c.
Pink Salmon, 1/2-lb. tin, 14c.
Australian Raspberry Jam, 5-lb. pail, \$1.25.
Mustard, in bulk, compound, per lb., 25c.
Mixed Pickling Spice, lb., 25c.
Crisco, 1-lb. tin, 35c.
Post Toasties, 2 pkgs., 25c.
Peanut Butter, in bulk, p-r lb., 29c.
Macaroni or Spaghetti, two packages, 22c.
Finest Table Syrup, 2-lb. tin, 25c.
Klim, per tin, 12c.
Japan Rice, 2 lbs., 25c.
Teller's Cream Sodas, per package, 22c.
Edwardsburg Laundry Starch, 3-lb. package, 37c.
Finest Canned Peas, tin, 15c.
Bluebell Jelly Powders, two packages, 24c.
Fry's Cocoa, 1/2-lb. tin, 25c.
Fresh Roasted Coffee, in line bean, ground pure or with chicory, today, per lb., 23c.

FRUIT SECTION.
Choice Celery, 3 for 25c.
Parsnips, 7 lbs., 20c.
Carrots, 6 lbs., 15c.
Choice Grape Fruit, 2 for 25c.

Toilet Goods

88c
Castile Soap, 10c cakes, special, 10 for 88c.
Cologne Odor Toilet Soap, regular 10c, special, 12 for 88c.
Perfumes, assorted odors, regular \$1.04, special, 88c.
Toilet Waters, regular \$1.04 to \$1.56, special, 88c.
Grained Ivory Hair Receiver, regular \$1.00, special, 88c.
Grained Ivory Powder Holder, regular \$1.00, special, 88c.
Ebony Hair Brushes, regular \$1.00, special, 88c.
Ebony Finished Mirrors, regular \$1.00, special, 88c.
Peg o' My Heart Toilet Water, regular \$1.56, special, 88c.
Houbigant's Violet Ideal, regular \$2.08 oz., special, 88c.
Eyebrow Pencil and Lip Stick, regular \$1.04, special, 88c.
Vanity Boxes, 8 only, white, regular \$1.30, special, 88c.
Dorin's Powder Rouge, regular \$1.30, special, 88c.
Tooth Paste, regular 26c, special, 4 for 88c.
War Tax Included.

SIMPSON DRUGS

Men's Store

88c
Men's \$1.25 Shirts at 88c—With soft double French cuffs, also laundered stiff cuffs. Coat style. Broken lines from regular stock. Neat striped patterns. Sizes 14 to 17. Regularly \$1.25. Today, 88c.
Men's Fall and Winter Fleece Lined Underwear, 88c—Shirts and drawers of strong cotton, natural shade. Soft fleece lining, elastic cuffs and ankles. Sizes 34 to 44. Special today, garment, 88c.
Boys' Grey Flannel Shirts, 88c—Medium weight, with separate double fold collar. Coat style, strongly sewn. Sizes 12 to 14. Special today, 88c.
Boys' Winter Underwear, 88c—Shirts and drawers, natural shade. Elastic ribbed, with soft, fleecy lining. Fine ribbed cuffs and ankles. Sizes 24 to 32. Special today, garment, 88c.
Boys' Sweater Coats, 88c—Of good quality union yarn in grey. Plain elastic ribbed knit. Shawl collar, buttons close around neck. Two pockets. Sizes 28 to 32. Today, 88c.

Handkerchiefs

88c
Laces Less Than Half Price—Fine allover shadow laces in pretty floral and filet designs. Cream or white. 36 inches wide. Regularly \$2.00 and \$2.25 yard. Today, yard, 88c.
Men's White Lawn Handkerchiefs, with 1/2-inch hemstitched borders. Today, 3 for 20c.
Women's Initial Handkerchiefs, of Swiss muslin, with narrow hemstitched borders. Today, 3 for 25c.
Children's Picture Handkerchiefs, of white lawn, with nursery rhymes. Also plain white lawn with hemstitched borders. Today, 6 for 18c.

Notions

88c
40 Hair Switches, 3 stem, 1 1/4 ounces, 24 inches long. Shades medium dark brown and black. Regular price, \$1.25. Special today, 88c.
75 Real Leather Strap Purse, in black and navy blue. Some have car ticket sections. Neatly lined. Regularly \$1.25. Special, 88c.

Mixed Paints

88c
R. S. Co. Ready-mixed Paint, 88c Per Quart — High-grade prepared paint, for inside and outside use. Large range of colors, white, old ivory, cream, light buff, medium buff, drab, dark brown, pearl grey, silver grey, medium grey, slate grey, sky blue, navy, terra cotta, Indian red, oak leaf, medium red, bottle green, pea green, reseda, willow green, dark green. Today, per quart, 88c.
Majestic White Enamel and Rubber-set Brush, 88c — One pint good quality gloss white enamel for interior and exterior work and 2-inch black bristle rubber-set brush. Today, complete, 88c.
Alabastine and Kalso Brush for 88c—2 1/2-lb. package of Alabastine—all tints and white and black bristle kalsomine brush—7 inches wide. Regularly \$1.15. Today, complete, 88c.
Simpson's—Sixth Floor.

Toronto Automobiles \$7.65

Red and yellow enamel, has starting crank on steering rod. Size, 13 inches wide, 28 inches long, 10-inch wheels.
Kindergarten Sets, \$2.19—Golden oak, red enamel, oval table and two chairs, strongly constructed and nicely finished. Size of table 26 inches long, 18 inches wide, 18 inches high.
Simpson's—Sixth Floor.