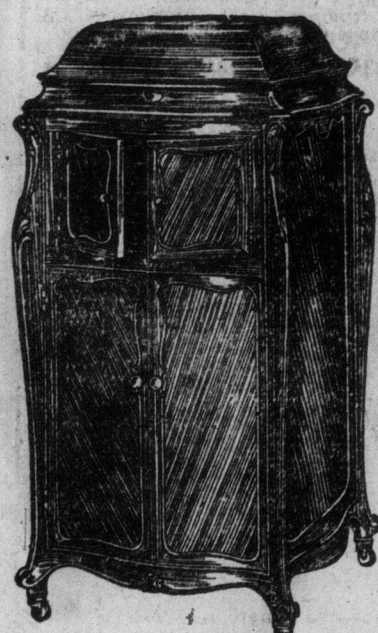


Simpson's Victrolas Offer a Greater Variety of Music Than All the Concerts of a New York Season!

A Complete Assortment of Victor Victrolas and Victor Records Obtainable in Simpson's Phonograph Department---6th Floor

Here is Pagliacci jesting while his heart breaks; there is Carmen flaunting her Gypsy charms; here is a New England idyll of MacDowell's, laden with the sweet fresh scent of apple blossoms and dew-spangled grass; and again old 'Rastus pouring a tale of Old Kentucky into the heedless ears of Saxophone Sam!

A motley throng of saints and sinners; gorgeous singers in the panoply of opera; fantastic mummings in the jingling vestment of comic opera; Paganinis of the violin conjuring nimble sprites with a magic bow; Gypsies from Hungary, wild-eyed Slavs from Russia, choristers from Rome, Scotchmen in kilts, and a few---just a few---fighting men in war-stained khaki! No seeker after buried treasures of the imagination need look further than the Victor Victrola.

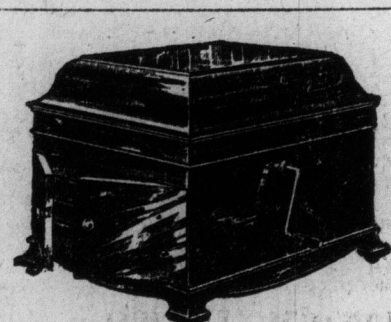


Victrola XVI.—\$340.00. Mahogany or Oak.



Victrola X.—\$136.00. Mahogany or Oak.

Buy through the Home-Lovers' Club if you prefer.



Victrola IX.—\$91.00. Mahogany or Oak.



Victrola XIV.—\$265.00. Mahogany or Oak.



Victrola XI.—\$174.00. Mahogany or Oak.

Buy through the Home-Lovers' Club if you prefer.



Victrola IV.—\$34.00. Oak Finished.

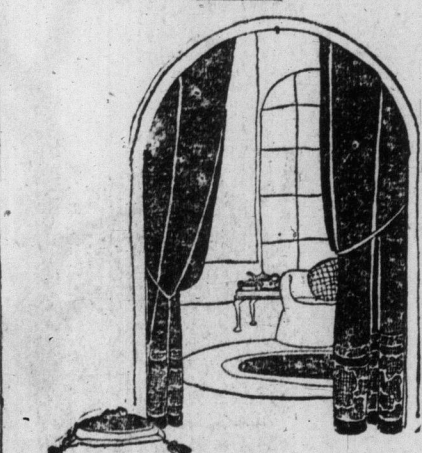
The Victor Catalogue is the "Who's Who" in Music

The Victor Catalogue is the work of twenty years' steady evolution. As the Catalogue is

given away free to customers it is an expensive proposition, which matters little so long as our customers are served. The alphabetical system of indexing is used throughout the Catalogue. Thumb guides are printed at the top outside corners of each page to enable one to find the desired place without effort. Every title is listed alphabetically so that double-faced records are listed at least twice. Many are listed again under special subject headings, such as "Scotch Songs," "Band Records," etc.

Simpson's Dinnerware Sale Scores a Triumph in Value-Giving Today

The Home-Lovers' Club



It goes without saying that any service which facilitates the furnishing of homes is worth the serious consideration of every thrifty home-maker. This is decidedly the case with the Home-Lovers' Club.

It means that club members may purchase from our splendid stocks of Furniture, Rugs and Carpets, Draperies and Victrolas, and need pay only part payment at the time, the balance being spread over an arranged period to suit you. Ask the Club Secretary, Fourth Floor. He will gladly explain.

Lamp Bargains in the October Sale

Lamp, finished in bronze or gold, or antique brass, with amber or green panels. Complete with pull socket, but does not include bulb. Regular \$10.75 value. On sale today at \$9.75.

MISSION TYPE FIXTURE AND SHADE. \$12.95. Square body and arms, with four lights and four mission shades, with amber glass panels. Regularly \$14.30. Today, \$12.95.

Victor Records of Scottish Music

18265—Battle of Strirling (Ballad)—F. Murray; W. a Hundred Pipers (Ballad)—12-inch, 90c.
74120—Fiddlers' Johnnie (Contralto)—Julia Cull; 12-inch, \$2.00.
67845—Hundred Pipers; Neil Gow—Pipe-Major Forsythe; bagpipes; 10-inch, 90c.
64088—Mary of Argyll—Evan Williams; 10-inch, \$1.25.
60116—My Ain Country—Lucy Isabel Marsh; 10-inch, 90c.
64183—My Laddie—Alma Gluck; 10-inch, \$1.25.
17220—Scotch Bagpipe Medley, No. 1; Scotch Bagpipe Medley, No. 2—Lovat Bagpipe Band; 10-inch, 90c.

Buffets, Kitchen Cabinets, Dining Suites

BUFFETS, of solid oak, fumed or golden finish, mission design. Bevelled plate mirror. Regularly \$35.00. Today, \$26.95.

KITCHEN CABINETS, hardwood, golden finish, top fitted with large cupboard, sugar bin and two drawers. Regularly \$21.95. Today, \$21.95.

BAKING CABINETS, of gumwood, natural finish, with white top. Regularly \$11.00. Today, \$8.65.

KITCHEN CUPBOARDS, golden oak finish, top with double glass doors. Regularly \$22.00. Today, \$18.95.

LIVING-ROOM CHAIRS AND ROCKERS, fumed finish, panel backs, deep spring seats, covered in tapestry. Regularly \$8.00. Today, \$6.15.

ODD PARLOR SUITES, slightly soiled, used as samples, mahogany finish, full spring seats, some with upholstered backs, covered in silks and tapestries. Regularly up to \$50.00. Today, \$29.55.

DRESSERS, princess style, genuine mahogany veneer, bevelled plate mirror, oval shape. Regularly \$30.00. Today, \$27.75.

CHIFFONIER to match above dresser, mahogany, four deep drawers and large bevelled plate mirror. Regularly \$32.25. Today, \$27.75.

DRESSERS, princess design, golden finish, two small and one large drawer, oval bevelled plate mirror. Regularly \$33.50. Today, \$25.75.

\$49.75 Wilton Rugs, Down to \$44.75.

Oriental designs, rich colorings. Size 9' x 9' and 6' 9" x 10' 6". Regular values \$47.50 to \$49.75. Today, each, \$44.75.

TAPETRY RUG SPECIAL, \$17.95—Six designs, for bedrooms or living-rooms; size 9' x 10' 6". Today, special, \$17.95.

ORIENTAL RUGS AT \$29.75—All genuine hand-made Eastern Rugs, in soft shades and quaint designs. Sizes for rooms or halls. Today, \$29.75.

SCOTCH WOOL RUGS, \$15.00—For bedrooms, neat designs and bordered effects in light bedroom color. Size 7' 6" x 9', at \$15.00 each; size 9' x 9', at \$18.00 each; size 9' x 12', at \$24.00 each.

SEWICABLE OILCLOTH AT 66c SQUARE YARD—This stock of heavy quality oilcloth is fast disappearing, so come today for yours. Designs and colors for rooms or halls. Different widths. While it lasts, square yard, 65c.

Simpson's—Fourth Floor.

Tapestries, \$3.50-\$4.50

Imported Tapestries in verdure designs and rich colorings for dining-room furniture, and lighter tones for the parlor or living-room. All are 50 inches wide.

New Irish Point Curtains, \$7.25 and \$8.49.

For living-rooms. Fine conventional and scroll borders in combination with either plain or medallion centres. White, ivory or cream. 2 1/2 yards to 3 yards long, 40 to 45 inches wide. Today, pair, \$7.25 and \$8.49.

Oil Finished Window Shades, Each 98c.

Of good wearing opaque cloth. Guaranteed Hartshorn rollers. White or cream. 37 inches wide, 70 inches long. Today, complete, each, 98c.

"Double" Curtain Rods, Complete, 65c.

The new make of flat brass extension rods, guaranteed never to sag or tarnish. A rod for lace curtains and a separate one for the overdraperies. Will fit any window from 25 to 40 inches. Today, complete, 65c.

Baby Carriages

Slightly damaged or soiled, used as samples.

WHITE ENAMEL CARRIAGE—reed body and hood. Regular \$32.00. Reduced price, \$25.00.

REED CARRIAGE—natural finish, 14-inch wheels, heavy rubber tires. Regular \$23.00. Reduced to \$18.75.

PULLMAN SLEEPER—Wood and reed combination, grey enamel. Regularly \$33.00. Reduced price, \$26.50.

SPECIAL STROLLER—stylish model, in fine round reed, white enamel finish, artillery wheels. Regular \$55.00. Reduced price \$27.50.

GO-CART—reed body and foot-rest, grey enamel finish. Regular \$9.95. Reduced price \$7.30.

The Robert SIMPSON Company Limited

Decidedly Attractive Savings on High-Quality Dinner Sets

15 Only, Wedgwood's 97-Piece Dinner Sets \$24.95



Finest grade of Wedgwood & Co. ware. New and pretty rosebud and Dahlia border decoration. Gold line on handles and edges. Kermis shape cups. 97 pieces. Today, set, \$24.95.

Wedgwood's 'Duchess' 97-Piece Dinner Set \$24.95

Beautiful clear white ware of finest quality. New and dainty French panelled border decorations. Kermis shape cups. Brilliant overglaze. Specially priced for today's selling. The set, \$24.95.



50-Piece Dinner Sets, \$6.95

New green printed border decoration, with a hard brilliant overglaze. 50-piece dinner sets, suitable for six persons. On sale today. Per set, \$6.95.



\$5.00 Cut Glass Fruit Bowls, \$3.95

50 only heavy clear white floral design cut glass Fruit Bowls, full 8-inch size. Regular \$5.00. Today, \$3.95.

Butter Tubs, 49c.

Cut glass butter tubs, pretty floral cut design, with handles. Today, 49c.

'Alsace' Dinner Sets, 97 Pieces, \$25.50

An open scroll pattern, Wedgwood & Co. ware. Popular pink rosebud festoon border. Gold line on handles and edges. Kermis shape cups. Finest quality English Wedgwood & Co. ware. Complete, 97-piece dinner set, today, \$25.50.

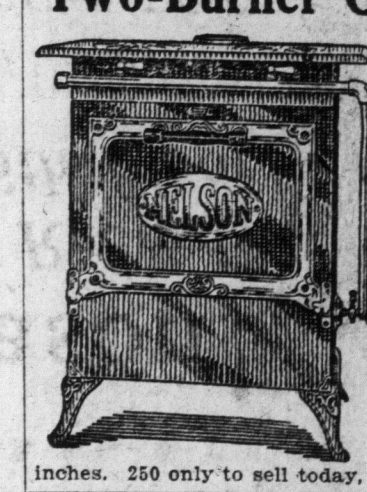
\$35.00 Dinner Sets at \$19.50

An exceptional offer for today. 'Alfred Meakin' ware, one of England's foremost potters, with a choice of a green conventional border or a dainty pink border decoration. Gold line on handles and edges. 25 sets only in lot. Today, special set, \$19.50.

Simpson's Market Today Phone Adel. 6100

- Canada Food Board License No. 9-029
- MEATS AND FISH.**
- 200 only. Sweet Pickled Pork Shoulders, 7 to 9 lbs. each. Special today, per lb. .22
 - 500 lbs. Pure Beef Dripping, our own rendering. Special today, per lb. .22
 - Front Quarters Spring Lamb, per lb. .25
 - Briquet Boiling Cuts, lean beef, per lb. .20
 - Shoulder Roasts, prime beef, per lb. .20
 - Shoulder Roasts, per lb. .20
 - Fresh Whitefish, per lb. .20
 - Fresh Lake Trout, per lb. .20
 - Fresh Cold Steaks, per lb. .15
 - Best Fuman Haddies, per lb. .13
 - Fresh Smoked Golden Clacoes, per lb. .25
- "Phone Main 7841.
- Canada Food Board License No. 8-7531.
- GROCERIES.**
- Quaker Flour, 24-lb. bag, \$1.70.
 - Fresh Boiled Oats, per stone, 90c.
 - Kienzle Ammonia Powder, three packages, 25c.
 - Dingman's Electric Soap, 7 bars for 50c.
 - Egg-O-Baking Powder, per tin 25c.
 - Fremont Fork and Beans, per tin 20c.
 - Beached-Sultana Raisins, 2 lbs. for 35c.
 - Finest Oleomargarine, per lb., 25c.
 - Golden Haddie, per tin 21c.
 - Orange Marmalade, 4-lb. pail \$3c.
 - Pink Salmon, 1/2-lb. tin 14c.
 - Australian Raspberry Jam, 5-lb. pail, \$1.25.
 - Mustard, in bulk, compound, per lb. .23c.
 - Crisco, 1-lb. tin 25c.
 - Mixed Pickling Spice, per lb. 25c.
 - Post Toasties, 2 packages 25c.
 - Peanut Butter, in bulk, per lb. 25c.
 - Macaroni or Spaghetti, 2 pkgs. 25c.
 - Table Syrup, 2-lb. tin 25c.
 - Kim, per tin 12c.
 - Japan Rice, 2 lbs. 25c.
 - Teifer's Cream Sodas, per pkg. 22c.
 - Edwardsburg Laundry Starch, 3-lb. package 27c.
 - Finest Canned Peas, per tin 15c.

Two-Burner Gas Stoves \$9.95



This is a dependable Gas Stove, especially suitable for small kitchens where floor space is limited. Complete with food cooking oven and two star drilled burners. The general construction and materials are the same as used in larger and more expensive ranges. This stove may also be used in the basement for laundry purposes. 100 to sell today at an exceptionally low price, each \$9.95.

Serving Trays, \$1.69.

Mahogany or walnut finished frames, imitation inlaid centres—glass top—size 11 x 16 inches. 250 only to sell today, \$1.69.

WANTED
Six residences, or fifteen rooms. A

M. H. WILSON
38 King St. East.
PROBS: A few fair.

Germany

With the Germans have northern Belgium seven miles from canal itself is. So fast is the Belgian infant have lost touch. The Belgians and Thourout who are retreating. This and most vital vict assistance by driven the de which the Ger the war and h the Germans Belgium.

Moreover preceded by a left the entire and the great ing, Roubaix a deeper every hold. The French advance, has forward more charges, with upon isolated ly attempted ters, taken pri

LILL

Whole S

London, Oct. 16.—The sector Lill have made along the front to within about 3 1/2 miles to Field-Marshal Foch's position followed. "We carried operation last day, capturing and more than 10,000 prisoners. "On the Doune the front position followed. have reached Oignies, Carvin, Mauro and fighting has taken place between guards and our Some prisoners. "The British command of G. the night. The forces in Fland the past three advance of mo "During this opposition, the towns of Coml Walverghem, H secured the neutral. "The left hand has been clear as to the north. "Today our between Arment towns and will second army in ans have been the domination than 4,000 pri 150 guns alrea "In these su ninth division command of corps, has again tinction. Vali vice has been twenty-ninth, and forty-first other divisions Splendid

British Head Oct. 16.—Thru the moonlight follow up the Belgium. At 9 o'clock cavalry patrols within a kilom only cavalry wing toward Th reported to be through the Wye ing and the in point near Li western fringe. said to be adv west of Ouyen outskirts of C centre of Light Last night's fantry were of Boeschevater, and Haentze, yards east of road, and on to