

These Practical Economies at Simpsons's Today

Rug Sale Today

Second day of our big sale of single rugs and discontinued patterns in Wilton, Brussels and Tapestry Rugs.

English Wilton Rugs, one size only, 9.0 x 10.6 in Oriental and small Persian designs; also two-tone browns with Grecian key borders. Regular \$39.50. Friday special... 25.75

Imported Brussels Rugs, floral and Oriental designs in several designs and green colorings. Regular size 9.0 x 10.6 only. Regular \$18.50. Friday... 11.95

Twelve only, Scotch Tapestry Rugs, floral, chintz and conventional designs. Size 9.0 x 10.6. Regular value \$11.25. Friday... 9.75

Closely Woven Japanese Matting Mats, size 36 x 63 inches, in reds, greens and browns. Regular \$30 each. Friday... 25

Six hundred yards Parquet Pattern Floor Oilcloth, slightly imperfect in the printing, two yards wide only. Regular value 32c square yard. Friday, special, square yard... 27

A Few Odd Rolls of Yard Wide Printed Floorcloth in several designs, slightly imperfect, suitable for passages or upper halls. Regular 32c. Friday, square yard... 27

60 and 75c Tapestry Carpet at 50c Yard. We have several odd rolls and discontinued designs in this very serviceable carpet, suitable for small rooms, halls or stairways, all new and perfect goods. Friday, to clear, yard... 59

Drapery Bargains Today

\$1.75 TO \$3.00 CURTAINS ON SALE FRIDAY, PAIR, 95c.

One of the bargains of the season, 250 pairs of good quality scrim, muslin, marquisette and applique lawn curtains, 2 1/2 yards long. White only. Regular \$1.75 to \$3.00 a pair. Friday, a pair... 95

Green and Cream Opaque Shades, 33c. Size 36 x 70; thoroughly reliable rollers. Special... 33

Lace Insertion for Curtain Trimmings, 10c. For use with marquisette and scrim curtains; this one and a half inch insertion is much in demand. White only. Yard... 10

Fancy Bordered Scrim Curtaining, 49c. A few hundred yards only; blue and green or yellow and green borders; 36 inches wide. Regular 65c to 75c. Special, a yard... 49

49c Cretonnes at 38c. Very good attractive designs and colors; 31 and 36-inch widths. Friday... 39

CURTAIN STRETCHERS, 79c EACH. Size 6 ft. x 12 ft., made from kiln dried basswood with inch marks on frame. Corner bolts, centre brace, collapsible into a very small space. Special Friday, each 79

Hose and Gloves

- Women's Black Cashmere Hose, Pen-Angle "seconds." Pair... 25
- Women's Black Cotton Hose, heavy fleeceline. Regular 25c. Friday bargain, 3 pairs .55; pair... 19
- Boys' and Girls' Stockings, ribbed black cashmere, English make, sizes 6 to 10. Regular 25c. Friday bargain, 3 pairs .55; pair... 19
- Women's and Boys' Hose, ribbed black cashmere, English make, 2-1 rib. Friday bargain... 25
- Women's Lisle Thread Hose, black, tan, white, gray and navy. Friday bargain, 3 pairs .55; pair... 19
- Men's \$1.00 Wool-Lined Mocha and Kid Gloves, tan shades; sizes 7 to 10. Friday bargain... 79
- Boys' and Girls' Hose, heavy ribbed black wool; sizes 6 to 7 1/2; strong school hose. Regular 35c. Friday bargain... 29
- Women's "Liams" Hose, all-wool black cashmere; English make. Friday, 3 pairs, 1.25; pair... 49
- Women's Silk-Ankle Hose, black, white and colors. Friday... 50
- Women's Chamottees Gloves, natural shade; 5 1/2 and 6, and white, 7 1/2, 8 and 8 1/2. Friday... 49
- Women's Glace Lamb Gloves, clearing odds and ends; black or tan... 59
- Women's Wool Ringwood Gloves, great assortment of patterns and colors; a sample purchase. Usual 50c and 50c values. Friday... 29

The New Market

Telephone Adelaide 6100

- THE GROCERIES.**
- One car Standard Granulated Sugar, in 20-lb. cotton bags, per bag... 1.28
 - Choice Family Flour, 1/2-bag... 69
 - Yellow Cooking Sugar, 8 lbs... 50
 - Perfection Baking Powder, 3 lbs... 25
 - Choice California Seeded Raisins, 3 packages... 31
 - Choice Cleaned Currants, 3 lbs... 33
 - Finest New Mixed Peel, per lb... 20
 - Heather Brand Extracts, assorted, 3 bottles... 25
 - New Orleans Molasses, 2-lb. tin... 10
 - Canada Cornstarch, package... 8
 - Finest Canned Pumpkin, 3 lbs... 23
 - Crisco, per tin... 39
 - Finest Creamery Butter, per lb... 34
 - No-Eg Powder, per tin... 45
 - Finest Shelled Walnuts, per lb... 45
 - Choice Ranonco Rice, 5 lbs... 25
 - Finest Pearl Tapioca, 3 1/2 lbs... 25
 - Choice Pink Salmon, per tin... 10
 - Finest Canned Lombard Plums, 3 tins... 25
 - Fancy Mixed Blueberries, 3 lbs... 25
 - Toasted Cornflakes, 3 packages... 25
 - Finest Canned Corn, Peas or Tomatoes, 3 tins... 25
 - 2 1/2 LBS. PURE LARD FOR 74c.
 - 1000 lbs. Pure Celera Tea of uniform quality and fine flavor. Black or mixed. Friday, 2 1/2 lbs... 74
- FLOWERS.**
- Fresh Cut Carnations, assorted colors, 60c dozen.
 - Roses, pink, red, white, yellow, dozen, 75c, 1.25, 1.75 up.
 - Lily of Valley, 45c and 60c dozen.
 - Chrysanthemums, yellow, pink, white, red, bronze, 75c dozen to \$5.00 dozen.
 - Princess Violets, in bunches, 25c bunch.
- VEGETABLES.**
- Choice Potatoes, per box... 25
 - Jersey Sweet Potatoes, 8 lbs... 25
 - Canadian Onions, 1/2-peck... 15
 - Carrots or Beets, per small basket... 8
 - Choice Cabbage, each... 4
- CANDY.**
- 500 lbs. Imported Cream Caramels, per lb... 35
 - 1000 lbs. Nut Turkish Delight, per lb... 15
 - 1000 lbs. Walnut Maple Cream, per lb... 10
- FISH**
- Fresh-Caught Lake Ontario Herring, per lb... 7 1/2
 - Fresh-Caught Lake Ontario Trout, per lb... 11
 - Fresh-Caught Lake Ontario Trout Steaks, per lb... 14
 - Fresh-Caught Lake Ontario Whitefish, per lb... 15
 - Fresh-Caught Halibut, by the piece, per lb... 14
 - Fresh-Caught Halibut Steaks, per lb... 16
 - Finnan Haddie, choice, per lb... 10
- THE MEATS**
- Simpson Quality Round Steak, per lb... 18
 - Simpson Quality Sirloin Steak, per lb... 23
 - Simpson Quality Wing Steak, per lb... 24
 - Simpson Quality Porterhouse Steak, per lb... 27
 - Smoked Ham, choice mild curing, whole or half ham, per lb... 19
 - Breakfast Bacon, sliced, per lb... 25
 - Beef Suet, chopped, per lb... 15

Make a soldier happy at the front by sending him one of our SOLDIERS' CHRISTMAS BOXES. They are packed in London, and forwarded from our London Office at practically the English prices, plus enough to cover cost of cable. See the assortments at various prices on the Special Circle, Main Floor, Centre.



Boys' Coat and Suit Bargains

BOYS' DOUBLE-BREADED ULSTERS, \$4.95. 200 only, in dark brown or gray English tweeds; full cut, double-breasted styles, with convertible collars and belted back; sizes 26 to 33. Friday bargain... 4.95

BOYS' RUSSIAN OVERCOATS, \$2.49. 100 only for early morning selling; double-breasted; belted back, and fancy flannel lining; imported English tweeds, in solid shades of gray; sizes 2 1/2 to 8 years. Friday bargain... 2.49

BOYS' ENGLISH TWEED SUITS, \$3.85. 100 only single-breasted yoke Norfolk and double-breasted models, with full-cut bloomers; gray or brown tweeds, with small patterns; most are serge lined; sizes 25 to 33. Friday bargain... 3.85

Shirts and Underwear for Men

Men's Neglige Shirts, plain or fancy stripes, in blue or black, cambric cloth; sizes 14 to 16 1/2. Regular 69c and 75c. Friday... 39

Men's Fall Weight Merino Underwear, natural shade; shirts and drawers; sizes 34 to 44. Regular 50c. Friday... 39

Men's English and Canadian Drill Work Shirts, black and white stripes, blue chambrays, blue engineers', English Oxford; sizes 14 to 18. Regular 69c and 75c. Friday... 44

Men's Fleece-Lined Underwear, lambs' down wool; extra soft texture; cream shade only; shirts and drawers; sizes 34 to 44. Special Friday... 73

Boys' Fleece-Lined Underwear, in natural shade; shirts and drawers; sizes 20 to 32. Special... 29

Boys' Scotch Wool Underwear, Penman's, shirts and drawers; sizes 20 to 32. Regular 65c. Friday... 49

Boys' Flannelette Night Robes, pink, blue, brown stripes; large bodies and good lengths; sizes 3 to 15 years. Special... 19

Men's Police and Fireman's Braces, also cord style, in medium and heavy weight. Regular 25c and 35c. Friday... 19

Save \$4.05 or More on an Overcoat

MEN'S \$12.50 TO \$14.00 ULSTERS AT \$8.45 TODAY. Made from most serviceable English coatings; good shades and patterns in brown; one of the season's most popular styles; double-breasted ulster, with convertible collar and 50-inch length; lined with heavy twill mohair. Only 150 in the lot. Sizes 36 to 44. Friday... 8.45

MEN'S \$13.50 AND \$15.00 SUITS AT \$9.95. Best style for business wear, a single-breasted, three-button sack, with single-breasted high-cut vest; the material is good English tweed, in gray and brown stripe and check patterns; sizes 36 to 44. Friday bargain... 8.95

MEN'S ENGLISH BATH ROBES, \$5.65. In blanket cloth, gray or red, cut long and roomy.

MEN'S TWEED TROUSERS, \$1.49. Serviceable English tweeds and worsteds, stripe patterns; sizes 32 to 42.

Men's Soft Hats 79c

Fedora and other shapes, in brown, gray, navy, slate and black; sizes 6 1/2 to 7 1/2. Regular \$1.50 and \$2.00. Friday bargain... 79c

Tweed Hats, medium large, fedora shape, well made; new colors and patterns. Regular \$2.00. Friday bargain... 75c

Men's Scotch Aviator Caps, in grays, browns, navy and fancy mixtures. Regular \$1.50 and \$1.50. Friday bargain... 75c

Men's Tweed Caps, soft and driver shapes, new patterns, medium or heavy weights, with or without fur bands. Regular 75c. Friday bargain... 45c

Men's Straw Hats, light or dark colors, plain and stripe bands. Regular 50c and 75c. Friday bargain... 37c

These Wonderful Values in Boots Mean Extraordinary Advantages for Shoppers Today

1000 PAIRS WOMEN'S \$4.00 BOOTS FOR \$1.49 TODAY.

Best Quality Russia Calf Leather Blucher and Button Boots, light and dark tan colors; medium and heavy Goodyear welt soles; round and wide toes; Girl Guide, Home Guard and regular street and business styles; every pair made by a maker of distinctive high-grade footwear; all sizes 2 1/2 to 7. Regular \$4.00 to \$5.00. No phone or mail orders. Friday... 1.49

MEN'S \$2.50 TO \$3.00 BOOTS FOR \$1.99. 900 Pairs of Good, Serviceable, Everyday Boots, in box kid, vici kid, gunmetal calf and other popular leathers; round, high and common-sense toes, military and low heels; all sizes 6 to 11 in the lot. Regular \$2.50 to \$3.00. No mail orders. Friday bargain... 1.99

BOYS' BOOTS, SIZES 11 TO 13 AND 4 AND 5, FRIDAY \$1.69. 500 Pairs Blucher-Lace and Button Boots, in tan calf, box kid and gunmetal leathers; light and heavy street styles; neat full toes; dressy and comfortable boots. Regular \$1.99 to \$2.65. Friday... 1.69

200 PAIRS BOYS' SLIPPERS, 99c. Chocolate kid, hand-turned soles, brown piano felt and satin linings, padded insoles; sizes 2 to 5. Friday... 99c

3000 PAIRS CHILDREN'S BOOTS, 95c. All Sizes 2 to 10 1/2, New Fall and Winter Boots, in black dingo kid, red vici kid and patent calf leathers, and lace styles, and black tops; light hand-turned and flexible heavy fall weight soles; low and spring heels; plain and toecap styles; all are neat, dressy, comfortable, serviceable boots. Regular \$1.15 to \$1.60. Friday bargain... 95c

1000 PAIRS WOMEN'S HOUSE BOOTS, FRIDAY, 99c. Pure Wool Black Felt, Hand-Turned Soles, Imitation Fur-Trimmed Lace Boots, low heels; sizes 5 to 8. Friday, per pair... 99c



Thousands of Pairs of High-Grade Guaranteed Rubbers at Less Than Maker's Prices.

Rubber Boots and Rubbers to go over boots. Purchase your season's supply in this the greatest value-giving rubber sale of the season. Phone orders filled while stocks last. No mail orders.

For Women, city rubbers, neat heads. Regular 90c. All sizes 2 1/2 to 7. Per pair... 47c

Storm Rubbers, Cuban heel. Regular 65c. All sizes 2 1/2 to 7. Per pair... 49c

One-Strap Sandal Rubbers, light and airy. Regular 65c. Sizes 2 1/2 to 7. Per pair... 47c

Knee Rubber Boots. All sizes 2 1/2 to 7. Per pair... 47c

For Misses, neat plain rubbers, good style. Sizes 11 to 2. Per pair... 41c

Light City Rubbers, strap over instep style; all sizes. Per pair... 1.64

For Children, street, school and play rubbers. Sizes 4, 4 1/2, 5, 5 1/2, 6, 6 1/2, 7, 7 1/2. Per pair... 32c

Knee Rubber Boots, seven-inch leather tops, lace style; all sizes. Regular... 59c

For Men, rubber boots, seven-inch leather tops, lace style; all sizes. Regular... 1.99

Knee Rubber Boots, duck vamp. Regular \$3.85. Per pair... 2.50

Rubber Boots, three eyelet lace style; all sizes. Per pair... 1.99

Plain Rubbers to go over boots; all sizes. Per pair... 1.39

Storm City Style Rubbers; all sizes. Per pair... 74c

Light City Rubbers, a little higher than sole rubbers; all sizes. Per pair... 59c

City Rubbers, sole style, broken sizes. Per pair... 59c

Bright Finished Rubber Boots; sizes 11 to 13, per pair, 46c; sizes 1 to 5, per pair, 56c.

Pure Gum Knee Rubber Boots; sizes 11 to 13, per pair, \$1.74; sizes 1 to 5, per pair, \$2.19.

Every purchase you make from the above sale list is less than maker's price. Purchasing agents and buyers for public institutions should take advantage of this under-priced Friday bargain sale.



China and Glassware

CLOVER LEAF DINNERWARE. Cups and Saucers, 10c each. Dinner Plates, 5c each. Soup Plates, 8c each. Tea Plates, 5c each. Bread and Butter Plates, 5c each. Oatmeal Dishes, 3c each. Fruit Saucers, 3c each. Salad Bowls, 18c and 25c each. Platters, 23c, 35c, 50c each.

75c Vegetable Dishes, various decorations. Friday, each... 49c

49c Vegetable Dishes, various decorations. Friday, each... 29c

Soup Turkeys, each... 59c

Double Egg Cups, decorated, each... 4c

Fruit Saucers, decorated, each... 2c

Oatmeal Dishes, decorated, each... 15c and 25c Fruit Bowls, a limited quantity of floral decorations. Friday, each... 10c

Gibson's Famous Teapots, 2 to 6-cup sizes, various shapes and decorations. Friday special, each... 29c

25c Real China Cup and Saucer, choice of four pretty floral decorations. Friday special, each... 15c

10c White Porcelain Cup and Saucer, limited quantity only. Friday, each... 5c

Decorated Meat Platters, various sizes, 28c and 49c each.

TOILET WARE, FLORAL DESIGNS.

- Ewers, each... 59c
- Basins, each... 49c
- Chambers, each... 49c
- Ewers, white, each... 49c
- Basins, white, each... 49c
- Chambers, white, each... 39c

GLASSWARE.

Pressed Glass Punch Sets, bowl complete with cups and books. Friday, set... 98c

Glass Table Set, consists of butter dish, spoon holder, cream jug and sugar bowl. Friday, set... 34c

Colonial Berry Set, regular 45c, for 28c. Set consists of six napkins and one bowl.

Colonial Water Set, regular 45c, for 28c. Set consists of pitcher and six tumblers.

Various Assortment at 5c Each. Lot includes butter dishes, bonbon dishes, pickle trays, salt cellars, salt and pepper shakers, and vases.

VASES FOR FLOWERS AND BULBS.

- Hyacinth Vases, each... 19c
- Spring Vases, each... 38c
- Pulp Vases, 6-inch, each... 10c
- Baskets, 10c, 28c and 29c each.

For Sleeping Comforts

Divanette, "Colonial" design; solid oak frame; the design and construction of the bed is the very best; interior is made of stamped steel; no castings; fitted with non-sagging springs; mattress filled with all-cotton felt; neatly tufted, in fine art ticking; the seat and back are well upholstered in high-grade brown leatherette; opens out to a full size bed. Regular \$45.50. Friday... 29.50

Extension Couch Bed, frame is made of angle steel; springs are woven steel wire, suspended by helical springs at both ends; mattress is well filled with cotton felt, in green denim, with valance. Regular \$67.75. Friday's selling... 67.00

BRASS BED, SPRING AND MATTRESS COMPLETE.

Brass Bed, has two-inch posts and top rails, heavy ball corners, massive fillers and turned mounts. Spring, steel tubing frame, springs guaranteed. Mattress, filled with all pure cotton felt, neatly tufted, with roll-stitched edges. The above brass bed, spring and mattress, complete, all standard sizes. Regular \$39.50. Friday's selling... 22.50

Brass-Trimmed Iron Bedstead, white enamel, brass top rails, caps and uprights, standard sizes. Regular \$5.25. Friday's selling... 4.15

Mattress, extra well filled with all pure cotton felt, built in layers, well tufted, stitched imperial edges, standard sizes. Regular \$10.00. Friday's selling... 7.75

Mattress, sanitary searless filling, heavy layer of jute felt at both sides, tufted and covered in art ticking, standard sizes. Regular \$9.10. Friday's selling... 6.20

Staples and Linens

\$7.50 BLANKETS FOR \$6.45.

White All-Wool Blankets, beautiful soft quality; weight 8 lbs.; size 68 x 88 inches. Regular \$7.50 pair. Clearing Friday, per pair... 6.45

Hemstitched Sheets, fully bleached; size 70 x 90 inches. Friday, pair... 1.39

Pillow Cases, two sizes, 42 x 33 and 44 x 33 inches, finished hemmed. Friday, 4 pairs for... 38c

Gray Flannels, 28 inches wide, plain weave. Friday, yard... 25c

White Flannelette, soft finish, 32 inches wide. Friday, yard... 13c

Plain Pink Flannelette, 30 inches wide. Regular 12 1/2c yard. Friday, yard... 8c

Bleached Longcloth, 35 inches wide. Clearing Friday, yard... 7c

Checked Glass or Tea Towelling, 20 inches wide. Regular 12 1/2c yard. Friday, yard... 9c

Crash Roller Towelling, 17 inches wide. Friday, 5 yards for... 47c

Damask Table Cloths, all linen, good designs, slightly soiled. Regular \$2.00 and \$3.50. Friday... 1.98

Household Hardware

Nickel-Plated Copper Tea Kettles, \$1.45 value. Friday... 99c

Mrs. Fette's Sad Iron, best make, full nickel-plated finish, three iron-stand and handle; regular \$1.25. Friday... 87c

Iron Browns, a good setting broom, 60c value. Friday... 33c

SAN-GENIC POLISH SOAP. Large size, regular \$1.50. Dusters, Mop, regular 75c. Bottle of Polish, 50c. Complete set, \$1.50 value. Friday... 98c

Set of Carvers, reliable Sheffield made, six-piece handle; knife, fork and steel; \$1.75. Friday... 1.50

Bread Knives, Butcher Knives, Hen Silver, regular 25c and 30c. Friday... 19c

Silver-Plated Knives and Forks, table or desert size, round handle, four-prong fork; six knives and six forks in box; \$1.75 value. Friday... 1.25

English Nickel Silver, better than silver-plated for constant use. Tea Spoons, 6c each. Desert size, 12 1/2c. Table size, 15c.

ALUMINUM DOUBLE BOILERS. 1-qt. size, \$1.50 value. Friday... 98c

2-qt. size, \$2.00 value. Friday... 1.48

3-qt. size, \$2.50 value. Friday... 1.98

Enamel Sink Strainers, three-cornered, brown enamel; 15c. Friday... 15c

Enamel Saucepans, 4 or 5-qt. size; regular 50c and 60c. Friday... 35c

Coal Scuttles, japanned steel. Friday... 50c

Ash Stiffers, sheet steel with handle, 15c. Friday... 15c

Garbage or Ash Cans, bell handle; 12c value. Friday... 49c

Furnace Scoops, D handle, good steel scoop. Friday... 35c

Frost King Weather Strip, for doors and windows, 15 ft. in package. Friday... 38c

Rolling Pins, revolving handle, smooth, well-finished. Friday... 15c

Quebec Heaters, so well known as the best heating stoves, regardless of price; made in three sizes; a good reliable make; nickel-trimmed. Priced for Friday at \$4.50, \$5.50 and \$6.50.

Indoor Clothes Lines, wind upon reel, always ready when needed. Friday... 35c

Brush Floor Brushes, 12-inch block, mixed fibre, with long handle. 40c value. Friday... 40c

Mirrors \$1.98

Bevel and Plain British Plate Mirrors, all large sizes, framed in white enamel. Regular \$2.49. Friday bargain... 1.98

Leather Club Bags \$10

Solid Cowhide Leather Club Bags, double handles, sewed frame, leather lined, three-piece bag; sizes 19, 15 and 12-inch. Regular \$12.00. Friday... 10.00

Tungsten Lamps

Up to 60-watt size, Friday selling only... 23

The Robert Simpson Company, Limited