

An Interest Compelling Page of Bargains at Simpson's Today

5 Yards of Roller Towelling for \$1.00---No Phone Orders

What a buzz of excitement there'll be on the fourth floor today. It is heavy quality bordered crash towelling, 17 inches wide. 1,500 yards will go to first comers. Not more than 20 yards to a customer. Today is the day to get it at 5 yards for \$1.00. SOILED BEDSPREADS, \$3.45. A trip to the tub would fix them up good as new. Size 66 x 90 inches, hemstitched. How they'll go today when early buyers snap them up at, each, \$3.45.

\$2.00 Table Cloths at \$1.39.

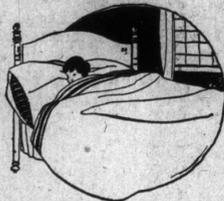
That's 61c saved on every one you buy. Size about 2 x 2 1/2 yards. Just a limited quantity to clear. Hemmed ready for service. Get yours today at \$1.39.

Damask Table Napkins, \$1.39 Dozen.

Women will make short work of these, because it is seldom one sees such fine napkins for so little. Size 19 1/2 x 19 1/2 inches. Finished hemmed. Just for today, dozen, \$1.39.

50c Flannelette at 43c Yard.

How the savings count up on a few yards. It comes in an appropriate variety of stripes for shirts, pyjamas, etc. Note the unusual width, 35 inches. Today, yard, 43c.



Bargains in Wall Paper, Paint, Varnish

BROWN GROUND WALL PAPER, with neat pattern, for kitchens, stairways and attics. Regularly 10c. Friday bargain, single roll, 6c. 9-inch border to match. Regularly 2 1/2c yard, 1c.
RICH TAPESTRY WALL PAPERS, new color effects, in greys, blue, tan, green and brown, for living rooms and halls. Regularly 50c to 75c. Friday bargain, single roll, 35c.
BLENDED WALL PAPER, multitone and gold background, with fine stripe and medallion design. Regularly 25c. Friday bargain, single roll, 15c. Cut-out border to match. Regularly 3c yard, 2c.
STRIPED PAPERS FOR BEDROOMS, narrow stripes in pink, blue and mauve on light ground. Regularly 20c. Friday bargain, single roll, 11c. Cut-out borders. Regularly 8c. Today, yard, 5c.
IMITATION OAK PLATE RAIL, 3/4c FOOT---3 inches wide, medium golden oak finish, combination picture moulding, and plate rail.
65c DUPLEX VARNISH STAIN, 43c QUART.
Light oak or dark oak, stains and varnishes floor and woodwork at one operation.
GOLD AND ALUMINUM PAINTS, 2-oz. bottle. Regularly 15c. Friday bargain, 11c.
BERRY BROS. FLOOR WAX, 500 lbs. Friday bargain, 33c lb. Full weight tins. Easily applied and polished.
RUBBER-SET BRUSHES, 1 1/2 inches wide, black bristles. Regularly 25c. Friday bargain, 18c.
FINE TURPENTINE, 16-oz. bottle. Friday, 23c.

Get That Boy of Yours a New Suit at \$7.95

Sturdy English and domestic tweeds, in grey, showing a mixed stripe pattern. Also a few navy blue cheviot suits. Single-breasted, pinch-back models. All-around belt. Some have patch pockets; others have set-in pockets, with top flaps. All are warmly lined. Full-fitting bloomers. Boys 7 to 16 years. Friday bargain, \$7.95.

Juvenile Suits \$3.95.

Smart little trencher models, tailored from reliable grey and brown tweeds, in stripe and check patterns. Single-breasted, with double collars, trimmed with fassel cord ties, buckle belt at waist. Durable body linings. Straight knickers. Boys 2 1/2 to 9 years. Friday bargain, \$3.95.

Old Bloomers \$1.69.

Sturdy wear-resisting Bloomers, tailored from a strong grey tweed. Boys 9 to 16 years. Sizes 27 to 34. Friday bargain, \$1.69.



\$11.50 Cabinet Spoons --- Forks \$7.95

Engraved Free of Charge, with one letter on each of the 26 pieces. Case in dark green leatherette, with satin lining, complete with set of six Rogers' silver-plated tea spoons, six Rogers' silver-plated dessert spoons, six dessert forks, six silver-plated dessert knives, and two vegetable serving spoons. Regularly \$11.75. Today, complete, \$7.95.

\$5.25 Case of Rogers' Silver-Plated Spoons and Forks \$2.98 a Set

Engraved Free of Charge, with any one letter on each of the 26 pieces. 12-piece set, including set of six Rogers' silver-plated tea spoons, six dessert spoons and two table spoons. Or your choice of dessert forks instead of dessert spoons. Regularly \$5.25 set. Today \$2.98.

Rogers' Silver-Plated Spoons and Forks Reduced

Engraved Free of Charge, Today Only. Tea Spoons, regularly \$2.50 dozen. Today, set of six, 75c.
Dessert Spoons, regularly \$3.75 dozen. Today, set of six, \$1.20.
Dessert Forks, regularly \$3.75 dozen. Today, set of six, \$1.20.
Medium Forks, regularly \$4.00 dozen. Today, set of six, \$1.32.
Table Spoons, regularly \$4.00 dozen. Today, set of six, \$1.32.

Toilet Goods

Pure Glycerine Soap---rose geranium scented. Regularly 10c. Special, 3 for 23c.
Toilet Paper---one pound roll of our famous Vaudeville brand. Regularly 15c. Special, 2 for 23c.
Castile Soap in cases. Regularly 5c. Special, doz., 47c.
Talcum Powder (assorted odors). Regularly 21c. Special, 17c.
Sachet Powder (assorted odors). Regularly 75c. Special, 49c.
Peg o' My Heart Toilet Water (only a few left). Regularly \$1.56. Special, 99c.
Tooth Brushes. Regularly 25c. Special, 19c.
War Tax included.

Drugs

"Apollo" Household Remedies are thoroughly dependable and satisfactory.
Apollo Syrup White Pine and Tar. Regularly 26c. Special, 21c.
Apollo Syrup Figs. Regularly 26c. Special, 21c.
Apollo Syrup Hypophosphites. Regularly 52c. Special, 41c.
Apollo Emulsion Cod Liver Oil. Regularly 42c. Special, 31c.
Apollo Toothache Drops. Regularly 11c. Special, 9c.
Apollo Buchu Nitre Kidney Pills. Regularly 26c. Special, 19c.
Apollo Hair Dye. Regularly 52c. Special, 41c.
Apollo Blue Ointment. Regularly 26c. Special, 19c.
Apollo Catarrh Cure. Regularly 26c. Special, 19c.
Apollo Parrish's Chemical Food. Regularly 26c. Special, 21c.
War Tax included.

50c Pillow Cotton at 42c Yard.

Enough for a few hours' busy selling---700 yards. Good, serviceable quality---42 inches wide. But, of course, you must come today to get 50c pillow cotton at, yard, 42c.

55c Madapolam at 43c Yard.

Think of buying this standard staple cotton at a saving of 12c on each yard! Medium weight---42 and 45 inches wide. Today's the day, yard, 43c.

Advantage in Blankets, \$4.95 Pair.

Your splendid chance to clothe the beds for fall and winter. They are white twilled blankets, with pink or blue borders---large size, 70 x 80 inches. Today shoppers buy them at, pair, \$4.95.

Bargains in Travelling Goods

Tourist Trunks \$5.95.
Waterproof Canvas Covered Trunks---wide hardwood slats, with heavy brass corner protections---durable lock and bolts---divided tray. Today, sizes 22, 24 and 26 in., \$5.95.
Walrus Grain Club Bags at \$3.49---brass lock and fasteners---dark brown lining, with pocket inside. Today, sizes 16 and 18 inches, \$3.49.
Imitation Leather Suit Cases, \$1.29---reinforced corners---strong handle---brass lock and catches. Today, sizes 22 and 26 inches, \$1.29.

Bargains in Frame Mouldings

3-inch High Back Antique Gilt Mouldings, for medium and large oil paintings. Some very special designs and patterns. Regularly 65c. Today, foot, 40c.
1-inch High Back Antique Gilt, for smaller oils or water colors. Regularly 50c. Today, foot, 15c.
3/4-inch Brown Bead---a neat, plain moulding for any small pictures or photos. Specially adapted for sepia enlargements. To clear today, foot, 5c.

For Girls Attractive Stories 23c

Limited quantity of the popular line of Mrs. L. T. Meade books. More than 50 titles to choose from, including:
Bunch of Cherries.
Children's Pilgrimage.
Deb and the Duchesse.
Frances Kane's Fortune.
A Girl of the People.
A Girl in Ten Thousand.
Heart of Gold.
A Very Naughty Polly, a New-fashioned Girl.
Girl of True Blue.
Special today, 23c. Phone Main 7841.

Decisive Bargain in Men's Fall Topcoats \$15.00

Some Are Lined Throughout---Others Have Satin Yoke and Sleeve Lining

The topcoats are virtually worth from five to ten dollars more than we now ask. This is because the coats were bought last season and should have been disposed of then, but our vast stocks exceeded the demand and these models found their way into this new season. The styles and fabrics are all that one could wish for---Chesterfields in plain grey and black chevots---slip-on and belted effects in tweed mixtures. Some are lined throughout---others with satin yoke and sleeves. Sizes 34 to 44. Only one day to buy these Topcoats at \$15.00---that's today.

Splendid Bargain for Today Men's Soft Hats \$1.25

Fedora and telescope crown styles---soft felt hats---good quality with flat set and curled brims. Shades of green, grey, brown, navy, fawn and black. Friday bargain, \$1.25. No C.O.D. or Phone Orders.
MEN'S AND BOYS' CAPS, SPECIAL FOR TODAY, 29c---Result of a special clearing purchase. Mostly dark shades, in tweeds, worsteds, etc. Friday bargain, 29c.

For Men and Boys Silk Knit Neckties 19c

Panel style, plain and cross bar stripes, neat patterns. Friday bargain, 19c; 3 for 55c.

Men's Negligee Shirts 79c

Coat style, made with soft French cuffs, also laundered stiff cuffs. Hairline and cluster stripes in black, blue and helio. Sizes 14 to 17. Regularly \$1.00. Today, 79c.
MEN'S WORK SHIRTS---English oxford cloth in grey mixtures, collar attached, pocket, large bodies. Sizes 14 to 17. Regularly \$1.00. Today, 79c.



You Men Who Want a Serviceable Work Suit at a Saving---Listen!

55 Suits Today at \$11.95

Men's 3-piece Suits---Tweeds, in brown, grey and fawn mixtures---stripe and check patterns---single-breasted. Sizes 36 to 44. Today at \$11.95.

Men's Black Rubber Coats \$4.50

Of long style---made from heavy rubber sheeting---close-fitting collar---two pockets, and clasp fastenings. Sizes 34 to 48. Today, \$4.50.

Men's Odd Trousers \$2.95

Men's Odd Trousers---Sturdy tweeds and worsted finished cloths, in dark serviceable shades. Sizes 31 to 44. Friday bargain, priced at \$2.95.

Combinations Clearing Men's Balbriggan, Summer Weight and Style---\$1.50, \$2.00, \$2.50 Suits

All at One Price Today, 98c
If you wear summer weight underwear all the year round, stock up from this sale---the price will pay you to stock up for next year, too. Balbriggan---natural shade in plain flat weave---also art and mesh.
Perfect garments---form-fitting. Woven French neck, ankle and knee lengths. Clearing of broken lines from regular stock. Not all sizes in each line, but 34 to 44 in the lot. Regularly \$1.50, \$2.00 and \$2.50. Today, the suit, 98c.



Bargain in Chenille Portieres \$3.98 Pair

A Manufacturer's Clearing Lot Secured at a Big Discount.
500 pairs of heavy Chenille Portieres, mostly in the much wanted green coloring, finished with knotted fringe top and bottom. About one yard wide and three yards long. Friday bargain, pair, \$3.98.

NOTTINGHAM LACE CURTAINS WITH VALANCE, \$1.49 PAIR. Several effective border designs---plain centres---complete with small Dutch valance. Hemmed ready for the pole. White only. 2 1/2 yards long. Regularly \$1.98. Friday bargain, pair, \$1.49.

BRASS EXTENSION RODS, 14c EACH---Complete with ends and brackets, to fit any window from 26 to 48 inches wide. Friday bargain, each, 14c.

Bargain Clearances in Odd Furniture

BUFFET---SOLID OAK, FUMED FINISH. 48-inch top; plate mirror. Regular value \$26.50. Today, \$18.55.
BUFFET---SOLID OAK, FUMED OR GOLDEN FINISH. Plate mirror, with panels each side. Regular value \$35.50. Today, \$25.75.
EXTENSION TABLES---SOLID QUARTER-CUT OAK, fumed or golden finish; shaped feet. Extends to 6 feet. Regular value \$29.50. Today, \$24.75.
EXTENSION TABLES---SOLID QUARTER-CUT OAK, golden finish. Regular value \$27.75. Today, \$20.85.
BUFFET---SOLID QUARTER-CUT OAK, fumed or golden finish, shaped feet. Plate mirror. Regular value \$36.00. Today, \$29.75.
BUFFET---SELECTED QUARTER-CUT OAK, fumed or golden finish. Mission design. Plate mirror. Regular value \$42.75. Today, \$31.00.
DRESSER---PRINCESS DESIGN, genuine veneered mahogany, two deep drawers, shaped tops. Oval plate mirror. Regular value \$38.50. Today \$30.50.
CHIFFONIER---TO MATCH THE above dresser---4 deep drawers. Oval plate mirror. Reg. value \$32.25. Today, \$27.75.
CHIFFONIER---SOLID QUARTER-CUT oak front and top, fumed or golden finish. Plate mirror. Regular value \$30.00. Today, \$21.45.
WASHSTAND---GENUINE QUARTER-CUT oak, fumed or golden finish. Regular value \$12.75. Today, \$6.95.
DRESSER---GENUINE QUARTER-CUT oak, golden finish, four deep drawers. Oval plate mirror. Regular value \$35.00. Today, \$25.75.

Tungsten and Nitro Bulbs

25 and 40-watt Tungsten Bulbs, today, 35c.
100-watt Nitro Bulbs, today, \$1.15.
75-watt Nitro Bulbs, today, 88c.
25-watt Reflector Bulbs, today, 60c.
This \$16.25 Fixture at \$13.75.
Only 12 of these Lantern Fixtures to sell. Amber panels in shades---finish dark Flemish. Width, 19 in. Length, 36 in.
Regularly \$16.25. Today, \$13.75.
Price includes installation in city limits.
Table Lamps---A few left-overs from discontinued lines. Nearly all in perfect condition. Many are less than half price. Reduced to clear. Today, \$1.75, \$3.75, \$5.95 to \$16.50.

Unusually Attractive Basement Bargains for Today

Ten Big Friday Specials in Household Hardware.
These at 49c
Enamel Preserving Kettles, 10-quart size. Good wearing grey enamel. Today 49c.
Kleeno Polish Mop, for cleaning and polishing hardwood floors, linoleum, oil-cloth. Complete with long handle. Today 49c.
These at 98c
White Enamel Sink Strainers, seamless, made with three small feet to fit in corner of sink. Today 98c.
Aluminum Bread or Cake Pans, today 49c.
Scissors and Shears, full nickel-plated finish, medium and large sizes, in several styles. Today 98c.
Wear-Ever Aluminum Covered Sauce-pans, 2 1/2-quart size, to sell at much less than factory cost. Only one of these to a customer. Today 98c.
Fruit Jar Racks, to fit in oval wash boiler; holds eight glass jars (pints or quarts). Today 98c.
White Enamel Oval Dish Pans, 9-qt. size. A convenient size for use in kitchen sinks. Today 98c.
Jumbo Baby Baths, good grey enamel, 22 inches diameter. Today 98c.
Royal Floor Wax, a very good grade made for us by one of the best-known manufacturers of high-grade floor waxes in America. A 2-lb. can today 98c.

The Robert SIMPSON Company

For Sale---ONTARIO 100 this property h... M. H. W. King St. East... PROBS: Modern high... AM... BRITISH AT ST. ON W... Further Pr Made i La SLAG HE Important Gives Ob Surrou... London, Sept. 13---The British ground forces have taken bases have m according to the tion issued toni gion territory wide range over his been reach The text of t lows: "In the Verme or northwest troops have gal with the enemy and have taken "Southwest of mms has conti operation from or troops have Pose de Bethun adjoining it. T as the dump fo feature, giving the surrounding "To the north the German tre of Auchy-lez-La ing forward into ward a few night in the nei Lake." WAS NOT FOR B Enemy Sent Reinforcem Were No With the Ame Sept. 13---The p Americans have German division from the land The Austro-Hun came from the and 307th regim The prisoners unities resulting fire were very captives were a freely criticized for that they id All the captid confirm the bel were altogether such a force as against them. A gain sector sen reinforcements. This appeal was a r all costs. Vignettes, a the northern e the northern e that moved dow northern edge o few hours the cased and 8-22