



## - Saturday morning

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## NEWS

## Or

MANY INTERESTED IN WOMEN GUARDS



A Single Pound of

 TO BE TENDERED

Earl and Countess of Abe
deen Assured of UnanimousiReception.
WOMEN'S COUNCIL
Countess Started Movemen hich Has Met With Great Success. Hearty and unanimous will be the
weleome acocraed the Earl and Coun-
tess Aberdeen

 a gen
ar para
Toront.
Toronto.

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## Donit Forselt's

When going away, by train, boat or motor car - don't forget to take along this delicious refreshment that costs so little but means so much to your comfor and happiness.
The Perfect Gum in the Perfect ' Package made clean, kept clean, sealed against all impurities:

## WRIGLEYS

It quenches thirst, steadies the nerves, and calms the qualms of an unsettled stomach. It helps appetite and digestion.



## DATLY MAGAZINE <br> REVELATIONS OF A WIFE <br> By Adele Garrison



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THE NARROW HOUSE
By Winifred Black


$$
\begin{aligned}
& \text { That's the one thing I hate about death- } \\
& \text { coffin and anrow, hitte graeteve } \\
& \text { Even when Im dead Ibelleve rill know } \mathrm{tt} \text {. }
\end{aligned}
$$



A Bride's Own Story $\begin{gathered}\text { Of the Hourhold } \\ \text { didentured }\end{gathered}$


 I would as soon bea mouse cheeping in the wall as to itive In such a
narrow misery of contraction. D
storm
magn
count

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 F Thre Minute vourneys

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hat they will ind in themselves subjects of study vastly more enhralling than all the theorles of art, Why ten't thls a tremendous
bond, this common love of beauty? Why shouldn't the greatest question of all be asked and answered with nature smilling encouragement? Such hittle marrels do happen, and the great partnershily
Secrets of Health and Happiness

Why the "Bottle Baby" Should Be Fed with Care by DR. Leonard kenne hirshberg

 apon some ather sustenance than the natural food for
helr infants.


 One of the many elements of satety and health in breast milik to to 0


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For Sale.



##  <br> THE CANADIAN BANK

 OF COMMERCEGIPITAL PAID UP, $\$ 15,000,000$. RESERVE FUND $\$ 13,500,000$ EXTENSION OF CANADIAN TRADE



WALL STREET IS URGES LIBERAL USE IN CHEERFUL MOOD OF DOMINION NOTES

## Mostly For Men-Today at Simpson's



1ODA Y sees the opening of Canada's National Exhibition of her industries and those of friendly countries.
A year ago at Exhibition time business had hardly recovered from the first shock of the war.
During the year Canada has won tor herself first place in the affections of the Motherland, conspicuous prominence in the eyes of Britain's allies, and the respect of Eiritain's enemies. Exhibition is a fitting time to reiterate this store's policy

$$
\begin{aligned}
& \text { ‘CANADA FIRST, BU } 1 \text { NOT } \\
& \text { EXCLUSIVELY." }
\end{aligned}
$$

Day by day our store news will tell of goods made in Canada-made by loyal manufacturers to keep loyal workmen employed. 1 heir output will be distributed by this store
CLOSE TO COST OF PRODUCTION Day by day our store news will include the products of Britain and her allies; English goods, Irish goods, Scotch goods, French goods, Italian goods, Russian goods and Japanese goods. 1 hese are new importations for this Exhibition trade. 1 hese are importations on which war taxes have been collected, making it possible for our Canadian Government to rally Canadian soldiers to the old flag. Customers may rely on obtaining these goods here at the
SMALLES 1 POSSIBLE MARGIN ABOVE COST OF IM PORTATION

## Men's Furnishings



STORE CLOSES TODAY AT I P.M. NO NOON DELIVERY.


Saturday morning makes a small shopping day, but time spent here means money well spent when values such as these mentioned on this page may be obtained.

## THIS MORNING

DURWARD'S $\mathbf{\$ 2 6 . 5 0}$ ENGLISH SLIP-ON COATS TO CLEAR, $\$ 15.00$
There are 40 coats in the lot, mostly samples of the well-known English makes,
Eenneth Durward and "Valitor."
They are made from some of the finest all-wool English light-weight coatings, in
rays, in browns, and in fancy mixtures. buttoned through, and some of the fashionable double - breasted soft roll collared coats; finished with silk sleeve linings and with silk across the back, leather buttons,
patch pockets, and smartly THIS MORNING
ONE HUNDRED AND TWENTY-FIVE MEN'S SUITS TO CLEAR, $\$ 5.00$.
"First come, first served." We cannot accept phone orders for these suits. Ti $\$ 15.00$ values. Three-piece suits, mostly in grays, in light and medium shades, and few two-piece suits comprise the lot. They are all good, honest, well-tailored gar-
ments. Sizes 35 to 44 . To clear this morning at 8.30 ......

## THIS MORNING

For men who demand the right kind of clothing at the right price, we have a
wonderful range of new Fall Suits from which to make a selection. One smartly-tailored suit in this season's best sack style is made of small checked English worsted, in aistcoat and fashionable trousers. Sizes 36 to 44 Price soft roll lapels, the high-cut
Holidays are almost over, and the need for School Suits and Light Overcoats for the boys becomes a pertinent question. You will find it well answered in these items below, which it well answered in thes
are on sale this morning.

## BOYS' SCHOOL SUITS AT $\$ 2.95$ AND $\$ 5.95$.


and plain shades; every up-to-date style,
bloomer or straight knickeres; sizes $21 / 2$ to
6 years. Saturday morning BOYS' BLUE SERGE FALL REEFERS, dark gray or olive shade and dark brow
with a fancy stripe, single-brested yok
Norfolk style, with box bebester with a fancy stre shade single.breasted yoke
Norfolk style, with box pleats
waist, bloomer pants; sizes to belt at
Sat
Saturday mornin

## To Visitors and Citi-

 zens we offer this Exhibition time the best opportunity for economic buying.Remember the words of the Premier of Great
ritain: "Waste on the part either of individuals or Britain: "Waste on the part either of individuals or
classes is, in these times, nothing short of a national danger Watch the Store News. Compare Simpson qua waste of money to pay more than Simpson prices.
Visitors to the city during Exhibition time are cordially invited to make this Store their own. For their convenience we will be glad to check par cels for them at the Check Room in the Basement, and for this servic there is no charge. Telephone booths will be found on the first three floors, a Telegraph Office in the Basement, and a Postoffice on the Main Rooms will be found on the Sixth.
Those who know the advantages of this Company's one-day service by mail are reminded that they can purchase here in the Store the same class of merchandise as we catalogue and have the goods delivered to their homes with all charges prepaid. Groceries, Furniture, and other
heavy or bulky goods not catalogued are also prepaid to any station in heavy or bulky goods not catalogued are

## CANADA FIRST

## danger."

Special Announcement From Drapery Department
$\qquad$ WORK STA

Surprising Values in the Drapery Department
uaing all the new colorings and designs for the present seasons buther long
Enntio regulariy 350 and 450 per yard, 31 inches wide,
59 per yarc.
Tapostry Portiores, at $\$ 2.299^{2}$ a Pair-Heavily fringed top and bottom; green, red
green and red combined; tull sizes, Reguler
green and red combined; tull sizes. Regular $\$ 3.75$ a pair asement cloths, in lengths up to 2 yards; all marked half reguler selling prime Curtain Nots, 100 a Yard- $\mathbf{3 0}$ and 40 Inches wide, white or Ivory; also a with lace and insertions.

## Linoleums Laid Free

 orders for goods to be laid during the following week, or immediately anter. withinthe city $u$ umits, but These prices for good heaivy Inoleums and fioor cloths include the at the lates 52. Linoloum, 4 yards wide, 1000 yards, English and Canadian make, square yar
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Floor Oil cl

## The New Market <br> Telephone Adelaide 6100 Meats



Cut Flowers
 The Robert Simpson Company, Limited

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