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ONLY TABLETS MARKED "BAYER" ARE ASPIRIN

- Not Aspirin at All without the "Bayer Cros"






simplicity marks the new evening gowns.




## Canada's Brightest and Most Versatile

 Week-end Newspaper
## THE TORONTO SUNDAY WORLD

features not excelled by any other publication in Canada or elsewhere.

## Why Pay Ten Cents or More

 For a Foreign Publication when a better one can be obtained that isthe product of Canadian brains and enterthe product of Canadian brains and enter-prise-and only cost 5 cents the copy?
The Sunday World is the only Canadian newspaper that prints its own fourcolored comic section-replete with clean
and wholesome humor-it is suitable for both juvenile and adult.

BUY THE BIGGEST AND BEST COMBINED WEEK-END NEWSPAPER AND MAGAZINE THE TORONTO SUNDAY WORLD AND ENCOURAGE CANADIAN LITERARY EFFORT AND ENTERPRISE. FOR SALE EVERYWHERE AT 5 CENTS THE COPY.





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| Wanted Salesman |  | Guelph Calls Conference To Consider Housing Need |  |  |  |  |
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## Sale Opportunities <br> 

The. STINEIPSOMN $\mathbb{N}$ Company


## Simpson's for Kodakery

We Maintain a Complete Assortment of Kodiaks and Accessories
The youth of nowadays is fortunate in hav ing the Kodak as a companion in all adventures The mother of a family is fortunate in having it as a pictorial recorder of all the interesting periods in her children's lives. The man who has a passion for his dog knows well that the only way to perpetuate into years this fondness is to have a Kodak record.

All those who want Kodaks or Kodak sup plies of any character, or for any purpose, may easily obtain what they require in our Kodak man's have it, we have it. From the little $\$ 2.90$ box Brownie that the youngster in the "nature" class carries to the woods, to the Graflex, repre senting the highest degree of special equipment at $\$ 161.00$, we aim to carry all.

In addition, the essentials for printing and de veloping, together with latest devices and jimprovements, are obtainable. Our developing and printing service is a 24 -hour one. You will find it satisfactory. Natural or gloss finish. Not a rush job, but a reliable one.

## Kodaks and Brownies

IA Kodak Jr., finished in genuine leather, on aluminum frame. Vertical and horizontal view finder, good meniscus lens and ball bearings
shutter. Takes pictures $21 / 2 \times 41 / 4 \ldots \ldots .1825$ shutter. Takes pictures $21 / 2 \times 41 / 4 \ldots \ldots 1825$ Same Kodak, with R.R. lens . . ....... 21.00 0 Brownie, $\$ 2.90$; 2 Brownie, $\$ 3.35$; 2A Brownie, $\$ 4.60$; 2 C Brownie, $\$ 6.00$


## The Silver Sale

Daily Holds Out Advantages Which Should Be Seized While Open

In the calender of the Simpson Store activities this great sale of silverware makes red letter values for every housekeeper or gift-seeker

For here are offered from our regular stock of standard ware, fine pieces of table silver at prices phenomenally reduced. In the face of the chase while this opportunity is extended.

Simpson's-Main Floor

## 3 Things for Men

Working Gloves. Grouping of several kinds of leather unlined gloves; draw-string at wrist,
and all sizes. Today ................... . 59

Men's Flannelette Pyjamas, made from good quality Canadian material-neat striped patterns -frog and button fasteners, military collar, one pocket. All sizes. Regular $\$ 3.00$. On sale today .

Silk Knit Neckties, in a large assortment crossbar stripes, in a big range of contrasting
colorings. Regularly $\$ 1.00$. Today ...... . 69

Teach the Young Idea To Walk
In Simpson Boots Which Possess Hygienic As Well As Dress Qualities
If you would prevent your children from growing up from youth with weak-arched or flat feet, you should provide orthopaedic shoes for them. They are medically endorsed and beneficial.

Orthopaedic Shoes
Made specially for children with weak or flat arches. Brown calf leather, with Good year welt sole and low flat heels. Sizes 8 to 10, $\$ 4.50$. Sizes 11 to $2, \$ 6.00$.


## Simpsons Salons <br> Intported Gowns.

The Fascinating Tailored Frock
Fashion has decreed that Foul Fashion has decreed that Foulard
shall be more to the fore than ever this season, and immediately launches the

hows A Very Novel Design groups on navy foulard printed in effect of long and short stitches. These in circular fashion on the applied tunic, which is caught in umbrella folds about the hips -and in vertical style on the simple ed frilling on neck and short sleeves.
Truly Truly a stunning frock.
Priced at . ........ 69.75 The Popular AllOver Design
is carried out in elongated is carried out in elongated
ovals of maize on navy. In ovals of maize on navy. In
the simplicity of the style lies added charm. The knee length tunic is slit at each side to the waist and
bordered with ruchings of bordered with ruchings of
navy satin. These also op navy satin. These also ap-
pear on the long sleeves,
and there is a broad navy and there is a broad navy
sash., Price ...... 87.00 For Very Dressy Occasions is reserved the charm of another exquisite frock. The foundation is foulard
in navy with white-this a queer little oriental de sign in white. Broad accordeon-pleated panels fall from neckline to hips at
back and front, caught back and front, caught in with a wide veiled with navy georgette, handsomery embroidered and beaded in navy, and caught up under the hem in harem and Simpson'o-Third Floor.

## Smart Sport Skirting

New Arrivals in the Moot Favored Shades and Deigns For Outdoor Wear
These recent shipments of fascinating all-wool fabrics will make you long for spring ports to begin.
jade, Pekin, tan, rose, emerald. There ard also bold effects in black, and block checks in ide, Pekin, tan, rose, emerald. There ard also bold effects in black and white checks and New Embroidered Fe inches wide. Yard, $\$ 8.50$ to $\$ 12.00$.
New Embroidered Fabrics. Further shipments of daintily embroidered materials for
ne-piece dresses and skirts.
Silk and Wool Faille Poplin. Blues, Coven, brown, navy, fawn, sand and gray. Distinctive designs in black silk. 40 inches wide. Yard 7.50


Embroidered Jersey. Tunquoise and fawn jersey, handsomely embroidered in
black silk, $3 / 4$ black silk, $3 / 4$
to 1 yard makes to 1 yard makes
one of the fashionable slip-on smocks. Yd. 9.50

## The Charm of Cut Class

A Fine Display of Choice Designs at Reasonable Prices in the Basement

There is an irresistible fascination about cut glass. The sparkle of it in morning sunshine, sitting in the breakfast room, the design and clear cuttings have so powerful an appeal that the majority of homes boast at least a piece or two. In Simpson's basement you will find the most complete and reliable assortment to be had.

Whether you come in seeking a nice water set, priced from $\$ 4.95$ to $\$ 40.75$, as a wedding present, or for your own home; a Belgian bonbon dish of crystal clearness and delicate work manship at $\$ 5.95$, or a tall decanter at $\$ 10.00$, you are sure to discover the piece that pleases you most.

Cut glass ware is a Simpson specialty. There is, for example, hived off in a glass house of its own, a massive and imposing punch bowl, pe in Canada. The price of this is $\$ 225.00$.

One great advantage is that you are enabled to equip your buffet by purchases from time to time. Two popular patterns are the Roden Aster and Sunflower, and these may be made up by purchasing from time to time.

The Normandy design also is obtainable in open stock.


## A Blouse Sale <br> Excellent Quality But Slightly Counter-Soiled

Georgette, Crepe de Chene, Jap Silks and Lingerie Blouses in designs that are very smart.
The fact that they are slightly counter-soiled accounts for the remarkable price reductions.
No phone orders, please. $\$ 3.95$ to $\$ 20.00$ Half-price today, $\$ 1.98$ to $\$ 10.00$.

## Women's Coats $\$ 27.50$

Each offers actual saving of $\$ 22.50$ to $\$ 32.50$, with no regard for original cost. We have staged this immense clearance of our better winter coats for today.
So various are the materials, styles and shades (in fact, almost every phase of the winter mode is represented) that description is impos sidle. Sufficient that every coat is smart, welltailored and at least half-lined. Sizes 32 to 44
Morning shopping is imperative for best choice. Today, at . .................... 27.50
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NinIMIPSON Main

