




A beautiful Insert packed with each plug - Each Plug is wrapped separately in foil


That Son-in-Law of Pa's
By G. H. Wellington










| $\begin{aligned} & \text { NOTES OF WOMEN'S } \\ & \text { WORLD. } \end{aligned}$ |
| :---: |
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LINEN IS MUCH USED Pink Morning Dress Trimmed With Black Buttons Very Chic
 NEARLY A MILLION



## Elivir yuurrey

Bables
Bables should hot have colds
Baby is far more likely to take
In a badis-ventllated. overheated ho
than in a room full of frest alr a
sunstine. The only time when

 tr niversaty Base Howntital is the Pa
trotic League Branch at st Andrew's
institute, the members of which fash-




 The Pember Store
129 yonge stret
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## MADE IN CANADA

Canada grows the wheat, and we make it into a wholesome, nourishing, easily digested food by steamcooking, shredding and baking.

## QMBEDIED MMEMT

is made of choicest selected Canadian wheat. Contains all the body-building material in the whole wheat grain and nothing smallest cost whole wheat food-the maximum of nutriment at

- A Canadian food for loyal Canadians.


Polly and Her Pals


 a.m. to 5.30 p

## furnishers' Club

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Today and Saturday we will complete the roll of the Club which has been supplying to many hundreds of Toronto homes furniture, carpets, hangings and decorations, with the privilege of def erring the payments to a series at later dates. The recalt has been to keepp the wheels of many factories rev
that otherwies would hive felt the presure of slow business:
Better be a late comier than to forfeit the benefits of the Club in making your home more attractive now rather than later

## Semi-Annual Six Day Sale of Bedsteads and Bedding

 Brase Bedten MANY ITEMS OF EXIRAORDINARY INTEREST FOR HOMEFURNISHERSd, Mattress and Bed Sprins, complete. Regularly $\$ 22.00$. Thursday bargai Brase Bedstead, 2 -incth ants Spring, complete. Regularly 4 ft and 4 ft 6 in. sizes only. Regularly ${ }^{\text {s }}$. Brase Bedstead, 2 -inch posts, in 4 ft , and 4 ft . 6 in. sizes only. Regularly $\$ 20.00$. Thursday bargain 14.35
Brass Bedtead, 2 -inch posts and top rails, turned ball corners, 4 ft . and 4 ft 6 in. sizes only. Regularly


## Boots--Here's Easter






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## Women's <br> Neckwear

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Easter Hose and Cloves
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Smart Silks on Sale
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## Hand Bags 44c

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| :--- |
| Iron Bed, Mattress and Bed Spring, Complete. Regularly si4.35. Thursday bargain 9.40 |
| 1.45 | Iron Bed, Mattress and Bed Spring, complete. Regularly $\$ 14.35$. Thursday bargain 9.40

Iron Bedstead white enamel, trimmed with prass caps; all standard sizes. Regularly
$\$ 3.00$. Thursday bargain ..........

 Extension Couch Bed, frame of angle steel; mattress of cotton felt, green denim coover,
with valance. Regularly $\$ 9.75$. Thursday bargain
 hatrgain .. curled seagrass, jute felt bo Mattress, cotton feit. Regularly $\$ 7.50$. Thursday bargain





## The Floor Coverings

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AMERICAN BEAMLESGE WOOL AND FIBRE

 PiivTEEL LINELUMS



## The Draperies







"Bridal Rose" China at Bargain Prices




Some Early Opportunities in Bedding,
Staples, Linens


Store Remains Closed All Day To-morrow--Good Friday

The Robert Simpson Company, Limited

## In the Men's Stor Today

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