

Telephone Main 7841

1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919

Market Adelaide 6100

At Simpson's---Big Holiday Bargain Day---Today

Men Can Get Wonderful Suits at the Price of \$25.00 Today

Silk Bargains

Japanese Silks, 49c Yard
Ivory, black, and such colors as sky blue, maize, gold, navy, saxe blue, emerald, rose and several tones of pink. 27 inches wide. Friday bargain, yard, 49c.
35c Natural Raw Silks, 77c---Extra special, Friday bargain, yard, 77c.

\$2.50 Shantung at \$2.18 Yard
Palm Beach and darker natural shades. Wear guaranteed. Regularly \$2.50. Friday bargain, yard, \$2.18.

36-Inch Ivory Wash Satins
Regularly \$2.24. Today, yard, \$1.88.
Regularly \$3.00. Friday bargain, \$2.44.

Bargains in Silk Taffetas.
Two extra values in these much-wanted dust-resisting Summer Silks.
Regularly \$2.24. Today, yard, \$1.95.
Regularly \$2.69. Today, yard, \$2.44.

\$2.24 and \$2.50 Silks, \$1.94 Yard.
Colored Chiffon Taffetas, Duchesse Messalines and Duchesse Satins. Street and evening shades. Regularly \$2.24 and \$2.50. Today, yard, \$1.94.
Simpson's---Second Floor.

Dress Goods

Cream and Pencil Serges \$1.44 Yard.
All-wool Cream Serge at away less than mill price. Cream and cream with black hairline stripes. 50 and 62 inches wide. Today, yard, \$1.44.

Navy Serge Suiting, \$2.69 Yard
All-wool British Suiting Serge in the popular dark navy. Our special \$2.95 and \$3.50 qualities. Today, yard, \$2.69.

Nuvogue Plaid Skirting, 89c Yard.
Combination plaids in light and dark grounds with contrasting colors. 39 inches wide. Regularly 95c and \$1.25. Today, yard, 89c.

Shepherd Checks, 63c Yard
50-inch British Worsted Checks. Small and medium checks. Friday bargain, yard, 63c.
Simpson's---Second Floor.

Bed Sheets \$2.45

Double Bed Sheets, \$2.45 Pair
Size 70 x 90 inches. No phone or mail orders. Shop early. Friday bargain, pair, \$2.45.

\$3.00 Damask Table Cloths at \$2.25
Canadian manufacture of strong wearing quality. Size 2 x 2 yards.

\$3.00 Table Napkins at \$2.35 Dozen
Heavy quality damask in assorted designs. Size 22 x 22 inches.

\$6.00 White Saxony Blankets at \$4.95.
Pink or blue borders. Size 70 x 84 inches.

29c White Longcloth at 23c.
Soft even finish, splendid cotton for general use. 36 inches wide.

28c Scotch Crash Roller Toweling at 22c Yard.
Fast colored red border. 17 inches wide.



Newest Styles for Young Men and Men

Here is a splendid group of just 85 Fine Suits, specially priced for a pre-holiday clearance.

The fabrics are refined looking and splendid wearing---worsted and tweeds. The patterns are worked out in most fashionable shades.

They are single-breasted---2 and 3 button, semi and form-fitting models.

The waist seam styles are also among the group. Sizes 34 to 44. Today at \$25.00.

Light Weight Overcoats, \$25.00
Regular \$28.00 and \$32.50 Values.
Slip-on and Waist Seam Models, developed in the newest tweed mixture effects. Quarter lined with either satin or silk, or full lined with wool mohair linings. Sizes 34 to 42. Today, at \$25.00.

Men's Tweed Raincoats, \$18.50.
Made from dark brown and heather tweeds. Trencher model with all-around belt---slash pockets and convertible collar. Small cuff on sleeves---fancy silk lining. Sizes 34 to 42. Today, \$18.50.
Simpson's---Main Floor.

Store's Conveniences for Visitors

THE PALM ROOM, on the Sixth Floor---a good place to dine.

INFORMATION BUREAU, on Main Floor, Centre.

TELEGRAPH STATION and FREE PARCEL CHECK ROOM in the Basement, Centre.

POSTOFFICE, on the Street Floor, Centre.

WOMEN'S REST ROOM, on the Third Floor, Richmond side.

TELEPHONE BOOTHS, conveniently located throughout the store.

Bargain! Boys' Suits \$9.85

Regularly \$13.50 to \$15.00. Sizes 25 to 34.

Wool and cotton mixed tweeds, in original and pleasing designs. Grey and brown stripes and fancy mixed effects. Single-breasted, trencher and novelty Norfolk models. All-around loose belt with buckle. Full fashioned bloomers with belt loops and governor fasteners. Sizes 7 to 16 years. Regularly \$13.50 to \$15.00. Friday Holiday special, \$9.85.

Boys' Raincoats \$7.85

Durable Fawn Paramatta Two-Purpose Coats. Can be worn as a spring coat or raincoat. Trencher model with convertible collar. All seams stitched, cemented and taped. Sizes 8 to 15 years. Friday bargain, \$7.85.
Simpson's---Main Floor.

Men's Straw Hats and Panamas

FOR THE 24th

They're right down to the fashionable minute in style and shape. They are comfortable, too, and inexpensively priced for such superior grades. Every desired weave and straw is here for your selection.

Straw Hats at \$2.00, \$2.50, \$3.00 and \$4.00.

Genuine Panamas, \$5.00, \$6.50 and \$8.50.

Toyo Panamas, \$2.50, \$3.00 and \$4.00.
Simpson's---Main Floor.

Men's \$1.75 Penman Combinations Friday Bargain at \$1.25

Penman Brand---Sizes 34, 38, 40, 42, 44, 46.

Balbriggan Underwear, made from two-thread Egyptian spun yarns. Short sleeves and ankle length. Not more than three suits to each customer. Regularly \$1.75. Today, 83c special, \$1.25.

Men's 75c Balbriggan Underwear at 49c.
1,800 Shirts and Drawers to match. Natural shades, two-thread spun yarns. Sizes 34 to 44. Regularly 75c. Friday bargain, 49c.

Men's 50c and 75c Leather Belts at 25c.
600 Leather Belts, in grey, tan and brown shades. A special purchase from the manufacturer. They are all solid leather, with nickel buckle. Friday bargain 25c.
Simpson's---Main Floor.

Holiday Bargains in Oriental Rugs at \$19.75 --- Today

Let the Home-Lovers' Club Assist You in Home Furnishing

You will appreciate its convenient, deferred terms. You pay nothing extra for club membership. A first payment is required at the time of purchasing, and the balance is spread over an arranged period. The Club Secretary will be glad to explain.

Club Office---Fourth Floor

50 Rugs, Regularly \$29.50 and \$39.50

A splendid opportunity to obtain a genuine Oriental Rug at a great saving. Soft shades and rich colorings, in characteristic designs. All hand made. Average size about 3 ft. x 5 ft. No exchanges---no refunds on these reduced rugs. Regularly \$29.50 and \$39.50. Friday bargain, to clear, \$19.75.

Reversible Smyrna Rugs, \$3.95---Mixed hits and miss colorings. Brown and red shades. Strongly made and finished. Size 2 ft. 3 in. x 4 ft. 6 in., at \$3.95.

Grass Veranda Rugs, \$1.95---Plain shades and assorted borders, or in conventional patterns. In green and brown effects. Size 3 ft. x 5 ft. 9 in. Today, \$1.95.

Braided Rush Mats, \$3.25---Very artistic. Braided from tough rush. Square designs. Reversible. Suitable for verandas, or sunroom. Size 3 ft. x 6 ft. at \$3.25.

Simpson's---Fourth Floor.

Brass Bed, Spring and Mattress, Complete \$29.00

Brass Bed has two-inch posts, heavy top rails, close fillers. Any size. Spring has all-metal frame with woven wire fabric. Mattress has seagrass centre, jute top and bottom. Art ticking. Regularly \$35.85. Friday bargain, complete, for \$29.00.

Mattresses, \$8.25---Half seagrass and half jute felt, in layers. Roll edge. Covered in art ticking, \$8.25. Closely woven wire fabric, with lock weave, 54 reinforcing heavy cable edge, \$6.65.

Bed Springs---With heavy metal frame. Flexible steel band down centre. Has link fabric, with helical springs on ends and sides. Guaranteed not to sag. \$8.50.

Divanettes, \$48.65---Settee during day, double bed at night. Frame of solid oak, fumed finish. Link fabric spring, soft and comfortable mattress. Seat has deep coil spring, covered in durable artificial leather. \$48.65.

Simpson's---Fifth Floor

10,000 Rolls Wall Paper at Remarkable Bargain Prices

Latest Designs and Colorings---Come Early for Best Choice---Bring Your Room Measurements---Divided in Four Lots for Early Selection.

At 7c Regularly 10c to 15c. New stripe designs in light colorings, floral tapestry effects, also block patterns in good range of shades suitable for all rooms and halls.	At 11c Regularly 17c to 25c. Floral patterns, in dainty colorings for bedrooms---conventional stripe designs, in rich colors of tan, grey, buff, and blue, with touches of gold, for sitting-rooms and halls.	At 17c Regularly 25c to 35c. Pretty chintz effects---verdure tapestries and plain treatments, in new color tones appropriate for bedrooms, halls and living-rooms.	At 23c Regularly 30c to 60c. Imported Wall Papers, tapestries, fabric weaves and chintzes, in newest color treatments of blue, tan, grey, buff, and mixed combinations, for living-rooms, halls, dining-rooms and dens.
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Sale of Drapery Remnants

Short ends of all kinds of upholstery and drapery fabrics, from 1 to 4 yards. All marked at a reduction of one-third to one-half less than the regular prices.

English Lace Curtains. Special at, pair, \$1.98.

Plain Window Shades---Cream or green, 37 x 70 inches. Each, 79c.

Extension Rods---20 to 36 inches. Each, 10c.

American Art Chintzes---Light and dark, 33 to 36 inches. Per yard, 49c.

Dainty Scrim Curtains---White and Ivory. Pair, \$5.98.

Bay Window Rods---Sets, complete, for 75c.

Simpson's---Fourth Floor.

ELECTRIC FIXTURE BARGAINS

Complete with shades or candles as shown. All styles and finishes. Fixtures for living rooms, dining-rooms, halls, dens, bedrooms, kitchens and a few for stores. We can describe only a few:

Hammered brass, with 4 lantern shades. Regularly \$21.15. Today, \$14.10.

Old Gold semi-indirect fixture, with handsome white bowl for bedrooms. Regularly \$6.90. Today, \$4.69.

Fixtures (suitable for kitchen), with smooth "Moonstone" shades. Regularly \$3.25. Today, \$2.75.

Silver semi-indirect, with 16-inch caletto bowl. Regularly \$40.95. Today, \$27.90.

ALSO 35 ELECTRIC WALL BRACKETS.

Of all kinds, will be sold today at half-price and less.

Colonial Silver, 1 light. Regularly \$9.50 for \$4.75.

Colonial Silver, 1 light. Regularly \$7.55 for \$3.75.

Etched Brown, 1 light. Regularly \$16.20 for \$8.40.

Sixth Floor.

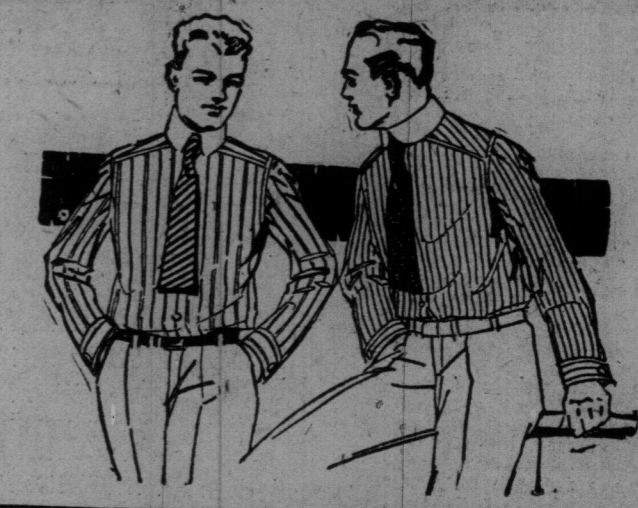
Holiday Bargain in Shirts \$1.47

3 FOR \$4.25

Forsyth and Lang Brands.

2,400 Negligee Shirts, in plain and fancy hairline and cluster stripes, also fancy whites, in fine jaquard and silk stripes and figures. Laundered and soft double cuffs. Sizes 13 1/2 to 18. Regularly \$2.00; \$2.50, \$3.00, \$3.50. Friday bargain, \$1.47, 3 for \$4.25.

Neckwear Bargains, 59c.
Silk Knit Underwear---a special purchase! Accordion honeycomb and flat knit weaves, in a wonderful variety of designs and colors. Regularly 75c, \$1.00 and \$1.50. Friday bargain 59c.



Holiday Luggage at Bargain Prices

"Going Away" Cases, \$1.49.

Fibre Suit Case on metal frame, good fasts and 10 pockets. Sizes 24 and 26 in., \$1.49.

Simpson's---Sixth Floor.

Buster Brown Cases, Today, 39c

Special water grain fabricoid Club Bags, double handles, sizes 16 and 15 inches. Special, \$4.95.

Steamer and Tourist Trunks, 17 1/2---Canvas covered. Sizes 32, 34, and 36 in., and steamer, 40 in. Today, \$7.95.

Simpson's---Sixth Floor.

Club Bags, \$4.95.

China and Glass Bargains

CHINA AND GLASS FOR SUMMER COTTAGE OR CAMPS.

50-piece Cottage Set, for \$7.95---Pretty green border decorated cottage set, composed of 50 useful pieces, good substantial ware. Regularly \$10.50. Today, \$7.95.

\$25.50 Dinner Set, for \$19.95---English porcelain with the popular gold band border decoration. Gold hand handles; 37-piece composition. Today, \$19.95.

Cereal Jars, 50c---5 to 20-lb. capacity, large household jars, white English ware. Regular prices up to \$1.50. Your choice, today, 59c.

Casserols, 59c---Green American cooking ware, 7-inch size. Today, 59c.

Odd Plates for Camping---An assortment of various decorated breakfast plates, 8-inch size. Today, each, 40c.

Cups and Saucers, 13c---Thin white porcelain, ovide shape. Today, 13c.

CLOVER LEAF DINNERWARE.
Cups and Saucers, today, 20c.
Bread and Butter Plates, today, 13c.
Breakfast Plates, today, 18c.
Dinner Plates, today, 20c.
Soup (coupe or rim) Plates, today, 20c.

Fruit Saucers, today, 9c.
Oatmeal Dishes, today, 12c.
Vegetable Dishes, today, \$1.39.
Gibson Teapots, 49c---All sizes, colors and shapes. Today, 49c.
Camp Teapots, 25c---Heavy brown earthenware, 6-cup size. Today only, 25c.

Cups only, 8c---White porcelain, ovide shape.

Simpson's---Basement.

Simpson's Delivery Service to Suburban Summer Resorts

Toronto Island---Centre, Hanlan's and Ward's---two deliveries daily.

Purchases made before 11.30 a.m. delivered same afternoon.

Long Branch, Lorne Park, Oakville---one delivery daily.

Purchases made before 4.30 p.m. delivered the following morning.

We prepay delivery charges on all purchases of \$10.00 or over to any station in Ontario.

SIMPSON'S FRIDAY MARKET

PHONE YOUR ORDER EARLY.

SIMPSON QUALITY BEEF, CHUCK ROASTS, per lb. 24c	LAKE AND SEA FISH.	Finest Cooking Molasses, tin 14c
SIMPSON QUALITY BEEF, SHOULDER ROASTS, per lb. 24c	FRESH-CAUGHT SALMON TROUT, per lb. 20c	Finest Baking Powder, 2 tins 37c
SIMPSON QUALITY BEEF, RIB ROASTS, per lb. 30c	FRESH-CAUGHT WHITEFISH, per lb. 11c	Finest Creamery Butter, lb. 59c
SIMPSON QUALITY BEEF, THICK RIB ROASTS, per lb. 30c	FRESH-CAUGHT HADDOCK, dressed, heads, per lb. 24c	Crisco, 1-lb. tin 12c
SIMPSON QUALITY BEEF, PRIME RIB ROASTS, per lb. 33c	FRESH-CAUGHT STEAKS, per lb. 14c	35c
SIMPSON QUALITY ROUND ROASTS, per lb. 25c	FRESH-CAUGHT COD STEAKS, per lb. 15c	
SIMPSON QUALITY BRISKET, lean boiling cuts, per lb. 25c	FRESH-CAUGHT STEAKS, per lb. 14c	
BREAKFAST BACON, bonedless, mild, by the piece, per lb. 45c	RED SPRING SEA SALMON, flaked, by the piece, 2-lb. and up, per lb. 23c	
COTTAGE HAMS, bonedless, peasmeated, for boiling or frying, 3 to 5 lbs. each, per lb. 45c	SMOKED PINKAN HADDIES, per lb. 27c	
SWEET PICKLED SHOULDERS OF PORK, 5 to 3 lbs. each, per lb. 41c	SMOKED BONELESS FILLETS, per lb. 13c	
SILVER LEAF PURE LARD, 3-lb. pails, gross weight, per pail \$1.00		
EASIFIRST SHORTENING, 3-lb. pails, gross weight, per pail 90c		
GROCERIES.		
Finest Canned Peas, 2 tins 25c	One car Standard Granulated Sugar, 10-lb. bag \$1.10	Finest Cornstarch, packet 12c
Finest Canned Tomatoes, tin 17c	Yellow Sugar, 5 lbs. 55c	Finest Creamery Butter, 2 tins 37c
Finest Canned Corn, tin 21c	2,000 packets Seeded Raisins, per packet 15c	Crisco, 1-lb. tin 12c
	California Raisins, a substitute for currants, lb. 21c	

In the Basement---Today

Lawn Mowers at \$7.95---Taylor-Forbes' warranted make, 9 inch wheel, 14 in. cut. Today, \$7.95.

Lawn Hose, \$5.95---Length, 50 ft. long, 1/2 in. size (inside) with couplings and clamps. Today, \$5.95; 25 ft., \$3.45.

Gen. Hose Nozzles, stream or spray, 59c.

"D" Handled Spading Forks, 4-prong, \$1.45.

"D" Handled Garden Spades, \$1.45.

Long-handled Garden Rakes, 12-tooth, 39c.

Sheffield Razors, 75c.
George Butler's well-known English make, 3/4-inch blade, black handle, 144 to sell today at each, 75c.

Shaving Brushes.
Specially priced at 25c and 45c each.

The Robert SIMPSON Company Limited

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