

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

Simpsons · 21st · Anniversary · Sale



"First Shot" Today in Simpson's 21st Anniversary Sale, right when spring is opening, when usually the "regular" only is offered, here we are with a well developed sale programme which enables the community to share in a practical way the celebration of the Simpson 21st Anniversary.

The Sale will continue for some days. Come at 8.30 today.

Men's Stylish Spring Topcoats \$18.50

As the weather moderates the need of a comfortable spring topcoat begins to assert itself. This is your opportunity to get one of correct style and dependable fabric at a very moderate price. These topcoats have a sprightly freshness about the fabrics and patterns you'll like. Standard fly front, Chesterfield model, developed in plain grey and black cheviot. Also slip-on and form-fitting models, made from dressy tweeds. Anniversary Sale, \$18.50.



Men's Odd Tweed Trousers, \$2.95

A special clearaway today of 200 pairs. They're made from good-looking, durable tweeds in the popular dark shades. Sizes 32 to 44. Anniversary Sale, \$2.95.

Men's "White" Overalls and Smocks, \$1.75

A fine chance for working men to get new outfits at a money-saving price. They are strongly made and are good and roomy. Smocks 36 to 44. Overalls 34 to 44. Anniversary Sale, each \$1.75.

Sale Special! Boys' Spring Suits at \$5.75

Tweed and cotton worsted suits, in drab and grey mixed effects, fawn with chalkline effects. Bloomer pants full lined, governor fastener at knees. Sizes 26 to 34; 8 to 16 years. Regularly \$8.00, \$9.50, \$10.50. Anniversary Sale \$5.75.

Little Boys' Reefers at \$4.95

Little Boys' Reefers—Blue serges, fawn and grey homespuns, grey mixed tweeds and brown chevots. Double-breasted models. Some have velvet collars; others collars of self materials. Not every size in every pattern, but all sizes represented. Sizes 3 to 8 years. Regularly \$6.50 to \$8.50. Anniversary Sale, \$4.95.

Anniversary Special

Picture Framing, 95c

Today we will frame your photographs, color prints, etc., in a range of suitable mouldings, oaks, gumwoods, gilt, mahogany and walnut finishes in 1/2, 3/4, 1, 1 1/2 and 2 in., and 3 and 4 in. oak. Complete with back and glass. Today, up to 14 x 18 inches, 95c.

Suit Cases, \$2.98

Deep square fibre case with two leather straps, reinforced corners, swing handles, good locks and fasts, inside shirt pocket and straps. Sizes 24 and 26 inches. Regular \$3.50 and \$3.80. Today \$2.98.

Tourist Trunks, \$5.95

A limited number of canvas covered tourist trunks, heavily reinforced on good large boxes, metal bottoms, divided tray. Sizes 32 and 34 in. Today \$5.95.

Club Bags

Walrus grain fabrioid club bags, deep model, double linings with pockets, good fasts and locks. Sizes 16 and 18 in., \$3.95.

Simpson's—Sixth Floor.

Guaranteed Electric Irons, Toasters and Grills

Electric Irons, \$4.75

Simpson's "Reliable" Electric Iron, 6-lb. size, with cord and separate stand. Element guaranteed five years. Nickel-plated and highly polished. Extra high quality throughout. Anniversary Sale \$4.75.

Electric Toasters, \$3.75

Simpson's "Reliable" Electric Toaster, upright type, toasts two slices; handsome and durable; guaranteed one year. Complete with cord, etc., \$3.75.

Simpson's "Reliable" Electric Grill, \$7.25

Has four different heats for different kinds of cooking. A cover and two pans, with handles, are included, as well as the special cord and plug. Guaranteed one year, \$7.25.

Special "Clean-up" on Bulbs

100 25-watt, regularly 32c. Today 29c.
300 40-watt, regularly 32c. Today 29c.
500 15-watt, regularly 32c. Today, 26c; 4 for 95c.

Simpson's—Sixth Floor.

Anniversary Sale of Wall Papers

New Tapestry Wall Papers

Special foliage and scenic designs in the newest colorings of blues, greys and tans for living-rooms and halls. Regularly 35c to 45c, for 23c.

Floral Bedroom Wall Papers

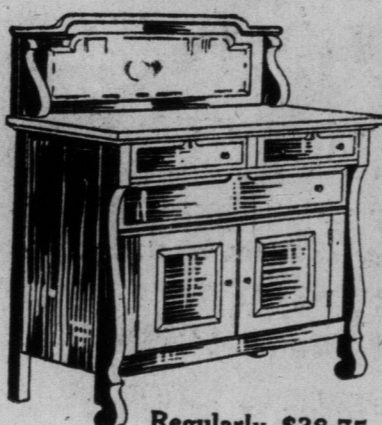
Blue, pink and yellow colorings on light backgrounds, these papers have the desired chintz appearance. Regularly 15c for 9c.

Silk Wall Papers for Parlors

Rose and leaf pattern in two-tone colors of pale green and yellow, embossed stripe and gold thread line overprint. Regularly 35c for 11c.

Simpson's—Sixth Floor.

This Buffet \$32.75



Regularly \$38.75

BUFFET—Solid quarter-cut oak, fumed or golden finish. Colonial design. Bevelled plate mirror. Regularly priced \$38.75. Anniversary Sale, \$32.75.

This \$109.00 Dining Suite for \$89.00



Consisting of Buffet, Extension Table and Set of Chairs. Buffet, quarter-cut oak, extension table, solid quarter-cut oak, 45-inch top. 5 small and 1 arm chair—frames of solid quarter-cut oak. Movable seats upholstered in genuine leather. Regularly \$109.00. Anniversary Sale, suite, \$89.00.

Oilcloths and Rugs at Anniversary Prices

Sturdy Oilcloth at 69c Square Yard.

Thoroughly seasoned and well glazed canvas-back oilcloth in good floral designs. Various colorings. 36 and 72 inches wide. Anniversary Sale, square yard 69c.

Parquet Oilcloth Surrounds.

A splendid imitation of quarter-cut oak, in straight board pattern or parquet block designs. Extra heavily glazed on strong felt back. 24 in. wide. Anniversary Sale, 69c per yard; 36 in. wide, 85c per yard.

Reversible Bedroom Rugs for \$10.95.

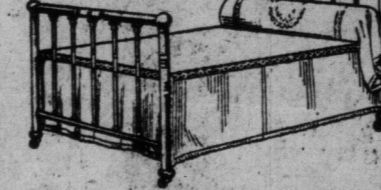
Two-tone shades of green, blue and rose. Included with each rug is a mat for dresser, size 2 ft. 3 in. x 4 ft. 6 in., free. Rugs 9 ft. x 10 ft. 6 in. Anniversary Sale, \$10.95 each; 9 ft. x 12 ft., at \$11.95 each.

Large Rag Rugs, \$1.79 Each.

Striped and mottled effects—assorted. Anniversary Sale, \$1.79 each.

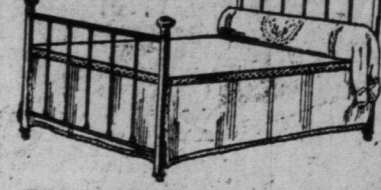
Simpson's—Fourth Floor.

Brass Bed \$19.45



BRASS BED—Bright, polette or satin finish—double size. Regularly \$24.50. Anniversary Sale, \$19.45.

Brass Bed \$27.95



BRASS BED—Bright, polette and ribbon finish. All regular sizes. Regularly \$34.00. Anniversary Sale, \$27.95.

Special! Double Faced Chenille Velour Portieres Reduced to \$15.45 Pair.

Only 40 pairs in this Anniversary Special. Made of heavy cotton chenille velour—Scotch manufacture. Plain shades in rose, green or brown—fully reversible, and trimmed with heavy silk cord. 50 inches wide, 7 ft. 3 in. long. Regularly \$18.50. Anniversary Sale, pair \$15.45.

The Robert SIMPSON Company Limited

Telephone Main 7841 to all departments
Markets, Phone Adel. 6100

Customer's Transfer Card

This saves many minutes to the customer purchasing in several departments, and when having purchases delivered or shipped out of town.

It obviates the necessity of paying for and giving directions at each counter, and insures delivery and shipment in one parcel.

It is simple to use and can be secured from any salesperson. Just ask the first person serving you to "Put it on a Transfer Card."

Simpson's MARKET List for Today

MEATS AND FISH

Canada Food Board License 9-029
All meats sold in Simpson's Market are inspected and approved by government inspectors. Besides:
Fresh Boneless Beef, for pie or stew, lb., 23c.
Fresh Veal for pot pie, lb., 23c.
Brislet Beef, best cuts for boiling, lb., 22c.
Mince Shoulder Steak, lb., 25c.
Round Steak, finest beef, lb., 22c.
Sirloin Steak, choice, lb., 25c.
Family Sausage our own make, lb., 25c.
Pure Lard, 1-lb. blocks, lb., 33c.
Breakfast Bacon, choice, sliced, lb., 47c.
Whitman, winter caught, dressed, lb., 14c.
Lake Herring, fresh frozen, lb., 7 1/2c.
Smoked Finnan Haddies, lb., 12 1/2c.
Kipperd Herring, Scotch brand, each, 5c.
Quail on Toast Brand, Boneless Salted Cod, 1-lb. blocks, 20c.

GROCERIES

Canada Food Board License No. 8-7531.
2000 pairs E. D. Smith's Raspberry Jam, No. 4 size pail, 90c.
(Only 3 pairs to a customer.)
Monarch Flour, 24-lb. bag, \$1.49.
Standard Granulated Sugar, 10 lbs. for \$11.4.
Grapefruit Marmalade, No. 4 size pail, 88c.
Choice Rice, 3 lbs., 33c.
Peerless Oats large packet, 25c.
Cocoa, in bulk, lb., 24c.
White Beans, 3 lbs., 25c.
Gold Dust Cornmeal, 7 lbs., 42c.
Finest Canned Tomatoes, tin, 15c.
Prunes, 2 lbs., 25c.
Sally or Bon 19c.
Fels Napha Soap, 3 bars, 24c.
Sunlight, Surprise, Comfort, Borax and Gold Soap, 4 bars, 30c.
Lenox Soap, 5 bars, 24c.
P. & G. Napha Soap, 4 bars, 30c.
Simpson's Big Bar, bar, 14c.
Ammonia Powder, 3 packets, 25c.
Clearall Soap, 6 packets, 25c.
Blue, 2 packets, 10c.
Old Dutch Cleanser, 3 tins, 27c.
Gillett's Lye, tin, 15c.
Laundry Starch, packet, 11c.
Gold Dust Washing Powder, large packet, 28c.
Toro Tablets, 6 packets, 25c.
Sapolio or Bon Amal cake, 12c.
Rabbit's Cleanser, 3 lbs., 21c.
2000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed. Today, lb., 49c.

FRUIT SECTION

California Navel Oranges, Sunlight Brand, dozen, 48c.
Choice Apples, 3 lbs., for 33c.
5 qt. baskets Golden Russet Apples, each, 60c.
Choice Parsnips, 7 lbs., 15c.
Imported Root Horse Radish, lb., 20c.

POULTRY SECTION

Scratch Feed, 6 lbs., 27c.
Baby Chick Feed, 6 lbs., 31c.
Mica Grit, 6 lbs., 10c.
Predigest Laying Meal, 6 lbs., 25c.

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