

THE SIMPSON STORE

A Good Morning to Shop Here -- Today -- and Every Morning

Summer's on the Way--and New Footwear is Already Here!

Boots for Men--New Styles

NEW STOCK AND STYLES ARE MOST COMPLETE IN VICTOR BOOTS.

New Victor English Last Blucher, light to see this man's black calf boot, well made with full satin finish, on the well made with full satin finish, on the new English Blackstone last with full quarter, neat perforated toe cap, small eyelets, lace top, low flange heels, extra weight, single oak sole; sizes 6 to 11; widths D and E 7.50

New Chocolate Kid "Victor." This lace boot made of fine chocolate color kid leather, light and easy for this season's wear, in New Haven last, straight fitting style, with medium weight Goodyear welt sole, medium heel; sizes 6 to 11; widths C, D and E. Per pair 6.00

"Band Street" Men's Nut Brown Calf Lace Boots, made on English road-toe style with best oak-tanned extra weight outer sole, blind eyelets, two-row stitched toe cap, flange heels; sizes 6 to 11, per pair 4.95

Same Style in Black Calf, per pair 4.95

"Classic" Pumps and Colonials for Women

Two styles that are favorites are made in patent coil, gummetal and soft kid, with flexible McKay sole; both Spanish and low heels. Thursday, price 2.95

Today's showing includes a fine range of other popular styles in Pumps and Oxfords.

Large Sailor Hats at \$1.65

Splendid quality, fine Milan tags, in black, white and color; bought at a clearing price from the manufacturer. Regular \$2.00 and \$2.50 grades. Thursday 1.95

WIDOWS' BONNETS WITH VEILS, \$5.00.

A late shipment from Paris; very good styles. Worth regularly \$7.50. Thursday 5.00

Women's and Children's Underwear

For wear during the warmer weather, specially priced for tomorrow.

Women's Vests, fine ribbed white knit thread, four designs, hand crocheted yokes; sizes 34 to 40. Thursday, very special 50

Women's Combinations, white "Porcelain" cotton; umbrellas knee; sizes 34 to 44 bust. Thursday, special 50

Children's Combinations, ribbed white cotton; sizes 8 to 14 years. Thursday, special 35

Women's Nightgowns, white cotton crepe, "V" neck, slip-over style; lengths 56, 58 and 60 inches. Thursday, extra special 89

FOR LITTLE GIRLS.

Dress, with blouse of pretty colored gingham, with contrasting chambray trim; sizes 2 to 6 years. Thursday 85

Dress, of chambray, in pink, blue or tan; full pleated skirt, wide novelty belt, nique collar, white piping; sizes 2 to 6 years. Thursday, special 1.50

Girls' Nightgowns, nainsook, slip-over round neck; sizes 2 to 16 years. Thursday, special 1.25

\$1.50 Sample Silk Veils at 25c

205 Sample Silk Veils, plain meshes, with fancy borders and scroll designs. Colors black, brown, navy and white. Regularly \$1.50. Each 25

Laces at Small Prices

9600 yards of All-over Laces, 36 inches wide, suitable for making blouse waists. Come in white, navy and ecru. Shadow and Nottingham Embroidered Nets. Good variety of patterns. Regularly \$10.00 and \$1.25. Yard 45

280 yards Black Artificial Silk Embroidered All-over, 18 inches wide. Regularly \$1.00. Thursday 48

Store Hours During May, Including Saturdays 8.30 a.m. to 5.30 p.m.



It's a great day! That day when you pull on your first pair of long trousers and feel that you've at last reached man's estate. If your boy is now ready for his first man's suit, bring him in, or send him in to the Simpson Store for Men and Boys. If you come with him, you'll be pleased with our suits and our service, and if you send him in, you may rest content that we will do the very best we can to please both the boy and you.

Hosiery

Boys' and Girls' Stockings, union cashmere, ribbed finish, fast black; sizes 6 1/2 to 8 1/2 25

Men's Union Cashmere Socks, black only; sizes 9 1/2 to 11. Thursday, 3 pairs 55c, pair 19

Men's Lisle Thread Socks, silk lisle finish, range of shades 25

Youths' Long Trouser Suits \$6.95

Here's a specially smart suit, in a single-breasted saque, with vest and trousers of youthful cut, in English tweeds; an almost plain gray; sizes 33 to 36 6.95

SERVICEABLE SUITS AT \$8.50.

Young men's style, single-breasted saque; smart design; single-breasted vest; cuffed trousers; English tweeds; light gray and brown mixtures; sizes 33 to 36. Price 8.50

The New Model for Men

With belt in back; patch pockets and cuffs on sleeves; single-breasted, with soft roll lapels; single-breasted vest; cuff trousers; brown English tweeds; sizes 33 to 36. Price 12.50

Another Young Man's Suit has two-button saque coat; English tweeds; grey broken check pattern; sizes 33 to 36. Price 18.50

Youth's Michael Stern's Suits, \$20.00 and \$22.50. Others \$28.00 and 28.50

MEN'S NEW MODEL SUITS. Belted back; soft roll lapels; single-breasted; patch pockets; half lining; English tweeds; Donegal design; light brown; sizes 36 to 42. Price 18.50

Tourist Trunks

Heavy canvas covered, fibre bound, made in three styles, heavy brass bumper corners, sheet iron bottom, outside straps, two trays. Sizes 32, 34 and 36 inches 5.00

KERITOL SUIT CASE.

Extra heavy grain Keritol, reinforced corners, linen lining. Size 24-inch 1.00

To buy when opportunities are best is the aim of nearly everyone. It's not always possible, as nearly everyone knows. To those furnishing a house, the Home Lovers' Club is a great help in buying your equipment. The Club terms make it possible to take advantage of the best buying opportunities as they present themselves. Full particulars may be obtained from Club secretary, 4th floor

Upholstering Fabrics

In connection with our special display of drapery materials this week we have arranged to devote Thursday exclusively to the display of upholstering fabrics. Most of the fabrics are new arrivals from the mills in Italy and England.

32.75 Panna Velours at \$2.75, for covering furniture or for draperies, 60 inches wide, extra heavy, with beautiful lustrous finish, in light green, crimson, gold, tan, light blue and brown. Regular \$2.75. Thursday 2.75

Upholstering Tapes, a huge assortment, exquisite color combinations; floral and verdure effects. Per yard, \$1.65, \$1.75, \$1.85, \$2.16 and \$2.50.

Scotch Wool Tapes, very serviceable, beautiful designs and colorings; 60 inches wide; heavy quality. \$2.00, \$2.50, \$3.00 and \$4.50.

Tapestries at Reduced Prices--A number of pieces of tapestries which we wish to clear to make room for the newer goods. Sorted into two lots, as follows:

Lot 1--Tapestries, regular \$1.00 and \$1.25 yard. Thursday 75

Lot 2--Tapestries, regular \$1.50 to \$1.75 yard. Thursday 90

Autouson Linens, an extra heavy quality, Autouson top, 40 inches wide, rich color combinations, serviceable quality 5.50

English and French Linens and Cottons, 44 inches wide, in three or four different colorings, well printed on dark colored ground. Regular \$5 a yard. Thursday, yard 44

Don't forget we are in a position to estimate and fill orders for Awnings, Window Screens or Window Blinds.

Second Day of Semi-Annual Sale of Toilet Goods

Real Ebony Hand Mirrors, with finest plate glass. Regular price \$4.00. Sale price 2.25

Real Ebony Hair Brushes. Regular price \$1.25. Sale price 85

Men's Aluminum Combs. Regular price 25c. Sale price 15

White Celluloid Toilet Boxes. Regular price 25c. Sale price 17

White Celluloid Pocket Mirrors. Regular price 25c. Sale price 15

Nail Brushes. Regular price 25c. Sale price 15

Nail Files, Button Hooks and Outside Jar price 25c. Sale price 15

Entry Boards. Regular price 25c. Sale price 15

New Wilton Rugs

The new shipments of Wilton rugs seem more attractive this season than usual, by reason of the fact that the manufacturers have been more than usually successful in the colorings and details of design. Our buying facilities were put to the best possible use many months ago, and we have been able, in most cases, to offset the very heavy increases in the cost of manufacture, so that today we offer these most desirable rugs at prices which represent exceptionally good values. The qualities are "Simpson" standard and will be found to be in every way reliable.

Seamless Wilton Rugs, Canada-made and Imported--Nothing perhaps in fabric weaving can illustrate better the proficiency our Canadian manufacturers are attaining than these very handsome seamless Wilton Rugs; in colors and designs they are reproductions of costly Orientals, and the qualities leave nothing to be desired. 4x7 1/2, \$22.75; 6x9 1/2, \$39.75; 8x11 1/2, \$58.25 and \$65.00; 9x12 1/2, \$69.75 and \$72.50.

Splendid Seamed Wilton Rugs--Oriental designs and colorings, wood shades, browns and tans, predominating, but there are many other styles. 4x7 1/2, \$12.50 and \$12.95; 4x7 1/2, \$14.50 and \$15.25; 6x9 1/2, \$24.00 and \$29.75; 8x11 1/2, \$29.50 and \$35.75; 9x12 1/2, \$36.00 and \$44.75; 9x12 1/2, \$41.50 and \$49.75.

A Carload of Inlaid Linoleums at \$1.25--A very big variety of patterns for kitchens, bathrooms, dining-rooms, etc.; colors being solid through to the back; will not wear or wash off, two yards wide. Square yard, 50c, 55c and 60c.

WIDE RANGE OF DESIGNS AND COLORS. Square yard, 50c, 55c and 60c.

Useful Every Day Furniture--the Kind You Want

Baking Cabinet, selected maple, natural finish; white maple top cutting and kneading boards; one large drawer to linen and one for cutlery; two sliding flour bins; size of top 26 x 48 in. Regular \$8.75. Thursday 6.75

Baking Cabinet, made of maple; natural color; has long drawers, divided for cutlery; also large flour bin, with division; size of top 26x40 in. Regular \$6.75. Thursday 5.15

Dining-room Chairs, made of solid oak; fumed or golden finish; have panel backs and upholstered seats, covered in genuine leather; set has five side and one arm chair. Regular \$18.50. Thursday 18.95

Extension Table, in selected quarter-cut oak; fumed or golden finish; 48-inch top; deep rim, extending on easy running slides to 8 feet; neatly designed pedestal, fitted with double locks. Regular \$27.25. Thursday 17.25

Parlor Suite, frames are in rich mahogany finish; the spring seats of the settee, arm chair and arm rocker are covered in mixed silk tapestry. Regular \$30.00. Thursday 23.75

Parlor Suite, consisting of settee, arm chair and arm rocker, in mahogany finish; well upholstered and covered in high-grade mixed silk tapestry. Regularly \$34.00. Thursday 25.00

Parlor Suite, solid mahogany frames; the spring, upholstered seats and backs are comfortably upholstered, and covered in fine quality of mixed silk tapestry. Regular \$44.00. Thursday 34.00

Dresser, selected elm, golden finish; has three large drawers; shaped top; large British bevel mirror. Regular \$14.50. Thursday 10.75

Brass Bed, 2-inch posts; double top rails; heavy fillers; neatly designed mounts; satin, bright or poliole finishes; all standard sizes. Regular \$34.00. Thursday 28.50

Bed Spring, heavy steel tube frame, strong woven steel coil wire spring; supported by steel bands; all standard sizes. Regular price \$3.00. Thursday 2.50

Bed Spring, extra heavy steel tube frame; woven steel wire springs, reinforced with steel rope edge; standard sizes. Regular price \$4.25. Thursday selling 3.25

Mattress, filled with all-cotton felt, tufted, with roll stitched edges; covered in fine art ticking; standard sizes. Regular price \$10.00. Thursday 7.75

Simpson's Ready Mixed Paints

For inside and outside painting, a high-grade product, made by modern machinery from permanent pigments, combined with linseed oil, turpentine and dryers; complete range of useful colors. Quarts, 55c; pints, 30c.

Phone and mail orders filled promptly.



Men's Summer Furnishings

Men's Balbriggan Underwear, natural shades, shirts and drawers; sizes 34 to 44. Thursday 1.00

Men's Athletic Underwear, combinations; short sleeves and knee length; elastic band at waist line; sizes 34 to 44. Thursday 1.00

Men's Lightweight Cashmere Underwear, combinations; short sleeves and knee length; elastic band at waist line; sizes 34 to 44. Thursday, each \$1.50. Combinations 2.00

Uniforms for the Little Boy

Make him an "officer" or "private." We have complete outfits for both. On Thursday will be a special clearing of tunics, breeches, puttees, caps and coats with white; tunic has stripes on sleeve, and is finished with maple leaf. Well tailored from khaki seersucker; sizes 2 to 10 years. Thursday, complete 4.95

A Sale of Rings Today

Signet Rings, for women and young men, solid 18c gold, chased or plain. Regular \$1.00, \$1.50 and \$2.00. Thursday, 75c

Every household needs extra cups and saucers. For Thursday's selling, 250 dozen good quality English porcelain cups and saucers. Prices for quick selling, 5.30 a.m. Cup and saucer for 1.00

Phone Orders Filled. SPECIAL DISPLAY VERANDAH JARDINIERS AND NEW JAPAN. VASES.

50c to 65c English Jardiniere, 25c Good Quality English prettily decorated jardiniere, some have gold-traced edges. Regular 50c to 65c. Thursday, each 35c

English Made Parlor Papers, embossed stock; silk finish. Regular 75c. On sale Thursday, roll 4

Fancy White and Cream Ceiling Papers, 700 rolls only. Regular 12 1/2c. Thursday, roll 4

Imported Leatherettes. Regular \$1.00. Thursday, roll 27

Wall Papers

For Bedrooms, stripes and floral papers. Walls, regular 20c, Thursday, per roll 6

9-inch and 18-inch Borders to match. Yard 2

Crown Decorations, for living and dining-rooms; burlesque effect backgrounds; overprinted with medallion and stripe designs; newest colorings.

Walls, regular 35c, Thursday, per roll 8

Crowns to match, regular 8c, Thursday, each 2

Heavily Embossed Wall Papers, walls only. Regular 50c. Thursday, roll at 12 1/2

English Made Parlor Papers, embossed stock; silk finish. Regular 75c. On sale Thursday, roll 4

Fancy White and Cream Ceiling Papers, 700 rolls only. Regular 12 1/2c. Thursday, roll 4

Imported Leatherettes. Regular \$1.00. Thursday, roll 27

This Double Oven Gas Range \$16

Four large and one simmering burner, two large ovens, nickel trimmings. Price 16.00

2-Burner Gas Hot Plate, the genuine Criswell make. 50 only, to sell Thursday 1.49

Metallic Gas Stove Tubing, complete with rubber ends; 3, 4, 5, 6, 7, 8 or 10-foot lengths. Thursday, per foot .7

Hot Blast Oil Cook Stoves, 2-burner size. Thursday selling at 98

Two Big Enamelware Specials

Tea Kettles, seamless, grey enamel, high-grade, five-quart size; Enamel Baby Bath or Oval Dish Pan, high-grade grey enamel. Thursday, each 69

Circassian Walnut Post Card Frames 15c

600 only, the regular card size, with glass and back. Thursday, each 15

"Heatherbloom" Petticoats \$1.75

An ideal material for spring and summer wear, light in weight, wear guarantee, wide, out wide, deep flounce of pin tucking and strapping; lined with small frill and underpiece; lengths 34 to 44. Thursday, each 1.75

MARKET

Telephone Adelaide 6100

MEATS. Blade Roast, best quality beef, per lb. 18

Thick Rib Roast, finest beef, per lb. 20

Best Roast, Simon quality, per lb. 23

Cheapest Porterhouse Roast, centre cut, per lb. 22

Roiled Boneless Brisket Pot Roast, per lb. 17

Per lb. 12

One car Standard Granulated Sugar, in 20-lb. cotton bags, per bag 1.70

2,000 lbs. Finest Creamery Butter, special per lb. 1.10

4,000 tins Finest Canned Peas, 3 tins per tin 25

Edwards' Best Biscuits, 500 per tin 25

5-lb. pack Quaker Oats, 25c per tin 25

Finest Feathering Cocoanut, per lb. 25

3 tins Quaker Oats, 25c per tin 25

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