

Telephone Main 7841

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

Market Adelaide 6100

Simpson's---Monster Sale of Men's Shirts at \$1.88



Sensational Purchase of Arrow and Forsyth Brands Regularly \$2.00, \$2.50 and \$3.00
\$1.88

Three for \$5.55

This is an opportunity, the like of which has not been offered for months past.

THESE FINE SHIRTS were taken from our regular stocks, and are not shirts made to meet a low price.

THEY HAVE SOFT DOUBLE CUFFS, and are made coat style, with attractive pearl buttons.

Materials are high-grade Blackstone printed madras, crepe madras, Russian cords and twills.

Every wanted coloring and design is obtainable among the assortment. Sizes 13 1/2 to 18. Regularly \$2.00, \$2.50 and \$3.00. Today, \$1.88, 3 for \$5.55.
Simpson's—Main Floor.

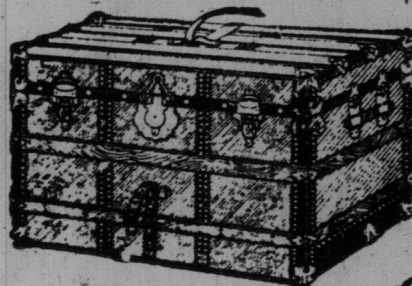
Neckties 47c

A special purchase brought the price down in Swiss, Italian and American Silk Neckties. Plain and all-over floral, stripe and figured designs. Large flowing ends. Regularly 75c, \$1.00 and \$1.50. Today, 47c.
Simpson's—Main Floor.

Men's \$1.50 Wool Sox, 98c

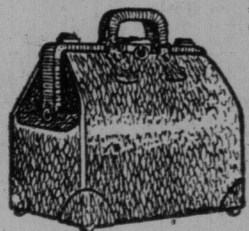
Of heavy 3-ply hand fingering pure wool yarn. Knitted by hand. No seams. Small and large sizes. Today, 98c.
Simpson's—Main Floor.

100 Tourist Trunks \$7.95 Ea.



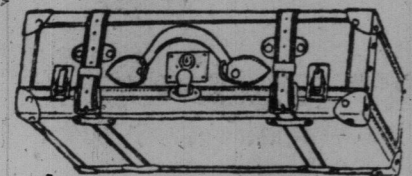
Clearance of odd lines Tourist and Steamer Trunks. Some fibrette, others canvas covered, all with trays, some with two straps. Sizes 30, 32, 34, 36 and steamer 40 inches. Come early today, each, \$7.95.

Fabrikoid Club Bags, \$4.95



As illustrated, durable rubber cloth lining, with pockets, double high handles, reinforced corners, walrus and crepe grain. Sizes 16 and 18 inches. Holiday special, \$4.95.

Suit Cases, \$3.95



Deep Fibre Suit Case, smart model, two wide grain straps, shirt pocket and inside straps, good fasts and locks. Sizes 24 inches and 26 inches. Today, \$3.95.
Simpson's—Sixth Floor.

Men Looking for New and Distinctive Hats

will find the styles that best become them here at inexpensive prices. For instance:

Lincoln Hats \$5.00

Three new spring shapes in Black Stiff Hats. Small, medium and full crown styles. Saturday price, \$5.00.

Lincoln Soft Hats, \$5.00

New shapes in attractive greys, greens, brown and black. Some have high-grade silk linings. Today, \$5.00.

Knox, Mallory, Borsalino, Christy, Leeds and Hampton Hats in splendid variety.

Caps for Men and Boys.

Plain shades and fancy designs in all the leading shapes. Today, \$1.50; \$2.00, \$2.50 and \$3.00.

Special, Caps at 95c.

Boys' and Men's Caps, in assorted shades of tweeds. One, four and eight-piece top shapes. Today, 95c.

\$22.50 For Fine Suits

Regular \$26.50 and \$32

For Young Men and Men



The product of our own factory, so that when we say they are really remarkable values at the sale price we know whereof we speak.

The group consists of 125 Suits. They are developed in excellent quality worsteds, in dressy patterns. Wool mohair linings.

Dark grey pin checks—medium grey pick-and-picks—dark and medium browns, in plain and stripe effects. Medium greys, in plain and small check effects. Carefully designed and tailored in the single-breasted, three-button, soft roll, semi and form-fitting sac models. Also a few waist-seam suits, five-button vests, trousers finished with side, two hip and watch pockets—belt loops—cuff or plain bottoms. Sizes 34 to 44. Regularly \$26.50 to \$32.00. Today, \$22.50.

TWO-PURPOSE TWEED RAINCOATS, \$14.75

For men and young men. Grey and black and homespun tweed effects, in the trencher model. All-around belt, natural shoulder, and close-fitting convertible collar. For wear rain or shine. Sizes 34 to 42. Today, \$14.75.

ALL-WOOL NAVY BLUE WORSTED SUITS, \$42.50.

Single-breasted, three-button, soft roll, semi-fitted sac model, for men and young men. Designed and tailored with the utmost care to ensure satisfactory fit and service. Sizes 35 to 44. Today, \$42.50.

SPRING OVERCOATS, \$25.00

For men and young men. Slip-on, trencher and Chesterfield models. Smart tweeds and plain grey chevrons. Sizes 34 to 44. Today, \$25.00.
Simpson's—Main Floor.

These Balmly Days Suggest Kodaking--Get Yours!

Hardly much need to enlarge upon that heading—most everybody knows the delightful surprises and pleasures which picture-taking throws their way.

2 A Box Brownie \$3.75

The 2A Box Brownie takes pictures 2 1/4 x 4 1/4 inches, either vertical or horizontal. Fitted with good lens and shutter—it will take wonderful snaps. Utmost value obtainable in box camera at \$3.75.

2 A Folding Premo, R.R. Lens, \$10.75

This is probably the most popular line in the Eastman list—very strongly made of metal—neatly covered in leatherette. Has R.R. lens and ball-bearing shutter. Reversible view finder. Takes picture 2 1/4 x 4 1/4, \$10.75.
Simpson's—Main Floor.

Special! 9 x 12 Tapestry Rugs, Today, \$18.95

That's a special price on these Scotch and Canadian qualities. Oriental patterns and floral designs. Size 9 x 12 feet. Today, special, \$18.95.

Heavy Oilcloth, 79c Square Yard

200 rolls of heavy quality, well seasoned oilcloth. Attractive patterns and colorings in large variety. Four different widths at 79c square yard.

Veranda Grass Rugs

New ones just in. Green, brown and blue shades, with fancy or plain band borders. Well bound and strongly made. Sizes 2 ft. 6 in. x 5 ft. at \$1.75 each; 4 ft. 6 in. x 7 ft. at \$3.95 each; 6 x 9 ft. at \$6.50 each; 9 x 12 ft. at \$12.50 each.

Plaited Rush Mats, Special, \$3.25

200 only, fine quality, closely plaited rush mats. Square designs, reversible. Size 3 x 6 ft. Saturday special, \$3.25.
Simpson's—Fourth Floor.

Among the New Oriental Rugs Are:

Many handsome specimens which will make a strong appeal to lovers of the beautiful. The wonderful colors and designs offer a splendid selection. Small sizes for room or hall, \$55.00 to \$85.00.
Simpson's—Fourth Floor.

Here's Music for Mothers' Day

The "Canadian" phonograph will heighten the pleasure of Mothers' Day. Why not get your instrument today?

"Canadian" Phonograph \$100

PLAYS ALL RECORDS

It comes in mahogany, walnut and oak finish. A "Canadian" in the home means good music and entertainment for the whole family for years to come. It is an unsurpassed phonograph at the price.

RECORDS FOR MOTHERS' DAY

Silver Threads Among the Gold (Contralto Solo), 90c.
When You and I Were Young, Maggie (Tenor), 90c.
Abide With Me (Duet), Whispering Hope, 90c.
In the Gloaming (Contralto), Oh, Promise Me, 90c.
Carry Me Back to Old Virginia (Quartet), Darling Nellie Gray (Quartet), 90c.

Annie Laurie (Alto Solo), Ben Bolt (Alto Solo), 90c.
Way Down Upon the Swancee River (Solo), Mighty Lak a Rose, 90c.
Songs of Scotland (Mixed Chorus), Songs of Ireland (Mixed Chorus), \$1.50.
We deliver records. Phone Main 7841.
Phonograph Dept.—Sixth Floor.

Store Opens 8.30, Closes 5.30 Daily

Grasp This Opportunity!

Regular \$6.00 and \$7.00 Boots at

\$4.95

No Phone, Mail or C.O.D. Orders on Sale Footwear.

1500 pairs Patent Brown, Gunmetal and Patent Leather Boots, in Blucher and straight lace styles. Wide, medium and English recede toes. Leather and guaranteed fibre rubber soles. Military and low heels. Sizes 5 to 11 in the lot. Regularly \$6.00, \$7.00 and \$7.50. Today, all one price, \$4.95.

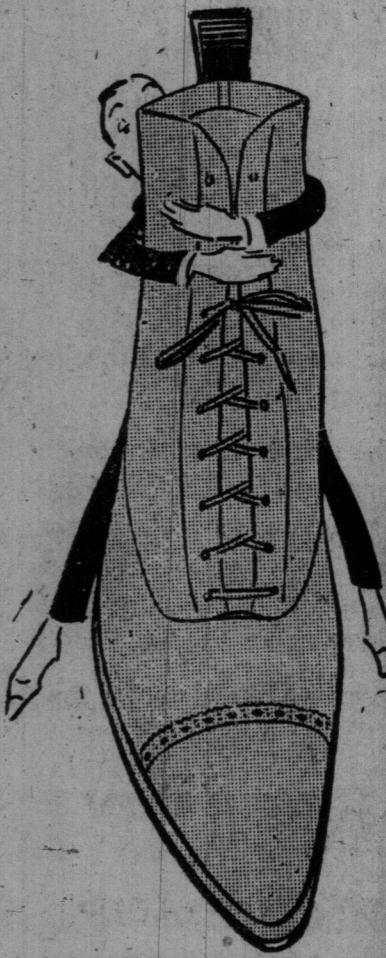
Oxfords, for Men, \$6.00

Gunmetal Calf Oxfords—blucher style. The "Belgium"—a popular full round toe last. Medium weight English oak tan leather sole. Flat heel. Widths D and E. Sizes 5 1/2 to 10. Per pair, \$6.00. Also in straight lace recede toe style, at \$6.00.

Men's Havana Brown Calf Oxfords, \$6.50.

Full round toe last—straight lace style. Medium weight Goodyear welt leather sole—low heel. Widths D and E. Pair, \$6.50.

Simpson's—Second Floor.



Boys' \$8.50 and \$11.50 Suits Are Down to \$6.45 Today

Every mother will appreciate the excellent value when she sees the garments.

125 Suits in the lot—odd sizes and broken lines, in English tweeds of cotton and wool mixture and cotton worsted materials.

Grey and black hairline and diagonal stripes—brown and grey mixtures and plain grey effects. All-around, loose, belted and semi-Norfolk models, full fashioned bloomers—some have governor fasteners and some have strap with button and buttonhole at knee. Sizes 24 to 36, 6 to 18 years. Regularly \$8.50 to \$11.50. Today \$6.45.

Clearance of Boys' Spring Reefers at \$5.85

Regularly \$6.50 to \$10.50. Sizes 5 to 10 years.

Swagger Coats that little fellows need these uncertain days.

Brown and grey mixed effects, grey homespun and check patterns, plain browns, greys and blues. All-around belted and regular double-breasted models. Not every size in every pattern, but all sizes are here. Sizes 5 to 10 years. Today, special, \$5.85.
Simpson's—Main Floor.

Simpson's Saturday Market

Shoulder Roasts, Choice Beef, lb., 26c.

BLADE ROASTS, per lb. 26c
THICK RIB ROASTS, per lb. 26c
PRIME RIB ROASTS, per lb. 26c
ROUND ROASTS, per lb. 26c
BRISKET, lean cuts, for boiling, per lb. 25c
COTTAGE HAMS, boneless, for boiling or frying, 3 to 5 lbs. each, lb. 40c
DOMESTIC SHOOTING, 3-lb. pairs, gross weight, per pair 20c

Special Red Sea Salmon Steaks, Today, lb., 28c.

SMOKED FINNAN HADDIES, per lb. 13c
SMOKED BONELESS PILLETS, per lb. 23c
KIPPERED HERRING, large, per pair 19c
SHREDDED SALT COD, per packet 12 1/2c

2000 Pails Raspberry Jam, No. 4 Size Pail, 98c.

(Only 3 pails to a customer—Shop early for yours.)
Standard Granulated Sugar, 10-lb. bag, per bag \$1.10.
Early June Peas, tin, 15c.
Finest Canned Corn, tin, 20c.
Finest Canned Pumpkin, 3 tins 20c.
Loaf Sugar, 2 lbs. 26c.
Comfort Soap, 14 bars \$1.00.
Finest Creamery Butter, lb. 55c.
Fresh Roasted Coffee, lb. 42c.
Finest Canned Pineapple, Libby's, sliced, per tin, 35c.
Kellogg's Toasted Cornflakes, two packets, 25c.

Choice Asparagus Tips, Glass Label Brand, Tin, 28c.

Baker's Cocoa, 1/2-lb. tin, 25c.
Harry Home Custard Powder, two tins, 25c.
California Navel Oranges, today, per dozen, 49c.
Chocolate-Covered Cherries, Regular 60c, lb., 49c.
Nelson's Rosebuds, reg. 60c lb. 45c.
Brazil Nut Taffy, lb., 60c.

1000 lbs. Imported Root HORSERADISH, lb. 15c, 3 lbs. 40c.

Flowers for Mother's Day.
Carnations, dozen, \$1.50.
Roses, \$1.75, \$2.00 and \$2.50 dozen.
Sweet Peas, bunch, 30c.
Iris, Mauve, White and Yellow, per dozen, \$1.50.

The Robert SIMPSON Company Limited