

Telephone Main 7841

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

Market Adelaide 6100

Store Opens at 8.30 a.m.

Simpson's Friday Bargains

Store Closes at 5.30 Daily

Flannelette 35c Yard

English Stripe Flannelette, in assorted blue and white or pink and white stripes. 36 inches wide. Regularly 50c yard. Today, 35c.

Damask Napkins, \$1.29 Dozen

Irish manufacture—assorted designs. Size 16 x 16 inches. Regularly \$1.50 dozen. Today, \$1.29.

Plain Bleached Sheet, 69c Yard

Heavy quality—snowy white. Round thread finish. 63 inches. Regularly \$1.00 yard. Today, 69c.

Horrockses' Circular Pillow Cases, \$1.98 Pair

Best quality, linen finished—two sizes, 42 x 36 and 45 x 36 inches. Regularly \$2.45 pair. Today, \$1.98.

White Longcloth, 22c Yard

Strong wearing quality—36 inches wide. Regularly 29c yard. Today, 22c.

\$6.00 White Saxony Blankets at \$4.95

Pink or blue borders. Ribbon bound or whipped ends. Size 70 x 84 inches. Regularly \$6.00 pair. Today, \$4.95.

White Turkish Bath Towels, \$1.69 Pair

Extra large size, with hemmed ends. Regularly \$2.25 to \$2.50 pair. 118 yards only to sell today at, \$1.69.

Dresser and Buffet Scarfs, \$1.29

Fillet lace design. Size 18 x 52 inches. Regularly \$1.50, \$1.75 and \$2.00. Today, each, \$1.29.

Simpson's—Fourth Floor.

Wall Paper Bargains

WALL PAPERS, TODAY, 9c

Regularly 12 1/2c and 15c.

Floral and conventional designs, in stripe effects, for sitting-rooms, halls and bedrooms—tan, blue, pink and buff colorings.

NEW TAPESTRY WALL PAPERS

Regular Value 35c.

Foliage and scenic designs, in rich colorings of tan, green, blue and grey. Friday bargain, 17c.

VARNISHED TILE PAPERS, 23c

For kitchens, bathrooms and shops—first quality stock, and varnish finish—new designs and colorings.

CLEARANCE OF WIDE BLEND PAPERS, 25c YARD

Regularly 60c.

Hand-made Blend Papers—60 inches wide—quantities limited to one or two room lots of a kind only. Wide blend papers are hung horizontally, and do not show the seams.

OIL-COATED BURLAP, TODAY, SQUARE YARD, 54c

Heavy Weave Burlap, with drab color or filling for dado use—easily painted. 36 and 72 inch widths.

Muresco and Brush 79c

5-lb. Package and 6-inch Fibre Bristle Brush.

Your choice of large range of tints for side wall and ceiling use—white, ivory, cream, light buff, buff, yellow, drab, brown, pale blue, sky blue, pearl, grey, pale green, pea-green, and pink.

DURABLE FLOOR VARNISH, 69c QUART

Clear color—dries hard and glossy. Withstands hard wear—for interior floor use.

Stickfast Dry Paste—1-lb. packages, 20c

Electric Wall Paper Cleaner—Package, 19c.

Pure Turpentine—Today, per quart, 45c

Simpson's—Sixth Floor.

Tungsten Bulbs

40 AND 60-WATT TUNGSTEN BULBS

Grade A

2000 40-watts, 28c, 3 for 80c.

3000 60-watts, 33c, 3 for 95c.

These are very fine quality. They are not seconds and not re-fills.

Bulbs that are broken in delivery will be replaced if presented with bill by Monday morning.

Simpson's—Sixth Floor.

Notion Bargains

Women's White Elastic Sew-on Hose Supporters. Regular price 25c. Today, pair, 15c.

Sanitary Towels—Seamless, 6 to package. Today, package, 25c.

Children's Combinations, Waist and Hose Supporters—Sizes 2 to 12 years. Regular price 35c. Today, 25c.

Pin Sheets—Finest quality brass pins, 160 to sheet. Regular price, 2 for 15c. Today, 4 sheets for 15c.

White and Black Bias Seam Tape, 10 yards to bolt. Today, bolt, 10c.

Simpson's—Main Floor.

Jewelry Bargains

10K NECKLACES, \$4.95

Regularly \$7.00.

Necklaces set with pearls, in bird and scroll designs. Friday bargain, \$4.95.

10K GOLD CUFF LINKS, \$1.95

Solid 10K Gold Links—plain only. Regularly \$3.00. Today, \$1.95.

10K LOCKET AND CHAIN, \$1.95

Children's Locket and Chain—oval or round shapes. Regularly \$3.00 to \$3.50. Today, \$1.95.

Simpson's—Main Floor.

Bargains From the China Department

GLASSWARE, 10c

Gibson Teapot Stands, 39c—Brown earthen stands, with border decorations. Today, 25c.

Cups, Saucers and Covered Butter Dishes, etc. Clearance price, 10c.

Lemonade Sets, \$1.49—100 only.

Three cut star Water or Lemonade Sets, one large jug and six tumblers. Today, set, \$1.49.

Cups and Saucers, 10c—Royal Nippon Hand-painted China Cups and Saucers, with dainty pink rose spray decoration. Keramic shape. Regularly 15c. Today, 10c.

Casserole, 70c—Guercy casserole, Brown with white lining. Regularly 95c. Today, 70c.

Gibson Teapots, 10c—Pretty decorated Teapots, in various designs and sizes. Your choice, 10c.

Cups and Saucers, 12c—Good quality white porcelain.

Simpson's—Basement.

Drapery Bargains

Window Curtains \$1.49 Pair. Chintzes 39c Yard

Window Shades, 79c

Couch Covers, \$2.98

Tapestry Portieres, \$3.98 Pr.

Lace Curtains, \$1.49 Pair

Imported direct from the Nottingham maker. Several attractive styles; 36 inches wide; 2 1/2 yards long. White only. Friday bargain, pair, \$1.49.

American Art Chintzes, 39c Yard.

Durable quality, good patterns, light, medium and dark colors. 30 to 36 inches wide. 50c value. Friday bargain, yard, 39c.

Two Bargains in Window Shades

At 79c each—500 strong opaque shades in white, cream or green. Standard size for ordinary window. 37 inches wide, 70 inches long. Reliable rollers, brackets, nails and pulley.

At \$1.35 each—500 of the popular combination shades, showing cream or white to the street, and green inside, especially nice in the bedroom. Best Hartshorn rollers, and all attachments. 37 inches wide, 70 inches long.



Oriental Striped Couch Covers, \$2.98

50 only, reversible couch covers. Made of medium weight good wearing tapestry in green, red and yellow mixed colored stripes. Full size. Regularly \$3.50. Friday bargain, \$2.98.

Tapestry Portieres, \$3.98 Pair

25 pairs only, reversible tapestry portieres with fringe top and bottom. Plain red coloring only, full length. Regularly \$4.39. Friday bargain, pair, \$3.98.

Simpson's—Fourth Floor.

Men's Suits at \$17.95

For Men and Young Men



Attractive tweeds, in shades of brown and grey. Single-breasted, two and three-button, soft roll, semi-fitted sac models, five-button vests, medium trousers. Sizes 32 to 44. Friday bargain, \$17.95.

Youths' First Long Suits \$11.75

Developed in dressy tweeds—attractive grey shades, two and three-piece models. Just 45 suits in the lot. Sizes 32 to 35 only. Today, \$11.75.

MEN'S ODD TROUSERS \$2.95

150 pairs, made from firm finished tweeds, in serviceable dark grey and brown shades. Finished with two inside and two hip, watch pocket and belt loops. Sizes 32 to 44. Friday bargain, \$2.95.

Hats at \$3.65---Bargain

Clearing all odd sizes and broken ranges of \$5.00 to \$6.00 Soft Felt Hats. Big assortment of shapes and colors. Some have slightly curled brims, others flat set brims with raw edges. Greens, greys, brown, black and others. Today \$3.65.

75c to \$1.50 Caps at 49c

Fancy check designs and plain shades in one, four and eight-piece top shapes. Regularly 75c, 95c and \$1.50. Today, 49c.

Children's \$1.50 Tams at 98c

Navy Blue Tams, with plain and gold lettered bands. Today, 98c.

Simpson's—Main Floor.

BARGAINS IN FURNISHINGS

Chambray Shirts \$1.25

"Bob Long" Brand

Men's Blue Chambray Work Shirts, with collar attached. Extra fine quality chambray, double sewn seams, roomy bodies. Sizes 14 1/2 to 17. Today, \$1.25.

Men's Balbriggan Underwear, 49c

Shirts and drawers to match. Natural shade. Special purchase. Sizes 36, 38 and 40 only. Today, 49c.

50c Coatsless Suspenders, at 25c

Men's summer coatsless suspenders. Dominion brand, two buttons. Plain and pattern styles. Regularly 50c. Today, half-price, 25c.

Men's \$1.25 Neglige Shirts at 79c

Plain and fancy hairline and cluster stripes of black, blue, tan also plain white with jacquard fronts. Sizes 14 to 16 1-2. Soft double cloth. Regularly \$1.25. Today, 79c.

50c Duplex Suspenders at 33c

Pulley back light or dark patterns. Regularly 60c. Today, 33c.

Simpson's—Main Floor.

Bargains for Boys

Boys' Suits With Extra Bloomers, \$7.85

Sizes 7 to 12 years. Strong and sturdy suits for that boy of yours. Neatly tailored in a semi-Norfolk model, with yoke back and front, box pleats extending from yoke to waist. All-around stitched belt. Bloomer pants, with strap and buckle at knee. Sizes 25 to 30. Friday bargain, \$7.85.

Boys' Cottonade Bloomers, \$1.39

Grey cottonade, with black and grey mixed stripe. Sizes 6 to 14 years. Friday bargain, \$1.39.

Clearance of Boys' Tweed Raincoats, \$6.95

85 grey and brown mixed tweed "Ruberized" Raincoats. Slip-on and trench models. All seams stitched, cemented and taped. Sizes 10 to 16 years. Friday bargain, \$6.95.

Simpson's—Main Floor.

Tourist Trunks---Bargains

Canvas-covered Tourist Trunks, fibre bound, fibre centre bands, two trays, two cowhide leather straps. Good lock and faste. Size 32 inches at \$10.50; 34 inches at \$10.95; 36 inches at \$11.50; 40 inches at \$12.50.

Suit Case, \$3.95—deep fibre suit case, sewing handle, leather straps. Reinforced corners. Shirt pocket and straps. Sizes 24 and 26 inches, \$3.95.

Club Bag, \$3.95—walrus grain, fabricoid club bags. Swing handle (some with chintz lining and double high handles). Sizes 16 and 18 inches, \$3.95.

Simpson's—Sixth Floor.

Simpson's Market Today

Lake and Sea Fish

FRESH-CATCHED LAKE ONTARIO TROUT, per lb. 25c
FRESH-CATCHED LAKE ONTARIO WHITEFISH, per lb. 25c
FRESH-CATCHED ATLANTIC HADDOCK, per lb. 12c
FRESH-CATCHED ATLANTIC COD, heads off, per lb. 11c
FRESH-CATCHED ATLANTIC FLOUNDER, per lb. 14c
FRESH-CATCHED COD STEAKS, per lb. 15c
WINTER-CATCHED CHOICE DRESSED WHITEFISH, per lb. 12 1/2c
SMOKED FINNAN HADDIES, mild, per lb. 25c
SMOKED BONELESS PILLETS, per lb. 23c

Simpson Quality Meats Are Government Inspected

BREAST OF FRESH VEAL, shank off, per lb. 20c
RACK OF FRESH VEAL, per lb. 24c
LOIN OF FRESH VEAL, flank off, per lb. 23c
LEG OF FRESH VEAL, whole or half, per lb. 25c
SHOULDER ROASTS, Simpson quality beef, per lb. 25c
BRISKET, lean boiling cut, per lb. 30c
BREAKFAST BACON, boneless, mild, whole or half piece, per lb. 45c
SILVER LEAF PURE LARD, 2-lb. pails, gross weight, special, full 100c
EASIFIRST SHORTENING, 3-lb. pails, gross weight, special, full 100c

Finest Canned Peas, 2 Tins 25c

3,000 tins Finest Canned Tomatoes (only 5 tins to a customer), tin, 5c.
Finest Canned Corn, tin, 20c.
One can Standard Granulated Sugar (4-lb. bag, \$1.10).
Lenox Soap, 7 bars 45c.
Choice Family Flour, 24-lb. bag, \$1.49.

Finest Creamery Butter, 55c Pound.

Cornstarch, packet, 12c.
Crisco, 1-lb. tin, 23c.
Pearl Tapioca, 1-lb. tin, 25c.
Dalton's Extracts, assorted, 3 bottles 27c.
Choice White Beans, 3 lbs. 25c.
Choice Rice, 3 lbs. 22c.
Orange Marmalade, No. 4 size 49c.
Kalm, tin, 39c.

California Valencia Oranges, Dozen, 39c.

Choice Grapefruit, 3 for 25c.
1,000 New Cabbages, each, 20c.
Bermuda Onions, 3 lbs. 40c.

CANDY SECTION.

Licorice Alberta, lb. 25c.
Peanut Brittle, lb. 25c.
Fruit and Nut Fudge, in four varieties, today, \$1.19.
Old-fashioned Barley Sugar, lb. 25c.

FLOWER SECTION.

Hydrangeas, each \$1.50 and \$2.00.
Ivy Geraniums, each 60c and \$1.00.
Rubber Plants, each \$1.00 and \$1.50.
Palms, 75c and \$1.00.
Geraniums, in bloom, each, 20c.
Boston Ferns, each, \$1.50.
Pails, each, 65c.

Bargains in Plated Ware

\$5.25 Rogers' Silver-Plated Spoon Sets, at \$2.98

14 pieces, including set of six Silver-plated Tea Spoons, six Dessert Spoons, and two Table Spoons, in plain head or fancy pattern. Engraved with one letter on each piece. The set complete in fancy lined case. Regularly \$5.25 set. Today, set, \$2.98.

Rogers' Silver-Plated Tea Spoons in Case, 98c

Child's \$2.50 Set for \$1.79.

Engraved with One Letter on Each Piece Without Charge

Set of six Rogers' Silver-Plated Tea Spoons, in fancy lined case, as illustrated. Engraved with one letter. Regularly \$1.36. Today, 98c.

\$4.80 Knife and Fork Set at \$3.49

12 pieces, including set of six Silver-plated Dessert Knives and six Rogers' Silver-plated Dessert Forks, in fancy lined case. Regularly \$4.80 set. Today, set, \$3.49.

Simpson's—Main Floor.

Footwear Bargains

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

White Canvas Pumps and Button Boots \$1.49

New Canvas Button Boots, Plain Pumps, Mary Jane Pumps and Small Tongue Colonial. Medium wide and narrow toes, with bow and neat ornament trimming. McKay sewn soles. Cuban and Spanish heels. All sizes in each line, 2 1/2 to 7. Come early and get your summer's supply at this bargain price. Selling today, \$1.49.

Women's Low Shoes, \$1.49

Patent Buckle Colonial, at wholesale cost. Black lining and leather insole—medium weight soles and Cuban heels. Sizes 2 1-2 to 7. Remarkable bargain today, \$1.49.

Women's Pumps and Slippers, Today, \$1.99

Patent Leather Low Shoes, in buckle colonial, plain pumps and strap slippers. Wide medium and narrow toe shapes. Low and Cuban heels. Sizes 2 1-2 to 5 1-2. Friday bargain, \$1.99.

Children's Black Kid Boots, 99c

Made of black kid leather with broad toes and patent toe-caps, turn soles. Sizes 4 to 7 1-2. Today, 99c.

Havana Brown Lace Boots for Men, \$4.75

350 pairs Goodyear Welt Boots. Made of Havana brown calf leather with recede toe. Straight lace, guaranteed Acme rubber fibre sole. Catspaw solid rubber heel. Sizes 6 to 10. Per pair, today, \$4.75.

Boys' Scuffer Oxfords for Summer, \$1.50

One of the most durable shoes for boys. Light and flexible, made of brown elk leather, lace style, light flexible leather sole and low flat heel. Sizes 11 to 4. One price, today, \$1.50.

Simpson's—Second Floor.

Stamped Gowns 98c Each

50 Nightgowns of medium weight nainsook, round square or V-shaped neck. Full size, stamped for white or colored embroidery work. Friday bargain, each, 98c.

Linon Towels, 75c Each

200 pure linen duck bedroom towels, with hemmed ends. Stamped in dainty designs for white or colored embroidery work. Friday bargain, each, 75c.

\$3.00 Knitting Wool at \$1.50 Pound

1,200 lbs. in a big clearance. Scotch fingering, four-ply pure wool, in medium shade of grey. Regularly \$3.00 lb. Half-price, today, \$1.50.

Phone Orders Taken for These Items. Simpson's—Fourth Floor.

The Robert SIMPSON Company Limited

BASEMENT BARGAINS IN HOUSEHOLD HARDWARE

Phone Orders Also Filled—Main 7841.

Polish Mop and Bottle of Polish, \$1.19.

The Universal Polish Mop, a good big mop with movable head and handle that adjusts to any angle, and a 50c size bottle of Sprutex Cedar Oil Polish, \$1.60 value. Complete set, today, \$1.19.

Royal Floor Wax, a very high grade.

1-lb. can, today, 49c.

Boston Metal Polish, 1/2-pint can, today, 22c.

Corn Brooms, medium weight, four strings, well made, 50 only to sell today, at each, 57c.

Bread and Butter Plates, 15c. Tea Plates, today, 15c. Diner Plates, today, 15c. Soup Plates, today, 15c.

Garbage Cans, 85c

Ball handle, slip-over cover, pearl grey Japanese finish. Today, 85c.

Aluminum Double Boilers, \$1.95 Each

2 qt. size, the bottom utensil may also be used separately as a covered saucepan. Today, \$1.95.

Aluminum Tea Kettles, a good big size, six quarts; \$4.50 value. Today, \$3.75.

Scissors, women's work scissors, embroidery and pocket scissors, 3/4, 4, 5, 5 1/2 and 6-inch scissors, full nickel finish. Pair, 35c.

Aluminum Saucepans