

Telephone Main 7841

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

Market Adelaide 6100

Simpson's--"May Day" Sale, 3200 Yards Bleached Sheeting at 49c Yard

Grand Display of Fashionable Silks at Popular Prices

FRENCH, SWISS AND AMERICAN CHIFFON TAFFETAS in all the newest spring shades. All guaranteed qualities of uncrushable chiffon finish. Yard, \$2.50, \$2.95, \$3.50 and \$4.50.

Further Shipment of Black Chiffon Taffetas From C. J. Bonnett

Deep, full, lustrous blacks, also duller finishes. Yard, \$1.95, \$2.50, \$3.00, \$3.50 to \$5.00.

French Black Silk and Wool Moire Velours

Deep lustrous blacks in rich designs. Very fashionable for suits, coats and separate skirts. Guaranteed wearing qualities. Specially priced at \$2.95, \$3.50 to \$5.00 yard.

Simpson's--Second Floor.

Suitings and Coatings in Dust and Sand Shades



Tricotine, Gabardine

The season's favored weaves for spring suits and coats, capes and dolmans, pure wool qualities, 54 inches wide; dust, sand and castor shades; finest grade, botany finish. Yard, \$6.50.

Satin Broadcloth

Tailors beautifully into extremely smart suits and coats; dust, sand and nutria; also other darker tones; 54 inches wide. On sale, Today, yard, \$6.50.



The New Charmeuse Dress Satins

In all the wanted spring colorings, greens, copens, navys, tans, wine, new blues, taupe, nigger, etc.; yard, \$2.95 and \$3.50.

New Silk Failles

All the leading colors, including four shades of navy. Pure silk and guaranteed for wear; yard, \$3.50 and \$4.50.

Wool Duvetyn

A fascinating and popular fabric for spring coats and suits. Sand, taupe, dust, new blues, navy, castor, etc. Yard, \$6.50.

Simpson's--Second Floor.

New Silvertone

In the most attractive mixtures and effects in blues, greens, browns, grey and burgundy, etc. 54 inches wide, specially low priced, per yard, \$5.00.

Special Sale---\$1.50 Serges 95c Yd.

Fortunate purchase of all-wool worsted finish serges, suitable for dresses, skirts, misses' and children's school and college dresses, etc. Colors include greys, greens, brown, taupe, navy, wine, purple and black. 36 inches wide. Today, special, yard, 95c.

Misses' \$39.75, \$42.50 Suits at \$34.50

A wonderful assemblage, taken right out of stock and offered at a price that makes it worth while to shop at 8.30 a.m. today.

Mostly in the favored navy, tricotine, gabardine or serge. Russian, box and mannish tailored styles. Full range of sizes. Today, only \$34.50.

For \$35 Misses May Choose From a Variety of Stunning Coats

Youthful styles that emphasize the vogue of swing backs, pin tuckings, attached capes and dolman lines.

Made from delhi, velour, cheviot and serge in navy, tan, dust, Pekin and rose. Excellent value at \$35.00.

Simpson's--Third Floor.

Misses' Fetching May-Time Frocks

Moderately Priced at \$32.50 and \$35.00.

Of course they are of taffeta--so brightly suggestive of sunshine and spring. In navy, henna, sand, brown, jay blue and black. One fascinating model in navy taffeta has triple skirt, and a chic tucked vestee of flash georgette. Price \$35.00.

A very clever frock in black taffeta has tiny ruffles set over the hips in mid-Victorian effect--a cuffed hem to show the modern tendency, and gray red piping and cherries at the throat for victory. Price \$35.00.

The popular inverted ruffles, corded cuffed hem and hemstitched frill about the throat, are smart features of a navy taffeta. Price, \$32.50.

Rich amethyst taffeta fashions a frock, whose many frills are cunningly bordered with black body velvet. Price \$35.00.

Women's Afternoon Dresses

At \$22.50 and \$25.00

The acme of value and smart style at the low prices. Made from taffeta, crepe de chine and satin--beaded, embroidered, corded, tucked. Leading shades--\$22.50 and \$25.00.

Misses' \$12.50 Skirts at \$9.95

You couldn't possibly find better value than these smart new taffeta skirts. They are of excellent quality, with novel pockets and girdles to give them chic. Navy and black. Today, special, \$9.95.

Simpson's--Third Floor.

8.30 Sale! Women's Suits \$32.50

An extraordinary collection of smart suits from regular stock, underpriced for quick selling today. Serges--poplins--gabardines--in navy, brown, green, putty and taupe. Smartly tailored in strict and novelty designs, braid and button trimmed. Today, \$32.50.

Splendid Opportunity in Women's Coats and Capes at \$22.75

Styles from stock originally priced at \$30.00, including some of the season's smartest designs and fabrics. Colors navy, rookie, sand, Belgian, olive or grey. Today only, \$22.75.

"May Day" Offering of \$1.50, \$1.75 Camisoles at 89c

Several popular styles, made of rich quality Jap silk, with lace yokes and insertions. Pink or white. Wonderful value. Today, 89c.

500 Nightgowns at \$1.35

Of soft white cotton, in several slip-over styles--trimmed with dainty lace, Swiss embroidery and ribbons. Some embroidered. Today, \$1.35.

White Cotton Underskirts

With deep flounces of Swiss embroidery and cotton underlay. Popular lengths. Today, priced at \$1.25.

Simpson's--Third Floor.

Band Aprons, 39c.

Made of excellent quality striped print or checkedingham. Full sizes, and handy pocket. Today, 39c.

"H. and W." Brassieres \$1.75

Very popular models, made of strong white cotton and trimmed with heavy lace or embroidery. Also bandeau style of Grecian Troop with front or back fastening. Have Miss Helen Brown, of New York, give you a fitting of these models. Price, \$1.75.

Simpson's--Third Floor.

"Royal Worcester" Corsets \$4.00.

Smart new models for the average figure, with low bust and graceful skirt. Made of fine imported coutil or fancy brocade--some with elastic at bust. Sizes 20 to 26. Pink and white.

Miss Irene D. Chadwick of New York

will gladly explain to you the special features of these corsets and will give you a trial fitting.

Simpson's--Third Floor.



Women's Light Weight Vests, 33c

Made of fine ribbed cotton, with heavy lace yokes. Today, 33c.

This quality sheeting has been selling regularly at 65c a yard. It is fully bleached and comes in close even weave--free from dressing. 70 inches wide. Regular price 65c. Rush price, today, yard, 49c.

Flannelette Less Than Wholesale Price, 20c Yd.

2500 yards of striped flannelettes suitable for night shirts, pyjamas, etc. 29 inches wide. Reduced to clear today, yard, 20c.

\$6.00 Blankets Clearing at Pair, \$4.95

White Saxony with blue or pink borders. Whipped or ribbon bound ends. Large size 70 x 84 inches. Today, pair, \$4.95.

Bleached Longcloth, 18c Yard

36 inches wide, medium weight. Greatly reduced. Today, yard, 18c.

White Satin Bedspreads \$3.95

Hemmed or cut corners with scalloped edges, double bed size. Five different patterns to choose from. Regularly \$4.50. Clearing, today, \$3.95.

Nainsook, 29c Yard

Fine quality, 36 inches wide. Regularly 35c yard. Today, yard, 29c.

White Crochet Bedspreads, \$3.95

Extra large size--80 x 90 inches. Splendid washing and wearing quality. Special, \$3.95.

Horrockses' Shirting 59c Yard

32 inches wide, good range of stripes. Regularly 75c yard. Today, yard, 59c.

Simpson's--Fourth Floor.



Victor Records for May A 12-Inch Attractive Dance Record

35684, \$1.50--Sometime (Medley Fox Trot), Smith's Orchestra; Chong (Medley Fox Trot), Smith's Orchestra.

Harry Lauder at His Best

70123, \$1.50--When I Was Twenty-One, Harry Lauder.

A Beautiful Blue Seal Record

45162, \$1.25--After All, Werrenrath; Lonesome, That's All, Murphy.

A Fine Red Seal Record

64803--Calling Me Home to You, McCormack.

Popular Songs and Dance Records

18537, 90c--How Ya Gonna Keep 'Em Down on the Farm? Arthur Fields; How Are You Goin' to Wet Your Whisker? Arthur Fields.

18536, 90c--Arabian Nights (One Step), Waldorf Astoria Orchestra; Sand Dunes, Nicholas Orlando's Orchestra.

18539, 90c--Kentucky Dream Waltz, Nicholas Orlando's Orchestra; Velvet Lady (Medley Waltz), Nicholas Orlando's Orchestra.

Photograph Department--Sixth Floor, Main 7841.

Hear Records by Alda, Martinelli and De Luca

You can enjoy the performances of these famous artists at any time in your own home. Listed below are some delightfully entertaining records which you will like:

Martinelli Records

64382--Rigoletto--Ladona Mobile (Woman is Fickle)--Verdi.

74424--Cecilia Alda--Verdi.

44598--La Boheme--Thou Sweetest Madam (in Italian)--Puccini.

74483--Lucia--Farewell to Earth--Donizetti.

Alda Records

64654--Somewhere a Voice is Calling.

64718--Sing Me Love's Lullaby.

64782--The Magic of Your Eyes.

74335--Madame Butterfly--Puccini.

74401--Love's Own Sweet Song.

De Luca Records

74514--Barber of Seville--Room for the Factotum.

64775--God Bless You, My Dear.

64777--Trovatore--The Tempest of the Heart--Verdi.

Photograph Department--Sixth Floor.

Store Opens at 8.30 a.m. and Closes at 5.30 p.m. Daily.

Suits for Every Type of Figure

The Simpson Store is mighty careful in the selection of clothes for its customers. Utmost quality must accompany every garment at whatever price you pay. So large and varied are the assortments here that every type of figure can be satisfactorily fitted.



Suits for Youths 16 to 20, \$16.50.

Single-breasted, 2-button, form-fitting sacque suits, made of dark grey firm finished tweed. Slash pockets. Sizes 32 to 35. \$16.50.

Suits for Tall Men, \$25.00.

Developed in dark grey fine finished worsted, with neat small check effect. Single-breasted 3-button sacque model, especially designed for tall figure. Sizes 38 to 46. \$25.00.

Suits for Men and Young Men, \$30.00

Single-breasted suits of medium grey fine finished tweed, with dark overcheck pattern. Single-breasted, 2-button, semi-fitted sacque, with long soft roll lapels. Sizes 36 to 44. \$30.00.

Suits for Stout Men, \$35.00

Suits developed in rich dark brown worsted, with neat narrow stripe pattern. Single-breasted, 3-button, soft roll sacque model. Sizes 37 to 46. \$35.00.

Simpson's--Main Floor.

Unusual Value in Boys' Suits at \$11

Grey mixed effects and stripes--distinctively styled in single-breasted trench effect models. All-around loose belts and vertical pockets. Perfectly-fitting collars and shoulders; full-fashioned bloomers. Sizes 8 to 12 years--\$11.00.

Boys' Stylish Suits at \$12

Grey and brown mixed tweed effects, in popular all-around loose-belted models. Well-shaped lapels, and shape-retaining collar and fronts. Full-fashioned bloomers. Sizes 13 and 14 years--\$12.00.

Boys' Raincoats \$9

"Two-purpose" Coats that may be worn as a spring coat or raincoat. They come in dark grey rubberized tweed, in French model. All-around loose belt--convertible collar and vertical pockets. Guaranteed rainproof. Sizes 13 to 16 years--\$9.00.

Simpson's--Main Floor.



"Victor" Boots for Men \$8 and \$9

(No Phone, Mail or C.O.D. Orders, No Returns or Exchanges.) Here's an opportunity for ex-soldiers returning to civilian life to get comfortably fitting boots that give ease and freedom, and are good looking besides. Every detail in the making of Victor boots is carefully inspected. Obtainable in suitable lasts for wide or narrow feet.

Victor London Boots, \$8.00 and \$9.00

This smart new lace boot is made of excellent quality kangaroo leather that will not, under natural conditions, get hard or crack. It is a rich Havana brown color. Another feature is the heavy Goodyear welt sole, of highest grade English oak tanned leather. Style 6317, widths C, D and E. Pair, \$9.00. Same style in black, pair, \$8.00.

The "Varsity" Boot, \$8.50

Straight lace boot of fine gunmetal calf, English recede toe--neat perforated tip and dull calf top. Blind eyelets to top. Best English oak-tanned leather sole--flat heel. Style 6221 1/2, sizes 5 1/2 to 11, widths B, C and D. Pair, \$8.50.

Also made in wide fitting last--round toe. Widths D, E and EE. Pair, \$8.50.

Simpson's Special Low Shoes for Men, \$6.00 and \$6.50.

The "Belgium"--full round toe, blucher oxford of gunmetal leather. Medium weight oak-tanned sole--flat heel. Pair, \$6.00.

Simpson's--Second Floor.

Recede Toe Brown Oxfords for Men \$6.50 Pair.

This smart oxford is a favorite with young men. Made of Havana brown calf leather. English recede toe--light weight sole--low flat heel. Sizes 6 to 10. Pair, \$6.50.



The Robert SIMPSON Company Limited

FOR SOUTH... PROBS: ST... GEL With STRIKE BA STILL STOR... Number Ou Three Tho Metal SERIOUSI Firms Anxio ation of Ro... The latest... inden strike... the marine tra... take a hand... join the ranks... action would... and more men... Today a mass... is being hel... consider... the strike to... grades and la... added its quot... fighters for... big voted unan... grades council... support the m... fight... Touching up... out on strike... that out of the... Toronto... also out. A... local 128, of... try, 300 belong... are engaged on... practically all... local 528, at... roads, none of... with the strike... line, a member... es, stated to... smackers on th... up forces with... stances forced... builder, bott... not expected to... most of those... were already ou... Below is ap... statement of... as to the numb... demands under... Noo... Machinists... Moulders... makers... Buckamiths... Brass moulders... Anal engineers... Boltmakers... Electrical w... (unattached)... Painters... Sheet metal wo... What... Massey-Harris... John Inglis... Fairbanks-Mc... Can. Allis-Chalm... Booth-Coulter I... Hamilton... Jas. Morrison... Russell Motor... Figures... Lathers... day, and are... Sheet metal w... sept 26 cents... Electrical wo... forty-eight hou... Flatirers in... hour... Stonecutters... Bricklayers... an hour... Builders' lab... 50 cents an h... (Concluded... TH... The Associa... lowing: The peace... formally beg... eventual day... awaited since... 1918 on Nov... arrived. The Germa... met the repr... and associate... green baize to... first prelimi... mean a retur... not far distar... This prelimin... represents... associated pe... their creden... to act for G... Peace treaty... them, outlining... peace confer... eered German... secure that p... mal conditio... professed at... Similar cred... associated r... handed to th... scarcely fi... with the pro... addresses we... When the b... Germans im... Model for th... Premier D... attend the f... mler Clemen... on, who we... by Jules C... Lord Hardi...