

Telephone Main 7841

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

Market Adelaide 6100

SIMPSON'S—95 Business Suits for Men, Special \$20—Today

Important Value for Exhibition Visitors



Men looking for suits at this price will be impressed with this very exceptional offering.

They are carefully tailored from Canadian Bannockburn tweed, a fabric famed for its exceptional wearing qualities. Men of foresight will appreciate this opportunity, coming as it does at a time of general rising prices.

95 suits in the lot, making selection easy — rich shades of brown and grey, in the single-breasted, two and three-button, soft roll, semi-fitted and conservative sacque models—trousers finished with five pockets, belt loops, cuff or plain bottoms. Sizes 36 to 44. On sale 8.30 this morning, \$20.00.

Men's Fall Weight Chesterfield Overcoats at \$22.50

Made up from a plain dark grey fine-finished cheviot, in the very popular Chesterfield model, fly front, close fitting collar, slightly fitted back, regular pockets with flaps, centre vent. Sizes 36 to 44. On sale 8.30 this morning at \$22.50.

Two-Purpose Tweed Raincoats FOR MEN AND YOUNG MEN

Just the coats for wear either as a fall overcoat or raincoat.

AT \$15.00—A plain dark grey tweed, made up in the trencher model, with all-around detachable belt, convertible collar and slash pockets. Sizes 35 to 42. \$15.00.

AT \$18.50—A novelty green and black small check—a young man's coat. Made up in the trencher model, with all-around belt, peak lapels, convertible collar, natural shoulders, split-sleeve, finished with small cuff. Sizes 35 to 42. \$18.50.

Edges and seams in both models both sewn and cemented. Simpson's—Main Floor.

Men! Choose Your Underwear Now

Men's Underwear, \$1.50.
Shirts and drawers. Scotch wool, for fall and winter wear. Double-breasted shirt. Elastic ribbed skirt and wrist. Sizes 34 to 44. Today, garment, \$1.50.
Simpson's—Third Floor.

Cotton and Wool Merino Underwear, \$2.00.
Medium weight shirts and drawers. Natural shades. Mercury brand, fine and soft. Shirts are double-breasted. Ankle and cuffs elastic ribbed. Sizes 34 to 44. Today, garment, \$2.00.
Simpson's—Third Floor.

Fleece Lined Underwear, \$1.15.
Shirts and drawers, natural shade. Penman's sanitary silky fleece. Soft and firm, good weight cotton shell. Sizes 34 to 44. Today, garment, \$1.15.
Simpson's—Third Floor.

Sale! Simpson's High-Grade Paints

The Simpson label is your guarantee of quality and satisfaction. Thoroughly prepared by one of the foremost paint manufacturers of Canada, from permanent pigments combined with linseed oil and turpentine.

Gallons, \$3.69; half gallons, \$1.89; quarts, 98c; pints, 59c; half pints, 33c.

Large Range of Colors.

Inside White, Outside White, Ivory, Cream, Light Buff, Buff, Devon Grey, Drab, Pearl Grey.

Medium Grey, Light Slate, Sky Blue, Light Blue, Medium Blue, Navy, Golden Brown, Brunswick Brown, Dark Brown.

Maroon, Medium Red, Green Tint, Pea Green, Green Stone, Willow Green, Dark Green, Nile Green, Bottle Green.

Varnishes and Enamels at Special Prices.

DURABLE FLOOR VARNISH. 78c QUART—Clear varnish, for floors, dries hard and glossy.

R. S. CO. WHITE ENAMEL 89c QUART—Specially prepared for woodwork, easily applied and gives a good glossy finish.

RUBBERSET BRUSHES, FLAT BRUSHES, 2 IN. WIDE, 25c—Selected black bristles, securely rubberset and bound.

OVAL RUBBERSET BRUSHES. SPECIAL 39c—1 1/4 in. wide, 2 in. long, black bristles.

The Oilcloth and Linoleum Sale Offers Special Opportunities Today Heavy Inlaid Linoleum \$1.95 Square Yard

2,000 square yards of Inlaid Linoleum, splendid tile and conventional designs, suitable for kitchen, dining-room or store use, well seasoned and durable. Regular price \$2.15 sq. yd. Special sale price, sq. yd., \$1.95.

Oilcloth, 79c Sq. Yd.

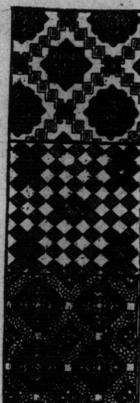
Several hundred rolls of Oilcloth, well glazed, in conventional, wood and tile patterns, made in several widths, from 36 to 90 in. wide. One price only, sq. yd., 79c.

Linoleum Border Strips, Clearing at 39c Each.

100 Thick Linoleum Border Strips, artistic colorings and assorted patterns, 9 in. wide and 3 yds. long. To clear at, each, 39c. (No telephone orders for above items.)

Heavy Cocoa Mats at \$1.19 Each.

Thick and heavy Mats in a closely woven fibre quality, well bound, size 18 x 30 in. Sale price, each, \$1.19.



Store Conveniences for Exhibition Visitors

The Palm Room—On the Sixth Floor.
Information Bureau—On Main Floor, Centre.

Telephone Station and Free Parcel Check Room—In the Basement, Centre.

Postoffice—On the Street Floor, Centre.
Women's Rest Room—On the Third Floor, Richmond side.

Telephone Booths—Conveniently located throughout the Store.

Satisfying! Our New Self-Service Lunch Room

Why? Because of the quick, simplified service—the delicious flavor and wholesomeness of the food—the daintily-set tables with their snowy cloths—the sparkling cutlery—above all, the moderate prices. Try it once—you will want to come every day.

We Prepay Delivery Charges
On all purchases of \$10.00 or more to any station in Ontario.

Make Your Appointments at the Appointment Register
Queen Street Entrance, Main Floor.

A Special Rest Room
Near Palm Room, Sixth Floor.

Dependable School Suits for Boys

The style, service and value that your boy is looking for will be found in these attractive suits.

At \$8.50

Tailored in two and three-button style in Norfolk and trencher models. The patterns are brown and black and grey and black stripes, plain checks and mixed effects in wool and cotton worsteds and tweeds. Sizes 7 to 17 years. Today 8.30 special, \$8.50.

At \$11.50

Smartly tailored black with grey check pattern Canadian tweed, designed in single-breasted all-around loose-belted model with buckle fastener—bloomers full fashioned. Governor fasteners. Sizes 7 to 12 years, \$11.50.

At \$12.50

Rich Canadian tweed in a grey and black broken stripe pattern, tailored in single-breasted trencher model, with vertical pockets, full fashioned bloomers, Governor fasteners. Sizes 7 to 12 years. \$12.50.

At \$14.00

Serviceable tweeds in heather mixtures, overchecks and checks in grey and brown, 2 and 3-button single-breasted models, full fashioned bloomers, Governor fasteners. Sizes 13 to 16 years, \$14.00.

At \$16.00

Genuine Bannockburn tweed, single-breasted, waist line model, with detachable three-quarter belt at back, full fitting bloomers, Governor fasteners. Sizes 13 to 16 years. \$16.00.

Simpson's—Main Floor.



Special Today in the ANNUAL BLANKET SALE

\$10.95 Wool Blankets, \$8.95 Pair

A saving of two dollars a pair on these White Union Wool Blankets, whipped ends. Size 64 x 82 inches. Regularly \$10.95. Special, today, pair, \$8.95.

Down Comforters, \$16.95.

Covered with fine lustre downproof sateen in a large assortment of colorings, with plain panels to match. Size 72 x 72 in. Special, each, \$16.95.

Silkline Comforters, \$3.75.

Dark and light colorings, filled with clean white cotton. Size 60 x 72 inches. Special, today, each, \$3.75.

Irish Linen Cloths, \$8.95.

Pure Linen Table Cloths, made from strong linen yarns. The designs are fleur-de-lys, chrysanthemum, spot or stripes. Size 2 x 2 1/2 yards. Special, today, each, \$8.95.

TABLE NAPKINS to match; size 22 x 22 in. Per dozen, \$8.95.

Exhibition Special!

BLEACHED SHEETING, 48c YARD—If you need sheets for single or three-quarter beds, this is your opportunity. Heavy quality, fully bleached, plain weave. 60 inches wide. Greatly reduced, today, yard, 48c.

Circular Pillow Cotton, 47c Yard.

Linen Finished Circular Pillow Cotton, free from dressing, medium weight, 44 inches wide. Less than wholesale price. Today, yard, 47c.

Embroidered Pillow Cases, \$2.35 Pair.

Irish Hand Embroidered Pillow Cases, in dainty designs, with deep hemstitched hem. Size 22 1/2 x 36 in. Reduced today, pair, \$2.35.

Stripe Flannelette, 28c Yard.

Soft quality, heavy weight Stripe Flannelette, 32 inches wide. Reduced today, yard, 28c.
Simpson's—Fourth Floor.

Simpson's Market Today

One Day Selling of Young Tender Beef Specially Priced for Today Only.

Blade Roasts, per lb. 23c.
Thick Rib Roasts, per lb. 25c.
Round Roasts, per lb. 27c.
Rump Roasts, square, per lb. 28c.
Rump Roasts, round, per lb. 27c.
Sirloin Steak or Roast, per lb. 32c.
Wing Steak or Roast, per lb. 33c.
Porterhouse Steak or Roast, per lb. 35c.
Smoked Hams, select, mild curing, whole or half, per lb. 52c.
Maple Leaf Pure Lard, 3-lb. pails, gross weight, per pail \$1.25.

LAKE AND SEA FISH.

Fresh Whitefish, dressed, per lb. 15c.
Fresh Lake Herring, per lb. 15c.
Fresh Haddock, dressed, per lb. 12 1/2c.
Fresh Halibut Steaks, per lb. 30c.
Fresh Sea Salmon Steaks, per lb. 40c.
Fresh Smoked Kipperd Herring, large, per pair 18c.

GROCERIES.

Finest Creamery Butter, lb. 59c.
1,000 pails St. Williams Raspberry Jam, No. 4 size pail \$1.05.
Libby's Pork and Beans, No. 3 tin, per tin 25c.
Park's Catsup Flavor, bottle 25c.
See Crest Sardines, in Tomato Sauce, tin 25c.
H.O. Ammonia Powder, 3 pkts. 15c.
P. & G. White Napha. Soap, 2 1/2 bars \$1.08.
Ogilvie's or Purity Flour, 24-lb. bag \$1.69.
Kingsnut Butter, lb. 36c.
Assam Tea, regular 65c, lb. 50c.
Clark's Tomato Soup, 2 tins 23c.
Seedless Raisins, package 24c.
Magic Baking Powder, 1-lb. tin 35c.
Choice Currants, lb. 30c.
Flaked Wheat, 7 lbs. 55c.
Peanut Butter, in bulk, lb. 27c.
Orange Marmalade, 1-lb. jar 25c.
Salt 2 packets 15c.
Molasses Snaps, 2 lbs. 35c.
Japan Rice, 2 lbs. 30c.
Featherstrip Cocoanut, lb. 40c.
Edwardsburg or Beehive Table Syrup, 5-lb. pail 55c.
Mazola Oil, for cooking, tin 50c.
Red Salmon, tall tin 34c.
Choice Olives, bottle 40c.

FRUIT SECTION.

California Valencia Oranges, Sun-kist Brand, doz. 45c.
Choice Lemons, doz. 25c.
The Prize-Taker Onions, like Spanish, 4 lbs. 28c.
Vegetable Marrows, each 16c.

The Robert SIMPSON Company Limited