

SIMPSON'S One-price Sales Are Eagerly Watched for by Simpson Customers. Today's Sale Offers This Big List of Desirable Items---Worth Far More---at

49 CENTS EACH

Furniture

- Iron Beds, pure white enamel, fitted with brass caps. Price 3.25
- Iron Beds, white enamel, brass rails and knobs; six fillers. Price 4.75
- Brass Beds, in all regular sizes and finishes. Regular \$24.75, for 15.95
- Brass Beds, in bright, satin or polette finishes. Regular \$28.00. Thursday 19.95
- Springs, all steel tube frame, has woven wire fabric, reinforced and strongly supported by steel bands. Sale price 3.25
- Bed Springs, frames of steel tubing; fabric is extra fine specially woven steel wire. Sale price 4.95
- Box Spring, best oil tempered springs, covered with canvas, heavy layer of cotton placed on top, and then all enclosed in art ticking. Regular \$16.00. Thursday 11.95
- Mattresses, curled seagrass in centre, with layer of jute on both sides. Sale price 2.90
- Mattresses, fibre and felt on both sides. Sale price 6.00
- Mattresses, extra well filled with all cotton felt, built in layers, not stuffed. Sale price 7.95
- Chiffonier, in empire mahogany, rubbed satin finish. Regular \$16.75. Sale price 14.60
- Princess Dresser, empire mahogany finish; two small and one large drawer. Regular \$18.75. Sale price 14.75
- Dresser, white enamel finish, three drawers; brass trimmed. Regular price \$13.00. Sale price 10.75
- Dressers, in Colonial designs; dull mahogany finish; fitted with four spacious drawers. Regular \$21.75. Sale price 24.50
- Buffet, in selected quartered oak, fumed or golden finish. Regular \$27.50. Sale price 26.50
- Buffet, in genuine quartered oak; fumed or golden finish only. Regular \$28.50. Sale price 18.95
- Extension Table, solid oak, golden or fumed finish; 42-inch top, 6 feet when extended. Regular \$12.25. Sale price 9.90
- Extension Table, in solid quarter-cut oak; top 45 inches; 6 feet when extended. Regular \$13.00. Sale price 14.00
- Dining-room Chairs, solid oak, fumed or golden finish; pad seats, upholstered in genuine leather. Regular \$13.75. Sale price 13.95

Every Man Who Reads This Should Be Here Today to Get \$1.25 to \$3.00 Combination Underwear at 94c

The manufacturers' season for selling summer underwear is over, so they had to clear out their stocks, and we bought about 700 suits at a price enabling us to sell them to you at 94c. Whether for immediate wear or for next year, it will be good business to get here at 8.30 this morning for a supply of these fine garments. They are silk lisle, mesh, Poros Knit, silk aéro, soisette, nainsook, etc.; flesh, white, natural and sky; all styles; all sizes. It's an opportunity that will delight you, but get here early or you may be too late for the best ones.

Read This List of 49c Values

- Children's 75c Umbrellas, Thursday 49
- 3-yard Ribbon Sashes, \$1.10 value 49
- Ribbon Hat Scarfs, values to \$2.00, for 49
- Black and White Silk Thread, dozen spools 49
- B. P. C. White Crochet Cotton, 5 balls 49
- Silk Tie-on Dress Shields, sizes 3, 4, 5, at 49
- Postcard size Silverite Photo Frames 49
- Women's Pure Linen Handkerchiefs, 6 for 49
- Boys' Lawn Handkerchiefs, 16 for 49
- Men's English Lawn Handkerchiefs, 10 for 49
- Men's Khaki Handkerchiefs, 8 for 49
- Men's Khaki Handkerchiefs, 5 for 49
- Men's Colored Border Handkerchiefs, 9 for 49
- Women's Hand Embroidered Handkerchiefs 49
- 15c White Indian Head, 5 yards for 49
- 15c White Spot Muslin, 5 yards for 49
- 30c Dark Ground Velles, 3 yards for 49
- 65c Shantora, Silk and Cotton Dress Goods 49
- 25c Mercerized Foulards, 3 yards 49

Items at Other Prices From the Men's Store

- LIGHT WEIGHT CHAUFFEUR'S SUIT AT \$8.50.
It is made from a dark gray mohair and cotton mixed material in an almost plain pattern, cut in a fashionable chauffeur style with the yoke Norfolk back, single-breasted two-way convertible collar; the trousers have five pockets and cuff bottoms, and are nicely tailored throughout. Sizes 36 to 40, at 8.50
- A SPLENDID SHOP DUSTER AT \$1.75.
Made from a khaki drill material that will give most satisfactory wear; single-breasted; patch pocket. Sizes 34 to 44, at 1.75
- FATIGUE SUITS FOR SOLDIERS AT \$8.00.
This is the greatest Fatigue Suit value that is offered when you consider the excellent wearing qualities of English khaki drill. The regulation tunic and breeches, nicely tailored. Sizes 36 to 42, at 8.00
- FRENCH BLANKET CLOTH BATH ROBES AT \$5.50.
Made from a good quality French blanket cloth, in a number of very attractive colorings and patterns; long and roomy, with girdle at waist and nicely tailored. Sizes 36 to 44, at 5.50
- MEN'S KHAKI DRILL RIDING BREECHES AT \$2.75.
Made from a good quality khaki drill in the regulation riding breeches, laced sides and reinforced on outside seam. Sizes 32 to 42, at 2.75

Read This List of 49c Values

- 75c Madras Muslin, 45 to 50 inches wide 49
- Pair of Scrim Curtains and Rod for 49
- Pretty Chintzes, a yard wide, at 49
- 75c Furniture Coverings, per yard 49
- Plain or Trimmed Window Shades, 37 by 70 49
- Double Extension Rods at 49
- Extension Rods, extend to 48 inches, 6 for 49
- Pillow Cases, 42 x 33 inches, 2 pairs 49
- Bleached English Sheets, 2 x 2 1/2 yards 49
- 75c Chenille Table Covers, 36 inches square 49
- 36-inch Bleached English Longcloth, 6 yards 49
- White Bath Towels, 60c per pair quality; for 49
- White Saxony Flannellets, 5 yards for 49
- Checked Glass Towelling, 23 inches wide, yard 49
- 66c to 98c Framed Pictures, at 49
- 55c Kitchen Mirrors, 10 x 17, framed 49
- 50c Photo Frames, 5 x 7 inches, 2 for 49
- Fibre School Case, 14 inches long 49
- Matting Club Bag, 12 inches long 49

49c Sale of Toilet Goods

- Grained White Celluloid Photo Frames, Regular 75c. Special 49
- Three-piece Toilet Set, consisting of hair brush, hand mirror and dressing comb. Regular 75c. Special set 49
- Real Ebony Hair Brushes, with 11 rows of hand-drawn bristles, and dressing comb. Regular 69c. Special 49
- Toilet Soap Set, containing 12 cakes of reliable toilet soap and three packages of toilet paper. Regular 65c. Special, set 49
- *Toilet Set, containing 12 cakes of reliable toilet soap and three packages of toilet paper. Regular 65c. Special, set 49
- *Toilet Set, consisting of tube of Onstol Tooth Paste, tooth brush, 1/2-lb. tin of Ilac talcum powder, jar of pure cold cream and cake of Fairy Soap. Regular 70c. Special, set 49
- *Bottle of Imported Lily of Valley Perfume, bottle of Ideal Florida Water and 1/2 oz. Colgate's Robina Sachet. Regular 65c. Special, set 49

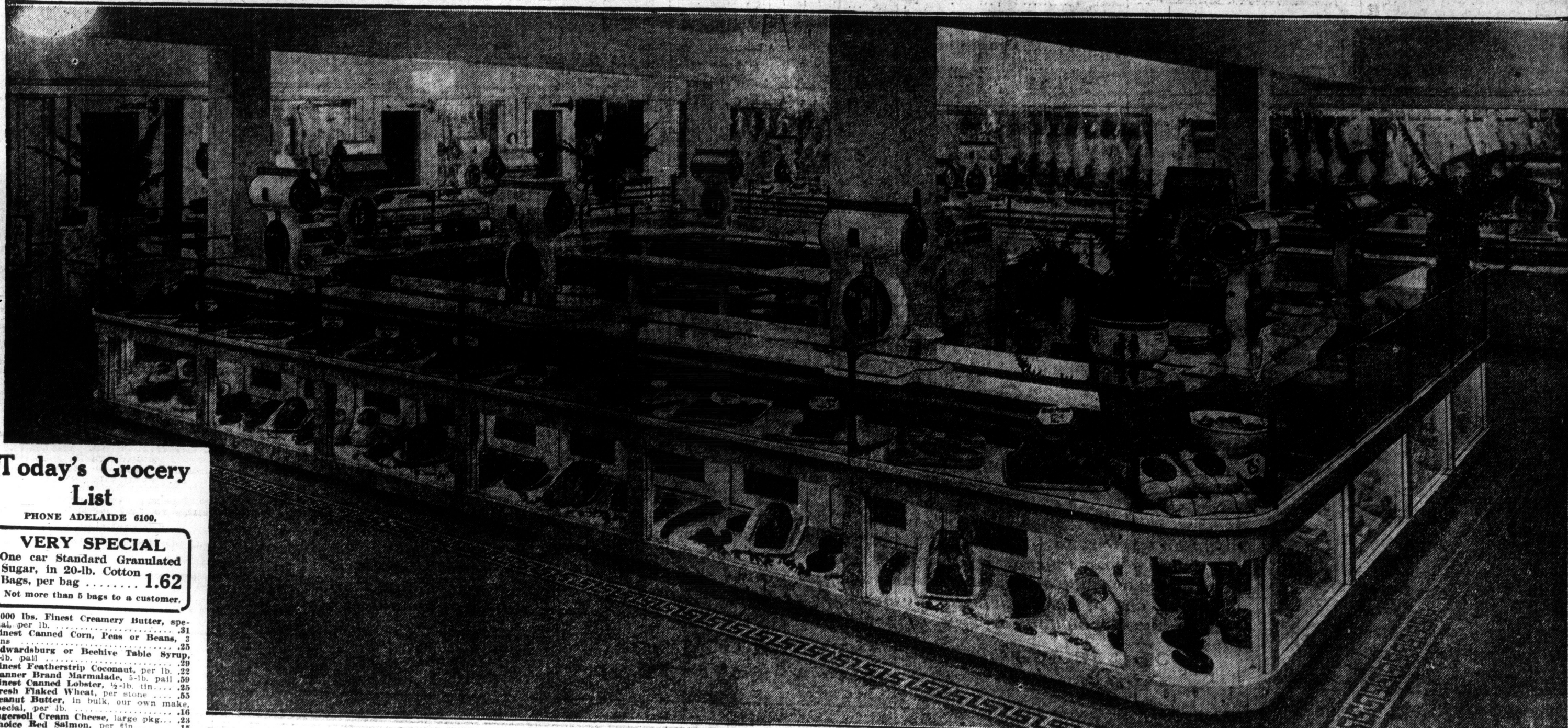
Drug Department

- Hot Water Bottle, regular 75c, for 49
- Atomizer, regular 60c and 75c, for 49
- 1 Rosco Hair Tonic, 50c, 1 Lavender Shampoo, 25c, for 49
- Fruit Saline, regular 35c, 2 for 49
- Grape Juice, regular 40c, 2 for 49
- Olive Oil, regular 25c, special, 3 for 49
- Witch Hazel, special, quart 49
- Castor Oil, pint size 49
- Tourist Apron, regular 75c, for 49
- Insect Powder, lb. 49
- Hellbore, 1 lb. 49
- Health Salts, 6 for 49
- Pepton Mangan, regular 75c, for 49

Leather Goods 49c

- 200 pieces of leather goods, including Wallets, Coin and Bill Purses, Collar Bags, Coat Hangers in Case, Photo Frames and many other articles. Regular 75c to \$1.00 each. Sale price 49

First Anniversary---Robert Simpson Co.'s New Market



Today's Grocery List

- PHONE ADELAIDE 6100.
- VERY SPECIAL**
One car Standard Granulated Sugar, in 20-lb. Cotton Bags, per bag 1.62
Not more than 5 bags to a customer.
- 4,000 lbs. Finest Creamery Butter, special, per lb. 31
 - Finest Canned Corn, Peas or Beans, 2 tin 25
 - Edwardsburg or Beehive Table Syrup, 4-lb. pail 28
 - Finest Feathering Coconut, per lb. 22
 - Banner Brand Marmalade, 2-lb. pail 20
 - Finest Canned Lobster, 1/2-lb. tin 25
 - Fresh Flaked Wheat, per 50-lb. bag 35
 - Peanut Butter, in bulk our own make, special, per lb. 16
 - Engerell Cream Cheese, large pkg. 15
 - Choice Red Salmon, per tin 14
 - Fancy Fatina Rice, 3 lbs. 25
 - Tuna Codon, in bulk, per 50-lb. bag 22
 - Imported Malt Vinegar, imperial quart bottle 25
 - 500 lbs. Tetter's Ruffin's Biscuits, per lb. 24
 - Finest Canned Pumpkin, 2 lbs. 24
 - Randall's Grape Juice, bottle 25
 - Shredded Wheat or Grape-nuts, 2 packages 25
 - Pure Gold Salad Dressing, 2 packages 25
 - Choice Olives, bottle 15
 - Klavan Lemonade Powder, tin 20
 - 45c ASSAM TEA, PER LB., 87c.
 - 1,000 lbs. Fine, Rich, Full Bodied Assam Tea, of uniform quality and fine flavor, per lb. 27
- FRUIT SECTION.**
- Finest New Lemons, per dozen 30
 - New Potatoes, peck 27
 - New Apples, measure 25
 - Finest New Beets, 2 bunches 15

A year ago today we opened a new meat market that was the last word in equipment for the handling of food products. It is still the finest market of its size on this continent---designed for ten thousand customers a day, and often serving that number.

The elaborate refrigeration, the machinery for automatically renewing the air, the spotless cleanliness and the appetizing array have made this the most-talked-of market in Canada. Our insistence on the ultra-sanitary conditions makes this the **safest market to be found**, and it is the sole source of supply for thousands of people.

Despite all this extra care and expense in handling products, our prices compare favorably with any you can find. For today we offer a wonderful assortment of prime meats at prices that (in view of the high markets) are a wonderful demonstration of Simpson buying power.

These Anniversary Specials are for Today---If you can't come down phone your order---Direct phone to Market Adelaide 6100

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| Sirloin Steak, Simpson quality, Anniversary Thursday, per lb. 25 | Best Rib Roast, Simpson quality, Anniversary Thursday, per lb. 22 | Shoulder-Pot Roast Beef, Thursday, per lb. 14 | Bricket Boiling Beef, Thursday, per lb. 14 | Stewing Beef, lean and boneless, Thursday, per lb. 14 | Pure Lard, 3-lb. pails, gross weight, Thursday, per pail 59 | Breakfast Bacon, mild, sliced, Thursday, per lb. 30 | Family Sausage, our own make, Thursday, per lb. 12 1/2 | Leg of Spring Lamb, Anniversary Thursday, per lb. 30 | Loin Roast Young Pork, Anniversary Thursday, per lb. 25 |
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- The Robert SIMPSON Company Limited