

THE SIMPSON STORE

Solid Comfort and Real Values in Today's List of Housefurnishings

Furniture

Brass Bed, 2-inch posts and top rails, heavy ball corners, and massive fillers; satin, bright or polette finishes, standard sizes. Simpson's price 16.75

Brass Bed, heavy posts and top rails, with massive fillers; satin, bright or polette finishes; standard sizes. Simpson's price 20.75

Brass Bed, 2-inch posts, double top rails, heavy fillers, neatly designed mounts; satin, bright or polette finishes; standard sizes. Simpson's price 22.75

Bed Spring, heavy steel tube frame, strong woven steel coil wire springs; standard sizes. 3.25

Mattress, extra well filled with all cotton felt, built in layers, deeply tufted, roll stitched edges and covering of high grade art ticking; standard sizes. Regular \$10.00. Simpson's price 7.75

Box Springs—The best oil-tempered springs used, covered in fine canvas, then a heavy layer of cotton felt is placed on top, best art ticking; standard sizes. Simpson's price 12.00

Dresser—Rich quarter-oak oak finish, golden color, three drawers, brass fittings, British bevel mirror. Regular \$8.00. Simpson's price 5.95

Dresser—White enamel, two long and two small drawers, shaped top, cane panels and large British bevel mirror. Simpson's price 16.75

Cheffonier to match above dresser. Simpson's price 17.50

Pillows, filled with mixed feathers and encased in art ticking. Simpson's price, pair 2.95

Pillows, extra well filled with selected feathers and covered in a high grade art ticking. Simpson's price, pair 2.95

Floor Coverings

Remnants of Linoleum and Floor Cloth at 25¢—All the short ends we have, up to and including eight square yards, on sale Wednesday morning at 2.30 at 25¢ a square yard. Linoleum and floor cloth included up as high as 6 1/2 square yards. Wednesday 8.30 a.m. remnant sale, square yard. 25¢

Imported Fibre Mats—800 only, heavy woven natural fibre with dyed green border on both sides; 14 x 24 inches, 20 x 18 x 27 inches, 30 x 18 x 30 inches, 40 x 24 inches.

Odd Wool Rugs—A clearing of our stock of wool rugs; odd sizes, patterns, colors, etc.; good qualities, will wear well; Size 7 1/2 x 9, regular \$7.50. Wednesday, \$5.49; 9 x 9, regular \$9.50, \$6.49; 9 x 9, regular \$17.50, \$12.99; 9 x 10 1/2, regular \$21.00, \$15.99; 9 x 12, regular \$23.50, \$14.99; 9 x 12, regular \$11.95, \$8.89.

Heavy Printed Linoleum, 50¢—A good selection of patterns, in block, tile, floral, matting, etc. effects, two yards wide only, Wednesday, square yard, special. 50¢

Drapery Fabrics

French Printed Shadow Chintzes, 50 inches wide, 1,600 yards only, in two lots:—

Lot 1—Medallion and ribbon effect, also a few all over designs. Regular \$2.25 and \$2.60. Wednesday 1.79

Lot 2—Dark and light grounds. Regular \$3.75. Wednesday 2.89

American Shadow Chintzes—Combinations of rose, yellow, blue; rep grounds, 50 in. wide 1.25

French Striped Linens, \$1.49—Excellent quality French linen, 50-in. wide, printed in bright reds, blues, browns and tans; in Roman stripes. For cushions on the verandah, for curtains in the sunroom, or for an outing skirt for midday, this material is unequalled. Regular \$2.15. Wednesday 1.49

\$1.50 Shantung Silks for 98c Yard—32-in. wide; blues, greens, browns, etc. Regular \$1.25 and \$1.50 yard 98¢

Matting Covered Bedroom Boxes—Inside size 25 1/2 x 14 inches, x 10 1/2 inches high, \$3.25; 28 x 16 inches, x 13 inches high, \$4.35.

Wall Papers at Lowest Prices

Imported Wall Papers, conventional patterns, in mixed colorings. Regular 50¢. Wednesday, single roll 14

Shadow Stripes and Floral Papers, for bedrooms. Regular 12 1/2¢ and 15¢. Wednesday, single roll 6

Floral Borders, for cutting out. Regular 10¢ yard. Wednesday, yard 2

English Pebble Papers, 21 inches wide, embossed surface, stucco effect, plain shades of moss green, tobacco brown, stone gray and dark blue. Regular 60¢. Wednesday, single roll 50

Soilette Drawing-room Papers. Regular \$1.00 and \$1.25. Wednesday, single roll 25

Chintz Bedroom Papers. Regular 50¢. Wednesday, single roll 16

5,000 Rolls White and Cream Moire Ceiling Paper. Wednesday, single roll 5

Mid-week Values for Today's Customers

DELEGATES

—to the Canadian Press Association, now in Toronto, are specially invited to make THE SIMPSON STORE their shopping headquarters while in town.

Lunch and tea rooms on the Sixth Floor; soda fountain, telegraph office and free check office in the Basement; postoffice and rest rooms, and many other conveniences are at your disposal.

Boys' Tweed Norfolk Suits at \$2.95

300 suits in the lot; single-breasted yoke Norfolk style, in English and Canadian tweeds, dark grays and browns; pants full cut, with strap and buckle at knee. Sizes 25 to 34. Wednesday 2.95

BOYS' WASH SUITS AT 95¢.

1,000 Wash Suits, in smart styles and colorings; vestee, Tommy Tucker, Oliver Twist and Norfolk designs; colorings blue and white stripes, brown and white, blue and natural linen; also blue and brown combinations; for boys of 2 1/2 years to 8 years. Sizes 20 1/2 to 26. Wednesday .95

Rogers' Silver Plate 26 Pieces Tableware at \$6.49

ENGRAVED FREE OF CHARGE.

Six each Tea Spoons, Dessert Spoons, Dessert Forks and Dessert Knives, with solid handles, and Two Table Spoons; "Godette" and "Violet" pattern; Rogers' A 1 silver plate; knives Rogers' 12-dwt. silver plate; 26 pieces; hand-engraved free with any script letter. Wednesday 6.49

TOMATO SERVERS.

Rogers' silver-plated, plain thread design, bright finish. Wednesday 98¢



Exquisite Table Linens for the Brides-to-be

For a whole year we have been preparing for this month, bringing beautiful linens from all the available markets of the world, collecting the choicest lots of genuine Madeira hand-embroidery work, the ever popular French hand-made city linens, Irish embroidery work, finest Irish satin damask cloths and napkins, afternoon tea cloths and serviettes with spoke-hemstitched or scalloped edges, tray cloths, scarfs, etc., so that even though fine linen goods is one of the scarcest lines of merchandise, the bride of 1916 need not lack the beautiful things she takes such pride in when stocking her linen closet.

The completeness of our stocks is the wonderment of customers every day, and when you come to see the rich, exclusive goods in our Linen Department on the Fourth Floor you will be shown many striking results of our linen buyer's recent purchasing trip to the linen markets across the sea.

PLAIN SETS OF PURE LINEN SATIN DAMASK, PRICED AS FOLLOWS:

Cloth, size 2 x 2 1/2 yards, and 1 dozen napkins, size 22 x 22 inches; rose, spot, chrysanthemum and stripe, spot and stripe. Set for 8.00

Rose and clover, chrysanthemum and stripe, spot. Set for 7.50

Oak, glorioia, daffodil, coronatus. Set for 8.00

Poppy, spot and renaissance, maple leaf. Set for 9.50

Tulip, spot and ribbon, common. Set for 12.00

Delicate Hamstitched Sets. Cloth, size 2 x 2 1/2 yards; napkins, size 20 x 20 inches. Chrysanthemum, rose, marguerite and conventional. Set for 9.25

Elegant Luncheon Sets. Cloth, size 45 x 45 inches, and half a dozen napkins, size 15 x 15 inches. Priced at \$4.50, \$4.75, \$6.75 and \$8.25 per set.

Scalloped cloth, size 45 x 45 inches; half a dozen napkins, size 15 x 15 inches. Priced at \$4.95 and \$7.50 per set.

Damask Table Cloths, various designs; size 2 x 2 yards, priced at \$1.95 each. Size 2 x 2 1/2 yards, priced at \$2.75 each.

Hemstitched Cloths, assorted designs; size 2 x 2 1/2 yards, priced at \$2.25 each. Scalloped cloth; size 2 x 2 1/2 yards, at \$3.00 each.

Plain Linen Damask, Napkins, in various designs. Size 21 x 21 inches, at \$2.50 per dozen. Size 22 x 22 inches, at \$2.95 per dozen.

REAL HAND-EMBROIDERED MADEIRA LINENS.

Including doilies, table cloths and bed spreads, luncheon serviettes, etc., 15¢ to \$35.00.

Dainty French Cluny Doilies. Tea Cloths, Scarfs and Centre-pieces, 25¢ to \$25.00.

Here's Your Straw Hat! \$2.00, \$2.50 and \$3.00 Hats, Today \$1.50



About 300 samples, which were sent to us by English makers; all fine quality split and sennit braids, with both smooth and rough edge brims. An extensive variety of well blocked shapes; full leather sweatband, and black corded silk trimmings. Today 1.50

A great opportunity to come so early in the straw hat season.

Men's Summer Suits at \$15.00

Reliable English worsteds and tweeds, in gray and brown patterns; beautifully tailored in fashionable single-breasted sacque styles, with soft roll lapels and fashionable vest. Sizes 35 to 44.

TWO-PIECE GRAY FLANNEL SUITS, \$10.50.

Made from a plain flannel in medium shade, cut in single-breasted soft roll sacque style, unlined; the trousers have cuffs. Sizes 36 to 42.

THE NEW PINCH-BACK SUIT, \$16.00.

Made from light gray or brown mixed homespun, new single-breasted soft roll sacque, with the pinch-back; trousers have cuffs. Sizes 36 to 42. Price 15.00

SUITS FOR STOUT MEN.

Correctly designed to fit comfortably, single-breasted, three-button coats, good quality English tweeds in brown. Sizes 42 to 50. Price 13.50

Men's Balbriggan Underwear 33c

Natural shade, Zimmerkitt make, shirts and drawers, short and long sleeves, knee and ankle lengths; sizes 34 to 44. Special 33

\$1.25 Athletic Combinations at 89¢.—Soisette and nainsook combination, athletic style, short sleeves and knee length; sizes 34 to 44. Regular \$1.00 and \$1.25. Special 89

Men's Light-weight Cashmere Combinations, closed croch; sizes 34 to 44. Regular \$3.00. Special 2.49

Men's "Poros Knit" Combinations, closed croch, short sleeve and knee or ankle length; sizes 34 to 44. Special 73

Shoe-Leather Bags \$1.29

In gray, champagne and white, nicely lined with Dresden silk, ticket case and hanging mirror, engraved metal frames, strap handle, all are made in the very latest cut. Special, on Wednesday 1.29

24 Gunmetal Bags, plain and carved frame, 7 inches wide, round hard links, chain handle. Regular \$3.00. Wednesday 1.50

Cut Glass for Gift Purposes

\$9.00 FRUIT BOWLS at \$4.50. New combination floral, star and hobnail cutting, eight-inch. \$12.00, \$13.00 TO \$15.00 CUT-GLASS, at \$7.95. Sample and Display Pieces.

Vases, 3 1/2 lbs. Oval Salad Dishes, Cheese and Cracker Dishes, Cake Stands, Cake Plates. \$5.00 TO \$5.50 CUT-GLASS at \$3.95.

Lot consists of 8-inch Fruit Bowls, Blacuit Trays, Jelly Dishes, Sugar and Cream Sets, Vases, Water Bottles, Fern Pots, Celery Trays, Water Jugs, Decanters, etc.

Regular \$4.50 Dozen Water Tumblers. Wednesday, half dozen 1.45

Regular \$1.75 Cut-glass Vases, floral or star design, corset shape. Wednesday 1.39

Regular \$3.75 Trumpet Shape Floral Vases, 10-inch size. Wednesday 2.95

\$5.00 to \$8.00 Trumpet or Corset Shape Vases, 10-inch size. Wednesday 4.29

\$4.00 CUT-GLASS SUGAR AND CREAM SETS at \$3.15. Buzz and star-cut designs.

\$11.50 WATER SETS at \$7.95. Large pitcher and side sippers, deeply cut pin-wheel design.

8.30 A.M. SPECIAL

25 CHINA SUGAR AND CREAM SETS at 19¢. 200 pairs only, Japanese china, blue decoration. 8.30 a.m. special. Wednesday 19

Sale of Diamonds

Single-stone Ring, in either Tiffany or showy Tiffany, 18k gold setting, set with fine brilliant white diamond. Regular \$25.00 value. Wednesday 16.75

Seven-diamond Cluster Rings, fine snappy stones in close set, showy style. Regular \$40.00 value. Wednesday 28.75

Seven only Single-stone Rings, in Tiffany style. Regular \$35.00. Exceptional bargain at 19.50

Men's Tie Pins, in 14k gold with brilliant white diamond. Regular \$10.00. Wednesday 7.55

Girls' Diamond Rings, in showy Tiffany style setting of 14k gold. Regular \$10.00. Wednesday 7.55

Handkerchiefs ON SALE TODAY

Women's Irish Lawn, soft finish, narrow hemstitch border. Wednesday, 6 for 25

Men's Irish Lawn, 1/2-inch hemstitch border. Wednesday, 3 for 28

Children's Colored Border, white lawn, neat borders. Wednesday, 3 for 12

Women's Irish Lawn, narrow hemstitch borders. Wednesday, 10 for 25

Khaki Handkerchiefs, Irish lawn, 1/2-inch hemstitch border. Wednesday, 4 for 25

Khaki Handkerchiefs, mercerized soft finish, 3/4-inch hemstitch border. Wednesday 10

New Hosiery and Gloves

Women's Cotton Hose, seamless; natural shade sole 29

Women's Cotton Hose, black top; unbleached maco sole 25

Women's "Penang" Hose, black and white lisle thread 25

Women's Silk Hose, "Gordon" dye. Sizes 8 1/2 to 10. Wednesday 75

Children's Mercerized Lisle Thread Hose, black, sky, pink and white. Sizes 6 to 10 25

Children's Lisle Thread Socks, plain colors and fancy colored tops, with cuffs. Sizes 6 months to 14 years, 15c and 20c.

Women's Fabric Gloves, white. Sizes 5 1/2 to 8 50

Women's Long Silk Gloves, 12, 16 and 20-button lengths, 75c, \$1.00 and \$1.25.

MARKET

Telephone Adelaide 6100

MEATS.

2,000 lbs. Simpson Quality Round Steak. Wednesday, special, per lb. 21

1,000 lbs. Simpson Quality Sirloin Steak. Wednesday, special, per lb. 15

1,000 lbs. Best Brisket. Helling Beef. Wednesday, special, per lb. 12 1/2

Family Mutton, our own make, per lb. 12 1/2

Our display of highest grade Cooked Meats is unsurpassed.

Best Cooked Ham, Wednesday, special, per lb. 40

Finest Jellied Ox Tongue, per lb. 40

Finest Jellied Lamb Tongue, per lb. 35

Pressed Veal, Ham and Tongue, per lb. 25

Pressed Ham and Tongue, per lb. 25

Pressed Beef Ham, per lb. 40

Chipped Dried Beef, per lb. 40

Head Cheese, per lb. 40

Beef Bologna, per lb. 40

Ham Bologna, per lb. 40

GROCERIES.

4,000 lbs. Finest Canned Corn (not more than 12 cans to a customer). 31

4,000 packages Standard Granulated Sugar in 1-lb. packages. 1.31

2,000 stone Fresh Rolled Oats, per stone 45

1,000 lbs. The Woods Five Buck Flour, 45

45-lb. bag Baking Powder. Regular 25¢. 1-lb. tin 10¢

Choice California Prunes, 3 lbs. 25

Macaroni or Macaroni, 3 packages. 25

Clark's Pork and Beans in Chili Sauce, all tin 25

Choice Pink Salmon, 1/2-lb. flats, 3 tin 25

Pure Orange Marmalade, 15-oz. jar 15

Crisco, per tin 15

Pure Maple Syrup, 4-lb. tin 15

Finest Raisins, 5-lb. tin 15

Finest Japan Rice, 5 lbs. 15

Campbell's Soup, assorted, 3 packages 25

Yellow's Cream Soda Biscuits, special, tin 25

Fresh Butter, 2 packages 25

Crumpets, 2 packages 25

Choice Olives, large size, 16-oz. bottle 25

Pure Gold Quick Tapioca, Chocolate and Custard Powder, 3 packages 25

Finest Canned Haddock, per tin 15

Finest Canadian Cheese, per tin 15

FRESH ROASTED COFFEE, PER LB., 27c.

1,000 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Wednesday, per lb. 27

THE CELOVA TEA, 3 LBS. \$1.00.

1,000 lbs. Pure Celova Tea of excellent quality and fine flavor, black or mixed. Wednesday, 3 lbs. 1.00

FRUIT AND VEGETABLES.

One case Choice California Seedling Oranges, large size, sweet and seedless. 40

Choice Pineapple, each 12c; per doz. \$1.40

Finest Apples, 3 bunches 25

Choice Grapefruit, 3 for 25

FLOWER SECTION.

Choice Geranium Plants, assorted colors, good bloom, per doz. \$1.25 and \$1.50.

Finest Marigold Plants, in pots, per doz. \$1.25 and \$1.50.

Finest Aster Plants, assorted, 3 doz. 25c.

Today's Prices in Boots and Shoes

BOYS' "BEST" BOOTS, \$1.99.

200 pairs, patent colt and gunmetal leather, dull calf uppers. Sizes 11 to 13 1/2. Regular \$2.50 and \$3.00. Wednesday 1.99

MEN'S "ACTIVE SERVICE" BOOTS.

Stock lines, all sizes in each line, box calf, gunmetal and patent colt, heavy and light Goodyear welt soles; medium, military and flange heels. Sizes 5 1/2 to 11. Wednesday 3.95

MEN'S MILITARY BOOTS.

180 pairs only, tan storm calf, regulation military boot, heavy Goodyear welt soles and leather heels. Sizes 6 1/2 to 11. Wednesday 4.50

800 PAIRS WOMEN'S LOW SHOES.

Colonials, pumps and lace Oxfords, in tan calf leather, three toe styles; English, Cuban and low heels; buckle and plain tailored bows. Sizes in lot, 2 1/2 to 7. Regular \$3.00. Wednesday .99

750 PAIRS WOMEN'S BOOTS.

All sizes, patent colt, dongola kid and dull calf leathers, dull kid with black cloth tops, dull kid with patent toe caps, Cuban and spool heels, button or lace. Sizes 2 1/2 to 7. Regular \$3.50 to \$4.00. Wednesday 2.49

WOMEN'S WHITE FOOTWEAR.

Canvas, buckskin and washable kid; Goodyear welt and hand-turned soles; leather and covered heels; Colonial style with the big tongue and buckle, \$6.00 to \$7.00.

Similar styles in gray and ivory kid.