

STORE HOURS DURING MAY---INCLUDING SATURDAYS---8.30 A.M. to 5.30 P.M.

THE SIMPSON STORE

Store Remains Closed All Day
Wednesday---Empire Day

These Goods on
Sale TODAY

\$5.50 and \$6.00 Swater
Coats at \$3.95

Pure wool, grey and grey, grey and navy. Sizes 36 to 44. Regularly \$5.50 and \$6.00. Tuesday 3.95

Bedroom Furnishings

Brass Bed, 2-inch posts and top rails, ball corners. Simpson's price, Tuesday at 16.75

Brass Bed, heavy posts and top rails. Simpson's price, Tuesday 20.75

Brass Bed, 2-inch posts, double top rails. Simpson's price, Tuesday 22.75

Bed Spring, heavy steel tube frame. Simpson's price, Tuesday 3.25

Mattress, filled with all cotton felt, built in layers. Simpson's price, Tuesday 7.75

Box Spring, the best oil-tempered springs, well constructed. Simpson's price, Tuesday 12.00

Dresser, quarter-cut oak finish, golden color. Simpson's price, Tuesday at 5.95

Today's Offerings for Men
and Boys Will Help You
Outfit for the Holiday

15.00 SUITS FOR MEN.
Made from good English worsteds and tweeds, in greys and browns of many shades and patterns. Cut in single-breasted cascade styles. Sizes 34 to 44.

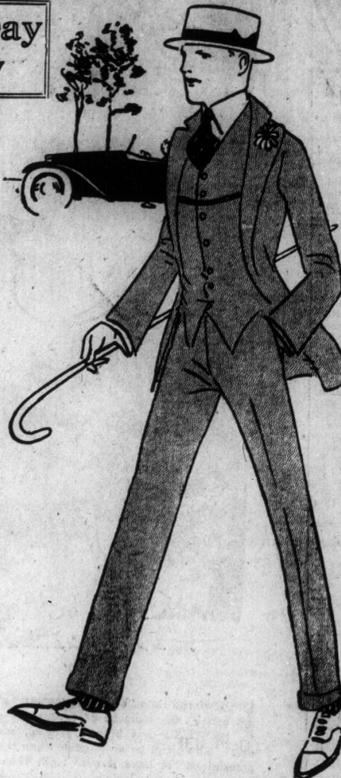
NEW SLIP-ON TWEED WATERPROOF COATS, \$15.00.
Of English tweeds, in light grey mixtures, with check back. Cut in slip-on style with box back and two-way convertible collar. Nicely tailored, two purpose coat. Sizes 34 to 42. Tuesday 15.00

SUITS FOR YOUNG MEN.
Made from English tweed in a green and brown mixture, well tailored in fashionable soft roll cascade style, with patch pockets, smart vest, and cuffed trousers. Sizes 33 to 36. Price 13.50

SHEPHERD'S PLAID NORFOLK SUITS.
Made from all-wool English worsteds, yoke Norfolk style of the new design; the trousers have cuffs. Sizes 36 to 42. Price 22.00

BOYS' TAILORED SUITS FOR \$4.95.
REGULAR \$7.00, \$7.50, \$8.50, \$9.00 AND \$9.50.
400 suits, some of the best suits shown this season. Norfolks in smart yoke, fancy pleated styles with full-fitting bloomers. A splendid showing of English, Scotch and Canadian tweeds, most of them wool cloths, in browns, greys and tans. Sizes 25 to 34. Tuesday 4.95

BOYS' MEDIUM-WEIGHT OVERCOATS, \$5.95.
Ideal for the holiday. Regularly \$7.50, \$8.00 and \$8.50. Slip-on styles, with full box back; smartly tailored from Irish tweeds in greys and browns. Sizes 25 to 33. Tuesday 5.95



Men's 50c Athletic
Underwear for
39c

Men's Athletic Underwear, in fine nainsook material. Shirts and drawers. Sizes 34 to 44. Regularly 50c. Tuesday 39

Balbriggan Underwear, natural and white, sateen trimmed. Shirts and drawers. Sizes 34 to 44. Special 44

Men's Lisle Thread Combinations, closed crotch. Sizes 34 to 44. Tuesday 1.25

Boys' Cotton Jerseys, pull-over style, navy, navy and sky, white and sky, and white. Sizes 18 to 32 25

Boys' Cashmere Jerseys, button on shoulder style, in navy, navy and white, navy and red, and grey. Sizes 22 to 32 1.25

For Campers

Men's Sport Shirts, soisette, white madras stripes, collar can be left open or closed. Sizes 14 to 17. Each 1.00

Men's Sport Shirts, in soisette and silkette, with silk striped collar. Sizes 14 to 17. Each 1.50

Powerful Inducements to Early Boot Buying on Tuesday Morning

SPECIAL HOLIDAY PRICES

MEN'S BOX KIP BLUCHER BOOTS, \$2.19.

500 pairs, made of box calf leather, with good weight standard screw soles, made on full fitting last, with toe caps, medium height heels. Sizes 6 to 11. Regularly \$3.00. Tuesday 2.19

200 PAIRS MEN'S SAMPLE LOW SHOES.

Blucher lace style, made of patent colt, gunmetal, and tan calf leather. A good saving of this season's toe and heel shapes. Sizes 7, 7 1/2 and 8. Regularly \$3.00 and \$3.50. Tuesday 1.99

WOMEN'S \$3.00 TO \$3.50 BOOTS, AT \$1.99.

800 pairs, made up to sell regularly at \$3.00 and \$3.50, in gunmetal, patent colt, dongola kid, and suede leather, button and lace styles, with patent leather and kid tops, McKay sewn soles, medium and low heels. All sizes, 2 1/2 to 7. Regularly \$3.00 and \$3.50. Tuesday 1.99

A VARIETY OF WOMEN'S LOW SHOES, TUESDAY, \$1.99.

500 pairs, sample low shoes, including pumps, oxfords and colonials, in patent colt, kid, gunmetal, chocolate kid, brown, blue and black suede, with turn and Goodyear welt McKay sewn soles. Sizes 3, 3 1/2, 4 and 4 1/2. Regularly \$3.50, \$4.00 and \$5.00. Tuesday 1.99

BOYS' \$2.50 AND \$3.00 BOOTS, TUESDAY \$1.99

700 pairs good school boots, in box calf, box kip and gunmetal leathers. Blucher cut, serviceably built with two-ply solid soles and heels. Some of these are English made. Sizes 1 to 5. Regularly \$2.00 and \$3.00. Tuesday 1.99

SMALL BOYS' BOOTS, \$1.59.

200 pairs only, genuine patent colt boots, with dull uppers, button or Blucher style, made on manish toe shape, heavy McKay sewn soles, low heels. Sizes 8 to 10 1/2. Regularly \$2.00. Tuesday 1.59

Men's Outing and Bowling Boots

White Duck Boots. Red fox, white rubber soles. Sizes 6-11 1.49 Sizes 1-5 1.39

White Duck Yachting Boots. White rubber soles. Sizes 6-11 1.20 Sizes 1-5 1.05

Black Duck Marathon Boot. Sizes 6-1195 Sizes 1-585

NEW MARKET TELEPHONE ADELAIDE 6100

MEATS.

- Shoulder Roast Tender Beef, lb. 15
- Blade Roast, very choice, lb. 16
- Thick Rib Roast, prime, lb. 20
- Best Rib Roast, "Simpson" quality, lb. 24
- Briquet Boiling Cuts, lb. 14
- Round Steak, choicest Beef, lb. 14
- Porterhouse Roast, centre cuts, lb. 24
- Forequarter Yearling Lamb, lb. 16
- Loin Yearling Lamb, lb. 16
- Leg Yearling Lamb, lb. 19
- Family Sausage, our own make, lb. 26
- Best All-Pork Sausage, our own make, lb. 12 1/2
- Breakfast Bacon, select mild curing, whole or half side, lb. 27

GROCERIES

- One car Standard Granulated Sugar in 20-lb. cotton bags, per bag 1.99
- Not more than three bags to a customer.
- 4,000 Tins Finest Canned Corn 3 tins 23
- Lake-of-the-Woods Five Roses Flour, 1/2-bag 22
- Magic Baking Powder, 1-lb. tin 22
- California Seedless Raisins, package 14
- Finest Creamery Butter, per lb. 31
- Shirley's Marmalade, 2-lb. jar 23
- Tilson's Oats, large package 28
- 2,900 Stone Fresh Rolled Oats, per stone 45
- Finest Evaporated Apples, 2 lbs. 25

- Choice Red Salmon, 2 tins 25
- Fancy Carolina Rice, 3 lbs. 25
- Banner Brand Jam, assorted glass tumblers, each 10
- MacLaren's Cream Cheese, large package 23
- Heinz Pickles, picnic size, bottle 14
- Clark's Potted Meats, assorted, 5 tins 25
- Choice Olives, stuffed or plain, bottle 10
- Peanut Butter, in bulk, our own make, per lb. 18
- Fancy Mixed Biscuits, per lb. 18
- Sovereign Lime Juice, reputed quart bottle 28
- 500 lbs. Peck's Peasants' Shortcake, per lb. 33
- Finest Canned Raspberries, per tin 17
- Choice Lima Beans, 3 lbs. 28
- 1,000 lbs. Fresh Roasted Coffee in the bean, ground pure or with chocolate, Tuesday, per lb. 27

FRUITS AND VEGETABLES

- One car Choice California Sunken Oranges, large size, sweet and seedless, per doz. 35
- Carrots, small measure 10
- Good Parsnips, half pack 12
- Extra Fancy Apples, all kinds, small measure 25

CANDY

- (Main Floor and Basement.)
- 500 lbs. Marmalade Boni Bons, per lb. 29
- 1,000 lbs. Jelly Beans, 2 lbs. 25
- Assorted Chocolates, in 1-lb. boxes, each 25

Oriental Day in Carpets

In view of the great scarcity and absolute impossibility of securing further supplies of genuine Oriental rugs from the Eastern markets this special sale of good specimens, room sizes and small sizes, is of very exceptional interest. There are some extraordinary bargains in rugs that have cost us considerably more than we ask for them. Amongst the small rugs specially priced are the following:

200 MOSULS, KAZAKS, SHIRVANS, FERAGHANS, ETC.

A lovely assortment of most attractive and desirable small rugs, 3' x 3' to 7' 6" x 4', all good specimens of their respective makes. Price, \$11.75, \$17.25, \$19.25, \$24.25, and \$39.50.

GENUINE ORIENTALS FOR SUMMER HOME AT \$5.75.

The price in this special is almost inconceivable, that it is possible to purchase a real Persian or Turkish Oriental rug at a price which today is about one-half the cost of an ordinary Axminster or Wilton. We have about sixty to eighty rugs, mostly antiques, considerably worn, but choice, soft, mellow colorings which offer extraordinary opportunity for those who want rugs for verandahs, summer cottages, etc., and can appreciate the beauties of these genuine lovely pieces of Eastern workmanship. Sizes range from about 2' x 2' 6" to 4' 6" x 7' 6". Each 5.75

LARGE PERSIAN AND TURKISH RUGS

Some at one-half regular value. Persian Kirmanseh, 10' 9" x 8' 2". Formerly \$375.00, sale price 275.00

Light ground Indians. Size 12' 6" x 12' 5". Formerly \$97.50. Special sale 48.75

Persian Koravan, all-over small pattern, light ground. Size 11' 2" x 10' 3". Reg. value \$145.00. Special sale 97.50

Turkish Hamadan, blue and tan colorings, 9' 10" x 6' 10". Extra fine quality. Special sale price 97.50

Turkish Namia, 13' 3" x 9' 6", light ground, lovely soft colorings. Reg. value \$195.00. Special sale, \$75.00

Antique Samarkand, soft mellow shades of rose and yellows. 10' 5" x 7' 10". Regular value \$55.00. Special sale 37.50

You'll Need These for the Holiday

42 only, Hammocks, closely woven, many different colorings, pillow and valances. Good \$2.50 and \$2.75 values. Tuesday, \$1.98.

Croquet Sets, 4, 6, and 8 ball. Tuesday, 98c, \$1.25 and \$1.75.

Steel Fishing Rods, assorted lengths, \$1.75 and \$2.00.

Ice Cream Freezers, two-quart size, 98c.

Lawn Mowers, a warranted grade, 9-inch high wheel, 14-inch cut. Tuesday, \$4.40.

Watering Can, 16-quart size. Tuesday, 39c.

Galvanized Ice Box (or Refrigerator). Size 21 x 18 x 15 inch. Tuesday, \$3.75. Size 28 x 17 x 18 inch, \$3.98.

Garden Rakes, 12-tooth size. Tuesday, 25c.

Garden Spades, D-handled. Tuesday, 75c.

D-Handled Shovels, square or round point, Tuesday, 49c.

Solid Alcohol Stove, with covered kettle and tin of solid alcohol. Tuesday, 29c.

Officers' Trunks

Three-ply veneer, fibre bound, all rounded edges, heavy brass corners and clasps, linen lined, with divided tray:

Size	Price
36-inch	\$10.75
40-inch	11.75
44-inch	12.25
48-inch	12.75

WARDROBE TRUNKS

Three-ply veneer, vulcanized fibre covered, heavy brass reinforcements; fine brass lock and bolts; wardrobe section fitted with hangers, laundry or shoe bag, three accessory drawers and hat box:

Steamer size, 40-inch	\$15.50
Tourist size, 45-inch	21.00

Reductions in Household Linens

DOUBLE BED SHEETS, \$1.00 PAIR.
About 400 pairs, fully bleached, good serviceable quality, hemmed; size about 2 x 2 1/4 yards. Tuesday, pair 1.00

1 1/2 FACTORY COTTON, 9c.
Good weight, serviceable, for light tents, etc.; 36 inches wide. Regularly 12 1/2c yard. Tuesday, yard 9

16-oz. Bull's Head, or Dark Blue, 40 inches wide. Tuesday, yard, at 23

Hammock or Couch Throws, size 54 x 72 inches; bound all round. Tuesday 1.95

Bleached Table Damask, 57 inches wide, assorted designs. Tuesday, yard85

40c AND 45c TOWELS AT 3 PAIRS FOR \$1.00.

Hemmed huckaback, size 18 x 35 inches. 3 pairs \$1.00

White Blanket Cloth, pure wool, for sports coats, etc.; width 54 inches. Yard 1.80

New Vivid Flannels, white and blue and white cord and black pencil stripes; width 48 inches. Per yard 1.25

(On Sale at Finner Section.)

For Holiday Planting

Finest Hardy Geranium Plants, assorted colors, per doz. \$1.25 and \$1.50.

Silver Leaf Geranium Plants, per doz. 50c and 60c.

Deutzia Bushes, Boston Ivy and Virginia Creepers, each 20

Hardy Roses, as Bleeding Heart, Larkspur, Yellow Daisy, Sweet William, Iris, Shasta Daisy, Lily of Valley, etc., each 9

Other Good Plants as Petunias, Sweet Alyssum, Lobelia, Nasturtium, Salvia and Creepers, in pots, per doz. 15

Aster Plants, per doz. 15

Pansy Plants, per doz. 15

Grape Vines, Gooseberry and Currant Bushes, each 15

Keep the Flags Flying on the 24th

Be patriotic and have the flags of the allies in your windows and on the verandah on the 24th. Our stock of flags includes everything from the small cotton flags on sticks to large bunting flags. Special prices quoted for decorations of all kinds.

Wood Bunting Flags, well-made of bunting imported from England, made up and sewn in our own factory:

Size	Jacks	Domino
3' 1.00		
4' 2.00	\$2.00	\$2.85
6' 3.75	\$3.75	\$4.75
7' 4.00	\$4.00	\$4.50

Cotton Printed Flags, well printed English made cotton flags, including the flags of our allies:

Size 25" x 39" 10
Size 25" x 35" 15



Baggage for the Holiday Trip

TOURIST TRUNKS
Canvas covered, hardwood slats, sheet-iron bottom, tray and covered hat box. Size 30 inches 2.98

TOURIST TRUNKS
Waterproof canvas covered, fibre bound, heavy brass corners, neat check lining with tray. Size 34 inches at 3.95

TOURIST TRUNKS
Fibre bound with straps, canvas covered, heavy brass bumpers, valance, lock and catches, neat thick lining with two trays. Sizes 32, 34, 36 inches. \$5.00

STEAMER TRUNKS
Waterproof canvas covered, two leather straps, brass corners, hardwood slats, neat check lining with divided tray. Size 36-inch, at 4.95

The Robert SIMPSON Company Limited