

Telephone Main 7841

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

Market Adelaide 6100

Store Hours: 8.30 to 5.30  
Store Closes Saturday at 1 p. m.  
No Noon Delivery Saturday

# SIMPSON'S

## Dine in the Palm Room

Breakfast, 8.30 till 11. Dinner, 11.30 till 2.30.  
Afternoon Tea, 3.00 till 5.30. Lunches a la carte  
throughout the day.  
Simpson's—Sixth Floor.

## "First Longer" Suits for Grown Up Boys \$14.75—Today

A boy may be overgrown at 14. He needs special care in the selection of his clothes. We devote much thought to these youngsters and their comfort. Hence we can fit them properly. These "first longer" suits are odd sizes and broken lines taken from regular stock, selling regularly at \$16.50 and \$18.50.

We have smart tweed mixtures in the most popular models for the young man adopting his first suit of longs. They preserve the youthful lines while presenting a mannish appearance. Sizes 32 to 35. Today \$14.75.

### MEN! Trencher Raincoats \$13.95

English Paramatta cloth is the material. They are single-breasted, with an all-around belt and convertible collar. All edges are sewn and cemented, and are absolutely waterproof. They are an exceptional value. Sizes 34 to 37. Today, \$13.95.

### Auto Dusters for Men \$4.50

Just the thing for motoring on the dusty country roads. They are made from grey and natural shade linenette. There are both single and double-breasted models finished with convertible collar and patch pockets. Sizes 35 to 44. \$4.50.

### Blazer Coats for Men \$4.50

These smart coats are made from black and white duck stripe. They are single-breasted, with four patch pockets and belted back. Sizes 35 to 42. \$4.50.

Simpson's—Main Floor.



## Specials for Boys

### Bloomers for Boys 95c

There will be a special sale today of boys' bloomers at greatly reduced prices. These bloomers, which are neatly finished, are of cotton and wool mixed tweed and will stand hard wear. They are dark grey in color, with a light grey hair-line stripe pattern and are made with belt loops and strap with buckle at the knee. Sizes 24 to 34. Wednesday special 95c.

### Boys' Overalls 95c

These khaki overalls are just the thing for boys in holiday time, whether the vacation is spent in the city or in the country. We have them in varying sizes. Suitable for boys from 6 to 16 years. They are made with two pockets, bib in front, suspenders to go over shoulders, and are ankle length. Wednesday special 95c.

Simpson's—Main Floor.

## Today, Important Offerings in Rugs, Draperies and Furniture The Home-Lovers' Club is at Your Service Any Time

### Specials in Floor Coverings



### \$14.25 Glengarry Bedroom Rugs \$9.95

Heavy, firmly woven wool and fibre rug. Reversible, in two-toned rose shades only. Size 9 feet x 10 feet 6 inches. Wednesday special, \$9.95.

### GRASS RUGS Priced From \$3.95 Up

Cool and refreshing for summer use in bedroom or summer cottage, or on veranda. Green and brown shades, with figured centre, or with plain centre and assorted borders. Size 4 feet 6 inches x 7 feet 6 inches. Special at \$3.95. Size 8 feet x 10 feet, special at \$6.95.

### Heavy Axminster Rugs \$19.75

In rich colorings of blue, rose and copper. Size 4 feet 6 inches x 7 feet 6 inches. Price \$19.75.

### Bissell's Carpet Sweepers

Always reliable, easy to operate, and fitted with the latest improvements. Heavy quality brush, with cases in assorted colors and different woods, in 4 different qualities. Selling at \$3.75, \$5.50, \$5.75 and \$6.25 each.

Simpson's—Fourth Floor.

## 95c Items from the Drapery Department Lamp Shades--Window Shades--Cushions--Chintzes

### Extra! Lamp Shades at 95c.

About 100 shades in this splendid offering. Made of plain or figured silk and chintz in a great assortment of desirable colors. Sizes 4 inches to 12 inches in the lot. Some less than half price. Today at 95c.

### Insertion Trimmed Window Shades.

Of durable opaque cloth, in cream only, with trimming of attractive insertion. Smooth-working spring rollers and all the attachments. Size 37 inches x 70 inches. Today, each 95c.

### Reversible Chintz Cushions 95c--For Wicker Chairs, Verandas or Canoes.

Well padded and buttoned--with covers of pretty floral-designed chintzes, in light and medium shades. Fully reversible. Size about 19 x 19 inches. Today, 95c.

### Chintzes and Shadow Cloths 95c Yard.

One table of fine quality art chintzes, 36 inches wide. Wanted color combinations and short lengths of distinctive designs. Also some short lengths of imported shadow cloths, 50 inches wide. Regularly to \$1.50. Today, yard 95c.

Simpson's—Fourth Floor.

Through the medium of our Home-Lovers' Club you are given the opportunity of furnishing your home without incurring hardship. As a club member you are allowed the privilege of making a part payment on house-furnishing and spreading the balance over an arranged period. Thus you may avoid the difficulty of meeting large payments at the outset. It costs nothing extra to join this club.

The club secretary will be pleased to explain the plan at any time. See him today.—Fourth Floor.

## Living-Room Chairs and Rockers, \$11

Attractively and strongly built with deep spring seats, heavy padded arms. All-over upholstered in brown artificial leather. Excellent value at \$11.00.

Couches with show wood frames in golden finish and deep cone spring, well tied. Covered in imitation leather. \$8.50.

### Dressers Attractively Priced

Dressers of golden surface oak. Large case with two large and two small drawers, wood turned. Fitted with bevelled plate mirror. Size 23 x 19 inches. Price \$21.00.

Dressers of golden surface oak with 38-inch case, two large and two small drawers. Large oval bevelled plate mirror. Price \$22.50.

Dressers of golden surface oak with full shaped front, large case and good drawers. Oval mirror. Size 21 x 28 inches. Price \$26.25.

### Specials in Kitchen Furniture

Kitchen Cupboards of elm, golden finish top with two shelves and double glass door. Base has two drawers and large cupboard. Regularly \$22.75. Today, \$17.95.

### Drop Leaf Tables \$6.75

In hardwood, with golden finish. Makes 4-foot square table when open. Heavy turned legs, bolted. Special, \$6.25.

Simpson's—Fifth Floor.

## Wash Fabrics 95c Yard

### White Voiles, 4 Yards for 95c.

720 yards only. 40 inches wide. Less than half price. Today, 4 yards for 95c.

### \$1.35 Black Linen, 2 1/2 Yards 95c.

Un crushable, thoroughly shirred. Yard wide, 320 yards only. Regularly \$1.35. Today, 2 1/2 yards for 95c.

### White Mull, 4 Yards 95c.

Yard wide. Sheer quality for summer lingerie. Less than half price. Today, 4 yards for 95c.

Simpson's—Second Floor.

### 480 Yards White Seersucker, 4 Yards 95c.

Seconds--damages slight. Suitable for ladies' and children's underwear. No ironing needed. 28 inches wide. Less than half price today, 4 yards 95c.

### Plain Beach Cloths, 2 Yards 95c.

In all shades except natural and mauve. Suitable for ladies' and children's suits, skirts and dresses. Yard wide. Regular 75c. Today, 2 yards for 95c.

### Pink Voile, 3 Yards 95c.

36 inches wide, 320 yards only. Extra special today, 3 yards for 95c.

Simpson's—Second Floor.

### 75c Silk and Cotton Crepes, 2 Yards for 95c.

Fine quality and pretty shades. 36 inches wide. Regularly 75c. Today, 2 yards 95c.

## Simpson's Market List of Money-Savings Today

SIMPSON'S QUALITY MEATS—GOVERNMENT INSPECTED.	
ROUND STEAK OR ROAST, per lb.	15
Sirloin Steak, per lb.	15
WING STEAK, per lb.	15
MINCED SHOULDER STEAK, per lb.	15
ROLLED BONELESS POT ROAST, per lb.	15
PURE BEEF DRIPPING, per lb.	15
CORNERED BEEF, prime, mild, per lb.	25
At our Cooked Meat Counter is a choice assortment of ready-for-the-table meats, boiled, roasted, jellied and smoked, fresh vegetable salads and salad dressing.	
FISH.	
FRESH-CATCHED WHITEFISH, dressed, per lb.	15
FRESH-CATCHED TROUT, dressed, per lb.	15
FRESH-CATCHED HADDOCK, headless, per lb.	15
FRESH-CATCHED COD STEAKS, per lb.	15
FRESH-CATCHED HALIBUT STEAKS, per lb.	15
FRESH-SMOKED HOME-CURED HADDIES, per lb.	15
SALT COD, boneless, 1-lb. blocks, per lb.	15
GROCERIES.	
Season Brand Pastry Flour, the finest, 24-lb. bag, \$1.50.	
One car Standard Granulated Sugar, in 5-lb. packages, 2 packages, \$1.14.	
2,000 Pails Pure Plum Jam, No. 4 size pail, 80c.	
2,000 boxes Gold Soap, 8 bars 45c.	
Holbrook's Malt Vinegar, bottle, 25c.	
Fresh Rolled Oats, stone, 75c.	
Finest Canned Tomatoes, tin, 15c.	
Finest Canned Corn, tin, 20c.	
Pure Orange Marmalade, No. 4 size pail, 87c.	
Reg-O Baking Powder, tin, 25c.	
2,000 lbs. Finest Golden Haddie, tin, 17c.	
Klondike Lemonade Powder, per tin, 15c.	
Pink Salmon, 14-lb. tin, 14c.	
Crisco, 1-lb. tin, 35c.	
Morris' Margarine, lb., 35c.	
Pure Gold Puddings, Custard, Chocolate and Tapioca, 2 packages, 25c.	
Quaker Cornflakes, 3 packages, 25c.	
Macaroni, in 1-lb. packages, 2 packages 25c.	
Canned Pineapple, small tin, 25c.	
COFFEE SECTION.	
Fresh Roasted Coffee, in the bean, ground pure or with chicory. Today, lb., 45c.	
FRUIT SECTION.	
California Valencia Oranges, Sun-kist Brand, doz., 55c.	
California Cantaloupes, good size, 2 for 35c.	
Grown-up Beets, 5 bunches for 25c.	
FLOWER SECTION.	
Hanging Basket, well filled, each at \$1.25.	
Boston Ferns, each, 95c.	
Palm, each, 15c.	
Rubbed Plants, each, \$1.00.	
Scented Geraniums, 2 for 25c.	
Canna, each, 15c.	
Fuchsias, each 25c.	
Cobra Vine, each 15c.	

The **SIMPSON** Company Limited