

Telephone Main 7841

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

Market Adelaide 6100

SIMPSON'S---This is "Baby Week!" and Here Are Specials

The Ultra-Fashionable BLACK HAIR HATS

For Summer
Are here in a score of charming, airy models for misses and younger women.



Some have exquisite flat flowers applied upon their transparent brims, others are entwined in flowers with even a tiny vegetable or fruit here and there, still others boast one single large flower to give them chic.

Glycerined ostrich and vulture, rough straw and ribbons applied in various fetching ways are also among the many trimmings. Every hat different, and selling in the French room at \$15.00 to \$22.50.

Stunning Black Tailored Hats at \$12.50, \$15 and \$17.50

The smartest shapes of the season are seen in this excellent collection, developed in fine soft linens and cloths, cleverly trimmed in accordance with their tailored simplicity. In the French Room today, priced \$12.50, \$15.00 and \$17.50.

Simpson's---Second Floor.

All this week the most irresistible values will be offered in things babies and toddlers love to wear and mothers long to possess. Every wee garment is of the "Simpson" standard quality mothers are now recognizing as paramount---a fact that doubly increases the economy of buying during this sale. Watch the tempting lists from day to day during "Baby Week." Shop at 8.30 a.m. today for the following excellent savings:

Special! Infants' Cashmere Long Coats \$4.75--Regular \$7.50 Kinds

In the two dainty styles illustrated. Made of unusually good quality wool union cream cashmere, and lined throughout. Note the rich silk braid and embroidery that adorns them. And they are as comfortable as they are attractive. Extra special value today, the first day of "Baby Week," at \$4.75.



Infants' Short Dresses 98c!

Regular \$1.50 to \$2.25

Adorable styles in sheer snowy voiles---the yokes cunningly ornamented with fine laces, embroidery, hemstitching, and silk ribbon or flower rosettes. Skirts hemmed, pin-tucked, or all-over embroidered. Sizes 6 months to 2 years in the lot. Marvellous value at 98c.



Simpson's---Third Floor.

The Layette Room

is a delightfully quiet and attractive spot where mothers may choose complete outfits in seclusion. Expert advice given on how to clothe the baby.

Shady Hats for Children 25c

Regularly 50c, 65c and 75c
Smart little hats of linen or duck---lined and unlined---made with six-piece round crown and soft stitched brim. Some with silk cord around crowns.

Colors cream with navy brim, white with colored name on band, sky with white, white with navy anchor motto, cream, white with sky, natural with navy, buff with navy, natural, and several pretty striped designs. Sizes 6 1/2 to 6 3/4. Sale price, 25c.

Simpson's---Third Floor.



Infants' Wool Sweater Coats \$1.59

Mothers who see these excellently made little sweater coats will recognize the importance of this extraordinary offering.



Knit in close fancy weave of white pure wool. High neck, long-sleeved style, with smart turn-down collar. Sizes 6 months to 1 1/2 years. Low sale price, \$1.59.

Simpson's---Third Floor.

Rousing 10 a.m. Sale---Today \$45 to \$52.50 Dresses at \$33.75

Serges---wool jerseys---silks, in an indescribable variety of stunning designs---beautifully fashioned, exquisitely trimmed---and featuring practically every popular shade for dress and sports wear. Excellent assortment of sizes in the lot. On sale at 10 a.m. today, \$33.75.

Never Before Have We Shown Such Stunning Novelty Silk Skirts For Women

A wonderful assortment of rich plaids and stripes in lustrous satin and the softest of taffetas---needing only the pretty pockets and button trimming they possess to give them charm. Price, \$11.50 to \$15.00.

Splendid Diversity of Styles in

Misses' \$39.75 to \$45.00 Suits \$34.50
Smart youthful designs in fine tricotine, gabardine, poplin and men's serge---semi-fitted, belted and box models. Mostly in navy. Regularly \$39.75 to \$45.00. Today, 8.30 a.m.---\$34.50.

Special! Misses' Coats \$21.50

An Exceptional Purchase of \$27.50 to \$35.00 Styles.
The newest styles Fashion has exploited at a price that would usually pay for only the most ordinary coats nowadays. Made from fine velours, cloths and tweeds in the most fashionable shades and mixtures. Priced for quick selling today, \$21.50.

Handsomely-Tailored Suits for Women

Combine Beautiful Materials, Rich Trimmings and Originality of Style in a Host of Interesting New Models.
There are striking tailored suits in navy or black men's serge with military braid and buttons---and brightly vested, embroidered and button-trimmed models of gabardine or poplin in sand, grey and taupe for afternoon wear. Priced, \$45.00 to \$65.00.

Women's Coats, Dolmans, Capes for Occasions Innumerable
Show a glorious assemblage of the season's favored modes---in silvertone, wool velour, tricotine and gabardine---colors sand, grey, new blues, navy and black. Priced from \$35.00 to \$85.00.

SIMPSON'S MARKET LIST FOR TODAY IS IMPORTANT

SIMPSON'S QUALITY MEATS		SIMPSON'S MARKET LIST FOR TODAY IS IMPORTANT	
Government Inspected and Approved.		SIMPSON'S QUALITY MEATS	
Fresh Beef, lean, boneless, for stewing, lb.	28	Breakfast Bacon, choice, sliced, lb.	50
Brisket, lean, boiling cuts, lb.	25	Young Lamb Chops, rib or loin, lb.	40
Minced Shoulder Steak, lb.	20	IN THE FISH SECTION	
Round Steak, finest, lb.	20	Finnan Haddies, mild curing, lb.	38
Fresh Veal, for pot pie, lb.	23	Kipperd Herring, large pair	10
Family Sausage, our own make, lb.	25	Boneless Salt Cod, 1-lb. blocks, lb.	23
		Shredded Salt Cod, pkt.	12 1/2
The Grocery Department Offers Some Tempting Items		P. & G. Naptha Soap, 4 bars	
2000 pails St. Williams Raspberry Jam, No. 4 size pail, 95c (Only 3 pails to a customer.)		Simpson's Big Bar, bar 14c.	
Monarch Flour, 24-lb. bag, \$1.49.		Ammonia Powder, 3 packets 25c.	
Standard Granulated Sugar, 10-lb. bag, \$1.10.		Cleannall Soap, 6 packets 25c.	
Patterson's Worcester Sauce, 3 bottles 19c.		Blue, 2 packets 10c.	
Choice Rice, 3 lbs. 32c.		Old Dutch Cleanser, 3 tins 27c.	
1000 lbs. Evaporated Peaches, lb. 22c.		Soap Chips, 2 lbs. 34c.	
		Gold Dust Washing Powder, large packet 25c.	
		Laundry Starch, packet 11c.	
		Toro Tablets, 6 packets 25c.	
		Sapallo or Bon Aml. cake 12c.	
		Babbitt's Cleanser, 3 tins 21c.	
		2000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed. Today, lb. 49c.	
		FRUIT SECTION.	
		California Navel Oranges, per dozen, 49c.	
		Choice Grapefruit, 3 for 35c.	
		Parasnis, 6 lbs. 15c.	
		Beets, 6 lbs. 15c.	
		Cobbler Seed Potatoes, grown in New Brunswick, peck 55c.	

Men's Boots \$4.95

Gymmetal boots in blucher and straight lace style. Wide and narrow toe shapes, Goodyear welt leather soles. This is an important offer considering the price of shoes today. Sizes 6 to 11. Today, \$4.95.

BOYS' ACTIVE SERVICE BOOTS---made of heavy box kip leather---blucher cut. Sizes 11 to 13 at \$2.75; 1 to 5 at \$3.25.

Same style in brown, sizes 11 to 13 at \$3.25, and 1 to 5 at \$3.75.

Simpson's---Second Floor.

Store Your Furs in a Cedar Bag

White Tar and Cedar Bags, 50c to \$2.00 each. Dust and moth proof. Made to hold any garment. Moth Camphor Flakes, regular 25c. Special, 16c. Camphor, 1 oz. cakes, 23c.

Bath Sprays

Just a few of these left at this exceptionally low price. Better come early for yours.

Regular \$3.00. Special, \$1.49.
Regular \$2.50. Special, \$1.25.
Regular \$2.00. Special, \$1.00.

(War Tax Included.)
Drug Dept.---Main Floor.

Today---Get That Extra Pair of Trousers, \$4.50 to \$8



The Simpson Men's Store offers every advantage to men and young men looking for the most practical and dressy styles in trousers. Assortments are complete and sufficiently varied to admit of satisfactory choosing.

Prices moderate in every instance.

These 4 Specials Today At \$4.50

Trousers made from medium grey finished tweeds, neat dark stripe. Five pockets and belt loops. Sizes 30 to 44.

At \$6.00

Trousers made from dark grey worsteds, neat stripe. Five pockets and belt loops. Sizes 32 to 44.

At \$7.50

Trousers made from a dark grey worsted with neat black stripe. Five pockets, belt loops, flaps on hip pockets. Cuff or plain bottoms. Sizes 32 to 42.

At \$8.00

Trousers made from navy blue mill finished serge. Five pockets, belt loops, cuff or plain bottoms. Sizes 32 to 44.

Good Value in Men's Suits at \$20.00

Single-breasted, 3-button, semi-fitted models, developed in grey and brown, and brown and black mixed tweeds, 5-button vests, trousers finished with two side, hip and watch pocket, cuff or plain bottom. Sizes 36 to 44, at \$20.00.

Simpson's---Main Floor.

The "Practick-All" Work Suits \$4.50

Smock and overall combined in one garment. Made from strong khaki duck, finished with close fitting collar and five pockets. Sizes 36 to 46, \$4.50.

Long Factory Coats at \$3.00

The ideal working garment for factory use. Made of serviceable khaki drill. Close fitting collar, two pockets, detachable buttons. Sizes 34 to 44, \$3.00.

High-Grade Traveling Goods

Boston or Overnight Bags
Bags Without Fittings, \$5.00.
Bags With Fittings, \$10.00.

Black enamel duck, or Boston bag. Neatly lined. This fashionable bag, size 14 inches, fitted with removable pad, brush, comb, etc., \$10.00; unfitted, \$5.00.

Black Enamel Duck Week-End Cases

As illustrated, handsomely made, deep leather binding, hand sewn handle, sewn hinge. Chintz lined. Size 18 in., \$10.75; 20 in., \$10.95; 22 in., \$11.50; 24 in., \$11.95; 26 in., \$12.50. Other models, \$4.50 to \$9.50.

Simpson's---Sixth Floor.

The Robert SIMPSON Company Limited