

Telephone Main 7841

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

Market Adelaide 6100

Simpson's-20,000 Pairs Hosiery in Gigantic Sale Today

Offering unprecedented opportunities for men, women and children--this great sale event comprises mill seconds, factory surplus, floor stocks, samples and many lines of first quality hosiery.

When our first preparations for this sale were being planned (away back in January and February), we approached the manufacturers who supply us with hosiery, and asked their co-operation in assembling these monster stocks at the lowest possible factory prices. You can judge for yourself how successful were the combined efforts of these manufacturers and the Simpson Store when we say that 20,000 pairs of hosiery are here now at prices away below usual values.

Many kinds of hosiery are in the sale—lisle thread, cotton, cashmerette, fibre silk, thread silk and all wool cashmere. The hosiery represents the products of Canadian, English and American mills.



Women's Thread Silk Stockings at \$1.55.

Seconds of \$2.25 Quality, 2100 pairs in this lot. Heavy pure thread silk hose—12-strand weave. High silk leg and seamed back. Grey, bronze, Russian calf, nigger brown, navy, sand, buff and pearl. Sizes 8 1/2 to 10. Hosiery Sale, today, \$1.55.

Women's Fibre Silk Stockings at 55c.

Seconds of \$1.00 Quality, 1200 pairs in this lot. Fine quality fibre silk hose with deep ribbed top. 18-inch silk leg, sheer seamless weave. Black, grey and brown. All sizes. Hosiery Sale, today, 55c.

(No Phone Orders on this item.)

Children's Cashmere Stockings at 49c.

65c and 75c Qualities, 3648 pairs in this lot. Sizes 4 to 7 1/2—splendid Fall and Winter stockings. Cashmere with a small percentage of cotton. Knitted close in a one-and-one ribbed leg and plain foot. White only, 65c and 75c values. Hosiery Sale, today, 49c.

Women's Thread Silk Stockings at 89c.

Seconds of \$1.65 Quality, 1650 pairs in this lot. These are a well-known guaranteed silk stocking—12-strand pure thread silk leg with deep ribbed lisle thread top. The imperfections are slight. Black, white, brown, champagne, grey, tan and buck. Sizes 8 1/2 to 10. Hosiery Sale, today, 89c.

Women's Thread Silk Stockings at \$1.75.

Usual \$2.50 Quality, 975 pairs in this lot. Excellent quality 12-strand pure thread silk hose. 20-inch silk leg—deep mercerized lisle thread top, and double garter welt. Black, white, grey, navy, smoke and beaver. Sizes 8 1/2 to 10. Hosiery Sale, today, \$1.75.

Boys' Cotton Stockings at 49c.

Seconds of 65c Quality, 1960 pairs in this lot. Two-and-one ribbed leg, plain foot and seamless. Seconds of the well-known "Hercules" boys' hose. Fast black dye and good color. Sizes 5 to 10. 65c quality. Hosiery Sale, today, 49c.

Women's Cashmerette Stockings at \$1.25.

Seconds of \$2.25 Quality, 540 pairs in this lot. All wool, plain black, heavy brand. Sizes 9, 9 1/2 and 10. Hosiery Sale, today, \$1.25.

(No Phone Orders for this item.)

Women's Cotton Stockings at 40c.

Seconds of 59c Quality, 1820 pairs in this lot. Heavy cotton with cashmere finish—splendid winter weight. Black, brown, grey and tan. All sizes. Hosiery Sale, today, 3 pairs \$1.15; pair, 40c.

Women's Lisle Thread Stockings at 33c.

Seconds of 50c Quality, 1980 pairs in this lot. Fine quality lisle thread hose, plain and mercerized finish. Slight imperfections, but splendid quality. Double garter welt and some ribbed tops. Black, white and brown. Sizes 8 1/2 to 10. Today, Hosiery Sale, 33c.

Women's Union Cashmere Stockings at 85c.

Seconds of \$1.25 Quality, 1640 pairs in this lot. Plain black, in winter weight. Seamless finish. Sizes 8 1/2 to 10. \$1.25 value. Hosiery Sale, today, 85c.

Men's Thread Silk Hose at 59c.

Seconds of \$1.00 Quality, 1724 pairs in this lot. Black only. Sizes 9 1/2 to 11 1/2. Pure thread silk—sheer strong weave. Hosiery Sale, today, 59c.

Simpson's—Main Floor.

Special Offer Scotch Tapestry Rugs

Regularly \$19.50 for \$16.95 Each.

Splendid quality rugs of Scotch manufacture, seamless, in good medallion patterns and artistic colors or in floral effects. Size 6' 9" x 9', regularly \$19.50 quality, special \$16.95 each.

\$99.50 Fine Wilton Rugs for \$79.95.

Rugs of extra fine quality and very close weave, in rich colorings and up-to-date designs. Size 8' 3" x 10' 6", regularly \$99.50, sale price \$79.95.

\$1.50 Cocoa Mats, Sale Price \$1.19.

Thick, heavy, durable quality cocoa door mats, well bound. Size 18" x 36", regularly \$1.50, sale price \$1.19.

Extra Heavy Oilcloth, 85c Square Yard.

A few rolls marked as seconds in extra heavy quality good tile and block patterns. Special Sale Price 85c square yard.

Rag Rugs at \$1.19 Each.

200 rugs in hit-and-miss and striped effects, in assorted colorings with different border effects. Size 27" x 54". Special Sale Price \$1.19 each.

Axminster Rugs for Bedrooms.

Seamless rugs in small designs, in light and dainty figures. Good heavy qualities with deep pile. Size 9' x 12', sale price \$69.75; size 6' x 9', sale price \$31.95.

Wool and Fibre Rugs for Bedrooms.

Very attractive are the reversible wool and fibre rugs in light colorings and two-toned effects. Size 9' x 9', sale price \$8.95; size 9' x 12', sale price \$9.95; size 9' x 12', sale price \$10.95.

Simpson's—Fourth Floor.

49,600 Rolls of New Wall Papers at Big Money Saving Prices

Come early for best selection. Bring room measurements with you as there will be no reservations. No exchanges or refunds on wall paper after ten days from date of purchase.

Hundreds of up-to-date designs and colorings for home decoration, divided in four price lots for easy selection.

At 11c Roll, Regularly 15c to 25c.

Floral patterns and conventional designs in dainty colorings for bedrooms; also rich blended shades of tan, green and brown for sitting-rooms and halls.

Borders to match (some are cut-out), 3c yard.

At 17c Roll, Regularly 35c to 50c.

Shadow and floral stripe wall papers in great variety of pretty color effects for bedrooms.

Cut-out borders to match: Regularly 8c to 12 1/2c. Sale price, yard 4c.

At 23c Roll, Regularly 40c to 60c.

Great variety of handsome wall papers, suitable for all rooms in the home. Chintzes, verdure, tapestries, fabric weaves and blend effects in a host of desirable color treatments.

At 29c Roll, Regularly 50c to 75c.

High class wall papers in artistic colorings for living rooms, halls and libraries, including new tapestries, novelty printed oatmeal papers and light blended treatments.

Simpson's—Sixth Floor.

Simpson's Market Today

SIMPSON QUALITY BEEF-GOVERNMENT INSPECTED.

800 lbs. Prime Corned Beef, mild, lean cuts. Today, special, per lb., 15c. Chuck Roast Young Beef, per lb., 20c. Rolled Boneless Pot Roast, per lb., 25c. Mince Shoulder Steak, per lb., 25c. Family Sausage, our own make, per lb., 25c. Breakfast Bacon, boneless, mild curing by the piece, per lb., 54c. Pure Lard, 3-lb. pails, gross weight, per pail, \$1.25.

LAKE AND SEA FISH.

Whitfish, dressed, per lb., 15c. Salmon Trout, dressed, per lb., 15c. Fresh Cod Steaks, per lb., 15c. Halibut Steaks, per lb., 30c. Red Sea Salmon Steaks, per lb., 40c. Fresh Smoked Finnan Haddies, per lb., 15c.

GROCERIES.

Finest Creamery Butter, lb., 85c. 1,000 pails 5c Williams' Raspberry Jam, No. 4 size pail, \$1.00. Libby's Salad Dressing, bottle, 35c. 2,000 tins Finest Canned Tomatoes, tin, 20c.

(Only 5 tins to a customer.)

Sea Crest Sardines, in Tomato Sauce, tin, 25c. H. O. Ammonia Powder, 3 packets, 25c. F. & G. White Naphtha Soap, 12 bars \$1.05. Ogilvie's or Purify Flour, 24-lb. bag, per bag, \$1.50. Kinross Butter, lb., 25c. Assam Tea, regular, 55c lb., 50c. Clark's Tomato Soup, 2 tins, 25c. Seedless Raisins, lb., 24c. Magic Baking Powder, 1-lb. tin, 35c. Choice Currants, lb., 30c. Flaked Wheat, 7 lbs., 55c. Peanut Butter, lb., 27c. Orange Marmalade, 1-lb. jar, 25c. Salt, 2 packets, 15c. Molasses Syrup, 2 lbs., 35c. Japan Rice, 2-lb., 30c. Featherbed Cocoonut, lb., 35c. Edwardsburg or Beehive Table Syrup, 5-lb. pail, 65c. Mazola Oil, for cooking, tin, 50c. Red Salmon, tall tin, 34c. Choice Olives, jar, 40c.

FRUIT SECTION.

California Valencia Oranges, Sundried Brand, doz., 49c. Choice Lemons, doz., 25c. Choice Carrots, 4 bunches, 15c.

FLOWER SECTION.

Boston and Whitman Ferns, each, 55c. Palms, each, 65c. Large Boston Ferns, each, \$2.50. Asparagus Ferns, each, 45c. Fern Fans, 45c and 60c. Umbrella Plants, each, 15c.

Boys' New Fall Suits

We now have an abundant selection of choicest patterns and skilfully fashioned models in boys' tweed suits.

The styles are authentic and the materials have the staying qualities always found in clothes from the Simpson Store.

At \$12.50—Dark grey tweed, in pepper and salt effect. Single-breasted—all around belted model, with the up-to-date slit pockets. Bloomers are finished with belt loops and governor fasteners at knee. In sizes to fit boys from 8 to 12 years. Larger sizes, \$1.00 extra.

At \$13.50—An exceptionally dressy suit of medium brown mixed tweed effect, with a broken hairline stripe. Single-breasted, Norfolk model, all-around belt, twin imitation pleats to waist, pockets are the popular vertical kind. Bloomers are full fitting, and are made with belt loops, side, hip and watch pockets, with governor fasteners at knee. In sizes to fit boys from 8 to 12 years. Larger sizes, \$1.00 extra.

At \$15.50—Heather mixed cheviot effect, in a single-breasted model, very smart, with the new waist line style. Two breast pockets, also two vertical pockets at side.

Bloomers are cut roomy, and are made with side, hip and watch pockets, also belt loops, and finished with governor fasteners at knee. In sizes to fit boys from 8 to 12 years. Large sizes, \$1.00 extra.

Simpson's—Main Floor.



A Lunch Room on Self Service Plan

Beginning today at 11:30 a.m., the Simpson Store will devote a section of the Palm Room to a self service, or cafeteria plan for the convenience of those who prefer this system. This will be much appreciated by our out-of-town visitors to the Exhibition, as well as many of our daily customers. Efficient and courteous service, good food, well cooked and moderate charges at all times.

The Palm Room service will continue as usual: Breakfast, from 8.30 to 11.00. Lunch, from 11.30 to 2.00. Afternoon tea, from 3.00 to 5.30.

New English Chintzes 98c Yard

Exquisite quality of English printed chintz, 30 inches wide, in beautiful color combinations for living room curtains or slip-covers. This is a consignment just received from England. Per yard, 98c.

English Poplins \$2.75 Yard

Beautiful colorings of rose, brown, blue, lavender, green, etc. 50 inches wide, richly mercerized. Ideal fabric for hangings in living room, bedroom and hall. August Sale price, yard, \$2.75.

Simpson's—Fourth Floor.

Light-Weight Overcoats for Men \$24.00

Newest models fashioned in the most approved styles. Made up from an Oxford grey cheviot in the Chesterfield model, fly front, semi-fitted, regular pockets with flaps. Wool body lining. In sizes 35 to 44, \$24.00.

Two-Purpose Tweed Raincoats \$16.50

For Men and Young Men. Essential for wet weather and convenient for cool days. Made up in the Trencher model with all-around belt, convertible collar and slash pockets, from a medium brown tweed mixture. Sizes 35 to 42, \$16.50.

Fall Suits for Men \$35.00

A very smart fall suit for men, made up in the single-breasted, 3-button, soft roll, semi-fitted sacque model, from a rich dark grey cheviot with narrow light grey stripe. Sizes 36 to 44, \$35.00.

Chauffeurs' Suits \$28.00

Neatly made up from a plain dark grey cheviot in the semi-Norfolk model, single-breasted, seven-on-belt, and pleats run to yoke at front and back. Well tailored trousers. Sizes 36 to 42, \$28.00. (Uniform caps to order of same material.)

Simpson's—Main Floor.



Clearing Women's White Reinskin Boots at \$2.95

Regularly \$5.00 and \$6.00.

No Phone, Mail or C. O. D. Orders on Sale Footwear.

Made on the newest long plain vamps, with Goodyear welt leather soles and white Spanish leather heels. Sizes 2 1/2 to 6 1/2. Today, \$2.95.

Women's White Canvas Pumps \$2.49.

White canvas pumps and small tongue colonials, made of strong sea island duck in many different shapes. McKay sewn soles. Sizes 3 to 5 1/2. Today, \$2.49.

Women's Grey Kid Oxfords \$6.75—Special.

Style 829. Medium shade, long plain Piazza last. Light weight flexible McKay sewn soles and wood covered heels. Sizes 2 1/2 to 7. Today, \$6.75.

Women's Patent Leather Oxfords \$6.25.

Plain vamp patent leather Oxfords, white kid lining. Blind eyelets. Made on perfect fitting long vamp last. Goodyear welt soles and leather Spanish heels. Widths B, C and D. Sizes 2 1/2 to 7. Today, \$6.25.

Men---\$7.00 Boot Special

BLACK BOX CALF BLUCHER BOOTS—Made on full fitting toe, double Goodyear welt sole. Sizes 5 1/2 to 11. Stylish and comfortable for men and young men. Today, \$7.00.

BALMORAL BOOTS, \$9.00—For young men. Made of Havana brown Russian calf on Varsity last. Perforated tip and blind eyelets. Today, \$9.00.

MEN'S BROWN CALF BOOTS, \$8.50—Made on recede toe last, with blind eyelets to top. Medium weight oak tanned soles—low heels. Broken sizes. Today, \$8.50.

The SIMPSON Company Limited

STORE HOURS 8.30 to 5.30

STORE CLOSURE SATURDAY AT 1 p.m.

No Noon Delivery Saturday

Rousing Specials in the Linen Department

For Early Buyers Today

1000 Yards Crepe Shirting, 59c Yard Regularly 75c Yard.

31 inches wide. Pretty stripe effects in white with blue, mauve or black stripes. Clearing, today, yard, 59c.

Damask Napkins, \$2.59 Dozen.

Size 22 x 22 inches. Assorted designs. Extra Special, today, dozen, \$2.59.

Checked Glass or Tea Towelling, 32c Yard.

23 inches wide. 1000 yards reduced to clear today, yard, 32c.

Simpson's—Fourth Floor.

\$5.00 Sheets at \$3.95 Pair.

Made from heavy quality plain bleached sheeting. All neatly hemmed. Size 72 x 90 inches. A limited quantity to clear. Regularly \$5.00. Today, pair, \$3.95.

Striped Flannelette Clearing, Yard, 24c.

A Special Purchase of 5000 Yards.

Splendid range of stripes suitable for pyjamas, night shirts, etc. 29 inches wide. Rush price, today, yard, 24c.

\$5.50 Damask Cloths at \$4.45.

100 to clear. Size 2 x 2 1/2 yards. Good designs with a rich satin finish. Rush price, today, each, \$4.45.

DE... Ge... STR... GUEL... ON... Says It... Parallel... Absor... Special to... Guelph... Beck, chair... Power Co... Chief Engr... other visit... held a con... and the m... manufactur... council res... the Guelph... chairman... of the civi... received. T... the mayor... lost in get... Adam was... of all as to... with the s... three ways... First, that... shape by... putting the... condition... man cars... and issuing... the city... the road;... leased to... sell it out... the idea o... Hydro rad... Ask... As a res... together... at its next... special me... making the... to Guelph... gation of... what it wi... dition and... city. He... would not... council ask... connection... is concern... el the ma... such time... resolution... per cent... tional am... could be... the whole... rono add... St. Adam... resolution... passed up... man told... ell passed... whether th... It was... Mayor Car... resided a... much pro... Sir Adam... now at we... fresh cast... the roads... the officia... est follo... Frank line... and electr... line betwe... taken over... a spur to... day may... in th... will be im... tately b... U.S. IN... Compro... vation... Washing... promise p... adopt, pe... keep them... tion (incl... today aft... declined... and Re... opinion h... not accep... Among... ment was... action ne... proposal... Democrat... had no pl... Meaning... ment an... brought... other issu... gent Will... that he r... peak has... an end, a... considered... such a s... declaratio... gress pri... treaty wa... national... ability in... The fore... into ano... committee... ended by... vote to c... eptive the... Egyptian... race. DENN... Paris... ment tod... 100,000... is to be... prices in...