

Telephone Main 7841

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

Market Adelaide 6100

Simpson's--Women May Buy Beautiful Milan Hats at \$5 and \$6.50, Today



And they are marvellous values at these special prices, because of an extremely fortunate purchase which we transacted a day or two ago.

White Italian Milan--beloved of Fashion for tailored summer millinery--its popularity increased by its very scarcity! 'Tis no wonder we consider these hats marvellous value at Tuesday's sale prices.

A splendid variety of dressy shapes, sailors and sports designs in excellent qualities. Specially priced Tuesday, \$5.00 and \$6.50.

TWO SPLENDID VALUES IN TRIMMED HATS

75 Trimmed Leghorns at \$8.50, 45 Trimmed Milans at \$8.50

Beautiful Flower-trimmed and Ostrich-trimmed Hats--made to accompany dainty frocks and chic suits through the long warm days of summer. Also a few stunning transparent black hats. No two alike, so every woman is assured of finding one that is becoming at Tuesday's moderate price, \$8.50.

Simpson's--Second Floor.

Women's Low Shoes \$1.29

Sale of 2000 Pairs Regularly \$2.50 to \$4.00

PATENT LEATHER, GUNMETAL, BLACK KID AND WHITE CANVAS. PUMPS, COLONIALS AND STRAP SLIPPERS. Wide and narrow toe shapes. High and low heels. Sizes 2 1/2, 3, 3 1/2, 4, 4 1/2 and 5 only. No phone, mail or C.O.D. orders on these shoes. Tuesday, pair, \$1.29.

Women's Sample and Small Boots \$2.25

600 pairs button and lace styles. Patent, gunmetal and kid leathers. Plain pumps--kid and patent toecaps. Medium and light weight McKay sewn soles. Cuban and low heels. Sizes 2 1/2 to 4 1/2 only. No phone, mail or C.O.D. orders. Values, \$4.50 and \$5.00. Tuesday, \$2.25.

Small Men's \$3.50 Boots for \$2.35

200 pairs Gunmetal Blucher Boots. On round toe last. Medium weight McKay sewn soles--military heels. Sizes 6, 6 1/2, 7, 7 1/2 and 8. Regularly \$3.50. Tuesday, \$2.35.

Boys' Leather Scuffer Outing Shoes, 99c

Splendid wearing, easy fitting lace shoes for boys. Brown buck leather, with heavy flexible sewn soles and low heels. Sizes 11 to 13 and 1 to 4. Per pair, Tuesday, 99c. Simpson's--Second Floor.

Rousing Sale of Girls' Gingham Frocks 98c



You could hardly imagine better value than this opportune sale offers. The frocks are in the chic styles illustrated and fashioned from printed ginghams that will stand constant tubbing and hard wear. A variety of gay plaids with trimmings of chambray and pearl buttons. Sizes 6 to 14 years. No exchanges, no refunds, no C.O.D.'s on these dresses. Tuesday rush special, 98c.

Simpson's--Third Floor.

Toilet Goods and Sundries

Quilwon Toilet Paper 3 packages 25c.
Ewingson Powder Puffs, regular 5c, special 3c.
Assorted Toilet Waters, regular 15c, special 10c.
Simpson's Bath Blocks (beautifully scented), regular 5c, special 3c.
Assorted Toilet Creams, regular 15c, special 10c.
Pure Glycerine Soap, regular 10c, special 7c.
Snowball Fine White Crepe Paper, regular 12 1/2c, special 9c.
Minty's Tooth Paste, 25c.
A good size Black or Tortoise Dressing Comb, 8c.
100 only Grained Ivory Hand Mirror, regular \$2.50 and \$2.00, special \$1.25.
VERY SPECIAL--15 only Heavy Grained Ivory Brush and Comb Trays. No phone orders. Regular \$4.00. Special, \$1.99.

Simpson's--Main Floor.

Women's Spencers \$3.49

Dense knit elastic weave or pure wool. V-neck, reinforced button front, long sleeves with shaped cuffs. Sizes 34 to 42 bust. Colors blue green over white, coral over white and open blue over white. Remarkable value. Tuesday \$3.49.

Simpson's--Third Floor.

Infants' Long Dresses at \$1.39

White nainsook, with dainty round yokes, tucked, hemstitched and finished with insertions of fine lace and embroidery. Length 27 inches. Tuesday, \$1.39.

Infants' Button Front Vests, 95c

Of creamy wool finished cotton and silk mixture. Long sleeves, silk shell stitched edges, flatlock seams stitched with silk. Sizes 3 months to 5 1/2 years. Reduced Tuesday to 95c.

Infants' Bonnets, \$1.35

Of cream silk poplin, softly interlined and lined with silk. Silk embroidery. Revers, silk pipings and face full of soft net. Sizes 12 to 18. Tuesday, reduced price, \$1.35.

Smart Little 2-Piece Wash Suits, \$1.95

For Wee Boys of 2 to 5 years. Made of fine chambray in light or medium shades of washing blue. Price reduced Tuesday to \$1.95.

Children's Balbriggan Knit Cotton Jerseys, 65c

Round neck and long or short sleeves. Trimmed with hand of contrasting color. Sizes 2 to 12 years. Colors grey with white, navy with white, cardinal or orange with white, all navy, all khaki, white with navy, sky or cardinal trimming. Tuesday special, 65c.

Wash Suits For Little Boys

All new, fresh, crisp little suits, in a host of clever styles. Tailored in wash fabrics that will come up fresh and bright after a tubbing.

At \$1.50--Blue and white striped peggy cloth waist, with blue chambray pants. Oliver Twist model. Sizes 2 1/2 to 8 years. 1.50

At \$2.00--White lawn, in novelty Norfolk style, with pleats extending to bottom of coat. Knicker pants. Sizes 2 1/2 to 8 years. 2.00

At \$2.50--Oliver Twist model. White pique--waist, with blue pants. Sizes 2 1/2 to 6 years 2.50

At \$3.00--Palm Beach, in novelty Norfolk model, with patch pockets. Black bow tie at neck. Knicker pants. Sizes 4 to 10 years. 3.00

At \$3.50--Khaki Sailor Suit. Middy style, with black sailor bow at neck. Knicker pants. Sizes 4 to 8 years. 3.50

Simpson's--Main Floor.

Silk Crepe de Chine Blouses \$2.95

So varied is the collection (consisting of oddments and one-of-a-kind waists) that you must see them to appreciate them.

A choice of plain white, flesh, maize, apricot and peach in many desirable designs, also some very smart striped crepe de chine in white, with groups of high colored music stripes. Regularly \$3.95, \$4.50, \$5.00 and \$5.95. Tuesday, \$2.95.

\$5.50 Porch Dresses at \$3.95

of Fine Scotch Gingham Made from material of a beautiful fine silky texture, in a splendid assortment of lovely plain and broken checks. Including black and white, rose, pink, green, blue, wisteria and tan.

Pleasing style with deep round collar of white tulle, heavy pearl buttons, pockets and half sleeves, with white cuffs. Sizes 34 to 44. Specially priced, at \$3.95.

Simpson's--Third Floor.

Women's Silk Gloves 59c

Regularly \$1.25 and \$1.50. Black only, wrist length. Long Kayser silk gloves cut down, 2 dome fasteners and double tipped fingers. Sizes 5 1/2 to 6 1/2. Tuesday special, 59c.

Women's Silk Stockings, 50c

Regularly 75c and 85c. Black, white, navy, putty, smoke, grey, champagne, nigger brown and castor. 12-inch fibre silk leg, seamless. Sizes 8 1/2 to 10. Tuesday, 50c.

Boys' 50c Cotton Stockings, 29c

Special purchase of 1,200 pairs. Mill seconds, but the defects are hardly noticeable. Heavy weight ribbed leg and plain foot. Sizes 8 to 10. Tuesday, 29c.

Simpson's--Main Floor.

Gold Pendants--Half Price!

PEARL SET SOLID 14k. AND 10k. PENDANTS, in many dainty designs, suitable for wedding gifts. Regularly \$8.00 to \$15.00. Tuesday half price.

\$6.00 NOVELTY BEADS at \$3.95--Handsome strings of novelty beads, in the popular colors, sapphire, emerald, peridot, etc. Regularly \$6.00. Tuesday \$3.95.

Simpson's--Main Floor.

Here Are Your Savings on Whitewear AND Underwear

"Rengo Belt" Reducing Corsets, \$4.50. The most satisfactory corset in every way for the stout figure. Corsets that make large hips disappear. Waist lines more graceful and bust lines smaller. Moreover they are particularly comfortable.

Made of extra strong imported white cotton with elastic inserts in front and wide band of elastic at back. Sizes 23 to 36. Moderately priced at \$4.50.

Camisoles at \$1.39

Made of Jap silk and crepe de chine in several extremely pretty styles. Lace yokes and insertions, ribbon and embroidered dery fitted and ribbon shoulder straps. Finest kind white. Regularly \$2.00 and \$2.50. Tuesday, \$1.39 rush special, \$1.39.

White Cotton Nightgowns, \$1.39

Silpover styles with round or y-neck. Trimmed with lace and Swiss embroidery. Regularly \$1.75 to \$2.25. Tuesday special, \$1.39.

Batiste Bloomers, \$1.25

Splendid value are these bloomers of a delicate pink batiste. Elastic at waist and knees. White-edged frills of self. Tuesday, \$1.25.

Envelope Chemises, \$1.19

Made of beautiful quality white cotton, with lace insertions, embroidery panels and lace edgings. Tuesday, \$1.19.

Women's Vests and Drawers, 69c Each

Of fine quality ribbed cotton. Vests have lace, heading or knit tubular edging. Drawers or short sleeves. Drawers are wide, lace trimmed or tight-knee styles. Tuesday, \$1.19.

"Collier Cut" Combinations, 85c

A popular brand at a popular price. Made of fine ribbed cotton with heading at neck and wide umbrella drawers. Tuesday, 85c.

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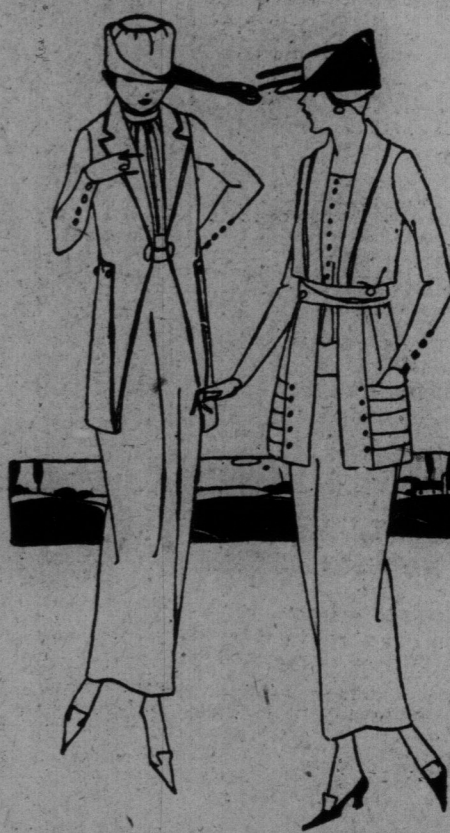
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Misses Will Be Delighted With the Suits at \$45

Particularly as they were originally priced from \$55.00 to \$75.00--and that many are individual New York models.

Chic box coats, bordered with braid or pin tucks--striking semi-tailleurs rich with braid and many buttons--dressy afternoon suits with waistcoats of some fascinating contrasting fabric and shade--these are among the many features that distinguish this group of stunning suits.

In tricotine, gabardine, wool poplin and fine serge--mostly navy with a few summer shades. No exchanges, no refunds, no C.O.D.'s on these suits. Tuesday, \$45.00.



Among the Misses' Coats at \$25.00

You will find many of the clever features that characterize our better models. The materials are excellent, the shade range all you could desire. For instance:

One of soft velour in tawn or olive shades has rows of pin tucks on collar and belt, and shaded buttons for trimming. Price, \$25.00.

Another very cleverly cut design in taupe velour has buttons down the centre back from collar to belt, big slash pockets and shawl collar. Price \$25.00.

The good-looking covert cloth was used to fashion a smart loosely belted style with tailored collar, novel pockets and brown bone button trimming. Price, \$25.00.

Serge Capes for Women, Just \$25

Find Expression in Dozens of Striking Models in the Women's Department--Priced Specially for Tuesday.

Practical capes with coat front and capes in the dressy cross over style. Elaborated with military braids and rows of small buttons or single large bone buttons. Made from fine wool serges, mostly in navy. All were originally marked at higher prices. Tuesday, special, \$25.00.

Women's Cleverly-Tailored Suits \$35

Various Higher-priced Models Grouped for a Quick Selling at a Popular Price.

So many stunning styles are in this splendid assortment that you are almost certain of satisfaction. All have a tendency toward the favored semi-tailleur with much braid and button trimming and often an attractive waistcoat. Developed from high-grade botany serges in leading shades, and silk lined. No exchanges, no refunds, no C.O.D.'s on these suits. Tuesday, \$35.00.

Simpson's--Third Floor.

Novelty Silks

Priced Far Below Regular

Printed Silk-Voiles and Crepe de Chine, 95c Yard

Regularly \$1.50 and \$2.00. Light and dark grounds, with dainty flower designs, including the favorite Paisley patterns. Tuesday, yard, 95c.

Self-Brocaded and Shot Broche Taffetas, \$2.95 Yd.

Regularly \$8.50. 36 and 40 inches wide. Including navy, wine, green, amethyst, rose, taupe, grey and golden tan. Tuesday special, yard, \$2.95.

Dress Goods

6,000 Yards Summer Dress Fabrics, 98c Yard

This opportune special includes fashionable repp cords in new coin spots and satin stripes, also Tootal's famous ratines in plain and stripe effects. Sport shirtings in newest plaids and gingham effects. A great chance to save on your holiday and summer requirements. These fabrics are all new and fashionable and of the highest grade. No phone orders. Come at \$3.00 for first selection. Regularly \$1.39 and \$1.50 yard. Tuesday, special, per yard, 98c.

Cream Dress Goods Section--Second Floor.

Wash Goods

4 Tuesday Specials

36-inch Silk Ward Crepe 36 inches wide. Shades of sand, yellow, peach, mauve, rose, Alice navy, sky, brown, etc. Regularly 75c. Tuesday, per yard 45c.

Odd Lots in White Goods at 25c Yard

40-inch Chiffons and Lawns, 40-inch Heavy Thread White Voile, 37-inch Pique, Pocketing or Indian Heads, and many other odd lots. Regularly 80c and 90c. Tuesday, per yard 25c.

1,800 Yards Prints, 19c Yd.

34-inch, mostly dark grounds in for house dresses, aprons, etc. Less than 10-day's cost price. Tuesday, per yard 19c.

3,500 Yards Printed Voiles at 39c Yard

36 and 40 inches wide. Stripes, checks, figured and flowered effects, suitable for summer dresses and waists. Regularly 50c and 75c. Tuesday, per yard 39c.

Simpson's--Second Floor.

FOR MISSES-- Chic Taffeta Frocks at \$32.50 and \$35

They Are at Once Cool, Summery and Dressy--and Just Think of the Laundering They Save

A very fetching frock in navy or French blue taffeta has a bolero bodice--a tunic bordered with an inverted ruffle and cuffed hem. Frills about neck and sleeves add charm. Price, \$32.50.

The miss who prefers a tailored frock will rejoice in a taffeta model whose panelled bodice and tunic are edged with loops of military braid. Navy, French blue or black. Price, \$32.50.

Picture the striking effect of a black taffeta with three-tiered skirt, white tucked georgette vestee and jet button trimming. Price, \$35.00.

Only \$8.95 for Women's and Misses' SMART DRESSES

On Sale at Less Than Manufacturer's Usual Price. Good serges and silk poplins--in broken size and color--ranges that account for the extremely low price. Such a good assortment, however, that the woman who shops at 8.30 a.m. is almost sure of obtaining what she best likes.

Smartly tailored or prettily embroidered. No exchanges, no refunds, no C.O.D.'s on these dresses. Monday, \$8.95.

Simpson's Tuesday Market

SIMPSON QUALITY MEATS--Government Inspected.

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| CHUCK ROASTS, choice beef, lb. | 24 |
| SHOULDER ROASTS, lb. | 24 |
| BLADE ROASTS, prime, lb. | 25 |
| ROLLED BONELESS ROT ROAST, lb. | 30 |
| CORNED BEEF, mild curing, lb. | 25 |
| FRONT QUARTER YOUNG LAMB, lb. | 25 |
| BREAKFAST BACON, boneless, by the piece, lb. | 45 |
| PURE BEEF DRIPPING, our own make, lb. | 20 |
| FAMILY SAUSAGE, our own make, lb. | 30 |

FISH FISH!

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| FRESH-CAUGHT SALMON TROUT, lb. | 20 |
| FRESH-CAUGHT WHITEFISH, lb. | 24 |
| FRESH-CAUGHT COD STEAKS, lb. | 18 |
| FRESH-CAUGHT HALIBUT STEAKS, lb. | 24 |
| RED SPRING SEA SALMON, very choice, dressed, by the piece, lb. and up, lb. | 30 |
| SMOKED FINNAN HADDIES, lb. | 25 |
| SMOKED BONELESS FILLETS, lb. | 13 |
| BONELESS SALT COD, 1-lb. blocks, lb. | 23 |

GROCERIES.

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| One car Standard Granulated Sugar, 25-lb. bag, per bag | 1.10 |
| Quaker Flour, 24-lb. bag | 2.10 |
| 2,000 lbs. Finest Creamery Butter, per cwt. | 48 |
| 4,000 lbs. Finest Canned Pumpkin, 2 lbs. tin | 27 |
| 4,000 lbs. Finest Canned Beans, 2 lbs. tin | 27 |
| 4,000 lbs. Finest Canned Tomatoes, 2 lbs. tin | 27 |
| 4,000 lbs. Finest Canned Peas, 2 lbs. tin | 27 |
| 4,000 lbs. Finest Canned Corn, 2 lbs. tin | 27 |
| 4,000 lbs. Finest Canned Apples, 2 lbs. tin | 27 |
| 4,000 lbs. Finest Canned Pineapple, 2 lbs. tin | 27 |
| 4,000 lbs. Finest Canned Fruit, 2 lbs. tin | 27 |
| 4,000 lbs. Finest Canned Vegetables, 2 lbs. tin | 27 |
| 4,000 lbs. Finest Canned Soups, 2 lbs. tin | 27 |
| 4,000 lbs. Finest Canned Stews, 2 lbs. tin | 27 |
| 4,000 lbs. Finest Canned Sauces, 2 lbs. tin | 27 |
| 4,000 lbs. Finest Canned Condensed Milk, 2 lbs. tin | 27 |
| 4,000 lbs. Finest Canned Evaporated Milk, 2 lbs. tin | 27 |
| 4,000 lbs. Finest Canned Sterilized Milk, 2 lbs. tin | 27 |
| 4,000 lbs. Finest Canned Sweetened Condensed Milk, 2 lbs. tin | 27 |
| 4,000 lbs. Finest Canned Unsweetened Condensed Milk, 2 lbs. tin | 27 |
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