

TODAY, THE FIRST FRIDAY BARGAIN DAY OF 1917 AT SIMPSON'S

Friday Bargains in Toilet Goods

Pure Cold Cream, in jars. Reg. price 25c. Friday 17
 Imported Face Powder. Reg. price 15c. Friday 8
 Bradley's Talcum Powder. Reg. price 21c. Friday 14
 Antiseptic Tooth Paste. Reg. price 15c. Friday 12
 Toilet Paper, in packages. Friday 8 for 25
 Perfume Atomizer. Reg. price 9c. Friday 39
 Soldiers' Kit Mirrors. Reg. price 25c. Friday 15
 Ebony Finish Hand Mirrors. with bevelled glass. Reg. price 39c. Friday 29
 Manicure Pieces, with ground ivory handles; files, hooks, cuticles. Reg. price 25c. Friday 17
 Tooth Brushes, with hand-drawn bristles. Reg. price 15c. Friday 11
 Metal Smoking Set. Reg. price 25c. Friday 13
 Cloth Brushes, with stiff bristles. Reg. price 25c. Friday 19
 War Stamps included.

Silverware at Half Price

Five o'Clock Tea Set, including tea pot, cream jug and sugar bowl and tray, silver-plated. Regular \$18.50, for 9.25
 Tea Set, large size: tea pot, cream jug, sugar bowl and spoonholder, silver-plated. Regular \$24.00, for 12.00
 Three-piece Silver-plated. Set, tea pot, cream jug and sugar bowl. Regular \$9.00, for 4.50
 Silver-plated Bake or Pudding Dish, large sizes, separate rim and inner lining. Regular \$10.00 and \$12.00. Friday \$5.00 and \$6.00
 Large Size Soup Tureen, heavily silver-plated. Regular \$15.00, for 7.50
 Silver-plated Crumb Tray and Scraper. Regular \$5.00, for 2.50
 Large Size Jelly Dish, cut glass holder, in silver-plated stand. Regular \$8.00, for 4.00

Floor Coverings

\$11.25 Scotch Tapestry Rugs at \$7.95
 This is a very good wearing carpet, comes in useful coloring, in Oriental and floral designs. For small dining-rooms and bedrooms; size 7 ft. 6 in. x 9 ft. Regular \$12.75. Friday \$7.95
\$9.75 JAPANESE JUTE RUGS, AT \$6.95
 Seven only, Japanese Jute Rugs, in Oriental pattern, blue and gold and blue and tan coloring, suitable for sunroom; size 6 ft. x 9 ft. Slightly soiled rag rugs, \$2.75

Blankets and Linens

White Union Wool Blankets, thoroughly secured and shrunk, 68 x 56 inches. Regular \$6.75. Friday bargain, per pair 5.75
 White Flannel Blankets, with pink or blue borders; double bed size, 70 x 84 inches. Friday bargain, per pair 1.55
 White Hemmed Crochet Quilts, for large beds. Friday bargain, 1.65
 Plain Hemmed Pillow Cases, sizes 42 x 23 and 44 x 23. Regular price Friday, 4 pairs for 1.00
 Bleached Sheets, hemmed, size 70 x 90 inches. Friday bargain, per pair 1.23
 Factory or Unbleached Cotton, good heavy quality, 36 inches wide. Friday bargain, yard11
 Heavy Unbleached Sheetting, plain weave, 72 inches wide. Regular 30c. Friday bargain, 27
 Plain Pillow Cotton, 44 inches wide. Regular 25c. Friday bargain, per yard 19
 Heavy Crash Roller Towelling, 17 inches wide. Clearing Friday, 15

Clearance of Sleighs, Velocipedes and Doll Carriages

200 Girls' Sleighs, high steel frames, with red enamel seat boards. Friday bargain 69
BOYS' COASTER SLEDS.
 Hardwood runners with fancy side arms, heavy round steel shoes. Regular 60c to 80c, clearing Friday at 48
DOLL CARRIAGES \$2.48
 10 only, slightly damaged samples, wooden bodies, tan, black and grey painted, spring gears and rubber tires. Regular \$3.50 to \$5.00. Friday bargain 2.48
BOYS' VELOCIPEDES
 Black enamel steel frames, wooden grips on handle bars, adjustable seats, rubber tired wheels, three sizes. Friday, \$2.25, \$2.50 and \$3.00.

Bargains in Men's Coats

A Fur-Lined Coat for \$36.50

There are only eight of these coats, every one a handsome garment and reduced for Friday to this special price. They are made of fine black beavercloth, lined with high-grade muskrat skins and finished with Persian lamb and other collars. Sizes 40, 42 and 44 only. Each one of these eight coats is a special bargain at Friday's price of **36.50**

Men's Warm Durable Ulsters for \$11.95

They are made of heavy English tweed, grey or brown, in neat small pattern design. Double-breasted style, with two-way convertible collar and half belt. Sizes 36 to 44. This is a warm coat that will give you lots of wear and very special value at **11.95**

A Very Serviceable Work Suit for \$7.95

Made from strong, serviceable tweed cloths, in browns and greys, in neat patterns. Cut in good fitting, single-breasted, three-button sacque style, with good fitting vest and trousers. Sizes 36 to 44. Clearance price **7.95**

\$2.50 Trousers \$1.98

Men's Worsted Trousers, in grey and black stripe patterns, neatly tailored and finished. Sizes 32 to 44. Special at **1.98**

Men's Winter Caps 95c

Four and Eight-piece Top Caps, in good quality chinchillas, tweeds, etc., with and without fur earbands; a good assortment of light and dark shades. Friday bargain **.95**

Bargains for the Boys

Boys' Soldier Overcoats and Suits, Regular \$4.50, \$5.50 and \$7.50, Friday Bargain \$2.95

We are clearing out our stock of Boys' Soldier Outfits at this very attractive price to insure early morning shopping. Tailored from heavy khaki materials and warmly lined, these suits are in regulation officer and private styles, and consist of tunic, breeches, service cap and puttees. Overcoats have close-fitting military collars, natural shoulders, stripes on sleeve and inverted pleat and belt in back; trimmed with brass "Canada" buttons. Boys 3 to 10 years. Sizes 21 to 28. Regular \$4.50, \$5.50 and \$7.50. Friday bargain **2.95**

Boys' Ulster Overcoats, Friday Bargain \$6.95

Tailored from rich soft finished dark grey ulstering are these double-breasted college ulster models. They have wide convertible collar that may be worn showing lapels or fastened close to chin; well-formed shoulders, half belt and centre vent in back, and full-fitting skirt; durable warm body linings; for boys 8 to 17 years. Sizes 26 to 35. Every coat represents a real bargain. Friday **6.95**

Boys' Odd Bloomers, Friday Bargain 95c

Strong wearing, full-fitting Bloomers, tailored from grey and brown Winter weight tweeds, and warmly lined throughout; belt loops at waist and strap and buckles at knees. Sizes 22 to 34. Friday bargain **.95**

Boys' Slip-On Overcoats, Friday Bargain \$3.95

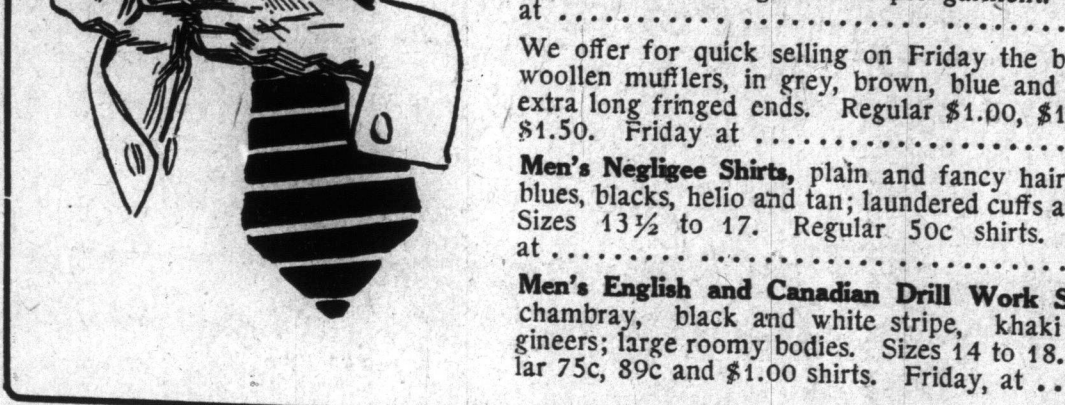
70 Coats in this lot. Smart double-breasted slip-on styles, tailored from dark grey tweed and chinchilla coatings, with close-fitting self collars, natural shoulders, patch pockets and full skirt. Very warmly lined throughout. Sizes 21 to 28. A splendid coat for school wear. Friday bargain **3.95**

Bargains in Neckties and Other Furnishings for Men

At 8.30 This Morning We Place on Sale 500 Men's 50c and 75c Knitted Ties for 25c
 They consist of travellers' samples and high-grade seconds, made from pure silk and fibre silk mixtures. Plain shades, stripes and shot effects, in blue, black, helio, green, grey, black and white, black and red, black and purple. Made to sell at 50c and 75c. Friday **.25**

Men's Nightgowns, Shirts, Mufflers, Underwear, Etc.

Men's Flannel Night Robes, in pink, blue, brown and grey stripes, large roomy bodies and good lengths. Sizes 14 to 20. Regular 89c. Each **.73**
 Men's Medium Weight Merino Underwear, "Tru-Knit" make, fine wool and cotton mixture; shirts and drawers. Sizes 34 to 44. Regular 59c per garment. Friday, at **.49**
 We offer for quick selling on Friday the balance of our woollen mufflers, in grey, brown, blue and white. Have extra long fringed ends. Regular \$1.00, \$1.25 and \$1.50. Friday at **.79**
 Men's Negligee Shirts, plain and fancy hairline stripes of blues, blacks, helio and tan; laundered cuffs and coat styles. Sizes 13 1/2 to 17. Regular 50c shirts. Friday, at **.39**
 Men's English and Canadian Drill Work Shirts, in blue chambray, black and white stripe, khaki and blue engineers; large roomy bodies. Sizes 14 to 18. Regular 75c, 89c and \$1.00 shirts. Friday, at **.69**



Friday Bargains in Hardware

Bath Seats, adjustable steel ends rubber covered, with white enamel seat. Friday **.85**
 Bathroom Medicine Cabinets, with mirror in door, white enamel. Regular \$1.75. Friday **1.95**
 Combination Sponge and Soap Holders, nickel-plated brass, style to hang on bath tub. Regular \$1.75. Friday **1.25**
 Furnace Shovels, good steel scoop with D-top handle. Regular \$1.50. Friday **.49**
 Coal Scoop, black japanned steel with gold band. Friday **.35**
 Ash Sifters, black japanned steel sifter, with long handle. Friday **.18**
 Galvanized Iron Garbage Cans (also used as ash cans), ball handle, slip-over cover; three sizes. Friday, \$5, \$1.10, \$1.25.
 Enamel Range Kettles, 2-quart also, good grade grey enamel. Friday **.39**
 Coat Hangers, a combination wood hanger for coat and trousers. Friday **.10**
 Towel Racks, to attach on wall, eight wooden arms, each 24 inches long. Friday **.25**
 Child's Enamel Cup, Saucer and Plate, white enamel decorated. Friday, set **.39**
 Crumb Tray and Brush, white enamel decorated. Friday, set **.39**
 Cutlery Trays, for knives, forks and spoons; baskets with green felt lining, English make, 36 samples to sell Friday at, each, 50c, 75c and \$1.00.
 Oakley's Wellington Knife Boards, size 6 inches x 18 inches. Friday **.23**
 Oakley's Wellington Knife Polish, large size tin. Friday **.19**
 Indoor Clothes Line Reels, 28 feet of braided cotton line on reel. Friday **.25**

Chinaware

Three Friday Bargains from the Dinnerware Section
 A COMPLETE DINNER SET \$8.45. Good quality thin English ware. Pretty green floral border decoration; 97 pieces. Friday bargain **8.45**
 \$15.00 FURNIVAL SET FOR \$12.50. Pretty new Minton border design, finest quality Furnival's English semi-porcelain; gold line edge and handles, 97 pieces. Friday bargain, set **12.50**
 \$15.00 DINNER SET, \$10.95. Good quality thin English ware, dainty new blue dice and pink rose festoon border, gold line handles and edge, 97 pieces. English. Friday bargain **10.95**
Table Glassware
 2c Footed Cake Stands 49
 Glass Table Tumblers 2
 Colonial Butter Tubs, each 18
 Quart size Water Pitchers 13
 Colonial Double Handled Bon Bon Dishes 7
 Seven-inch Fruit Bowls 14



January Picture Framing

A substantial reduction is made on the price of all frames this month. Whether the pictures you bring us to frame require specially made frames or whether you find frames in our stock that will suit them, the reduction is the same. There are over 350 different styles and widths of mouldings here for you to select from, and our staff is competent to advise you in your selection.

Economy Day in Boot Department

This Bargain Friday offers the following lines of seasonable boots at special prices—and boots at special prices these days of advancing costs should receive the attention of every person who appreciates the value of money.

Women's \$3.00 and \$4.50 Boots, \$2.49.
 Button and lace styles of new Winter weight boots, in patent calf, gummetal and vicid kid leathers; dull kid and black cloth uppers, plain vamps and patent toe-caps; medium weight and light flexible soles; Cuban and Spanish heels. Sizes 2 1/2 to 5. Friday **2.49**

Women's Correct Style Hockey Boots
 Made of black muleskin, with inside ankle support and heel strap, felt insole and tongue. Solid leather sole and low heels. Sizes 2 1/2 to 7. Regular \$2.75. Friday **1.99**

Men's Semi-Dress Boots \$2.79
 Made of gummetal leather, with dull top, medium weight McKay sewn soles, smooth insole, English recede toe, Blucher style. Sizes 6 to 11. Regular \$3.50. Friday **2.79**

Men's Box Kip Bluchers \$2.65
 200 pairs Men's Box Kip Blucher Boots, heavy solid standard screw soles, full-fitting round toe shape and low heels. Sizes 6 to 11. Friday **2.65**

Men's Hockey Boots \$2.39.
 Several styles of better grade Hockey Boots, with tan and white elk trimming, heel strap and spring and low heels. Regular \$2.75 to \$3.75. Friday **2.39**

Girls' Dongola Kid Boots
 Made of soft dongola kid leather, button style, with patent toe-cap, low heels. Sizes 3 to 7 1/2, and a number 10 and 10 1/2. Regular \$1.50, for **1.19**

Small Boys' Blucher Boots \$1.69
 600 pairs mannish-looking boys' Blucher Boots, in tan calf and black box kip leathers; good wearing soles and low heels. Sizes 8 to 10 1/2. Regular \$2.00. Friday **1.69**

Friday Bargains in Men's and Women's Hose

Women's Plain Fibre Silk Ankle Hose, high silk leg, fine close weave, woven seamless, spliced heel, toe and sole. Unusual value Friday **.25**
 Women's "Llama" Plain Black Cashmere Hose, knitted from English union yarn, good weight, spliced heel, toe and sole **.29**
 Women's "Penangle" brand, Plain Black Cashmere Hose, knitted seamless and close. Regular 35c. Friday, per pair **.29**
 Women's Plain Black and White Cotton Hose, medium weight, seamless finish. Regular 12 1/2c. Friday bargain, per pair **.10**
 Men's Plain Black Cashmere Socks, made in England, knitted seamless and good weight. Sizes 9 1/2 to 11. Unusual value. Friday **.25**

The Market

Telephone tonight until 9 o'clock for provisions to go by early delivery on Saturday. Phone Adelaide 6100.

MEATS
 Blade Roast, Simpson Beef, lb. 18
 Shoulder Roast, per lb. 17
 Minced Shoulder Steak, per lb. 16
 Brisket Boiling Cuts, per lb. 17
 Sirlin Steak, finest, per lb. 23
 Front Quarter Young Lamb, per lb. 14
 Family Sausage, our own make, per lb. 15
 Smoked Bacon, select, mild curing, whole or half, per lb. 23

FISH—FRESH AND CURED
 Lake Trout, per lb. 16
 Whitefish, per lb. 15
 Haddock, per lb. 14
 Trout Steaks, per lb. 14
 Best Fish, per lb. 15
 Halibut Steaks, per lb. 23
 Fresh Smelts, per lb. 16
 Best Finnan Haddies, per lb. 15
 Golden Cod, per lb. 16
 Boneless Cod, salted, per lb. 16
 Shredded Cod, per packet 10
 Crown Cod, per lb. packed 23
 Solid Meat Oysters, per pint 40

GROCERIES
 One car Standard Granulated Sugar, in 20-lb. cotton bags, per bag, 1.65
 Choice Family Flour, 5-lb. bag, 1.21
 Yellow Cooking Sugar, 6 1/2 lb. 40
 California Seeded Raisins, two pack 25
 Choice Cleaned Currants, 2 lbs. 48
 Finest Mixed Raisins, 2 lbs. 27
 Perfection Baking Powder, three pack, tin 25
 Hebe Brand Extracts, assorted, 2 1/2 oz. bottle, 3 bottles 25
 New Orleans Mustard, per tin 10
 Choice Pink Salmon, tall tin 15
 Crisco, per tin 39
 No-Eg Powder, per tin 24
 Assorted Raisins, 3 lbs. 25
 Prepared Icings, assorted, three packages 27
 Canada Cornstarch, package 9
 Crystal Diamond Table Sugar, 2 lb. tin 24
 Choice Pink Salmon, tall tin 15
 Choice Rangoon Rice, 4 lbs. 25
 Finest Pearl Tapioca, 2 1/2 lbs. 25
 Finest Creamery Butter, lb. 49
 Canned Corn or Peas, 3 tins 36
 Toasted Cornflakes, 3 packages 27
 60 lbs. Fresh Fruit Cake, lb. 19
 Fresh Mixed Biscuits, good assortment, per lb. 20
 1,000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed. Friday, per lb. 29
 Not more than 3 lbs. to one customer.

FRUIT SECTION
 Choice Sunkist Oranges, per doz. 25c and 37c.
 Choice Grapefruit, 3 for 25
 Finest Lemons, per doz 17
 Fresh Carrots, Beck 29
 Turnips, 2 for 5

CANDY SECTION—Main Floor and Basement
 Fancy Boxes Satin-coated Candy, Reg. 25c Special, per box 15
 Fruit and Nut Fudge, Reg. 20c. Per 15
 Fruit Delight, Reg. 20c. lb. 15
 After-dinner Mints, Reg. 20c. Per lb. 15

Fern Pans, well filled with assorted ferns, each 23c and 37c.
 Large Palm, each 1.88
 Boston Sword Fern, each 37c and 50c.
 Pans of Tulips and Hyacinths, each 75
 Assorted Ferns, each 29
 Cyclamen, each 48
 Choice Rubber Plants, each 65

The **SIMPSON** Company
 Robert Simpson Limited