

AMONG SIMPSON'S FRIDAY BARGAINS TODAY

Blanket Sale Items for Today's Shoppers

\$4.35 WHITE BLANKETS FOR \$2.95.
A Limited Quantity of White Union Wool Blankets. Size 60 x 80 inches. **2.95**
Bargain Friday, pair

Snowy White All Wool Blankets, pink or blue borders, weight 7 lbs. Size 64 x 84 inches; worth \$10.00. Friday, **7.95**
pair

White Union Blankets, closely woven, evenly napped. Size 68 x 86 inches. **4.95**
Worth \$6.75. Bargain Friday, pair

Turkey Red Chintz Bed Comforters, warm and serviceable. Size 72 x 72 inches. Regularly \$2.00. Friday **1.69**

DOUBLE BED SHEETS AT \$1.00.
400 pairs, fully bleached and of serviceable quality, at less than mill price. Size about 70 x 90 inches. Bargain **1.00**
Friday, pair (Not More Than 3 Pairs to a Customer.)

Pillow Cases, hemmed. Sizes 42 x 33 and 44 x 33 inches. Bargain Friday, **.25**
pair

Nainsook, fine quality, 36 inches wide. Bargain Friday, yard **.10**

White Flannelette, soft finish, 27 inches wide. Bargain Friday, yard **.10**

Unbleached Table Damask, serviceable quality, will bleach easily, width 54 inches. Regularly yard, 35c. Bargain Friday, **.25**
yard

Crash Roller Towelling, good heavy quality, 18 inches wide. Regularly 12 1/2c yard. Bargain Friday, yard **.10**
(Fourth Floor.)

Five Bargains in Gloves and Hosiery

Women's "Pen Angle" Cashmere "Seconds," usual 46c quality, 1 1/2 and winter weight, seamless finish, good fine yarn. Sizes 8 1/2 to 9 1/2. Regularly 46c value. No phone orders. Friday bargain **.29**

Women's Fine Plain Black Cotton Hose, seamless weave, fast dye, good weight, double garter welt, excellent wearing; spliced heel, toe and sole. Sizes 8 1/2 to 10. Usual 12 1/2c quality. Friday bargain **.9**

Women's Fibre Silk Ankle Hose, bright high lustre, black and white, close clear weave, fall weight, deep lisle thread top, double garter welt; spliced heel, toe and sole. Sizes 8 1/2 to 10. Regularly 35c. Friday bargain **.23**

"Little Darling" All Wool Cashmere Stockings, colored silk heel and toe, comfortable and good wearing baby hose, fine one-and-one rib, extra elastic, black and white. Sizes 4 to 7. 35c value. Friday bargain **.29**

Men's Shot Accordeon Plat Mercerized Socks, good weight, colors red, white and blue; dressy and good wearing; black yarn, with the color showing through a fine rib. Sizes 8 1/2 to 11. Regularly 35c. Friday bargain **.25**

SIX \$15.00 DINNER SETS AT \$9.95.
Good quality English porcelain ware, pretty floral decorations, gold traced handles and edges. **9.95**
98 pieces. Friday bargain

COMPLETE DINNER SET, \$5.85.
Good quality strong English ware, pretty green floral border design, 97 pieces. Friday bargain, set **5.85**

8.30 a. m. Special
"Bridal Rose" Soup Plates 10c
90 dozen "Bridal Rose" China Rim Soup Plates, gold stippled edges. Regularly \$3.00 dozen. Friday, 8.30 a.m., each **.10**

"BRIDAL ROSE" CHINA AT FRIDAY BARGAIN PRICES.

Regular \$3.00 dozen Reception Cups and Saucers. Friday, cup and saucer **.15**
Regular 35c Covered Sugar Bowls for each **.15**
Regular 75c Sugar and Cream Sets for, Friday, pair **.29**

DECORATED PLATES, 5c.
100 dozen English Blue and Green Decorated Breakfast, Tea and Bread and Butter Plates. Friday **5**

DO YOU USE WHITE AND GOLD CHINA?
Teapots, 6-cup size. Regular \$2.00. Friday **.49**
Sugar and Cream Sets, Regular \$2.50. Friday, pair **.69**
Mustard Pots, Regular \$1.50. Friday **.19**
Cafery Trays, Regular \$1.50. Friday **.39**
Bakers, Regular \$1.25. Friday **.15**
Soup Plates, Regular \$4.50 dozen. Friday, each **.15**

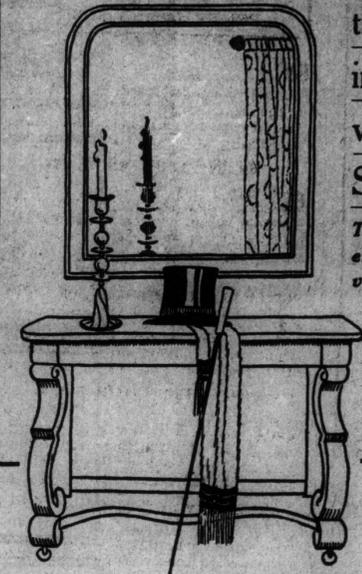
CLOVER LEAF DINNERWARE.
Cups and Saucers. Friday **.12**
Bread and Butter Plates. Friday **.09**
Breakfast Plates. Friday **.09**
Soup Plates. Friday **.09**
Tea Plates. Friday **.09**
Fruit Saucers. Friday **.07**
Covered Vegetable Dish. Friday **.59**
Gravy Boats. Friday **.89**
Meat Platters. Friday, 19c, 23c, 39c.

STONEWARE CROCKS.
For preserving, complete with lids; from 1-gallon size at 21c, to 6-gallon size at \$4.

IMPROVED GEM JARS, SCREW TOPS.
Pint size, per dozen **.55**
Quart size, per dozen **.55**
Half gallon size, per dozen **.75**

PERFECT SEAL.
Pints, per dozen **.50**
Quarts, per dozen **.50**
Half gallon, per dozen **1.00**
Red Rubber Jar Rings, dozen **.5**
6-oz. Tin Top Jelly Glasses, dozen **.30**
8-oz. Tin Top Jelly Glasses, dozen **.35**

We Want You to Have More



than a casual calling acquaintance with our big Men's Store

That's why we put special emphasis on the wonderful values offered day by day and why we more particularly ask you today to see the great ranges of new fall goods that crowd the cases and tables of the men's store.

An Exceptional Group of Men's

\$13.50 and \$15.00 Suits, Friday \$9.95

150 suits in the lot, made from English tweeds, in browns or blacks, with a green thread check; cut on good-fitting single-breasted three-button-sacque lines, with single-breasted vest; fine twill mohair linings. Sizes 36 to 44. Friday **9.95**

A Clearing Sale of Men's Trousers, Regular \$3.50, \$4.00, \$4.50 and \$5.00, Today, \$2.75

An assorted lot in tweeds and worsteds, browns and greys, in many shades and patterns. Five pockets, best tailoring. Sizes 32 to 44. Friday **2.75**

Men's Double Texture Paramatta Raincoats, \$6.95

The material is a splendid quality double texture English paramatta, in a greenish fawn color, cut in single-breasted 50-inch raincoat style; close-fitting collar; all seams made secure; neatly and strongly tailored. Sizes 35 to 44. Today **6.95**

Special Prices on Needed Furnishings

MEN'S FLANNELETTE NIGHT ROBES AT 75c.

Fine quality English make; pink, blue, brown stripes; collar attached style; large roomy bodies. Sizes 14 to 20. Regularly 89c. Friday **.75**

50c FLEECE LINED UNDERWEAR AT 39c.

Natural shade soft fleecy wool that will not scratch the most sensitive skin; shirts and drawers. Sizes 34 to 44. Friday **.39**

BOYS' FLEECE LINED UNDERWEAR.

Made with fine fleecy wool, natural shade shell, close-fitting cuffs and ankles. Sizes 20 to 32. Friday **.29**

MEN'S SWEATER COATS, \$1.25.

120 Only, broken ranges from our regular stock; also travellers' samples; high collar; pearl buttons; 2 pockets. Sizes 36 to 42. 8.30 a.m. special, Friday **1.25**

BOYS' KHAKI SHIRTS, 65c.

Made from heavy drill materials, also flannelette shirts, close-fitting soft collar, with button fasteners. Sizes 12 to 14. Friday **.65**

MEN'S 50c NEGLIGEE SHIRTS AT 39c.

Broken ranges from our regular stock; slightly counter soiled; in the lot are blues, blacks, helio and tan stripes, hair line, cluster stripes on light backgrounds; laundered cuffs; coat style. Sizes 13 1/2 to 17. Regularly 50c. Friday **.39**

75c WORK SHIRTS AT 69c.

English and Canadian Drill Work Shirts, in black and white stripes, blue chambray, Oxford; extra large bodies; collar attached style; some have double-breast fronts. Sizes 14 to 18. Regularly 75c and 89c. Friday **.69**

GOOD UMBRELLAS, 89c.

Good, serviceable, rainproof, with covers dyed with fast dyes; best steel frames; handles well assorted. Regularly \$1.00 and \$1.25. Friday bargain **.89**

These in Toilet Goods

Violet Cold Cream. Reg. price 25c. Friday **.16**
Venetian Massage Cream. Reg. price 15c. Friday **.10**
Tooth Powder, in glass bottles. Reg. price 15c. Friday **.10**
Lambert's Brilliantine. Reg. price 15c. Friday **.10**
Florida Hand Lotion. Reg. price 15c. Friday **.10**
Liquid Almond Cream. Reg. price 15c. Friday **.10**
Imported Violet and Lilia Toilet Powder. Friday, per tin **.10**

We get clear away from cost in pricing these great Friday Boot Bargains

Regular \$3.00, \$3.50, \$4.00 and \$4.50 Boots, made by Thomas G. Plant, of Boston, and Canadian made boots, \$1.99.

800 Pairs Women's Boots

Showing a splendid range of high-grade American and Canadian made boots, all in the newest lasts for fall and winter wear, in patent colt, gunmetal and dongola kid and colored fabrics; lace and button style; plain kid and black cloth tops; patent facings and heel foxings; Goodyear welt and McKay sewn soles; toe cap and plain vamps; Cuban and Spanish leather heels. All sizes in the lot. **1.99**
Reg. \$3.00 to \$4.00. Friday

MEN'S BOX CALF BLUCHER BOOTS, \$2.19.

1,000 pairs Men's Dongola Kid or Box Calf Boots, made on neat easy-fitting Blucher style last, solid standard screw or McKay sewn covered channel soles. Comfortable 10 w heels. Sizes 6 to 11. Regularly \$3.00 and \$3.50. Friday **2.49**



GIRLS' GUNMETAL LACE BOOTS, \$1.85.

650 pairs Girls' Lace Boots, made of strong soft gunmetal calf leather, with dull kid uppers; medium weight soles; low heels. A very popular style for girls and misses. Sizes 8 to 10 1/2, **\$1.85**; same style, misses', 11 to 2, **\$2.29.**

SCHOOL BOOTS FOR BOYS AND GIRLS. BOYS' BOX KIP BOOTS, \$1.99.

Made on neat, easy-fitting Blucher last; double standard screw soles; comfortable low heel. A boot that will stand lots of wear. Sizes 11 to 13 and 1 to 5. Regularly \$2.50. Friday **1.99**

An Early Morning Offering of Boys' Blue Serge and Tweed SUITS at \$1.95

300 suits of good quality, for school or best wear, with straight and bloomer pants and single-breasted coats that button to the throat; tweeds, in brown shades. Sizes 20 to 26, or 2 1/2 to 8 years. Friday bargain, 8.30 a.m. **1.95**

Boys' English Tweed Suits, \$3.95

A new shipment of regular stock lines that we have specially priced for Friday. Single-breasted yoke Norfolk styles, with full-fitting bloomers. Regular fall and winter suits, in brown or grey. Sizes 25 to 34, or 7 to 16 years. Friday bargain **3.95**

Boys' Strong School Bloomers, 95c

300 pairs Tweed Bloomers, in dark shades, full cut style, lined throughout, with strap and buckle at knee. Sizes 24 to 33. Friday bargain **.95**



1000 STIFF HATS 8.30 a. m. Today, \$1.15

Were \$1.50, \$2.00, \$2.50, \$3.00 and \$4.00

Possibly the finest collection of high-grade men's hats ever placed on sale at a clearing price in this city. Every hat in the lot is absolutely perfect in every way. No qualities of any one hat, but an immense assortment to choose from. You will notice when you see them piled on the tables that each size is by itself to assist you in making a quick selection.

In the lot are many shapes, in tapered and full crown styles, with rolling and flat brims. These hats have been priced without regard to their actual value, so, many men will wear a smart, new, extra quality hat and enjoy a very great saving. **1.15**
Today

Only 2 hats to each customer. No phone or mail orders.

OUR FISH DINNER

Boiled Fresh Salmon
Cucumber and Parsley Sauce
Mashed Potatoes, Creamed Parsnips
White Bread and Butter
Fresh Fruit
Cup of Tea, Coffee or Glass of Milk.

This is the Dinner that appeals to our Friday customers when shopping.

Bargains in Reliable Furniture

White Enamel Beds, 3 ft. and 3 ft. 6 inch sizes only. Regularly priced at \$3.50 to \$5.75. Friday selling **2.65**

Brass Beds, ball corner design, heavy posts and fillers; polette, bright or satin finish; all regular sizes. Regular \$24.75. Friday selling **17.50**

Couches, show wood frames, covered in good grade imitation leather. Regularly \$14.75. Friday selling **8.25**

Divanettes, in genuine quarter-cut oak frames, fumed finish, seat and back upholstered in brown imitation leather, link springs, with helicals at each end. Divanette complete with cotton mattress. Reg. \$37.00. Friday selling **30.75**

Dressers, pure white enamel, three large drawers, brass trimmed, large bevelled plate mirror in back. Regularly \$14.00. Friday selling **11.95**

"Simpson's Special" Pillows, extra well filled with select feathers, perfect sanitary, encased in good grade of art ticking. Friday selling, pair **3.00**

Dining-room Chairs, in solid quarter-cut oak, fumed or golden finish, box frames, slip seats, set consisting of five side and one arm chair. Regularly \$24.75. Friday selling **17.90**

Extension Tables, fumed or golden finish, 45 inch quarter-cut oak top, solid oak base, 6 ft. when extended. Regularly \$20.00. Friday selling **14.50**

Cretonnes and Other Drapery Needs

Cretonnes at 14c—Two thousand yards of 34-inch printed cretonne, in a large variety of patterns and colorings, suitable for curtains and one thousand and one other purposes. On sale Friday at the special price, per yard **.14**

Curtain Edgings at 5c Per Yard—Curtain edgings in a large assortment of color combinations and patterns, many of which regularly sold as high as 35c per yard. Friday, per yard **5**

Curtain Nets at 23c—40 to 45 inches wide, of excellent quality, in cream or white; neat patterns. Friday, per yard **.23**

INLAIN LINOLEUMS, REGULAR \$1.25, FOR 75c.

There is enough in some of the patterns to cover a medium size room, kitchen or hall; block, tile and small conventional designs. Regular \$1.25 per square yard. Friday, per square yard **.78**

Telephone Service for the Market Tonight, 5.30 to 9 o'clock, for orders on tomorrow's list.
Items below are on sale today until 5.30 p. m. Call Adelaide 6100.

MEATS.

3000 lbs. Sweet Pickled Shoulders, for boiling. Weighing from 6 to 8 lbs. each, only. For lb. **.17**
Forequarters of Spring Lamb, extra choice. Per lb. **.17**
Best Rib Roasts of Beef, Simpson quality. Per lb. **.22**
Thick Rib Roasts of Beef, Simpson quality. Per lb. **.18**
Blade Roasts of Beef, Simpson quality. Per lb. **.16**
Choice Porterhouse Roasts of Beef, Per lb. **.30**
Mild Cured Breakfast Bacon, sliced. Per lb. **.30**
Domestic Shortening, 3 lb. pail, gross weight. Per pail **.50**
Swift's Silver Leaf Lard, 8 lb. pails, gross weight. Per pail **.50**
Simpson's All Pork Sausages. For lb. **.25**
Simpson's Family Sausages, 2 lbs. for **.25**

GROCERIES

One car Standard Granulated Sugar, in 20-lb. cotton bags. Per bag **1.53**
Choice Family Flour, 4-bags. Per bag **.50**
Yellow Cooking Sugar, 8 1/2 lbs. tin **.50**
California Seeded Raisins, 3 pails. **.33**
Choice Cleaned Currants, 2 lbs. tin **.25**
Heather Brand Extracts, assorted. 2 1/2-oz. bottle, 3 bottles **.25**
Perfection Baking Powder, 5 lbs. tin **.25**
New Orleans Molasses, 2-lb. tin **.10**
Mixed Pastry Slices, Per tin **.25**
Canada Cornstarch, Package **.25**
Finest Creamery Butter, Per lb. **.25**
Crisco, Per tin **.25**
Pure White Clover Honey, 5 lb. tin **.50**
Choice Rangoon Rice, 4 1/2 lbs. tin **.25**
Finest Pearl Tapioca, 1-lb. tin, quality. Per lb. **.25**
Malt Vinegar, reputed quart bottle **.25**
Choice Pink Salmon, Tall tin **.12**
Quaker Oats, Large square pkg. **.25**
Gorton's Custard Powder, Makes 5 pints. Pkg. **.15**
500 lbs. Fresh Fruit Cake, Per lb. **.25**
Knox's Gelatine, 3 pails **.25**
500 lbs. Fresh Fruit Cake, Per lb. **.25**
Fresh Mixed Biscuits, good assortment. Per lb. **.15**
Toasted Cornflakes, 3 pails **.25**
2000 lbs. Pure Celanese, of uniform quality and fine flavor, black or mixed; not more than 3 lbs. to one customer. Special, per lb. **.25**

FRUIT SECTION

One car Finest New Brunswick Potatoes, Peck, 50c. Per bag **1.53**
500 6-qt. Baskets Choice Carrots, Basket **.25**
Extra Fancy Jersey Sweet Potatoes, 4 lbs. **.25**
Canadian Peaches, Peas, Plums, Grapes, etc. at lowest prices.

CANDY SECTION

1000 lbs. Assorted Gum Drops. Per lb. **.10**
1000 lbs. Lemon Drops. Per lb. **.15**
1000 lbs. Fruit and Nut Fudge. Per lb. **.15**
Finest Vanilla Marshmallow for Toasting, 60c. Per lb. **.25**

FLOWER SECTION

Boston Sword Ferns, Each **.49** and **.58**
Fern Pans, well filled, Each **.23** and **.37**
Boston Sword Ferns, Each **.25** and **.35**
Choice Ferns, Each **.25** and **.35**
Asparagus Ferns, in pots, Each **.18**

The **SIMPSON** Company Limited