

Telephone Main 7841 1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919 Market Adelaide 6100

STORE OPENS 8.30 a.m.

CLOSES 5.30 p.m.

OPEN ALL DAY SATURDAY

At Simpson's—Great 2-Day Sale of Boots Begins Today

Wool Union Rugs \$14.95
25 only. Serviceable Wool Union Rugs, in brown, green and blue colorings, floral and conventional designs, reversible. Size 9 ft. x 10 ft. 6 in. Regularly \$18.95. Friday bargain, \$14.95.
Congoleum, \$1.10 Sq. Yard
3 Yards Wide, Regularly \$1.50 Square Yard.
We have three designs in this popular floor covering. They are durable, sanitary and economical. Friday bargain, square yard—\$1.10.
Remnants Oilcloth and Linoleum, 59c
An accumulation of short ends of Linoleum and Oilcloth, up to 7 square yards. Various designs and colorings. To be cleared today at square yard, 59c.
Simpson's—Fourth Floor.

Unframed Pictures Half Price!
Choose early—widest variety of sizes and mediums—colors sepia and black and white. Popular subjects too varied to enumerate. Regularly 50c to \$5.00. Friday bargain, 25c to \$2.50.
Odd Frames, 50c
Odd frames without glass or backs. Various sizes—10 in. x 12 in., 14 in. x 18 in. and 16 in. x 20 in., etc. Today, 50c.
Simpson's—Sixth Floor.

Bargains in Toilet Articles
52c bottle Palmolive Shampoo, 15c cake Palmolive Soap, Together 49c.
50c Shaving Brush, 25c Shaving Stick, Together 59c.
52c box Apollo Face Powder, 15c Face Chamomile, Together 49c.
52c Pussycat Rouge, 52c Pussycat Talcum, Together 79c.
Rouge and Compact Powder, in gold finished box, 52c. Special 29c.
Coty's L'Orignal, L'Asis, Violet Pourpre, Muguet, Per oz., \$4.16.
Men's Shaving Cream, regular 35c special 29c.
Shampoo Powders, assorted odors, 7 in box 59c.

Drugs
Household White Liniment, 52c, special 32c.
Syrup of Figs, Apollo, 52c, special 37c.
Beef, Iron and Wine, 68c, special 59c.
Epsom Salts, 10c, special, 3 for 29c.
Borax, fine powder, 26c, special, 2 for 29c.
Absorbent Cotton, 70c, special 62c.
Medicinal Paraffin, \$1.25, special \$1.00.
(War Tax Included).
Simpson's—Main Floor.

Friday Bargains in Stamped Goods
Guest Towels, 39c Each
Stamped on fine union huck, for white or colored embroidery work. Size 16 x 27 inches. Friday bargain, each, 39c.
Centrepieces, 29c Each
Stamped in floral and conventional designs, on extra good quality union cloth. Size 18 x 23 inches. Friday bargain, each, 29c.
Corset Cover, 49c
Ready made, stamped on fine quality lingerie mainstock, with thread to complete crochet and embroidery work, and instructions for same. Friday bargain, complete, 49c.
Simpson's—Fourth Floor.

Window Shades 89c Each
Made of durable opaque cloth, in either white, cream or green, fastened to easy-running spring rollers and complete with brackets, nails and nickel ring pull. Standard size, 37 inches wide, 70 inches long. Friday bargain, 89c.
Swiss Net Curtain Corners, 75c
Irish Point, Tambour and Pointe Venice in the lot. Size about 1 3/4 yards long by 45 inches. Friday bargain, each, 75c.
Heavy Repp for Portieres, \$1.50 Yard
Heavy Repp, solid colors of green, brown or crimson, 50 inches wide, and fully reversible, require no lining. Friday bargain, yard, \$1.50.
Simpson's—Fourth Floor.

Thousands of pairs of high-grade boots for women and young women, men and young men, will be offered in this monster sale, at prices dollars less than you would regularly pay for similar boots. The wonderful variety includes the newest styles and colors in demand this season. Some of the makers asked us not to mention their trade marks publicly, but you will recognize these boots as being first quality in every detail. The great bargain section on second floor will be fully prepared with extra salespeople and additional service all round to render speedy and satisfactory service. Come at 8.30 a.m. for first selection.



No Phone, Mail or C.O.D. Orders On These Boots

\$7.95

On Sale Second Floor



2,500 Pairs Women's Boots \$7.95

Queen Quality, Countess and Other High-Grade Boots—All Sizes 2 1/2 to 7—Regularly \$9.00 to \$12.00

There are button and lace boots, with plain and fancy vamps, of patent colt, beaver, brown kid and calfskin. Light and dark grey leather—pearl black kid and gunmetal leathers.

Tops 9 and 10-inch, in black, brown, fawn and grey kid leathers, also Havana brown and black calfskin. These boots are very artistically blended. Made on 5th Avenue long plain toe last, with wing and perforated toecaps and imitation tips. Goodyear welt, flexible McKay sewn and turn soles. Heels are low walking, Cuban and Spanish styles. Widths A to D. All sizes 2 1/2 to 7. All one price, \$7.95.



3,000 Pairs Men's Boots \$7.95

Victor, Tetrault's and Other Well-Known Boots in All Sizes 5 1/2 to 11. Regularly \$9.00 to \$12.00

Every wanted style and shade among them! They come in Havana brown, mahogany calfskin, black and tan storm calfskin, gunmetal, patent colt, black and brown kid leathers, Straight lace, button and blucher styles, Leather or heavy twill linings. Heavy or oak trimmed leather soles, heavy waterproof viscolized or Neolin and guaranteed rubber fibre soles. Military and low heels. Sizes 5 1/2 to 11. Values \$9.00, \$10.00, \$12.00. All one price, \$7.95.

Boys' Active Service Boots at \$4.00
Guaranteed. Made of heavy tan kid leather, in blucher cut. Heavy solid leather standard screw soles. Full back leather backstay on fine fitting lasts. Sizes 7 to 11, \$4.00.
Simpson's—Second Floor.

FRIDAY BARGAINS IN Wall Paper, Hardware, etc.
1,500 Rolls Pattern Ceiling Paper, 5 1/2c Single Roll
Conventional and floral designs, printed on light colored backgrounds. Regularly 10c to 15c. Friday bargain, single roll, 5 1/2c.
25c and 30c Bedroom Papers, 17c Single Roll
Cut-out Border to Match Reduced to 5c Yard.
Yellow or mauve stripes, with soft grey shadow stripe on white embossed backgrounds, or floral stripes, with pink and blue flowers on an embossed linen-like background; also neat all-over patterns, with delicate color treatments.

Plain Effects for Living-Room
Jaspe stripes, weave and mottled effects, with several different treatments of appropriate coloring. Some with hand borders to match. Regularly 85c and \$1.00. Specially priced at, yard, 50c.
Printed Oatmeal Papers 19c Single Roll
Regularly 35c and 40c. Conventional designs, on good quality duplex stock, with rich shades of brown and fawn.
Simpson's—Sixth Floor.

TUNGSTEN BULBS
10-watt Tungsten Bulbs, 25c each, 5 for \$1.00.
15-watt Tungsten Bulbs, 25c each, 5 for \$1.10.
25-watt Tungsten Bulbs, 25c each, 5 for \$1.15.
100-watt Tungsten Bulbs, each 52c.
We guarantee safe delivery of these bulbs. If any are broken when received, they will be exchanged. If returned with sales check by Monday next, Simpson's—Sixth Floor.

BERRY BROS.' Floor Wax, 33c Lb. Tin
500 lbs. Easily applied and polished quickly—will not discolor hardwood floors.
Durable Linoleum Varnish, Friday Bargain, 85c Pint—For preserving and renewing the appearance of linoleum. Dries with a hard, glossy finish.
Stick-Fast Dry Paste, 2-lb. package, 35c.
Simpson's—Sixth Floor.

Bargains in Household Hardware
(Phone Orders Also Filled—Main 7841).
Corn Brooms, four-string, medium weight, well made. Today, 25c.
Coal Scuttles, black Japanned steel, good household size. Today, 49c.
Kitchen Paring Knives, 23c
Best steel blade, ebony finished handle. A good, serviceable knife. Today, 23c.
Aluminum Salt and Pepper Shakers, loaded bottom. Small size, today, pair, 20c; large size, today, pair, 25c.
Sheffield Carver Knife and Fork, \$2.98 Pair
Harrison Bros.' and Howson's high-grade Sheffield make. Staghorn handles, excellent grade steel blades. Today, pair, \$2.98.
Table Knives, high-grade Sheffield make. Square white celluloid handles. Today, 6 for \$1.25.
Spoons and Forks, nickel silver, wears white throughout.
Tea Spoons, each 7c.
Dessert Spoons and Forks, each, 12c.
Table Spoons and Forks, each, 15c.

Boys' Blue Suits \$12.85
Regularly \$18.00 and \$20.00



55 blue worsted finish suits in the popular better model. All-around loose belt with combination buckle and button fastener. Bloomers are full fashioned, having belt loops and expanding knee bands. Sizes 7 to 17 years. Friday quick clearing bargain, \$12.85.

Boys' Junior Suits, \$4.35
50 snappy Norfolk suits for little fellows—made of sturdy cotton tweed in grey and black stripe patterns. All-around belt having buckle fasteners—buttoned up close to neck—silk cord and tassel at throat. Sizes 3 to 8 years. Friday bargain, \$4.35.

Boys' Corduroy Bloomers, \$2.85
The wearing quality is the determining factor in these corduroy bloomers. They are developed in light and dark brown shades in a cravenetted material that will not shrink or lose color in the washing. Made with belt loops and governor fasteners. Sizes 6 to 14 years. Friday bargain, \$2.85.
Simpson's—Main Floor.

Men! You Can Purchase a Winter Overcoat Today at \$17.95

Last year's stock, it's true, but it would take the critical eye of a connoisseur of men's clothing to pick out the small details wherein they differ from this season's styles.

These coats are exceptional value, and prudent men will shop early for the best selection. Double-breasted and trencher models—heavy weight plain grey chevots, tweed coating, in smart grey and brown mixture effects, and a few blue naps. Sizes 35 to 44. Friday bargain at \$17.95.

85 Smart Tweed Business Suits, \$20.00 For Men and Young Men
Tweed mixture effects, in brown and grey. Single-breasted, 3-button, soft roll, semi-fitted and conservative sacque models. Medium height vests—trousers finished with 5 pockets and belt loops. Sizes 36 to 44. Friday bargain at \$20.00.

50 Youths' 'First Long Trouser Suits, \$18.50
Especially tailored for this particular age, from nobby tweeds, in attractive shades of brown and grey.
Trencher models, with all-around belts and slash pockets. Waist-seam and form-fitting sacque models, popular with the younger fellows.
Medium height vest—trousers finished with 5 pockets, belt loops and cuff bottoms. Sizes 32 to 36. Friday bargain at \$18.50.



Men's Work Trousers \$2.95
195 pairs. Dark serviceable shades of grey, in striped and mixture effects. Sizes 32 to 44. Friday bargain, \$2.95.
Simpson's—Main Floor.

M-E-N Nightshirts \$1.39

Flannelette, in blue and pink stripes, turn-down collar, one pocket. Full-sized bodies. Sizes 14 to 20. Friday bargain, \$1.39.

Men's Underwear, \$1.12—For fall and winter. Fleece-lined. Natural shade cotton shell. Shirts and drawers. Sizes 34 to 44. Friday bargain, garment, \$1.12.

Men's Suspenders—Striped patterns—solid leather ends. Patent cast-off. Regularly 29c. Friday bargain, 23c.

Boys' Ceylon Flannel Shirts, 95c—Grey. Collar attached. One pocket. Soft, smooth material. Sizes 12 to 14. Friday bargain, 95c.

Boys' Shirt Waists, 99c—Striped patterns, collar attached. Pockets. Sizes 12 to 14. Regularly 75c. \$1.00. Friday bargain, 69c.
Simpson's—Main Floor.

Soft and Stiff Hats \$1.95

Fedora shapes in many shades, raw edge, wetted and silk bound brims. Black stiff hats of English make in full and tapered crown styles. No phone or C.O.D. orders. Regular \$2.50, \$3.00 and \$4.00 hats for men. Friday bargain, \$1.95.

Children's \$2.00 and \$2.50 Hats, \$1.45—Tweed fedoras and black plush Red-Rah hats for children, not a full range of sizes in any one line. Friday bargain, \$1.45.
Simpson's—Main Floor.