

SIMPSON'S FIRST EXHIBITION BARGAINS

A Premium for Early Buying -- A Suit for Women at \$7.95

In looking for fall suits which we could sell at a special figure we ran across a lot of excellent modish suits in the hands of a dealer who wished to clear the entire lot together, and therefore made us an unprecedented offer, quality and style considered.

The price we would have set under usual conditions would be \$15.00. They are the much sought black and navy serge suits, coats, silk lined, skirts cut with a smart tunic. Both misses' and women's sizes. Regularly \$15.00. Friday bargain **7.95**

A Rush Special in Coats, \$9.95. Balmacaean coats, just received, in fall and winter weight materials; the new fancy tweeds; loose fitting, Raglan Sleeves, and a color range of brown, grey, tan, green and mixtures. These coats will sell very fast, so come early. Friday bargain **3.95**

New Dresses for Misses and Women, Friday \$3.95. Of wool crepes and serges, in saxe, navy, brick, tan and black; a nice variety of styles; some with long tunic, and collars and cuffs of black satin; other becoming styles, trimmed in contrasting shades; less than cost of production. Friday at **3.95**

Girls' Coats in Time for School. Junior Misses' Sports' and Balmacaean Coats; made from mixed tweeds, in several shades; in sizes 13, 15 to 17 years. Friday bargain **3.69**

Wash Skirts, 49c. A clearance of Women's and Misses' Tub Skirts. A variety of good styles; materials include repps, cordelines, and Indian heads, in white and repps, in colors. Friday bargain **.49**

'Royale' Corsets for Fall, Half Price

Fine white coutil; very low bust; very long back and hips; double boned throughout with "Willowbrook" guaranteed rustless; reinforced across skirt; four strong garters; rubber hose clasps; bust draw cord; dainty embroidery trim; sizes 19 to 28 inches. Regularly \$2.50. Friday bargain **1.25**

Women's Brasieres, fine white batiste, buttoning across in back style; beautiful embroidery yoke; short steels in front section; sizes 32 to 44 bust. Regularly 75c. Friday bargain **.50**

Underwear and White-wear at Low Prices

Women's Vests, Health Brand; light-weight Swiss ribbed white wool, high neck, with long or short sleeves; buttoned front, or low neck with short or no sleeves; sizes 32 to 42 bust. Regularly 65c to 85c. Friday bargain **.35**

Corset Covers, fine nainsook; yoke of Val lace insertions, headings and edges; silk draw ribbons; sizes 32 to 42 bust. Regularly 45c. Friday bargain **.25**

Nightdresses, fine nainsook; slip-over style; lace, tucks, lace edges on neck and sleeves; silk draw ribbon; lengths 56, 58, 60 inches. Regularly \$1.50. Friday bargain **.89**

Girls' Nightgowns, fine, white cotton; V neck; yoke has cluster tucking, insertions and edges of embroidery; sizes 2 to 12 years. Regularly 75c. Friday bargain **.39**

Women's Sweater Coats, fancy knit pure wool; white, with dark pin stripe; shawl collar; patch pockets; pearl buttons. Sizes 34 to 42 bust. Regularly \$4.00. Friday bargain **1.75**

CHILDREN'S AND INFANTS' WEAR.

Girls' Dresses, fine all-wool serge; navy, brown, copper, choice of three beautiful styles, trimmed with braids and novelty buttons, short or long sleeves, sizes 4 to 12 years. Regularly \$3.00. Friday bargain **2.50**

Infants' Robes, very fine white lawn. Embroidery, Val lace, headings and edges, tucks, lengths 30 and 36 inches. Regularly \$2.75. Friday bargain **1.35**

Infants' Cloaks, fine Bedford cord, lined throughout, caps silk embroidered and lined with fine Bedford cord, lined throughout. Regularly \$3.00. Friday bargain **1.30**

Super-Values in Dress Fabrics for Friday

Honeycomb Suiting, 65c Yard. Color combination royal and black, tan and black, purple and black, 27-inch Toros, 54 inches wide. Friday, yard **45c** navy and black, 54 inches wide. Friday, yard **45c**

All-wool Crepe de Chine, Eudora Twills, Etc., 50c a Yard. Lovely range of new fall shades, Eudora drapes are very popular, soft, charming, suitable for wraps perfectly, 42 inches wide. Friday, yard **30c**

Wool Delaine and Creponaise, 50c Yard. Range of exquisite designs, richly creped autumn tints, 42 inches wide. Friday, per yard **50c**

22-inch English Serge Suiting, 69c Yard. West of England made, from the best selected soap-stone, 42 inches wide, complete range, 52 inches skirt yard. Friday, yard **60c**

20c new shades, 42 inches wide. Regularly \$1.10 per yard. Friday **.110**

In the Silks

ENGLISH PEARL-DE-SOIES, TARTANES AND STRIPES, CHECKS AND EVERY PLAIN STAPLE COLOR, with many new autumn shadings. Friday bargain, 27-inch Toros, 54 inches wide. Friday, yard **45c**

27-inch Toros, 54 inches wide. Friday, yard **45c**

Wash Goods Fabrics at Low Prices

Lot 1--28-inch Crepes, in novelty effects. Sold all season at 25c and 35c. Friday bargain **15c**

Lot 2--28-inch and 40-inch Crepes and Ratines. Sold at 30c to 50c. Friday bargain **.17**

Lot 3--40-inch Ratines, in khaki and neat black stripes, also many lovely effects hard to describe. Regularly values ran 50c, 75c and \$1.00 per yard. Friday bargain **.28**

On the Bargain Counter, Main Floor, a wonderful lot of heavy Kimono Cloths, in a fine range of designs; less than half-price. Friday bargain **.11 1/2**

Stone Crocks for Preserving Time

Good quality heavy salt glazed stoneware, suitable for putting down eggs, pickles, butter, etc.

1-gal. size, with cover. Regularly 30c, for **.11**

2-gal. size, with cover. Regularly 35c, for **.17**

3-gal. size, with cover. Regularly 40c, for **.23**

4-gal. size, with cover. Regularly 45c, for **.29**

5-gal. size, with cover. Regularly 50c, for **.35**

6-gal. size, with cover. Regularly 55c, for **.41**

25c Tompots, 12 1/2--Splendid quality heavy earthenware, globe shape, 4-cup size. Regularly 25c. Friday bargain, each **.12 1/2**

Breakfast and Soup Plates, Each 5c--200 dozen each English Porcelain Soup and Breakfast Plates, good quality clear white ware. Regularly 50c dozen. Friday, each **.5**

100 Dozen Cups and Saucers For, Each, 6c--200 dozen Finest Quality Plain English Porcelain Cups and Saucers. Regularly \$1.00 dozen. Friday, cup and saucer, for **.6**

AN EXHIBITION CONSPIRACY

Bargain Day at Exhibition time is an opportunity seized upon by our managers to show their ability and the persuasive power of cash to our visitors. This year there's been a conspiracy to do even better and stronger things because of the war. It sort of puts everybody "on his metal."

It will be worth your while to peruse carefully the items on this page. Don't miss anything. Your time will be well spent. Please get here promptly at 8.30 for first choice.

Store Hours, 8.30 a.m. to 5.30 p.m.

Misses' Velvet Hats

with sailor brims, soft crowns and Roman striped ribbon trimming; colors black, navy, brown and saxe. Friday bargain **1.39**

Black Velvet Shapes at \$1.25--Four different sailor styles. Friday bargain **1.25**

Velvet Hats, Trimmed, for Young Women, \$3.75--For dress or school wear. Colors navy, tans, brown and black, with combination trimmings. Friday bargain, at **3.75**

Children's Bright Felts, trimmed velvets, plushes and corded velvet, in navy, black and cardinal. Friday bargain **1.00**

Buy Your Boots on Friday Not to Overlook the Rubbers for Wet Days

Men's \$4.00 Knee Rubber Boots, \$2.95. 300 pairs men's best quality dull-finished Knee Rubber Boots (made in Granby); either duck or felt lined; heavy corrugated soles; solid rubber heels; sizes 6 to 12. Friday bargain less than manufacturers' cost prices **2.95**

Women's Pumps and Oxford, 50c. Shoes that have been sold for showing; in a variety of leathers and canvas; sizes 2 1/2 to 4 only. Regularly \$1.00, \$1.50 and \$2.00. Friday bargain **.50**

White Poplin Pump, 95c. In dainty colonial, two-strap and plain pump styles; flexible leather soles; white covered Cuban heels. All our regular \$1.25, \$1.50 and \$2.00 lines; sizes 2 1/2 to 6. Friday bargain **.95**

Children's Boots, 75c. 500 pairs of Dongola Kid Laced Boots, with patent toe; medium weight soles and spring heels; sizes 5 to 10 1/2. Regularly \$1.00. Friday bargain **.79**

Men's Boots, \$2.95. A big variety of \$4.00, \$4.50 and \$5.00 Good-year Welted Button and Laced Boots, in black velours calf, tan Russia calf, patent colt and gummetal leathers; all sizes from 5 to 11. All at one Friday bargain price **2.95**

Toilet Goods

Three-piece Shaving Set, consisting of Ever Ready Safety Razor with 12 blades, Rubberst Shaving Brush and Every Ready Shaving Stick. Regularly \$2.50. Friday, **1.50**

Pure Cold Cream, in pots. Regularly 50c. Friday, **30c**

Val's Lotion, 50c. Regularly \$1.00. Friday, **50c**

Swan Brand Toilet Soap, 13c. Regularly 15c. Friday, **13c**

Kirk's Jap Rose Toilet Powder, 25c. Regularly 30c. Friday, **25c**

New Process White Grape Toilet Paper, in large rolls. Friday, 5c. Regularly 6c. Friday, **5c**

Phone direct to Toilet Dept.

Mesh Bags Friday

288 only; 5 1/2-inch frame; oxidized finish. The ring mesh bag is 6 inches deep, with white kid lining. Regularly \$2.50. Friday **1.50**

Mesh Purses, ring mesh, long chain, white kid lining. Regularly 75c. Friday **.58**

Gunmetal Purses, fitted with long chain; 2 1/2-inch frame, in assorted designs. Regularly 75c. Friday **.49**

Waist Bargains for Friday

A table of good white lingerie. Waists in fine voile, crepe and batiste. Broken ranges and samples of goods that have been selling at \$1.00 to \$1.95. Friday bargain **.50**

White China Silk Waists, in a nice weight, open front, fastened with pearl buttons, soft roll collars and dainty bow, short sleeves with turn-up cuffs; sizes 34 to 42 inch. Regularly \$1.95. Friday bargain **1.29**

Lingerie Blouses, a most attractive lot of high-class, in fine sheer organdie, imported voile, etc., made in the extreme fashion, rolling organdie collars, etc., and all with front opening; sizes 34 to 42-inch. Regularly \$1.95 to \$3.95. Friday bargain **1.39**

The Blanket Sale and Other Values in Staples

Largest Size Flannelette Blankets, \$1.29 Pair--Best Canadian make, soft, fleecy finish, pink or blue borders. Size 70 x 84 inches. Bargain Friday, pair **1.29**

\$4.85 White Blankets, Clearing at \$3.95 Pair--White wool blankets, with a small mixture of cotton, warm, serviceable blankets, size 68 x 88 inches. Regularly \$4.85. Sale price Friday, pair **3.95**

White Union Wool Blankets, with pink or blue borders; size 72 x 84. Regularly \$3.75 pair. Sale price Friday **2.98**

Reversible Cambric Comforters, assorted colorings; filled with a white sanitary cotton; size 70 x 70 inches. 300 to clear. No phone or mail orders for comforters. Friday at **.95**

Plain Grey Flannel; very serviceable; 25 inches wide. Bargain Friday, yard **.15**

Plain Grey or Unbleached Sheetting; good heavy quality; 70 inches wide. Bargain Friday, yard **.22**

Buy Lots of This Flannel at 10 Yards for 95c. White Saxony Flannelette; evenly napped; nice soft quality; 31 inches wide. Bargain Friday, 10 yards for **.95**

Good Heavy English Bleached Longcloth; closely woven, and free from filling; 36 in. wide. Bargain Friday, yard **.12 1/2**

Fancy Muscadabak Guest Towel Lengths; all pure linen; size 18 x 27 inches. Bargain Friday, each **.19**

Damaek Table Cloths, assorted designs; size 2 x 2 1/2 yards; splendid quality for general wear. Bargain Friday **1.29**

Damaek Breakfast Cloths; these come in pretty dice designs; size 50 x 50 inches. Bargain Friday **.59**

A \$6.95 Men's Tweed Suit Sale

\$8.50, \$10.00 and \$12.00 Suits are the grades we offer to-morrow at \$6.95. They are made from fall weight English tweeds, in stripes, grey and brown. Cut regulation three-button sack style and well finished in every particular. Cut which means a very excellent suit at an exceedingly small price. Sizes 34 to 44 inches. Friday bargain **6.95**

Men's Waterproof Coats at \$4.49--A very serviceable garment that can be worn where a dustproof coat is necessary. It is made from a double texture, fawn colored, paramatta cloth, long and roomy, with close-fitting collar. Sizes 34 to 46. To clear **4.49**

Tweed Pants at 95c--Greys and Browns in striped patterns, neatly and strongly tailored. Sizes 32 to 42. To clear **.95**

Pyjamas 89c

Flannellettes, cambrics and soisettes from our regular stock, stripe designs; sizes 34 to 44. Regularly \$1.25, \$1.50 and \$2.00. Friday bargain **.89**

Men's Black Bateesh Shirts, with double breast, double back, two pockets, double attached seams; also several single-breasted in the lot, but all sold regularly for 75c; all sizes 14 to 18. Friday bargain **.59**

Clearing Wash Ties that sold for 15c, 20c, and 25c, all perfect and clean. Friday bargain, 12 for 89c, or each, 9c.

Men's "Penangle" Merino Underwear, full weight, mottled design, splendid for hard wear; all sizes in shirts and drawers; 34 to 44. Friday bargain **.49**

Youths' Suits with Long Pants \$7.95

Special value in smartly tailored Suits for young chaps; single-breasted, three-button style, with medium fitting shoulders; single-breasted vest, and long, medium width trousers. Three patterns, plain brown, small grey checks and fancy diagonals; English tweeds; sizes 32 to 35. Regularly \$10.00, \$12.00 and \$12.50. Friday bargain **7.95**

BOYS' TWO-PIECE SUITS, \$2.98. Neatly tailored two-piece styles; single-breasted Norfolk and double-breasted sack models, with full cut bloomers; neatly striped brown and grey tweeds, in dark shades; sizes 25 to 32. Regularly \$4.50 and \$5.00. Friday bargain **2.98**

BOYS' DOUBLE TEXTURE PARAMATTA RAINCOATS. Full cut single-breasted styles, with collar to button up close to chin; made from strong double texture Paramatta; seams are sewn and cemented; perfectly rainproof; sizes 25 to 34. Regularly \$5.00 and \$5.50. Friday **3.95**

Hosiery Bargains

Women's Plain Black and Tan Cotton Hose; seamless; extra fine quality; sizes 8 1/2 to 10. Friday bargain **.11**

Women's Plain Lisle Thread Hose; black, tan and colors; imported stock; perfect finish; all sizes. 25c value. Friday bargain **12c, 3 pairs 50c.**

Women's All-wool Plain Black Cashmere Hose; extra fine quality; good weight; close weave; sizes 8 1/2 to 10. 30c value. Friday bargain **.25**

Boys' and Girls' Ribbed Black Cotton School Stockings; strong fine yarn; closely knit; good weight; sizes 5 1/2 to 10. 25c value. Friday bargain **18c, 3 pairs 50c.**

Misses' All-wool Fine Ribbed Black Cashmere Stockings; seamless; sizes 8 to 8 1/2. 50c value. Friday bargain **.25**

Infants' "Little Darling" All-wool Cashmere Stockings; extra soft elastic finish; tan, sky, pink, cream and black; sizes 4 to 7. Friday bargain **.25**

Men's Tan and Black Plain Cotton Socks; seamless foot; good weight; close weave; spliced heel, toe and sole; sizes 9 1/2 to 11. Extra value. Friday bargain **.12 1/2**

In Men's Hats Friday

500 only Men's Soft Felt Hats; samples and balances in fine grades of imported fur and mixed felts, and in a wide choice of popular colors; every one of this lot of hats was made to sell at more than double the price we are asking. Come Friday and choose from any one of them while they last for **.50**

(No phone or mail orders.)

100 Men's Panama Hats, tourist and telescope styles; fine qualities; regular 6%, 6 1/2%, 7%, 7 1/2%, and 7 3/4 only. Regularly \$4.00 and \$5.00 hats. Friday's clearing price **1.00**

Men's Straw Boater Hats, in split Canton and seinit brims; dressy shapes. Regularly \$1.00, \$1.50 and \$2.00. Clearing Friday for **.25**

Linoleum 12 Feet Wide at 39c a Square Yard

A few rolls of Heavy Printed Linoleum, in two qualities; some of our best designs, and are extra good value; slight imperfections in the surface printing of some of them:

First quality, regularly 55c a square yard. Friday bargain, a square yard **.46**

Second quality, regularly 45c a square yard. Friday bargain, a square yard **.39**

1,000 YARDS TAPESTRY CARPET AT 49c A YARD.

Exceptional value in room carpeting and stair carpets. Regularly 55c a yard. Friday bargain, a yard **.49**

30 ENGLISH WILTON RUGS, 12 FT X 9 FT, AT \$29.50.

Oriental and conventional designs. Special Friday, each **20.50**

SEAMLESS IMPORTED AXMINSTER RUGS AT \$19.50.

12 attractive Rugs; sizes 8 ft. 3 in. x 11 ft. 6 in., and 9 ft. x 10 ft. 6 in.; floral and Oriental designs. Friday bargain **19.50**

Electric Lighting Outfit Complete for \$14.75

Electric Fixtures for Seven-room House--Each individual piece up to the usual Simpson quality complete with all necessary glassware. Eleven fixtures as below:

1. Parlor--Cello fixture with crystal ball.
2. Downstate Hall--Chain pendant with star cut ball.
3. Parlor--Rich gold and satin shower with 12-inch plate, built for three lights, complete with fancy shades.
4. Dining-room--Pendant shower with three lights, suspended from 12-inch plate with chain; finished in brass, complete with glassware.
5. Sitting-room--Cello fixture with crystal ball.
6. Upside Hall--Upturned wall bracket, brush brass, with fancy shade.
7. Bathroom--Nickel-plated upturned or swan neck wall bracket, with crystal ball shade.
- 8-9. Bedroom--Wall bracket, with swan neck, brass finish with fancy shade.
10. Bedroom--Cord drop with open reflected shade.
11. Cellar--Cello receptacle.

Installed anywhere in the city without extra charge. Insulation joints are necessary when fixtures are connected to gas pipes; all charged for extra. The outfit at regular selling price is \$25.00. **14.75**

Paillette Silk Petticoats

in black and shot effects, blue or gold, with green, Copenhagen with rose, also blue with purple; narrow knife-pleated flounce, elastic at waist band, opening extends full length of skirt, closing with dome fasteners. Lengths 38 to 42. Regularly \$5.00. Friday **2.95**

Graniteware for 19c

1,100 Pieces of Kitchenware, all extra quality graniteware, of which no more can be had for ported stocks, of which no more can be had for ported stocks. Items: Covered vegetable saucepans, tipped saucers, coffee pots, 4 in white and blue and turquoise ware. Regularly 45c to 60c. Friday bargain, choice for **.19**

No phone or mail orders accepted for the above.

Friday Grocery List

TELEPHONE DIRECT TO GROCERY DEPARTMENT ADELAIDE 6100.

One car Standard Granulated Sugar, in 20-lb. cotton bags **1.40**

Choice Family Flour, quarter bag **.11**

California Seeded Raisins, packages **.11**

Choice Currants, clear, 5 lb. tin **.11**

Yellow Cooking Sugar, 5 lb. tin **.11**

Perfection Baking Powder, 3 tin **.11**

Canada Corn Meal, 5 lb. tin **.11**

Finest Creamery Butter, per lb. **.11**

Heather Brand Extra Butter, per lb. **.11**

Three bottles, assorted, 6c **.11**

New Orleans Molasses, 2-lb. tin **.11**

Pure Ketchup, 1-lb. tin **.11**

Finest Canned Tomatoes, 3 tin **.11**

Canned Corn or Pumpkin, 3 tin **.11**

500 Picked Shoulders of Pork, lean and mild, 6c **.11**

5 lb. each, per lb. **.11**

Choice Hanger Bone, 4 1/2 lb. **.11**

Finest Pearl Tapioca, 3 lb. tin **.11**

Choice Pink Salmon, per tin **.11**

Tonated Cornflakes, 3 packages **.11**

Choice Family Flour, 1 lb. tin **.11**

Pure Good Quality Tapioca Chocolate and Custard Powder, 3 packages **.11**

500 lbs. Fresh Fruit Cake, per lb. **.11**

Fancy Mixed Biscuits, 2 lb. **.11**

500 lbs. Toasted Marshmallows, regularly 30c per lb. **.11**

1,000 lbs. Quaker Chewing Candy, 2 lb. **.11**

1,000 lbs. Walnut Maple Cream, 2 lb. **.11**

(Main Floor Basement.)