

A Wonderful Assemblage of Bargains at Simpson's Tomorrow

News of Today's Selling
Beginning the Six Days' Sale of Beds, Bed Springs and Mattresses. Lowest prices for standard qualities. An unusually complete list of Ready-to-wear Clothes for women. 30c day in the Dress Goods Department. 1,000 pairs "Dorothy Dood" Shoes for women at \$2.95. Big sale of Bed Spreads at low prices. Half Price Sale of China of the best grades for wedding gifts. Other items herewith are for Friday's selling.

Store Hours during May, including Saturday, 8.30 a.m. to 5.30 p.m.

"Take Time by the Forelock" and do your summer furnishing now. It's not necessary to wait until each piece can be bought out of your weekly income. Do as thousands of other families have done to their satisfaction; join the

Home Lovers' Club at Simpson's
Buy what you need and arrange to spread the payments over into next year. Every special price made by the home furnishing departments is available for Club members, as well as for cash customers. SEE THE CLUB SECRETARY, FOURTH FLOOR.

Have You the Beds You Need Completely Equipped?

If not, there are prices quoted here that are lower than any at which the same grade of goods have ever been offered in Toronto. Just go over these items, and tomorrow see these goods listed for the second day of our

SIX DAYS' SALE OF BEDS AND MATTRESSES.

BRASS BEDSTEAD, MATTRESS AND BED SPRING COMPLETE. REGULARLY \$21.75. FRIDAY BARGAIN, \$13.25.

Brass Bedstead, 2-inch posts, heavy turned caps, evenly divided fillers; satin, bright or polette finishes. Mattress filled with all cotton felt, roll-stitched edges, tufted and covered in art ticking. Bed Spring, frame steel tubing, strong woven steel wire springs, supported by steel bands, standard sizes. Above bedstead, mattress and bed spring complete. Regularly \$21.75. Friday bargain, \$13.25.

BRASS BEDSTEAD, MATTRESS AND BED SPRING COMPLETE. REGULARLY \$40.00. FRIDAY BARGAIN, \$27.50.

Brass Bedstead, heavy 2 1/2-inch posts and 1 1/2-inch fillers, neatly designed mounts; satin, bright or polette finishes, standard sizes. Mattress, extra well filled with pure cotton felt, carefully selected, stitched edges, tufted and covered in fine art ticking, standard sizes. Bed Spring, frame steel tubing, springs are specially fine woven steel wire, fully guaranteed, standard sizes. The above brass bedstead, mattress and bed spring complete. Regularly \$40.00. Friday, \$27.50.

Brass Bedstead, 9 only, heavy 2-inch continuous posts, neatly designed mounts, bright finish, 3 ft. 6 in. size only. Regularly \$20.00. Friday bargain, \$10.00.

Brass Bedstead, 2-inch posts, neatly designed caps and heavy top rails, satin, bright or polette finishes, standard sizes. Regularly \$20.00. Friday, \$15.95.

Brass Bedstead, has heavy 2-inch posts and top rails, with turned ball casters; satin, bright or polette finishes, 4 ft. and 4 ft. 6 in. size only. Regularly \$24.75. Friday bargain, \$16.35.

Brass Bedstead, slightly damaged, in all sizes. Regularly \$20.00 to \$40.00. Friday bargain, Half-Price.

IRON BEDSTEAD, MATTRESS AND BED SPRING COMPLETE. REGULARLY \$8.10. FRIDAY BARGAIN, \$6.15.

Bedstead, in pure white enamel finish, with brass caps. Mattress, filled with sanitary eucalyptus, with extra heavy layer of felt at both ends, neatly tufted and covered in art ticking. Bed Spring, hardwood frame, woven steel wire fabric, strongly supported. The above bedstead, mattress and bed spring complete, all sizes. Regularly \$8.10. Friday bargain, \$6.15.

BRASS TRIMMED IRON BEDSTEAD, MATTRESS AND BED SPRING COMPLETE. REGULARLY \$15.75. FRIDAY BARGAIN, \$10.50.

Bedstead, in white enamel, brass top rails, brass caps and uprights, neatly designed huzels. Mattress, filled with all pure cotton felt, tufted and covered in art ticking. Bed Spring, frame is made of steel tubing, strong woven steel wire springs, supported by steel bands. The above bedstead, mattress and bed spring complete, all sizes. Regularly \$15.75. Friday bargain, \$10.50.

Iron Bedstead, in pure white enamel, has brass top rails, brass caps and brass uprights, all standard sizes. Regularly \$15.25. Friday bargain, \$9.50.

Children's Iron Bedstead, in white enamel, high sides and closely divided fillers, has sliding safety sides, springs are steel woven wire, size 4 ft. 6 in. x 2 ft. 6 in. Regularly \$5.50. Friday bargain, \$4.25.

Camp Cot and Mattress Complete. Friday bargain, \$2.00.

Mattress, filled with seagrass, all sizes. Regularly \$3.10. Friday bargain, \$2.30.

Mattress, well filled with all cotton felt, roll stitched edges. Regularly \$7.00. Friday bargain, \$4.15.

Mattress, extra well filled with all pure cotton felt. Regularly \$8.00. Friday bargain, \$5.75.

Mattress, extra well filled with all pure cotton felt, built in layers, well tufted, with stitched imperious edges. Regularly \$9.25. Friday, \$7.50.

Bed Spring, frame is made of kiln-dried hickory, springs are strong steel woven wire, reinforced, all standard sizes. Regularly \$2.00. Friday bargain, \$1.25.

Bed Spring, steel bands, frame, spring is woven steel wire, reinforced and strongly supported by steel bands, all standard sizes. Regularly \$1.85. Friday bargain, \$1.05.

Bed Spring, steel tubing frame, spring is extra fine specially woven steel wire, with steel rope edge, fully guaranteed, all standard sizes. Regularly \$5.00. Friday bargain, \$3.95.

Pillows, mixed feathers. Regularly \$1.35. Friday bargain, pair, 85c.

Pillows, pure feathers and high-grade covering of art ticking. Friday bargain, pair, \$2.95.



Three Special Boot Purchases For Friday

WOMEN'S \$4.50 BOOTS FOR 1.99

MEN'S \$4.50 TO \$6.00 BOOTS FOR 2.95

Displayed on 35 Bargain Tables. Extra Salespeople. Prompt Deliveries.

1,500 PAIRS OF WOMEN'S "PERTH SPECIAL," "ARTHUR" AND "CUSHION COMFORT" BOOTS, REGULARLY \$4.50, FRIDAY BARGAIN AT \$1.99.

Sand, putty, gray, fawn and black cloth tops; velvet calf, patent colt and vici kid; vamp with and without toe-cap; smooth, tackless, flexible Goodyear welt soles; some styles have cushion soles; Cuban, military, spool and Spanish heels; latest styles, newest patterns, expensive trimmings; button or lace; widths C, D and E; all sizes 2 1/2 to 7. Regularly \$4.50. No mail orders. Friday bargain 1.99

1,100 PAIRS OF MEN'S LONDON-MADE BOOTS, REGULARLY \$4.50, \$5.00, \$5.50 AND \$6.00, FRIDAY \$2.95.

Newest styles, best leathers, button and lace patterns. Patent colt, gummet calf, tan Russia calf, mahogany colored calf and vici kid, cushion soles, rubber heels; wide, narrow, round, high recede toe shapes. London-made boots are leaders in style, fit and wear. Every size, width C to E. Regularly \$4.50, \$5.00, \$5.50 and \$6.00. No mail orders. Friday bargain 2.95

CHILDREN'S BOOTS, ANKLE STRAP SLIPPERS, AND ROMAN SANDALS, WORTH \$1.50 TO \$2.00, FRIDAY 99c.

1,900 pairs, hand-turned and flexible McKay soled footwear, made of 41 patent colt, dull calf, tan and black vici kid and tan calf leathers; four and five-strap Roman sandals, ankle strap slippers and cavalier boots; distinctive stylish toe shapes; perfectly lined, foot-fitting footwear; sizes to fit 1 to 8-year-old children. Regularly \$1.50 to \$2.00. No mail orders. Friday bargain .99

Satisfaction for Men in These Good Business Suits at \$7.85

They were made to sell for \$10.50, \$12.00, \$14.00 and \$15.00, but the manufacturer was glad to accept a clearing price that brings the selling-price down to \$7.85 for our customers.

They are of English tweeds, in stripe and small check patterns; all good shades of brown, gray and fancy mixed colors; they are well tailored, in good-fitting single-breasted sack style, with single-breasted vest; twill mohair linings; sizes 34 to 44. Friday, \$7.85.

MEN'S \$6.50 WATERPROOF COATS AT \$4.95.

Made from double texture paramatta cloth, of greenish fawn color; cut long and loose, with square shoulder, and close-fitting collar; sizes 34 to 46. Friday, \$4.95.

GOOD WORSTED TROUSERS, FRIDAY, \$1.98.

Usual \$2.50 and \$3.00 values; made from serviceable English trousering, in gray striped patterns; five pockets and belt loops; sizes 32 to 44. Friday, \$1.98.

SPECIAL VALUE IN BLUE WORSTED TROUSERS AT \$3.00.

Made from English navy blue serge; medium size twill; sizes 30 to 44. To clear, \$3.00.

Well Priced Furnishings for Men's and Boys' Summer Outfitting

Men's Neglige Shirts, with attached laundered cuffs; mostly stripes; all colors; sizes 14 to 16. Regularly 50c and 59c. Friday bargain, 37c.

Canadian and English Oxford Shirts, in light and dark stripes, also double breast and back; black and white drill work shirts; all with collar attached; sizes 14 to 16 1/2. Regularly 75c. Friday bargain, 53c.

Fancy Silk Neckwear, in assorted designs and colors; large wide end shapes; well made and interlined. Regularly 25c and 35c. Friday bargain, each, 15c.

Boys' Neglige Shirts, laundered cuff style; good patterns; sizes 12 to 14. Regularly 50c and 75c. Friday bargain, each, 33c.

Men's White Cotton Nightrobes, with narrow trimming of blue or pink; turndown collar style; sizes 14 to 19. Regularly \$1.00. Friday bargain, each, 73c.

Several Dozen Men's Leather Belts, with patent and ordinary buckles; all sizes to 44; browns and blacks. Regularly 50c. Friday bargain, each, 25c.

A Variety of Head Gear for Men and Boys

Men's Stiff Hats, correct 1915 styles, black only, medium or high full crowns; sizes 6 3/4 to 7 3/4. Regularly \$2.00. Friday, 95c.

Men's Soft Hats, odd lots and travellers' samples, in trooper, fedora, crush, and other good shapes; assorted light or dark colors. Regularly 75c, \$1.00, \$1.50 and \$2.00. No phone or mail orders. Friday bargain, 29c.

Men's Fedora Hats, pearl gray, slate and dark green, soft hats, latest American styles. Regularly \$2.50. Friday, \$1.45.

Men's Straw Hats, fine imported braids, medium high crown, wide variety of plain and fancy braids, well trimmed and finished. Regularly \$1.00, \$1.50 and \$2.00. Friday bargain, 79c.

Boys' Varsity Caps, in serges, velvets and felts, assorted colors, well lined and finished. Regularly 15c and 25c. Friday, 10c.

Men's and Boys' Serge Golf Caps, fine imported materials and well lined. Friday, 25c.

Children's Straw Hats, in good shapes, round, square or dome crowns, fine white braids, navy or white bands and bindings. Regularly 75c. Friday bargain, 39c.

Children's Summer Hats, in duck, crash, ratine, fancy checks and plain drills, mushroom, rah-rah, Oliver Twist, Belgian and Mexican shapes. Regularly 75c. Friday bargain, 45c.

The Whole Appearance of Your Home Can be Changed by New Carpets and New Draperies - See These Bargains for Friday's Selling.

Friday's Bargains in Carpets, Rugs and Linoleums

39 ONLY, SINGLE WILTON RUGS MARKED
These Rugs are odd ones left from our best selling designs, in assorted Wilton only, size 9.0 x 12.0, and wonderful value at the following prices. We can only mention a few of the designs and colors:
No. 10—Heavy Wilton, green ground Oriental design, fawn colorings, size 9.0 x 12.0. Regularly \$48.00. Friday, \$35.25.
No. 11—Two-tone green Wilton, small all-over design in centre, handsome border, 9.0 x 12.0. Regularly \$45.00. Friday, \$35.25.
No. 12—Dark green Oriental, with red and blue colorings, 9.0 x 12.0. Regularly \$29.00. Friday, \$23.25.
No. 13—Two-tone blue Wilton, Greek key border, 9.0 x 12.0. Regularly \$43.00. Friday, \$33.25.
No. 14—Red ground, Oriental designs, 9.0 x 12.0. Regularly \$48.00. Friday, \$35.25.
No. 15—Extra fine Wilton, in wood shades, Serapis design, 9.0 x 12.0. Regularly \$43.00. Friday, \$33.75.
2,000 yards Linoleum at 36c—a new shipment of

DRAPERY MATERIALS AND ACCESSORIES

Cretones for Verandah Cushions at 18c Yard—Beautifully colored all-over floral designs on dark grounds, 31 inches wide, specially suitable for verandah cushions. Regularly 35c yard. Friday, yard, 18c.
Chintz for the Living-room at 28c Yard—A large assortment of colorings and designs, on dark or light grounds, for living-room curtains, furniture covers, etc., 31 inches wide. Regularly 35c yard. Friday, yard, 28c.
White Nottingham Lace Curtains at 60c Pair—A durable, inexpensive curtain, rich border effects and spray centre, 3 yards long. Friday, pair, 60c.
Filled Muslin Curtains at 89c Pair—An ideal curtain for the bedroom, plain or spot centres, neat frill on one side and bottom, 7 1/2 yards long, excellent quality. Regularly \$1.35 pair. Friday, pair, 89c.
White Cotton Curtain Loops, Friday, pair, 7c.
Special Value in English Chintz at 39c Yard—A large assortment of colorings and designs on light, dark or medium grounds, 30 and 38 inches wide, suitable for the window hangings, chair or cushion covering, etc., in the living-room or bedroom. Regularly 45c yard. Friday, yard, 39c.
Madras Curtain Muslin at 28c Yard—A beautiful, dainty material for ash curtains for bedroom or living-room, 48 inches wide, white or cream, neat designs. Regularly 35c yard. Friday, yard, 28c.
Plain Opacus Shades at 25c Each—A good quality opaque cloth, in cream, green or white, mounted on strong rollers, size 26 x 70 inch. Friday, each, 25c.
Trimmed Shades at 49c Each—A well-finished oil opaque cloth, trimmed with neat insertion and mounted on strong rollers, size 26 x 70 inch. Regularly 70c each. Friday, each, 49c.
Extension Rods at 7c Each—An extension rod extending from 38 to 48 inches, complete with silvered ends and book brackets. Regularly 10c each. Friday, each, 7c.
Goose-neck Extension Rods at 17c Each—A most satisfactory extension rod, extending from 28 to 60 inches and fitted with the new curved end brackets. Regularly 20c each. Friday, each, 17c.

GROCERIES

Telephone Tonight for Groceries 5.30 to 10.00 o'clock for early delivery Friday.

Telephone Direct to Department, Adelaide 6100.

One car Standard Granulated Sugar, in 3-lb. cotton bags. Per bag 28
Choice Family Flour, 1/2 bag 32
California Seed Raisins, Griffin & Skelley brand. Reg. 12c. Pkg. 10
Choice Cleaned Currants, 5 lbs. 25
Yellow Cooking Sugar, 7 lbs. 50
Heather Brand Extracts, assorted, 2 1/2 oz. bottle, 3 bottles 25
Mixed Pastry Spice, per tin 7
Perfection Baking Powder, 3 tins 25
New Orleans Molasses, 2-lb. tin 10
Canada Cornstarch, Package 5
Finest Canned Pumpkin, 3 tins 22
Pure Lard, Per lb. 15
Finest Creamed Butter, Per lb. 35
500 Picked Shoulders of Pork, lean and mild, 6 to 8 lbs. each, 25c 13
Finest Canned Lombard Plums, in syrup, 3 tins 25
Choice Hungarian Rice, 5 lbs. 25
Finest Pearl Tapioca, 3 1/2 lbs. 25
Choice Pink Salmon, tall tin. Per tin 10
One car Choice California Sun-dried Oranges, sweet and seedless. Per dozen 33
Choice Fresh Pineapples, good size, each 15
Choice Canned Corn, Peas or Tomatoes, 3 tins 25
Toasted Cornflakes, 3 packages 25
2 1/2 LBS. PURE CELONA TEA, 60c. 1,000 lbs. Pure Celona Tea of uniform quality and fine flavor, black or mixed. Friday, 2 1/2 lbs. each, 62c.

CANDY.
500 lbs. Imported Cream Caramels. Per 100 lbs. 15
1,000 lbs. Lady Caramels, wrapped. Per 100 lbs. 15
1,000 lbs. Walnut Maple Cream. Per 100 lbs. 10

China and Glass in the Bargain List Friday

15c and 20c Decorated Teapots, 10c — 50 dozen only English Decorated Jet and Rockingham Teapots; three, four and five-cup sizes. Friday, 10c.
20c, 25c and 30c Decorated Jugs, 15c—30 dozen English Porcelain Decorated Milk Jugs; one, two and three-pint sizes. Friday bargain, 15c.
40c Glass Berry Set, 29c—Good quality colonial pressed glass Berry Set; 3-inch fruit bowl and six fruit nappies. Friday bargain, 29c.
40c Colonial Glass Water Set, 29c—7 pieces, large water jug and six water tumblers. Friday bargain, 29c.

CLOVER LEAF DINNERWARE FRIDAY BARGAINS.

Cup and Saucer, for 7c.
Dinner Plates, for 8c.
Breakfast Plates, for 7c.
Soup Plates, for 7c.
Tea Plates, for 6c.
Bread and Butter Plates, for 5c.
Vegetable Dishes, for 65c.
Platters, 18c, 20c, 40c and 60c.
Jugs, 15c, 20c, 25c and 35c.
Bowls, 8c, 9c, 10c, 15c.

FRUIT JARS FOR THE BERRY SEASON.

Crown Jars.
Pints, per dozen, 55c.
Quarts, per dozen, 65c.
Half-gallon, per dozen, 75c.
Perfect Seal.
Pints, per dozen, 90c.
Quarts, per dozen, \$1.00.
Half-gallon, per dozen, \$1.10.

A Suit for the Boy Tomorrow at \$3.95

The entire floor stock of one of the best Canadian manufacturers is the basis of these strong values tomorrow. Usual prices are \$6.50, \$7.00, \$7.50, \$8.00 and \$9.00.

They are grays, tans, browns and blue-gray suits, in light, medium and dark worsted and fine chevot finished tweeds, checks and stripe weaves; the newest patch pocket, fancy Norfolk styles, with knife and box pleats to belt; plain skirts, and bloomer pants. Friday's price is less than the cost of the least expensive suit. Sizes 25 to 34. Friday bargain . . . 3.95



The Robert Simpson Company, Limited