Telephone Main 7841

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

SIMPSON'S FRIDAY BARGAINS

Store Opens at 8.30 a.m. and Closes at 5.30 p.m. Daily

Sensational Sale of \$1.25 Wash Suitings Today at 59c a Yard

The woman who wants a smart wash suit at a low price—the girl who has her heart set on a jaunty summer skirt—housewives and mothers who are in need of dresses for themselves or the kiddies—should be quick to take advantage of this Friday bargain in fine cotton gabardines.

SHORT LENGTHS IN GINGHAMS AND PLAIN CHAMBRAYS-Particularly suitable for children's rompers and frocks. 27 inches wide. Half price, today, at, yard 29c.

Bargains in Boys' Suits, Reefers, Bloomers

Boys' Suits, \$5.95

75 sturdy suits, of strong grey diagonal cotton tweed. Single-breasted, three-button all-around loose-belted model, with buckle, vertical pockets, full-fitting bloomers. Sizes 26 to 34; 8 to 16 years. Regularly \$8.00 and 16 years. Regularly \$8.00 and \$1.39.

Boys' Bloomers, \$1.39

Durable grey and black striped cottonade bloomers, lined throughout, strap and buckle at knee. Sizes 26 to 32, 8 to 16 years. Regularly \$1.39 diagonals. brown and grey, mixed tweed effects. Sizes 4 to 10 years. Regularly \$5.50, \$6.50 and \$8.00. Today \$3.95.

There are plain and fancy weaves in a host of fast-colored stripes and plaids -the popular summer colors. Priced for 8.30 a.m. rush selling today at less than half today's market value. Yard, 59c.

MILL ENDS OF FANCY WHITE VESTINGS, MUSLINS, ETC .- For the new wash waistcoats, summer frocks or the popular lingerie blouse. 27 inches wide. Many less than half price. Today, yard 15c.

Bargains in Toilet Goods and Drugs

E_SIMPSON DRUG

Bargains in Men's Hats Men's Soft \$2.50 Felt Hats at \$1.85

Telescope and fedora styles with flat set and slightly curled brims. Shades of fawn, pearl grey, steel, navy, brown and black. Today, \$1.85.

75c Caps at 49c

Plain shades and fancy patterns: one, four and eight-piece top shapes. Today, 49c. Simpson's-Main Floor.



Bargains in Furniture, Rugs, Draperies, Fixtures

Comforter Coverings 25cYd.

Printed cotton fabrics in light and dark colorings, for covering comforters or making curtains. 29 to 35 inches wide. Friday bargain, yard 25c.

\$1.35 to \$1.50 Fine Art Chintzes at 98c Yard

Newest ideas in coloring and design for overdrapes, slip covers, cushions, etc., 30 to 36 inches wide. Regularly \$1.35 to \$1.50. Friday bargain, yard 98c.

Nottingham Lace Curtains \$1.46 Pair

Choice of white or cream in a fine collection of pleasing designs, plain or medallion centres. 36 to 40 inches wide. Friday bargain, yard \$1.46.

Combination Window Shades \$1.09

Heavy quality, oil finished shades, green inside and white outside, best Hartshorn rollers and be inches wide and 70 inches long. Friday bargain, each

Extension Rods 15c Each

To fit any window from 26 to 46 inches wide, complete with hooks. Friday bargain, each 15c. Simpson's-Fourth Floor.

Buffet, Extension Table and Brass Beds

BUFFET-Genuine quarter-cut oak, fumed or golden finish, 50-inch case, mission design, bevelled plate mirror. Regularly \$44.75. Today \$33.45.

EXTENSION TABLE—Quarter-cut oak, fumed or golden finish, 45-inch top. Regularly \$27.75. Today \$24.50.

day \$21.50. LIBRARY TABLE-Quarter-cut oak, fumed finish.

Double book racks at each end, drawer on each side. BRASS BED—Heavy 2-inch post and top rails. Bright, polette and satin ribbon finish. All regular sizes.

BRASS BED—Heavy 2-inch post, 1-inch top rod, special caps. All regular sizes and finishes. On sale

today \$19.45. BED SPRINGS-All metal lock weave, heavy rope edge, all regular sizes. On sale today at \$6.65. MATTRESS-Seagrass centre, jute felt both sides.

Art ticking. Today \$5.50.

MATTRESS—Layer felt both sides, weight 43 lbs., cotton centre. Art ticking. On sale today at \$10.75.

Simpson's-Fifth Floor.

A few designs in canvas-back oilcloth. Today, special,

square yard 69c. Printed Linoleum \$1.19 Square Yard

Good designs for room or hall. Heavy grade in tile,

block and wood effects. Today, square yard \$1.19.

Velvet Pile Rugs \$4.50 Each Handsome rugs in rich Oriental colorings-fringed ends. Size 3 ft. x 5 ft. 3 in. Today, each \$4.50.

Jascha Heifetz Victor

Records

All in Stock

performs. You will be glad to add some

of his beautiful records to your collection, as his playing is distinctly different from other great violinists. Here are seven of

\$1.25 Capricieuse. Edward Elgar.

Richard Drigo.

of Athens). Beethoven.

\$2.00 Scherzo Tarantelle. Wieniawski.

his best records:

Oilcloth 69c Yd., Printed Linoleum \$1.19 Sq. Yd., Velvet Pile Rugs \$4.50 Each Heavy Oilcloth Clearing 69c Yard

Reversible Bedroom Rugs \$11.95 Each

A strongly woven rug in a mixture of wool and fibre. Patterns in four different colorings. Size 9 x 12 ft. Today, each \$11.95.

Pretty Rag Rugs at \$1:79 Each

Assorted striped and mottled effects. Size 3 ft. x 5 ft. 3 in. Today, each \$1,79.

Cocoa Mats at 98c Each

Heavy grade, strongly woven cocoa fibre mats, well bound. Size 16 in. x 27 in. Today, each 98c. Simpson's-Fourth Floor.

2 Big Bargains in Tapestry Wall Papers

Newest color treatments including blue with grey, tan with green, putty with richer tones, etc., in the latest foliage and scenic designs for living and dining-rooms, This youthful wonder violinist is delighting immense audiences wherever he

LOT NO. 1-Regular 35c to 50c. Friday LOT NO. 2-Regular 50c to 75c. Friday bargain, 37c. Dainty Wall Papers for Bedrooms

Grey and pink coloring, with floral border, in colors to harmonize. Wall paper, regular 20c, today 12½c. Cut-out border, regular 10c, today, yard 6c.

New Chintz Design in Attractive Colors—All over floral design, in rose, with touches of blue, yellow and black. Regular 33c. Friday bargain, 25c.

1,000 Feet Imitation Oak Plate Rail—2 inches wide—golden oak finish. Regular 8c foot. \$2.00 Ave Maria. Schubert-Wilhelmj. \$1.25 Chorus of Dervishes (from Ruins Friday bargain, foot 4c.

1000 Quarts Duplex Varnish Stain

\$1.25 Valse Bluette (Air de Ballet). Light oak, dark oak, stains and varnishes at one operation, durable glossy finish for floors and interior woodwork. Today, quart 39c. Special brushes, 1½ inches \$2.00 Ronde des Lutins (Dance of the wide. Friday bargain, 9c.

Goblins). Bazzini. Stickfast Dry Paste, 2-lb. package, 35c. Climax Wall Paper, today, tin, 23c. \$2.00 Hebrew Melody. Joseph Achron. Clear Furniture Varnish, today, pint, 29c. Berry Bros.' Floor Wax, today, 1b., 30c. Simpson's-Sixth Floor. Simpson's-Sixth Floor.

Friday Bargains in Household Hardware and China---Basement

In the China Department

Butter Boxes, hold 1-lb. butter, To-Butter Tubs, floral cutting, Today, 42c. Syrur Jugs, metal spring cover, Today, 25c.

Water Tumblers, plain. Today, each, 4c. Water Tumblers, decorated. Today, each, 10c.

THREE DINNER SET SPECIALS. At \$21.50—Wedgwood & Co. semi-porcelain dinner set of 97 pieces, with dainty floral border and gold-traced handles and edges. Regularly \$25.00. Today, \$21.50. At \$24.50—A 97-piece dinner set with the Winton border decoration. Gold-fined handles and edges—an open stock pattern. Today, per set, \$24.50.

Big Special at \$19.95—25 only, English semi-porcelain with new floral and bird border decoration; 97 pieces. Today, \$19.95.

Lipped Saucepans-Grey enamel-11/2, 2 and 3 quart sizes. One price today, 25c.

Wash Basins-Grey enamel. Medium or large size. Today, each 25c. Butcher Knives and Bread Knives-Good sharp steel blades-black wood handles. Today,

Scissors-Work scissors, embroidery scissors and pocket scissors. One price, today, pair 25c.

Meat Cutting or Vegetable Board-Size 12 18 inches. Today 25c.

Sprustex Polish-For use on mops, woodwork, furniture, etc. 12-oz. bottle. Today 25c. Whisks-A very neat, well made whisk. Me-

dium size, polished wood handle. Today 25c. Clothes Racks-To attach on wall-6 wooden Wood Garment Hangers—Has bar to hold trousers. Today 2 for 25c. Aluminum Salt and Pepper Shakers-Loaded bottoms. Good size. Today, pair 25c.

Dustless Dusters-It holds the dust instead of scattering it. Today, each 25c. ITEMS AT OTHER PRICES.

Corn Brooms-Four-string, well made-me-dium weight. Today 69c.

Royal Floor Wax—A very high grade. 1-lb. tins, today 49c; 2-lb. tins, today 95c. Dusting Mops—For use on waxed floors—long handle. Today 59c.

Jumbo Baby Baths Good grade grey enamel. 22-inch diameter. Today 98c. Brown Enamel Tea Kettle-Seamless-excellent make—beautiful brown color outside—very light grey finish inside; 3, 4 and 5 quart sizes. \$2.25 to \$3.25 value. Today, each \$1.49.

Men's Suits, Friday Bargain



Developed in dependable tweeds, brown and grey. Many attractive patterns. Single-breasted, 3-button soft roll conservative and semi-fitted sacs. Sizes 36 to 44. Friday bargain, \$17.95.

Men's English Paramatta Raincoats, \$7.95 Motor model, with close-fitting military collar. Full back, flap pockets, edges and seams both sewn and cemented. Rich olive fawn shade. Size 36 to 44. Friday bargain at \$7.95.

Men's Long Black Rubber Coats, \$4.45 Of heavy black rubber sheeting—with close-fitting collar, two pockets, with flaps.

Men's Working Trousers, \$2.95

Serviceable dark shades. Well tailored—finished with five pockets and beit loops.

Sizes 32 to 44. Friday bargain at \$2.95.

Men's \$1.00, \$1.25 Shirts at 79c

Negligee Shirts-Plain and fancy hairline stripes of black, blue, helio. Also plain whites or fancy jacquard front, whites with plain white back, laundered soft cuffs. Sizes 14 to 161/2. Regularly \$1.00 and \$1.25. Today 79c.

Men's \$1.00 Merino Under-

wear at 79c

Shirts and drawers to match. Spring weight merino underwear —natural shade, made from fine wool and cotton mixtures. Sizes 34 to 44. Regularly \$1.00. Today, garment, at 79c. Boys' Good Suspenders at 25c

Cross back, pulley, police, duplex or Boy Scout styles, light or dark patterns. Sizes 4 to 14 years. Special Friday bargain price, at 25c.

Men's 35c Dress Pique Bow Ties,

50 dozen, in plain or fancy pique; medium size. Regularly 35c. Today, 9c, or 3 for 25c.

Men \$1.00 Night Robes 59c | Men's \$1.50 Work Shirts 98c

White Cotton Night Robes, collar attached. Band cuff, pocket, good length. Sizes 14 to 19. Regularly \$1.00. Today, 59c.

Simpson's-Main Floor.

Of black sateen-collar attached. Buttoned cuff, double sewn seams and pocket. Extra large bodies. Sizes 14 to 17. Regularly \$1.50.

4 Big Fish Bargains---Friday Market

3,000 lbs. Whitefish, choice winter caught, dressed. Friday special, per lb. 12c. 1,500 lbs. Smoked Finnan Haddies. Friday special, per lb. 12½ c. 1,000 lbs. Smoked Kippered Herring, Friday special 6 fish for 25c.

MEATS. All Meats in Simpson's Market are government in-spected and approved. Frontquarters Young Lamb, per 1b., 25c. Loins Young Lamb, flank on, per lb., 84c.

GROCERIES. 3,000 tins Finest Canned Aylmer Tomatoes, tin, 15c. (Only 5 tins to a customer).

One car Standard Granulated Sugar. 20-lb. bag, \$2.25. Lenox Soap, 7 bars, 49c. Choice Family Flour, 24-lb. bag,

Finest Creamery Butter, Ib., 60c. Yellow Sugar, 5 lbs. 55c. California Raisins, a substitute for currants, lb., 19c. Finest Cooking Molasses, tin, 14c. Perfection Baking Powder, 2 tina 37c. Cornstarch, packet, 12c.

Shoulder Roasts, Simpson quality beef per lb. 23c. Blade Roasts, Simpson quality beef, per lb. 27c. Thick Rib Roasts, Simpson quality beef, per Brisket, lean cuts for boiling, per lb., 24c,

Breakfast Bacon, select mild curing, whole or half piece, per lb., 47c. Gunn's Maple Leaf Pure Lard, 3-lb. pails, gross weight, per pail, \$1.00. Gunn's Easifirst Shortening, 3-lb. pails, gross weight, per pail, 93c.

Crisco, 1-lb. tin, 33c. Pearl Tapioca, 2 lbs., 29c.

Dalton's Extracts, assorted, 3 Finest Canned Peas, 2 tins, 25c. Choice White Beans, 3 lbs. 25c. Finest Canned Corn, tin, 20c. Choice Rice, 3 lbs., 32c. 2,000 pkts. Seeded Raisins, pkt., Orange Marmalade, No. 4 size

Klim, tin, 39c.
Pink Saimon tall tin, 24c.
Quaker Oats, large packet, 29c.
Raspberry Jam, No. 4 size pall,

95c.
Prunes, 2 lbs., 28c.
Fruit Cake, lb., 25c.
Mixed Biscuits, lb., 25c.
2,000 lbs. Pure Celona Tea, of uniform quality and fine flavor black or mixed. Today, lb., 49c.
FRUIT SECTION.
California Navel Organese Symbols California Navel Oranges, Sunkist Brand, good size, dozen, 48c.

Choice Grapefruit, 3 for 29c. Strawberry Rhubarb, 2 bunches, Choice Carrots, 10 lbs., 20c.

Hearts of Celery, bundle, 25c. CANDY SECTION Peanut Brittle, lb., 29c. Fruit and Nut Delight, 1b. 29c.

Butterscotch Taffy, lb., 29c, 200 boxes only, Fudge Cream, special value box, 39c, FLOWER SECTION. Pans Hyacinths, 75c and \$1.00.

Primula each, 40c.
Cyclamen, each, 75c.
Palms, each, 65c.
Begonias, each 50c.
Rubber Plants, each, \$1.50.
Boston Ferns each, \$1.50.
Asparagus Ferns, each, 19c.

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