

Telephone Main 7841

1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919

Market Adelaide 6100

SIMPSON'S FRIDAY BARGAINS

Bargains in Footwear

(No Phone, Mail or C. O. D. Orders on Sale Footwear)

Women's \$6.00 and \$7.00 Low Shoes at \$3.50.
2,025 pairs low shoes from \$6.00 and \$7.00 stock. Patent leather, black or brown kid, tan and mahogany calf and black kid. Also white buck and canvas pumps and Oxfords. Long and medium vamps, high and low heels. Sizes 2 1/2 to 7. Shop early for this genuine Friday bargain, \$3.50.

Women's White Canvas Low Shoes 99c.
Several hundred pairs Women's White Canvas and Sea Island Duck Pumps and Oxfords, formerly \$1.49, together with \$3.00 shoes added to make up a full range of sizes. Every pair is clean and new. Sizes 2 1/2 to 7. Friday bargain, pair, 99c.

Men's Goodyear Welt Boots \$3.95.
Regularly \$5.00 and \$6.00.
All sizes but 7 1/2 and 9 in Men's Button and Lace Boots. Gunmetal, patent and brown leathers. Friday bargain, \$3.95.

"Simpson's Special" Brown Kid Lace \$8.25.
Made of finest brown kid leather in straight lace style on London last. Widths C, D and E. Sizes 5 1/2 to 10. Friday bargain, \$8.25.

Boys' Brown Boots \$2.75.
100 pairs in sizes 3 to 5 1/2 only. Havana brown boots in bucher cut. Medium weight McKay soles. Regularly \$3.50. Friday bargain, \$2.75.

Simpson's—Second Floor.

Bargains in Rugs for Every Room

Heavy Wilton Rugs at \$62.95.
Regular prices \$75.00 and \$79.50, good Oriental colors, heavy quality, size 9 ft. x 12 ft.

Mottled Axminster Rugs \$39.95.
Regular price \$47.50, deep pile, and mixed colorings, with plain band border at each end, size 9 ft. x 10 ft. 6 in.

Heavy Scotch Tapestry Rugs \$21.95.
Regular price \$28.00, useful for heavy wear, in conventional and floral designs, and good colorings, size 9 ft. x 12 ft.

Heavy Tapestry Rugs \$13.95.
Regular price \$17.50, one design only, brown Oriental colorings, handsome designs, size 9 ft. x 9 ft.

Grass Veranda Rugs \$7.95.
Regular price \$12.50, closely woven quality, well bound, in green and brown shades, size 9 ft. x 12 ft.

Hemp Carpet 89c Yard.
Regular price \$1.10, extra thick grade, will make good bedroom or passage covering, in plain green or brown shades, 36 in. wide.

Heavy Linoleum \$1.10 Square Yard.
Regular price \$1.35, few misprints in coloring make this lot seconds, 2 yards wide, good designs.

Strong Cocoa Mats 69c.
Regular price 95c, heavy brush quality, well made and bound, size 1 ft. 4 in. x 2 ft. 3 in.

Axminster Hall Rugs \$8.95.
Regular price \$12.75, heavy imported quality, in good Oriental designs, up-to-date brown and tan colorings, size 3 ft. x 6 ft.

Women's Parasols, \$1.95
Plain colors in silk and fancies in silk mixtures. About 100 parasols, marked to sell with a rush at a real Friday bargain for \$1.95. Simpson's—Main Floor.

House Dresses
Slip-on House Dresses, in dainty halflin stripes of blue or grey. Round collar, with deep points, cuffs and belt of white pique. Sizes 34 to 44. Price, \$1.95. Simpson's—Third Floor.

SILKS
\$1.00 and \$1.10 Pongee Silks 88c Yard.
Rich lustrous qualities. Natural Japanese weave free from dressing. Regularly \$1.00 and \$1.10. Today, yard, 88c.

Ivory Wash Satins \$2.24 and \$2.79 Yard.
Qualities that will wash well and retain their brilliancy, 36 in. wide. Regularly \$3.00. Today, yard, \$2.79; regularly \$2.50. Today, yard, \$2.24.

Black Satin Messalines and Silk Taffetas \$2.14 Yard.
Messalines of fine, even weaves. Also various weights and finishes in taffetas. Regularly \$2.38 and \$2.44. Today, yard, \$2.14. Simpson's—Second Floor.

31-Inch Prints 25c Yard.
In light and dark grounds, for aprons, house dresses, children's wear. Special value for today, yard, 25c.

59c Krinkle Crepe 45c Yard.
In colors of pink, blue and white, 27 in. wide. Regularly 59c. Today, yard, 45c. Simpson's—Second Floor.

Friday in the Basement

HARDWARE
ALUMINUM COVERED SAUCE-PAN, \$1.49. Holds about three quarts, \$2.25 value. Today, \$1.69.
"FROST KING" REFRIGERATORS, \$10.50. White enamel finished outside. Made of galvanized steel. Size 35 x 20 x 14 in. Today, \$10.50.
DELUGE SPRAYERS, 59c. Green Japanese finish. Today, 59c.
CORN BROOMS, 59c. Four string. Not more than two to a customer. Today, 59c.
STEP LADDER, 5 FT., 85c. With pull rest, 5 ft. Today, 85c.
Royal Floor Wax, 48c—Today, 1-lb. can, 48c.
Wire Clothes Lines, galvanized, 50 ft., 2c; 100 ft., 3c.
MARVEL WASHING MACHINE, \$6.95. Square tub, rocker motion. Today, \$6.95.
Galvanized Iron Wash Boilers, rustproof, No. 8 or No. 9 size. Today, \$1.25.
GREY ENAMEL PRESERVING KETTLES. A good grade enamel, 8 qt. size, today, 45c; 10 qt. size, 49c; 12 qt. size, 55c.
Grey Enamel Dainty Tea Kettle, 2 qt. size. Today, 49c.

CHINAWARE
"Phone Main 7841."
Preserving Needs.
STONEWARE CROCKS. No. 1 size, with cover, 35c. No. 2 size, with cover, 39c. No. 3 size, with cover, 45c.
CROWN JARS. Small size, doz., \$1.00. Medium size, doz., \$1.10. Large size, doz., \$1.25.
PERFECT SEAL. Small size, doz., \$1.25. Medium size, doz., \$1.40. Large size, doz., \$1.75.
Rubber Rings, doz., 10c.
Rubber Rings, Ironclad, doz., 5c.
Metal Rings, doz., 25c.
Zinc Rings, doz., 40c.
Glass Tops, doz., 20c.
Gibson Toppots, 59c—Your choice of sizes and decorations. Today, 59c.
Clover Leaf Cups and Saucers, 19c—200 dozen only in this lot.
Phone orders filled.
BRASS JARDINIERS, \$1.19. Three ball feet, dull or bright finish. Fit 6 in. pot. Regularly \$1.49. Today, \$1.19.
"JOFFRE" DINNER SET, \$19.95. Finest quality English Wedgwood & Co. ware. Old English floral border decoration, gold-traced handles and edges. Regularly \$25.50. Friday bargain, \$19.95.

Store Conveniences for Out-of-Town Visitors
THE PALM ROOM—On the Sixth Floor.
INFORMATION BUREAU—On Main Floor, Centre.
TELEGRAPH STATION AND FREE PARCEL CHECKROOM—In the Basement, Centre.
POSTOFFICE—On the Street Floor, Centre.
WOMEN'S REST ROOM—On the Third Floor, Richmond Side.
TELEPHONE BOOTHS—Conveniently located throughout the store.

WE PREPAY DELIVERY CHARGES
On all purchases of \$10.00 or more, to any station in Ontario.

1000 Rolls Wall Paper Clearing 6c a Roll

Good variety to choose from including ceiling and wall papers, suitable for most rooms and halls. (Limit of 50 rolls to each customer). Regularly 10c and 15c. Friday bargain, roll 6c.
Borders to match, yard 2c.

20c and 25c Bedroom Papers 9c Single Roll. Cut-Out Borders to Match 3c Yard.
New all-over designs and dainty stripe effects in numerous varieties of pleasing colorings, including pinks, blues, greys, mauve and yellow, on light colored backgrounds.

30c to 50c Papers 17c Single Roll.
Embossed Stripe Bedroom Papers, conventional effects for sitting-rooms and halls, and fabric weave designs for living-rooms, printed with numerous combinations of harmonious colors.

Tapestry and Textile Weave Papers 23c Single Roll. Regularly 35c to 65c.
Foliage and scenic designs, handsomely colored in rich shades of tan, green and brown, on neutral background, for halls and dining-rooms. Fabric weave effects in greys, buff and fawn tones for living-rooms.

English Soirette Papers 48c.
Rich embossed design of ribbons and rose on cream or light green backgrounds. Regular \$1.00 to \$1.50 roll.

R. S. Co.'s High-grade Paints
Complete Range of Colors--For Inside or Outside Use
Gallons, \$8.99. Half Gallons, \$1.89. Quarts, 98c. Pints, 58c. Half Pints, 33c.
Porch Floor Paint, 98c Quart—Good quality Floor Paint, especially prepared to withstand hard wear and exposure on decks of verandas and on stairways. Three desirable colors to choose from—light grey, dark grey, slate. Simpson's—Sixth Floor.

Simpson's August Furniture and Homefurnishings Sale
We have now entered upon the second week of our gigantic Midsummer Sale. Hundreds of our customers have profited, by this unusual opportunity of purchasing furnishings at remarkable reductions in price. New goods have been rushed in to fill up the depleted stocks and the selection is still as good as at the beginning of the sale.

The Home-Lovers' Club
offers special privileges to its members who purchase home furnishings. Consult the Club Secretary—Fourth Floor—for particulars.

Friday Bargains in the Homefurnishing Sale of Draperies
Scrim Curtains at \$2.98 Pair
Fine quality curtains of heavy durable scrim in the ecru color, with drawn thread borders and hemstitched edges. Also a few dainty grenadine muslin curtains. Away below present value. Friday bargain, pair \$2.98.

Three Bargains in Portieres
At \$6.98 Pair—Serviceable Portieres of green or red repp.
At \$8.98 Pair—Effective and durable Portieres of figured armure cloth, in self tones of brown, green or red.
At \$10.98 Pair—Fine Portieres of mercerized Egyptian cloth, in shades of green, blue, rose or red.

American Chintzes---Bargain at 59c Yard
2,000 yards Art Chintzes in a big range of wanted colorings and pleasing designs. 36 inches wide. Friday bargain, yard, 59c.

200 Reversible Chintz Chair Cushions 69c.
These are well made Cushions, with soft padding and covered with some of our prettiest chintzes. Regularly 98c. Friday bargain, each, 69c.

Reversible Window Shades \$1.33 Each.
500 Hand-made Shades of durable oil-finished opaque cloth, mounted on best Hartshorn spring rollers. Complete with brackets, nails and pull. Size 57 in. wide, 70 in. long. Friday bargain, \$1.33.

Large Chintz-covered Bedroom Boxes \$4.98
Strongly constructed with plain colored material and an outer cover of chintz. The boxes measure 36 inches long, 20 inches wide and 16 inches high. Complete with easy-running castors. Regular value \$6.00 to \$6.50. Friday bargain, each \$4.98. Simpson's—Fourth Floor.

Bleached Sheetting 48c Yard
Strong, fully bleached, plain weave Sheetting, 68 inches wide, for double beds, 1,000 yards for rush selling. Friday bargain, yard 48c.

Hemstitched Sheets \$3.95 Pair.
100 pairs imported English Hemstitched Sheets, plain weaves. Size 2 x 2 1/2 yards. Regularly \$5.00. Friday bargain, pair, \$3.95.

90c Bath Towels 75c Pair.
300 pairs White Turkish Bath Towels, heavy, close weave, hemmed ends. Regularly 90c pair. Friday bargain, pair, 75c.

29c Damask Cloths, \$2.19—200 Scotch Damask Table Cloths, all ready hemmed. Assorted floral designs. Size 64 x 84 inches. Regularly \$2.95. Friday bargain, each, \$2.19.

30c Check Towelling, 24c Yard—1,500 yards towelling, heavy quality, 2 1/4 inches wide. Regularly 30c. Friday bargain, yard, 24c.

10c Face Cloths, 5 for 29c—Thousands of White Turkish Face Cloths, with pink, blue or white edging. Regularly 10c. Friday bargain, 5 for 29c.

\$1.00 Lace Trimmed Dresser Scarfs, 59c—Also a few Hattenberg lace. Sizes 18 x 45 and 18 x 50 inches. Regularly \$1.00. Friday bargain, each, 59c. Simpson's—Fourth Floor.

Men's Suits, \$22.00

Business Suits for Men and Young Men \$22.00.
In the most wanted shades of grey and brown, in attractive pattern effects; single-breasted 2 and 3-button, soft roll, semi and form-fitting esquisse models. Medium height vests, trousers finished with five pockets, belt loops and cuff bottoms. Sizes 35 to 44. Today, \$22.00.

Youths' First Long Trousers \$16.75.
Especially designed for the younger man who is adopting his first suit of long. Made up from smart tweeds in numerous attractive shades. Single and double-breasted. Trencher model, with all-around belt, and slash pockets. Sizes 32 to 36. \$3.00 this morning at \$16.75.

Men's Khaki Duck Trousers \$2.25.
Of khaki duck, finished with five pockets, belt loops and cuff bottoms. Sizes 30 to 44. \$3.00 this morning at \$2.25. Simpson's—Main Floor.

Men's Panamas, \$3.00 for \$1.45

Slightly soiled from being handled on the tables. Fedoras, telescope and negligé knaps. Today, \$1.45.

\$5.00 South American Panamas \$2.95.
Guaranteed South American Panamas, in fedora, telescope and tourist styles, finished with grease proof sweat and black corded silk band. Today, \$2.95. No Phone or C. O. D. Orders Accepted. Simpson's—Main Floor.

Boys' Wash Suits, \$1.49

200 Little Boys' Wash Suits, designed in popular styles. White pique waist, with blue knickers, in Oliver Twist model. White, with blue and red stripe Peggy cloth; and others. Sizes 2 1/2 to 8 years. Regularly \$1.75, \$2.00, \$2.25 and \$2.50. Friday bargain, \$1.49.

Boys' Khaki Bloomers \$1.39.
Three pockets, strap, with button fastener at knee. Sizes 8 to 14 years. Friday bargain price, \$1.39.

Boys' Ankle Length Overalls 79c.
Khaki, blue, blue and white striped denim overalls for boys, sizes 4 to 10 years. Friday bargain price, 79c. Simpson's—Main Floor.

Women's Sleeveless Pullover \$1.75

Smart V-neck model, knit in new fancy weave of pure wool yarn. Short plain job waistline. Colors pearl grey, mauve, sage or Irish. Sizes 36 to 42. Marked for quick selling at a low Friday bargain price, \$1.75. Simpson's—Third Floor.

Silver-plated Table Napkin Rings, 23c

Illustrated—bright finish, with engraved floral decoration. Regularly 50c each. Friday bargain, 23c.

Rogers' Silver-plated Pickle or Oyster Forks, 10c Each—Odd patterns. Regularly 45c. Friday bargain, each, 10c.

Alarm Clocks, \$1.35—100 only—American made, 20-hour alarm clocks, with bell and shut-off lever. Friday bargain, \$1.35.

Set of 2 Silver-plated Table or Vegetable Serving Spoons, put up in a fancy lined case. Regularly \$1.50 set. Friday bargain, set, 99c.

Women's Silk Ankle Stockings, 59c

Mill seconds of \$1.00 quality, in grey and brown only. Sizes 3 1/2 to 10. Exceptional Friday bargain, 59c.

Women's Cotton Stockings 29c.
Mill seconds in fine quality cotton. Black, tan and grey. Seamless. Sizes 3 1/2 to 10. Friday bargain, 29c.

Boys' 75c Cotton Stockings 59c.
"Hercules" brand of strong, good wearing yarn. Seamless, one-and-one ribbed leg. Sizes 6 to 10. Friday bargain, 59c.

New Victor Records for August

The August list is small, comprising only five English records, but every record is excellent. To hear the two records by Ruthven McDonald, the Toronto baritone is to want them. "Father O'Flynn" and "Chip of the Old Block" (the above double record is both comical and good). "Building For Eternity" and "In the Shadow of His Wings" are two fine sacred songs.

Two Good Dance Records
Oh, Helen! one-stop; That Tumblin' Down Shack in Athlone—By Eckstein's Strand Trio.
Burnham Moon, fox trot; I'm Forever Blowing Bubbles, waltz—By Eckstein's Strand Trio.

By Geoffrey O'Hara (Tenor).
Doughnut Jack and Jill (Giz Rice).
Burnham Moon.
We Deliver Records—Phone Main 7841. Simpson's Victoria Dept.—Sixth Floor.

Simpson's Friday Markets

SIMPSON QUALITY MEATS.
Government inspected.
Front-quarters Yearling Lamb, lb., 24c.
Loins Yearling Lamb, flank off, lb., 25c.
Legs Yearling Lamb, per lb., 35c.
Chuck Roast Tender Beef, per lb., 15c.
Shoulder Roast, per lb., 22c.
Blade Roast, per lb., 25c.
Thick Rib Roast, per lb., 28c.
Prime Rib Roast, per lb., 35c.
Brisket Lean Cuts, for boiling, lb., 20c.
Cottage Hams, boneless, pea-mealed, 2 to 5 lbs. each, for boiling or frying, special, per lb., 46c.
Pure Lard, 2-lb. pails, gross weight, per pail, \$1.20.

FISH.
Whitfish, dressed, per lb., 15c.
Salmon Trout, dressed, per lb., 15c.
Cod Steaks, per lb., 15c.
Halibut Steaks, per lb., 30c.
Red Sea Salmon Steaks, per lb., 40c.
Fresh Smoked Finnan Haddies, lb., 15c.
Fresh Smoked Boneless Pillets, lb., 25c.

GROCERIES.
2,000 tins Finest Canned Corn, tin, 19c.
Finest Canned Peas, 2 tins 25c.
California Raisins, a substitute for currants, lb., 22c.
Yellow Sugar, 5 lbs., 58c.
2,000 packets Seeded Raisins, packet, 17c.
Finest Cooking Molasses, tin, 14c.
Choice Family Flour, 24-lb. bag, \$1.59.
Perfection Baking Powder, 2 tins 57c.
Finest Creamery Butter, lb., 58c.
Cornstarch, pkt., 12c.

Crisco, 1-lb. tin, 35c.
Pearl Tapioca, 2 lbs., 34c.
Dattor's Extracts, assorted, 3 bottles 27c.
Choice White Beans, 3 lbs., 25c.
Orange Marmalade, No. 4 size pail, 87c.
Klim, tin, 28c.
Choice Rice, 5 lbs., 36c.
Snowflake Ammonia Powder, 3 lbs., 25c.
Waddell's Crabapple Jelly, 18-oz. jar, 39c.
Pink Salmon, tall tin, 24c.
Quaker Oats, large packet, 25c.
Raspberry Jam, No. 4 size pail, \$1.00.
Post Toasties, 2 packets, 25c.
Fruit Cake, lb., 30c.
Mixed Biscuits, lb., 25c.

TEA SECTION.
2,000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed. Today, lb., 49c.

FRUIT SECTION.
California Valencia Oranges, Sunlight Brand, doz., 49c.
1,000 Choice Home-grown Cabbages, each 15c and 15c.
New Potatoes—small size, peck, 47c.
Choice Carrots, 4 bunches 15c.

CANDY SECTION.
Hand-rolled Chocolate Creams, Fruit and Nut Fudge, lb., 25c.
Fruit and Nut Fudge, lb., 25c.
Peanut, Coconut and Raisin Candy, lb., 45c.
Butterscotch Dainties, wrapped, lb., 29c.
Carnations, doz., 60c.
Marigolds, doz., 40c.
Snapdragons, doz., 40c.
Sweet Peas, bunch, 25c.
Gladoli, doz., \$1.25.
Pansy, 5c and \$1.50.
Butter Plants, each, \$1.35.
Fern Fans, well filled, 5 in. 45c, 6 in. 60c.

FACTORY
NIAGARA
Invisible Tactile
Fronting on
Stanley Park
Buildings now on
at \$1,700.
H. H. W.
11 King Street E.

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