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. Closes at 5.30 p.m. Daily

Table Cloths \$2.95 to \$3.50 for \$1.95.

Lot of 223 manufacturers' seconds. Imperfections are hardly noticeable. All good designs, in sizes 56 x 60, 63 x 63, 63 x 82, and 67 x 70 inches. Reduced from \$2.95, \$3.39 and \$3.50. Clearing today at, each, \$1.95.

Damask Table Napkins, mixture of linen

and cotton, assorted designs. Size 20 x 20 inches. Regularly \$4.50 dozen. Today, dozen,

Irish Crash Roller Towelling, red border, medium weight, 17 inches wide. Not more than 10 yards to each customer. Today, 5 yards for 95c.

Light Grey Flannelette, 33 inches wide. Today, yard, 23c.

Heavy Circular Pillow Cotton, 44 inches wide. Today, 2 yards for 95c. Lace Edge Dresser Scarfs, filet lace design

centres. Sizes 18 x 45 and 18 x 52 inches. Regularly \$1.50. Today, each, 98c. Duplex Bedspreads, snowy white, double bed size. Regular price \$5.00. Today, each,

Silkoline Comforters, light or dark colorings, full bed size. Filled with clean cotton. Regularly \$5.00. Today, each, \$3.95. Simpson's Fourth Floor.

Art Needlework

Japanese Breakfast or Luncheon Cloths. hemstitched in old blue and white conventional designs, fast colors. Size 48 x 48 inches. To-

day, \$1.25. Japanese Serviettes, in blue and white Japanese cloth, hemstitched, fast colors. Today, dozen, 95c.

White Knitting Cotton, for wash cloths, bedspreads, etc. Size 6 only. Special, 6 balls Simpson's-Fourth Floor.

Handkerchiefs

Working Men's Khaki Handkerchiefs, 6 for

Children's White Lawn Handkerchiefs, hemstitched hem. Today, 6 for 19c. Women's Pure Linen Handkerchiefs, 1/4. inch hemstitched hem. Today, 3 for 43c. Simpson's-Main Floor.

Simpson's Friday Market

LAKE AND SEA FISH. Canada Food Board License No. 9-029.

Winter-caught Whitefish, dressed, per lb., 17c. Winter-caught Lake Erie Herring, per lb., 9c. Fresh Frozen Mackerel, per lb., 17c. Fresh Frozen Sole, per lb., 14c. Fresh Frozen Plaice, per lb., 12½c. Finest Red Sea Salmon Steaks, lb., 35c. Fresh-caught Cod Steaks, per lb., 20c. Fresh Smoked Finnan Haddies, lb., 18c. Fresh Smoked Large Kippers, each, 9c. FRIDAY SPECIAL.

each, today, special, per lb., 121/2c.

MEATS. Front-quarters Young Lamb, per lb., 24c. Loins Young Lamb, per lb., 32c. Legs Young Lamb, per lb., 40c. Legs of Fresh Young Pork, whole or half, per lb., 38c. Round Roast Beef, Simpson quality, per lb., 30c. Shoulder Roast Beef, Simpson quality, per lb., 20c.

Fresh Smoked Finnan Cod, very choice, 11/2 to 3 lbs.

Sweet Pickled Pork Shoulders, 5 to 9 lbs. each, per H.A. Brand Pure Lard, 3-lb. pail, gross weight, 95c; 5-lb. pail, \$1.58; 10-lb. pail, \$3.15. Domestic Shortening, 3-lb. pail, gross weight, 90c; 5-lb. pail, \$1.50; 10-lb. pail, \$3.00. H.A. Brand Breakfast Bacon, whole or half piece.

Today, per 1b., 58c. York Brand Breakfast Bacon, whole or half piece. Today, per lb., 50c. Devon Brand Breakfast Bacon, whole or half piece. Today, per lb., 44c.
York Brand Smoked Hams, whole or half. Today,

per 1b., 38c. GROCERIES. Canada Food Board License No. 8-7531. 2,000 packets California Seeded Raisins, packet, 14c. One car Standard Granulated Sugar, 20-lb. bag, \$2.28. Lenox Soap, 7 bars, 49c. Choice Family Flour, 24-1b. bag, \$1.49. Finest Creamery Butter, lb., 53c.

Yellow Cooking Sugar, 5 lbs., 55c. California Currants, 15-02. packet, 21c. Canned Peas, 2 tins, 25c. Finest Canned Tomatoes, tin, 18c. Finest Cooking Molasses, tin, 14c. Perfection Baking Powder, 2 tins, 37c. Cornstarch, packet, 12c. Crisco, 1-lb. tin, 33c. Pearl Tapioca, 2 lbs., 29c. Dalton's Extracts, assorted, 3 bots., 27c.

Choice White Beans, 3 lbs., 25c. Orange Marmalade, No. 4 size pail, 83c. Klim, tin, 39c. Pink Salmon, tall tin, 24c. Quaker Oats, large packet, 30c.

Choice Mincemeat, lb., 18c. Raspberry Jam, No. 4 size pail, 90c. Fruit Cake, Ib., 25c. Mixed Biscuits, lb., 25c.

Pure Celona Tea, of uniform quality and fine flavor, black or mixed. Today, lb., 49c. FRUIT SECTION. California Navel Oranges, Sunkist Brand, dozen, 39c.

Choice Strawberry Rhubarb, 2 bunches, 27c, Choice Cooking Onions, 12 lbs., 25c. Choice Carrots, 12 lbs., 20c. 1,000 Choice Large Cabbages, each, 12c. CANDY SECTION. Simpson's Special Assortment, lb., 30c.

Scotch Mints, lb., 35c. Butterscotch Taffy, lb., 29c. FLOWER SECTION. Fancy Baskets, filled with Violets and Freesia, suitable for valentines, \$1.25, \$1.50 and \$1.75. Violets, bunch, 40c.

Red, Yellow and Pink Tulips, dozen, 90c. Carnations, dozen, \$1.00. Rubber Plants, each, \$1.50. Boston Ferns, each, \$1.39. Pots Hyacinths, 75c and \$1.00.

Primula, each, 50c.

The SIMPSON Company WS Stone Set Plated Robert SIMPSON Limited Robert Stone Set Plated Neck Today, 25c. Simpson's



Hosiery Bargains Last Friday Bargain Day of the Hosiery Sale

Women's Silk Boot Hose, 29c Manufacturers' seconds, wihte, brown and tan. Sizes 81/2 to 10. 75c value. Hosiery Sale today, 29c. No Phone Orders

Women's Cotton and Lisle Hose, 121/2c Manufacturers' seconds, black and white. Sizes 8½ to 10. 35c value. Hosiery Sale today, 12½c.

Women's Mercerized Lisle Hose, 59c Sizes 81/2 to 10. Regularly 75c. Hosièry Sale today, 59c. Children's Cashmere Stockings, 39c White ribbed finish. Sizes 5 to 7. 65c value. Hosiery Sale

Children's Cotton Stockings, 20c Plain black and white. Sizes 5 to 8. Some brown. 35c value.

Hosiery Sale today, 20c. Children's Ribbed Cotton Hose, 20c One-and-one ribbed finish. Fast color. Sizes 5 to 91/2. 40c

value. Hosiery Sale today, 20c. Men's Cotton Socks, 15c Black, champagne, mauve and white. Sizes 9½ to 11. Regularly 20c. Hosiery Sale today, 15c.

Simpson's-Main Floor.

Bargains in Silks

All Silk Crepe de Chines and Georgettes, \$1.95 Yard—Colors include Flemish, French and cottage blues, cruiser, helmet and silver greys, plum, amethyst, cranberry, peacock, sapphire, Brazil, etc. \$2.25 and \$2.50 grades. Today, yard, \$1.95.

Colored Dress Satins \$2.38 Yard—Regularly \$2.50 and \$2.69. Tan.

brown, taupe, several dark blues, sailor, marine, jackie, purple, wine, Black Satin Messalines and Paillettes, \$1.89 Yard-\$2.19 grade. 300 yards of each weave.

\$2.79 Black Silks at \$2.49 Yard—Duchesse Satins, Crepe de Chines, Peau de Soies and wide choice in soft Chiffon Taffetas. 4,000 Yards of Ivory Habutai Silks, 78c Yard—Extra weighty—selected qualities. Yard wide. For middles, smocks, waists, dresses, linings and lingerie. Phone orders filled. Regularly \$1.00 yard. 'Today

Simpson's-Second Floor.

Bargains in Dress Goods

Fancy Plaids and Checks, \$1.25, for 95c Yard—New color combinations, makes smart skirts and dresses. 36 to 40 inches wide. Yard, 95c. 50-inch Shepherd Checks, 59c Yard-Small, medium and large checks for misses' dresses, suits, skirts and coats. Today, yard, 59c. All-Wool Black Poplin, \$2.50 Yard—Less than today's wholesale cost. 42 inches wide. Poplin and santoy for dresses and skirts. Special, today, yard, \$2.50.

Lining and Sateen Bargains

54-inch Black Farmer's Satin, 84c Yard-Deep fast black. Regularly \$1.00. Today, yard, \$4c.

Brocade Sateens, 50c—About 2,000 yards. 36 to 40 inches wide. Color range. Regularly 69c to 85c. Some \$1.00 grades. Today, 50c.

Moire Skirtings, 59c Yard—In good color range. Regularly 75c. To-

Bargains in Wash Dress Goods

Highly Mercerized Poplins-British manufacture. 38 inches wide. Light, navy, copen, alice, sky, tan, purple, light and dark grey and cream.

Storm Serge-Wool finish, but all cotton-two shades only, dark green and wine. 35 inches wide. Regularly 65c yard. Today, yard, 39c.
Plaid Ginghams, 38 inches wide. Over a dozen designs—sky, copen and navy. Regularly \$1.00 yard. Today, yard, 75c. Simpson's—Second Floor.

Children's Wear Bargains

Wash Dresses, 59c-Of check gingham, in copen, pink or navy and white checked designs. French style with full skirt, button front, yoke with pocket, and chambray trimmed waist and sleeves. Sizes 2 to 6

years. Less than today's cost price at 59c.

Girls' \$2.00 Nightgowns at \$1.19—White nainsook—slip-over style with round neck and three-quarter sleeves. Swiss embroidery yoke with silk ribbon run edge. Sizes 2 to 16 years. Regularly \$2.00. Friday Children's Sweater Coats, \$1.25-Regularly \$2.85 to \$3.75. Plain and

fancy weaves of wool and wool union yarns. Sailor, roll and military collars. Plain and belted models with patch pockets. Cardinal, copen navy, brown, light grey, maroon, dark grey, taupe and olive. Sizes 2 to 14 years. No phone or mail orders.
Simpson's—Third Floor.

Basement Bargains Household Hardware, Enamelware, Cutlery, \$1.25 and \$1.50 values, Today, 98c.

Profish Mop and Bottle of Polish. Today, 98c.
Corn Broom, six-string, \$1.35 value. Today, 98c.
Garbage Cans, galvanized fron, good serviceable size, for 98c.
Step Ladders, 5 ft., hardwood. Today, 98c.
Bake or Pastry Board, with sides; size 18 x 28 inches, and a good rolling.
The two today, 98c.
Double Boilers, good grade grey enamel, 2-qt. size, \$1.35 value. To-

Enamel Tea Kettles, high-grade grey enamel, 3 or 4-qt. size, \$1.50 value. Enamel Tea Rettles, high-grade grey enamel, 3 or 4-qt. size, \$1.50 value. Today, 98c.

Baby Baths, 22-inch diameter, good grey enamel. Today, 98c.

Enamel Chamber Pails, with-cover, seconds, 14-qt. size, for 98c.

Tea and Coffee Boilers, grey enamel, holds about 9 quarts, suitable for restaurants, hotels, etc. Today, 98c.

The Gem Safety Razor, complete with seven blades in leatherette case. Today, 98c.
Hollow-ground Razer and Shaving Brush, the two today, 98c.
Simpson's—Basement,

China and Glassware Bargains

Berry Sets, 98c—Regularly \$1.35, seven-piece, pressed glass. Today, 98c.
Orange Bowls, 39c—Regularly 50c, 94nch size, scalloped. Today, 39c.
Celery Trays, 39c—Regularly 50c.
Pressed glass. Today, 39c.
Tumblers, plain, heavy glass. Today, 4c.
Butter Boxes, to hold 1 lb. of butter. Today, 23c.
Seven-piece Water Sets, \$1.69—With cut star on good quality clear glass, one large water jug and six straight tumblers, Today, \$1.59.
Household Jars, 49c—Regularly 79c—These jars of brown earthenware with white lining, to clear. Today, 49c.
Clover Leaf Cups and Saucers, 17c.
Simpson's—Basement.

Cups only, 9c—English white porcelain, ovide shape.
Casseroles, 49c—Excellent quality, green colored, fireproof casseroles, to clear. Today, 49c.
Shaving Mugs, 49c—Good quality English floral and plain, in various shapes and sizes, Today, 39c.
Booth's Silicon China Dinner Sets of 97 pieces, regularly \$23.50 and \$28.50. With floral and conventional decorations; 30 sets only for quick buyers. Today, \$1.95.
\$19.50 Dinner Set, for \$15.95—25 only, new panelled border English semi-porcelain dinner sets, with gold-traced handles and edges; 97 pieces.
Simpson's—Basement.

Simpson's-Basement.

Women's Boots \$1.99 Pair

We have taken out 1,000 pairs of fresh up-to-date boots, in sizes 2½ to 5 for a special clean up. Mostly patent and gunmetal leathers, wide and narrow toe shapes, long and short plain vamps and imitation toecaps. Cloth uppers, medium weight soles. Cuban and Spanish heels. Regularly \$4.00 and \$4.50. Today, \$1.99. Men's Gunmetal Boots, \$2.75-450 pairs only. Blucher or straight lace. Medium weight McKay sewn soles, low heels. Sizes

Men's Heavy Wool Felt Lace Boots-Blucher cut, made with leather toecap and leather sole. Sizes 6 to 10. Today, \$3.19. Children's Boots—All kid leather. Medium weight McKay sewn soles and low heels. Sizes 4 to 7½ at \$1.99; 8 to 10½ at \$2.39, and 11 to 2 at \$2.69.

Boys' Active Service Boots—Heavy box kip leather, blucher. Solid leather soles. Sizes 11 to 13 at \$2.75; 1 to 5 at \$3.25. Same style in brown, sizes 11 to 13 at \$3.25, and 1 to 5 at Simpson's—Second Floor.

Women's and Misses' Wear

Women's Coats, \$5.95, Formerly Priced at \$18.50-Comprising curl cloths, tweeds and plain fabrics in a variety of styles. Belted or plain, newest collars. Sizes 34 to 42. Today, special, \$5.95.

Women's New Spring Suits, \$27.50-Made of pure wool serge. Navy, black or brown. Braided or button trimmed and satin lining. A bargain for today, \$27.50.

Women's Winter Coats, \$25.00-They show convertible collars, fancy pockets and button trimming. Materials wool velour in correct shades of brown and taupe. Sizes 34 to 42. Very special, \$25.00.

Misses' New Spring Suits

New semi-box back coats, featuring the vestee or the Russian blouse, in colors which match the cloth. They may be worn open or close up to the neck. Finished with silk braid. Jaunty sash belts. Today's introductory price, \$32.50.

Misses' \$25.00 to \$35.00 Coats, \$16.50-Velour, cheviot, frieze and tweed mixtures. Offering an assortment of styles. Colors are navy, brown, black, burgundy, green, dark grey, and tweed combinations. Sizes 14, 16, 18 years. Formerly sold from \$25.00 to \$35.00. Foday, sale

Misses' Satin and Serge Dresses \$25

With round neck lines. Satin dresses have smartly draped overskirts, trimmed with fringe and buttons. In burgundy, brown, navy, black. No exchanges, no refunds, no C.O.D.'s. Regularly \$39.75. To-

Women's Satin Dresses, \$10.95, Regularly \$19.50-They have chic white satin collars and smart button trimming. Assorted shades. No exchanges, no refunds, nc C.O.D.'s. Today, \$10.95. Women's Serge Dresses, \$7.95, Regularly \$11.95 and \$13.95-Stylish lines, with small white satin collars. Also some with embroidery and

button trimming. No exchanges, no refunds, no C.O.D.'s. To-Women's and Misses' Novelty Skirts, \$7.95, Regularly \$15.00 to \$30.00. —Smart sport skirts in variety of styles and materials. Fancy silks, serges and velvets. No exchanges, no refunds, no C.O.D.'s. Today, \$7.95.

Satin Quilted Vests \$1.29

The acme of warmth and comfort is contained in these snug tightfitting vests of rich black satin. Lined with mauve or white silk. Sizes from 36 to 44. Just 100 for quick selling. Regular \$2.00 quality. To-

Simpson's-Third Floor. Drugs and Toilet Goods

Black Dressing Combs, regularly 15c. Special, 11c.

Boony Finish Hair Brush, regularly 25c. Special, 20c.
Tooth Brushes, regularly 35c. Special, 29c.
Tooth Brushes, regularly 15c. Special, 2 for 19c.
Children's Tooth Brushes, regularly 15c. Special, 2 for 29c.
Children's Tooth Brushes, regularly 15c. Special, 2 for 29c.
Cutex Nail Preparations—Polish, Paste, Cuticle, Comfort, Rouge, etc. Regularly 37c. Special, 2 for 29c.
VERY SPECIAL.
45 only, Grained Ivory Hair Brushes, Special, 2 for 23c.

Styles, flat and concave. Regularly \$2.75 to \$6.00. Special, \$1.23 to \$6.00. Special, \$1.23 to \$6.00. Special, \$1.23 to \$3.00. Special, \$2.29.
Grained Ivory Handkerchief Box. Regularly \$4.50. Special, \$3.29.
Grained Ivory Handkerchief Box. Regularly \$4.50. Special, \$2.00. Special, \$1.20. Speci 45 only, Grained Ivory Hair Brushes, extra fine bristle, solid backs, in many

Simpson's-Main Floor. A Book Bargain

"A Sheaf of Bluebells." by Baroness Orczy, author of "The Scarlet Pimpernel," etc. Cloth bound, gilt lettering. Regularly \$1.35. Today, 69c. Wax Paper, for keeping ples, cakes, etc., moist. Regularly 5c roll. Today, 6 rolls for 25c. Simpson's-Main Floor

Whitewear Bargains

Corsets, \$1.79, Regularly \$2.50 to \$4.00 Lines-Broken lines from our high-grade stock, also counter soiled corsets as well as a few samples. Models for slender and average figures with medium and low bust. Sizes 19 to 30 in the lot, but not in any one line. Today, \$1.79.

Women's Brassieres, Today, 85c-Hooked-in-the-front style. Made of strong wearing white cotton with yokes of embroidery. Sizes 34 to 44. Today, 85c.

600 Women's Corset Covers, Today, 29c-White cotton with pretty lace yokes and ribbon trimming. Bargain, 29c. Women's Bloomers, Today, 79c-Pink cotton, elastic gathered at knee and waist. Some have pretty lace trimmed frill at bottom.

Bargain, 79c. Women's Camisoles, Today, 98c-250 only of Jap silk, with yokes of handsome lace, with lace shoulder straps and elastic at waist. Pink and white. Bargain, 98c.

Women's Nightgowns, Today, \$1.00-Of white cotton. Slipover styles with round or square neck. They have short kimono sleeves. Friday bargain, \$1.00. All-over Aprons, 98c-Of print, neat design, with round neck

and short kimono sleeves. Today, 98c. Women's Combinations, Clearing Today, \$1.89-Winter weight ribbed cotton, in all styles with ankle length drawers. Sizes 34 to 44. Friday bargain, \$1.89.

Women's Vests and Drawers, 88c-Ribbed cotton, some are mixture of wool and cotton. Vests have high neck and long sleeves. Drawers are ankle length. Sizes 34 to 42. Friday bargain, 88c. Simpson's-Third Floor.

Shirts, \$1.39

4 for \$5.50 Special New Stock Just Arrived

Arrow, Forsyth, Tooke; Reg. \$1.75

to \$3.00 Grades. With soft French double cuffs, also laundered stiff cuffs. Coat style. Newest and best materials in all new patterns and colorings-some are slightly counter soiled. Sizes 131/2 to 18. Regularly \$1.75 to \$3.00.

Today, each, \$1.39, or 4 for \$5.50. Simpson's-Main Floor.

For Men and Boys

Suits and Overcoats, \$14.75

Odd sizes and broken lines of \$18.00 and \$20.00 coats. Ulster model, with convertible collar, half belted back, 8 regular pockets with flaps. Heavy tweed coating in various shades. Wool linings. Sizes 36 to 44. Today, \$14.75.

35 Suits for Big Men, \$14.95

Regular \$18.00, \$20.00, \$25.00 and \$28.00 grades, three-button soft roll sack models. Tweeds and worsteds in numerous shades and pattern effects. Sizes 42 to 50. Today, \$14.95.

Men's Combination Bath or Dressing Gowns, \$5.98

Of soft, comfortable blanket cloths, in attractive shades and pattern effects. Sizes 36 to 46. Today, \$5.98.

Men's Trousers, \$2.59

145 pairs in dark serviceable shadeshard finished tweeds. Sizes 32 to 44. Today, \$2.59.

Men's Soft Felt Hats Reduced

to \$1.95 Regular \$2.50 and \$3.00 grades. Pearl grey, steel grey, green, brown, navy and black. Today, \$1.95.

Winter Caps, 79c

With and without inside earbands. Plain shades and fancy designs. Regularly 95c, \$1.25 and \$1.50. Today, 79c.

\$6.00 Near Seal Caps at \$3.95

Well furred, evenly matched. Near seal pelts. Today, \$3.95.

Boys' Suit Bargains

Wool and cotton material-tweed finish. Single-breasted, all around loose belted model, slash pockets. Bloomers with governor fasteners at knee. Sizes 24 to 30, 6 to 12 years, \$6.95.

Boys' School Bloomers, \$1.39

Durable cottonade material; brown and black striped pattern. Strap and buckle at knee. Sizes 24 to 33; 6 to 15 years, Simpson's-Main Floor.

Cameo Pendants Half Price

10k. and 14k. Gold Cameo Pendants-Plain, hand engraved or pearl set, with 15-inch soldered link chain. Regularly \$5.00 to \$12.00. Today, half price.

Sterling Bangle Bracelets. Today, 69c. Imitation Cameo Brooches. Regularly

\$1.00. Today, 49c. Stone Set Plated Brooches. Regularly

Gold Filled Neck Chains. Regularly 50c.

Simpson's-Main Floor.

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