

Telephone Main 7841

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

Market, Adelaide 6100

# SIMPSON'S FRIDAY BARGAINS

## 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, \$2.95.

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, \$3.95.

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. Today, \$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 for 52c.

Simpson's—Fourth Floor.

## Handkerchiefs

Working Men's Khaki Handkerchiefs, 6 for \$1.00.

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

Phone Adelaide 6100

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., 12 1/2c.

Finest Red Sea Salmon Steaks, lb., 35c.

Fresh-caught Cod Steaks, per lb., 20c.

Fresh Smoked Finnan Haddies, lb., 18c.

Fresh Smoked Lake Kippers, each, 9c.

FRIDAY SPECIAL.

Fresh Smoked Finnan Cod, very choice, 1 1/2 to 3 lbs. each, today, special, per lb., 12 1/2c.

MEATS.

Front-quarters Young Lamb, per lb., 24c.

Loins Young Lamb, per lb., 32c.

Legs Young Lamb, per lb., 40c.

Round Roast Beef, Simpson quality, per lb., 38c.

Shoulder Roast Beef, Simpson quality, per lb., 20c.

Five-Pound Pickled Pork, Shoulders, 5 to 9 lbs. each, per lb., 24c.

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 lb., 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 lb., 35c.

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-lb. bag, \$1.49.

Finest Creamery Butter, lb., 53c.

Yellow Cooking Sugar, 5 lbs., 55c.

California Currants, 15-lb. sack, 21c.

Canned Peas, 2 tins, 25c.

Finest Canned Tomatoes, tin, 18c.

Finest Cooking Molasses, tin, 14c.

Perfection Baking Powder, 2 lbs., 37c.

Cornstarch, packet, 12c.

Crisco, 1-lb. tin, 33c.

Pearl Tapioca, 2 lbs., 29c.

FRUIT SECTION.

California Navel Oranges, Sunlight Brand, dozen, 39c.

Choice Strawberry Rubarb, 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.

Freesia, dozen, 75c.

Rubber Plants, each, \$1.50.

Boston Ferns, each, \$1.39.

Pots Hyacinths, 75c and \$1.00.

Primula, each, 50c.

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

## Hosiery Bargains

Last Friday Bargain Day of the Hosiery Sale

Women's Silk Boot Hose, 29c

Manufacturers' seconds, white, brown and tan. Sizes 8 1/2 to 10. 75c value. Hosiery Sale today, 29c.

No Phone Orders.

Women's Cotton and Lisle Hose, 12 1/2c

Manufacturers' seconds, black and white. Sizes 8 1/2 to 10. 35c value. Hosiery Sale today, 12 1/2c.

Women's Mercerized Lisle Hose, 59c

Sizes 8 1/2 to 10. Regularly 75c. Hosiery Sale today, 59c.

Children's Cashmere Stockings, 39c

White ribbed finish. Sizes 5 to 7. 65c value. Hosiery Sale today, 39c.

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 9 1/2. 40c value. Hosiery Sale today, 20c.

Men's Cotton Socks, 15c

Black, champagne, mauve and white. Sizes 9 1/2 to 11. Regularly 20c. Hosiery Sale today, 15c.

Simpson's—Main Floor.

## Bargains in Silks

All Silk Crepe de Chine and Georgettes, \$1.95 Yard—Colors include French, French and cottage blues, cruettes, heliot, and silver grey.

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, sapphire, green, etc.

Black Satin Messalines and Paillettes, \$1.89 Yard—\$2.19 grade. 300 yards of each weave.

\$2.75 Black Silks at \$2.49 Yard—Duchesse Satins, Crepe de Chine, Peau de Soles and wide choice in soft Chiffon Taffetas.

4,000 Yards of Ivory Habutai Silks, 78c Yard—Extra weighty—selected qualities. Yard wide. For middies, smocks, waists, dresses, linings and lingerie. Phone orders filled. Regularly \$1.00 yard. Today at, yard, 78c.

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.

59-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.

Simpson's—Second Floor.

## Lining and Sateen Bargains

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

Brocade Sateens, 50c—About 2,000 yards. 36 to 40 inches wide. Color range. Regularly 60c to 85c. Some \$1.00 grades. Today, 50c.

Moire Skirtings, 89c Yard—In good color range. Regularly 75c. Today, yard, 89c.

Simpson's—Second Floor.

## Bargains in Wash Dress Goods

Highly Mercerized Poplins—British manufacture. 38 inches wide. Light, navy, copen, aloe, sky, tan, purple, light and dark grey and cream. Today, yard, 95c.

Storm Serge—Wool finish, but all cotton—two shades only, dark green and wine. 35 inches wide. Regularly 65c yard. Today, yard, 35c.

Plaid Gingham, 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 bargain, \$1.19.

Children's Sweater Coats, \$1.25—Regularly \$2.85 to \$2.75. 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, Emmentware, Cutlery, \$1.25 and \$1.50 values. Today, 95c.

Phone Main 7841.

Polish Soap and Bottle of Polish, Today, 95c.

Corn Brown, six-tine, \$1.25 value. Today, 84c.

Garbage Can, galvanized iron, good serviceable size, for 95c.

Step Ladders, 2 ft., hardware store, Today, 95c.

Bake or Pastry Board, with sides; size 18 x 28 inches, and a good rolling pin. The two today, 85c.

Double Boilers, good grade grey enamel, 2-qt. size, \$1.35 value. Today, 95c.

Enamel Tea Kettles, high-grade grey enamel, 3 or 4-qt. size, \$1.50 value. Today, 95c.

Baby Bath, 22-inch diameter, good grey enamel. Today, 95c.

Enamel Chamber Pails, with cover, second, 14-qt. size, for 95c.

Tea and Coffee Boilers, grey enamel, holds about 3 quarts, suitable for restaurant, hotels, etc. Today, 95c.

The Gem Safety Razor, complete with seven blades in leatherette case. Today, 95c.

Hollow-ground Razor and Shaving Brush, the two today, 95c.

Simpson's—Basement.

## China and Glassware Bargains

Berry Sets, 95c—Regularly \$1.25, seven-piece, pressed glass. Today, 95c.

Orange Bowls, 35c—Regularly 50c, 8-inch size, scalloped. Today, 35c.

Cetery Trays, 25c—Regularly 30c, pressed glass. Today, 25c.

Tumblers, plain, heavy glass. Today, 4c.

Butter Boxes, to hold 1 lb. of butter. Today, 25c.

Seven-piece Water Sets, \$1.69—With cut slip on lid, good quality clear glass. One large water jug and six straight tumblers. Today, \$1.39.

Household Jars, 4 1/2—Regularly 75c—These jars of brown earthenware with white lining, to clear. Today, 49c.

Clover Leaf Cups and Saucers, 17c. Special price, today, \$1.35.

Simpson's—Basement.

## Women's Boots \$1.99 Pair

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

We have taken out 1,000 pairs of fresh up-to-date boots, in sizes 2 1/2 to 5 for a special clean up. Mostly patent and gunmetal leathers, wide and narrow toe shapes, long and short plain vamp and imitation toe caps. 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 6 to 10. Today, \$2.75.

Men's Heavy Wool Felt Lace Boots—Blucher cut, made with leather topcap and leather sole. Sizes 6 to 10. Today, \$2.19.

Children's Boots—All kid leather. Medium weight McKay sewn soles and low heels. Sizes 4 to 7 1/2 at \$1.99; 8 to 10 1/2 at \$2.39, and 11 to 2 at \$2.69.

Boys' Active Service Boots—Heavy box kip leather, blucher cut. 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 \$2.25, and 1 to 5 at \$3.75. Simpson's—Second Floor.

## Women's and Misses' Wear

Women's Coats, \$3.95. 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, \$3.95.

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. Today, sale price, \$16.50.

## Misses' Satin and Serge Dresses \$25

With round neck lines. Satin dresses have smartly draped over-skirts, trimmed with fringe and buttons. In burgundy, brown, navy, black. No exchanges, no refunds, no C.O.D.'s. Regularly \$37.75. Today, \$25.00.

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, no C.O.D.'s. Today, \$10.95.

Women's Serge Dresses, \$7.95, Regularly \$11.95 and \$13.95—Stylish models, with round neck lines. Some have panel, others on straight lines, with small white satin collars. Also some with embroidery and chic button trimming. No exchanges, no refunds, no C.O.D.'s. Today, \$7.95.

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.

Simpson's—Third Floor.

## Satin Quilted Vests \$1.29

The acme of warmth and comfort is contained in these snug tight-fitting 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. Today at \$1.29.

Simpson's—Third Floor.

## Drugs and Toilet Goods

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

Doony Finish Hair Brush, regularly 25c, today, 19c.

Tooth Brushes, regularly 25c, today, 19c.

Tooth Brushes, regularly 15c, today, 11c.

Tooth Paste, regularly 21c, today, 15c.

Catex Nail Preparations—Polish, Paste, Cuticle, \$1.19. Rouge, etc. Regularly 37c, today, 25c.

VERY SPECIAL. 45 only, Grained Ivory Hair Brushes, extra fine bristles, solid backs, in many styles, flat and convex. Regularly \$2.75 to \$4.00. Special, \$1.83 to \$2.99.

Grained Ivory Glove Box. Regularly \$4.50. Special, \$2.29.

Grained Ivory Handkerchief Box. Regularly \$4.50. Special, \$2.29.

Grained Ivory Hand Mirrors. Regularly \$2.25, \$2.00, \$2.50. Special, \$1.25, \$1.50, \$2.00.

1,000 lbs. Powdered Borax. Regularly 20c. Special, 2 for 35c.

1,000 lbs. Broom Sails. Regularly 10c. Special, 2 for 14c.

TOILET PAPER SPECIAL. 1,000 only. Rolls Crepe Toilet Paper. Regularly 10c. Today, special, 2 for 25c.

THE SIMPSON DRUG STORE

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 pies, cakes, etc., moist. Regularly 50 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 Brasieres, Today, 85c—Hooked-in-the-front style. Made of strong wearing white cotton with yokes of embroidery. Sizes 24 to 44. Today, 85