

Simpson's Telephones

Simpson's telephones are at your service if you cannot come down to the store. Goods ordered before 12 noon will be delivered same day; goods ordered before 4 p.m. will be sent first delivery following day. Every purchase backed by Simpson's guarantee of complete satisfaction. Main 7841 for all Departments. Market Phone, Adelaide 6100.

SIMPSON'S

Telephone Store Hours 8:30 to 5:30; Saturday 8:30 to 1 p.m. Market
Main 7841 No Noon Delivery on Saturday Adel. 6100

Fur Storage—Phone Main 7841

The Simpson Cold Storage Vaults are scientifically designed to protect and preserve furs and fur garments of every description. Chilled air of the right temperature is kept in constant circulation thru these vaults, so that every garment is properly taken care of at all times. Phone Main 7841; and an authorized call will be made.

**Charming
Voile Tub Frocks \$8.95**
3 Styles Illustrated



Truly a noteworthy bargain—we secured these frocks far below the usual price for such smartness and quality—today's price is the result.

The three chic styles are illustrated—the voiles are delightfully sheer, but strong—there's a splendid range of colors, including numerous blues. Friday bargain . . . **8.95**

Women's and Misses' \$18.50 to \$27.50 Skirts, \$12.50

Stunning sports and dress styles, including: Drepolo, which features rich, self-toned plaids and stripes in polo cloth finish or baronet satin. Vivid sports shades.

Heavy silk crepes in navy or taupe. Washable satins in flesh, salmon, marine and turquoise blues and white. All prices to make a rousing bargain at one low price today . . . **12.50**

Simpson's—Third Floor.

High Class Ribbons 75c Yd.

500 yards, 5 and 6 inches wide. Light and dark dresdens, jacquard hair bows, light and dark stripe taffetas. Regularly \$1 and \$1.50. Friday bargain, yard . . . **.75**

Simpson's—Main Floor.



Friday Bargains in White-wear and Underwear

\$3.50 to \$5.00 Camisoles \$2.48.

As dainty as can be, in washable satin and crepe de chine. Exquisite laces, hand embroideries, hemstitchings and ribbons are some of their attractive features. Flesh and white. Friday bargain . . . **2.48**

Women's Cotton Bloomers \$1.39.

Elastic at waist and knee, also little flowerettes at bottom. Colors pink, sky blue or white. Friday bargain . . . **1.39**

\$2.00 Cotton Nightgowns \$1.48.

200 slip-over style, round neck and short kimono sleeves, lace trimmed. Friday bargain . . . **1.48**

Women's \$2.00 Cotton Underskirts, \$1.39.

Gored style, deep full flounce of Swiss embroidery or lace. Popular lengths. Friday bargain . . . **1.39**

Women's Corsets \$1.95.

Strong white coutil, average figure model, medium or low bust, best boning. Sizes 21 to 28. Friday bargain . . . **1.95**

Women's 50c, 65c and 75c Vests 39c.

Fine ribbed cotton, some have lace yokes, others finished with beading. Pink and white. Friday bargain . . . **39**

Simpson's—Third Floor.

Trunks, \$8.95

HOLIDAY OPPORTUNITY. Canvas covered, metal bound; canvas covered, fibre bound; also some fibre. Most with straps, all with trays. Sizes, tourist, \$2, \$4 and \$6. and steamer, 40 inch. A miscellaneous lot. Regularly \$10.50 to \$11.50, \$12.00 to \$12.95 and \$14.00. Today . . . **8.95**

FABRIKOID CLUB BAGS. double drop handles, rubber cloth lines, reinforced corners. Sizes 16, 18 and 20. Special today . . . **5.45**

FIBRE SUIT CASES, sizes 24 and 26 inch. Regularly \$4.75 and \$4.95. Today . . . **3.95**

Simpson's—Sixth Floor.

Friday Bargains

Boys' Dependable Suits, \$7.85

Sturdy wool and cotton mixtures in brown stripes and mixed effects. Plain blues and fawn and gray novelty mixtures and stripes.

Better models with vertical pockets. Bloomers have belt loops and governor fasteners. Sizes 24 to 28. Regularly \$10.50 to \$12.75. Friday bargain . . . **7.85**

Boys' Wash Suits, \$1.49

Sizes 2 1/2 to 8 Years. Regularly \$2.25 and \$2.50. Natural shade linen orash washable suits. Junior Norfolk styles with white pique collar and belt, knee pants. Sizes 2 1/2 to 8 years. Regularly \$2.25 and \$2.50. Friday bargain . . . **1.49**

Boys' Khaki Overalls, 98c

Strong khaki drill overalls, made with bib front and back. Suspenders to go over shoulders. Ankle length. Sizes 8, 10 and 12 years. Friday bargain . . . **98**

Simpson's—Second Floor.

Misses' Coats and Wraps, Half Price

Styles which range from smart sports and knee length styles in appropriate fabrics, to handsome exclusive dress wraps in exquisite fabrics, well lined throughout. Half-priced today as follows:

- Regularly \$35.00, at 17.50
- Regularly \$45.00, at 22.50
- Regularly \$57.50, at 28.75
- Regularly \$65.00, at 32.50
- Regularly \$77.50, at 38.75
- Regularly \$95.00, at 47.50
- Regularly \$107.50, at 53.75
- Regularly \$135.00, at 67.50
- Regularly \$155.00, at 77.50
- Regularly \$197.50, at 98.75

Misses' Imported Suits Half Price

Our finest models in tricotine—mostly navy, a few in taupe and sand. The original prices spell their beauty. The majority are individual styles. Exactly half-priced today as follows:

- Regularly \$89.75, at 44.88
- Regularly \$110.00, at 55.00
- Regularly \$117.50, at 58.75
- Regularly \$135.00, at 67.50
- Regularly \$165.00, at 82.50
- Regularly \$175.00, at 87.50
- Regularly \$229.50, at 114.75

Simpson's—Third Floor.

3,000 Yds. Canton Flannel, 24c Yd.

What a remarkable Friday bargain! This flannel comes in medium weight, is fully bleached, well napped, and is 25 inches wide. Not more than 20 yards to a customer. Friday bargain, yard **.24**

\$2.25 Embroidered Pillow Cases \$1.69 Pair. **\$3.00 Table Napkins \$2.45 Dozen.**

Deep hemstitched hem, wide variety of designs. Size 44 x 33 inches, finished. Friday bargain, pair **1.69**

Strong heavy quality in floral designs. All ready hemmed. Size 19 x 19 inches. Friday bargain, dozen **2.45**

75c to \$1.00 Scarfs and Squares 49c Each. For dressers and buffets. Some have imitation fillet lace insets. Sizes 18 x 36, 18 x 45, and 18 x 50 inches. Friday bargain, each **.49**

Simpson's—Fourth Floor.

Rogers' Silver-Plated Spoon or Fork Set, \$1.50

Set of six dessert spoons or dessert forks. Rogers' silver-plated quality, in fancy lined box. Regularly \$2.50 set. Today **1.50**

Set of Six Dinner or Medium Size Forks or Soup Spoons. Rogers' silver-plated, in fancy lined box. Regularly \$2.60 set. Today **1.75**

Casserole Bake Dish \$11.45. 24 only, with an 8-inch fireproof oven, glass lining and cover. Heavily silver-plated stand in a beautiful pierced pattern with white ivory finished handles and an extra silver-plated cover or lid. Regularly \$15.00. Today **11.45**

Set of Six Rogers' Teaspoons 95c. Large or small sizes, Rogers' quality silver plate. Set of six teaspoons, today, **95**

Set of Six Rogers' Silver-Plated Coffee Spoons. Choice of patterns. Regularly \$2.25 dozen. Set of six **.50**

Simpson's—Main Floor.

Upholstered Furniture At Friday Bargain Prices

Two Luxurious Chesterfields and Five Roomy Arm Chairs.

The products of our own factory. Slightly soiled, used as samples in the department.

No. 1—Chesterfield covered in figured denim. Regularly \$160.30. Friday bargain **140.00**

No. 2—Chesterfield covered in tapestry. Regularly \$250.00. Friday bargain **180.00**

No. 3—Arm Chair in tapestry. Regularly \$100.00. Friday bargain **59.50**

Nos. 4 and 5—Two Arm Chairs in tapestry. Regularly \$79.50. Friday bargain, **49.50**

No. 6—Arm Chair in tapestry. Regularly \$59.00. Friday bargain **42.50**

No. 7—Rocker in tapestry. Regularly \$95.00. Friday bargain **39.00**

95c Nursery Scrims 65c Yard

One yard wide, showing the cutest of nursery patterns—in washable colorings of pink, blue and rose. Regularly 95c. Friday bargain, yard **.65**

Simpson's—Fourth Floor.

Women's \$45.00 to \$57.50 Coats \$35.00

The season's popular designs in polio cloth, American cloth, velour, kerse and godtone. Navy, sand, black, rookie and French blue. Exceptional Friday bargain at . . . **35.00**

Extra! Women's Raincoats \$7.95

Not Restricted to Today. English-proofed—belted style—soft collar—adjustable cuff—dark sand shade. Today **7.95**

Women's Wash Suits for Hot Days \$15.00.

Not Restricted to Today. In natural linen or in cream serge twill with fine black stripe. Attractive styles. Sizes 34 to 42. Special value **15.00**

Simpson's—Third Floor.

Picture Framing Bargain, \$1.25

Mouldings of oak, gumwood, antique gilt, silver, etc. Widths up to, and including 12 x 16 inches. Complete with glass, back and work **1.25**

Half Price Picture Frames

Regularly 50c to \$5.00, for 25c to \$2.50.

Sizes from 4 x 6 up to 16 x 20 and 20 x 24 inches, in polished, solid mouldings, antique gilt, white, etc. (No glass). Regular price 50c to \$5.00. Today, 25c to \$2.50.

Simpson's—Sixth Floor.



Simpson's Palm Room

The best place for a light lunch or hearty dinner. Everything carefully appointed. Moderate charges. Simpson's—Sixth Floor.

**Important Friday Bargains
200 Men's Good Suits Reduced to \$32.45**

Regular \$38.50 to \$55.00 Values
A Special Purchase, With Odd Sizes and Broken Lines From Regular Stock.

Fine-finished worsteds, tweeds and chevrets in browns, grays, greens and plain blue shades.

Single-breasted, form-fitting, waist-seam and belted sacques for the young man.

Single-breasted, semi-fitted and conservative sacque models for the older man.

Sizes 34 to 44. Friday bargain **32.45**
(See Yonge Street Window.)

50 Youths' "First Long Trousers" \$19.85

Smart Gray and Brown Tweed Mixtures. Single-breasted, form-fitting and belted sacque models. Sizes 33 to 36. Friday bargain **19.85**

Men's \$4, \$5 Straw Hats, \$3.45

English and Canadian makes. Sennet braid straws with plain and notched edge brims. No phone or C.O.D. orders taken. Today **3.45**

\$3.00 Toyo Panama Hats \$1.95. Fedoras, telescope crown and negligé shaped toyo panamas with plain black and fancy colored ribbon bands. No C.O.D. or phone orders taken. Today **1.95**

\$1.50 Silk Caps 95c. Boys' and men's sizes. Shades of gray and brown, also black and white checks. Today . . . **95**

Men's \$1.00 Cashmere Socks 69c Pair. Wool and cotton mixture, seamless. Black only. Sizes 9 to 11. Regularly \$1.00. Today **69**

President Brand Suspenders 69c. 600 pairs men's President Suspenders. Pulley back style with cord cast-off ends. Narrow, medium or wide webbings in light or dark patterns. Brass trimmings. Friday bargain **69**

Men's Balbriggan Combinations \$1.47. White or natural shades—short or long sleeves, and ankle length drawers. Friday bargain **1.47**

\$3.00 Toke Shirts \$1.79. White shirts, made from fine white cotton. Styles are open front, open back, or open front and back. With bands and cuffs. Sizes 14 to 18. Regularly \$3.00. Today **1.79**

Men's Work Shirts, collar attached style. Black and white stripe, blue, chambray, black sateen and khaki drill. Sizes 14 1/2 to 17. Regularly \$1.59, \$1.75, \$2.00, \$2.25. Today **1.39**

All sizes in the lot, but not all sizes in each line. Simpson's—Main Floor.



The Robert SIMPSON Company Limited