

SIMPSON'S FRIDAY BARGAINS

Keep Cool! With an Electric Fan



\$8.50 to \$23.00

A delightful coolness is easily obtained by means of a breezy electric fan. The comfort secured means efficient work, satisfying relaxation and better health.

Moreover, the prices suit every purse. See our extensive stock of well-built, perfectly finished, up-to-date electric fans. Extended payments obtainable through the Home-Lovers' Club.

6-inch size, 2 speeds... \$8.50
8-inch size, 1 speed... \$10.85
8-inch size, 3 speeds... \$11.75
8-inch size, oscillating... \$17.00
9-inch size, 2 speeds... \$12.00
12-inch size, 4 speeds... \$23.00

Half Price Sale of Women's Suits

CLOTHES, TAFETTAS, SILK POPLINS—in all the leading shades and a score of charming styles. Sacrificed for the purpose of clearing at the following half prices:

\$35.00 Suits today, \$17.50.
\$40.00 Suits today, \$20.00.
\$45.00 Suits today, \$22.50.
\$50.00 Suits today, \$25.00.
\$55.00 Suits today, \$27.50.
\$60.00 Suits today, \$30.00.
\$65.00 Suits today, \$32.50.
\$70.00 Suits today, \$35.00.

Misses' Wear

GENUINE BARGAINS IN MISSES' SUMMER FROCKS, \$4.95—Regularly \$7.50 and \$8.50. Voles, muslins, satins and Hawaiian cloths, in plain, figured, checked, striped and floral designs. Innumerable tailored and novelty chic styles. Marvellous value. Today, \$4.95.

MISSES' SMART TAFETTA FROCKS, \$15.00. Formerly \$22.50 and \$25.00. A glance at these frocks will assure you of their wonderful value. Many lovely styles in all the leading shades, featuring wooden head and button trimmings, vest collars, cuffs and fichus of organdy or georgette, quaint fittings. Today, \$15.00.

MISSES' PIQUE SKIRTS, \$1.35—Excellent quality of material and smart styles combine to make them a decided bargain. Finished with two jaunty pockets, wide belt and collar, cuffs and fichus of organdy or georgette, quaint fittings. Today, \$1.35.

Women's Kimonos

Hand Embroidered Crepe Kimonos, \$1.99.

In wisteria, rose, pink, open and sky. Pretty embroidered in a variety of floral and bird designs. Full Japanese sleeves and sash. The \$2.95 and \$2.95 kind, \$1.99.

GINGHAM HOUSE DRESSES, \$1.75. Variety of dark striped gingham, also plain grey. Three neat, roomy styles. Sizes 34 to 48. No phone orders. A limited number. Today, \$1.75.

Women's Blouses

RICH CREPE DE CHINE BLOUSES, \$2.95—A collection of 200 blouses, in a profusion of smart popular styles, and in a splendid choice of wanted colors. Taken from \$3.95 and \$4.95 stock. All sizes to 42 in the lot. Today, \$2.95.

DAINTY LINGERIE WAISTS, \$1.39—Various small quantities, broken lines and samples of sheer voile waists. Mostly all white—a few trimmed with fancy colored collars and cuffs. Also voile with pique collars. Smart semi-tailored styles. Sizes to 44 in the lot. Regular \$1.95 value. Today, \$1.39.

Books

"Busting 'Em" and Other Big League Stories, by Champion Hitter Tyus Cobb. Original \$1.00 edition. Today, 10c.

"The Army and Navy Library of Detective Fiction." A splendid series for sending to the boys overseas, including "Gloves and Hand," by Stevenson; "The Problem of Cell 13," by Jacques Futrelle; "The Darovv Enigma," by Severy; "The Vanishing Man," by Freeman; "Midnight at Mears House," by Holt; "Initials Only," by Anna Kathalene Green. Original edition, \$1.00. Today, each, 9c.

Women's Combinations

Half Price.
Regularly \$1.00 to \$3.00. Today, 50c to \$1.50.

Broken lines and counter-soiled garments. Made of fine ribbed cotton, lisle thread and mercerized cotton. Plain and fancy yokes. Tight knee or umbrella drawers. Regularly \$1.00 to \$3.00. Today, 50c to \$1.50.

Women's Vests at Half-Price. Manufacturers' samples, seconds and oddments of our regular lines. Made of fine ribbed cotton, lisle thread, and mercerized cotton and lisle. Plain or fancy yokes. Regularly 25c to \$1.50. Today, 13c to 75c.

Women's Corsets, \$1.69—Regularly \$2.25 to \$3.50. Royal Worcester, Corset Royale, Thompson Glovefitting, La Diva, D.A., C. B. a la Spirite brands. This season's models. Styles for average or full figures. Made of extra good quality coutil, batiste and fancy brocades. Low bust and long hips. Pink or white. Sizes 19 to 30 in the lot, but not in every make or style. Regularly \$2.25 to \$3.50. Today, \$1.69.

Women's Good Shape Brasieres—Fine cambric Swiss embroidered. Hooked in front, with deep front and back yokes of heavy linen lace. Sizes 34 to 44. Regularly \$1.50. Today, 95c.

Women's Nainsook Corset Covers—With yokes of daintily patterned lace. Regularly 50c. Price today, 29c.

Women's Umbrella Drawers—Made of extra good quality white cotton. Frills of lace or hemstitched tucks. Both styles. Regularly 75c. Today, 49c.

Women's Nainsook Night-gowns—Slip-over styles—nainsook with yokes of Swiss embroidery. Short set-in sleeves. Regularly \$1.75. Today, \$1.19.

Women's Envelope and Combinations—Fine nainsook and pink mull. Yokes of pretty and floral embroidery. Fitted or strap shoulders. Lace trimmed umbrella drawers or two-button flaps. Sizes 34 to 42. Regularly \$1.50 to \$2.00. Today, 98c.

Women's Pumps and Ox-fords, \$1.49. Both plain and strapped. Several styles of heels—narrow and broad toe shapes—hand-turned, McKay and Goodyear welt soles. Regularly \$3.00 to \$6.00. Small sizes, 2 1/2 to 4 1/2. No exchanges or refunds. Today, pair, \$1.49.

Men's Blucher Boots at \$2.79—275 pairs Black Blucher Boots—box kip leathers—heavy solid standard screw soles—full round toe shapes. Sizes 6 to 11. Regularly \$3.50. Not more than two pairs to a customer. Today, pair, \$2.79.

Children's White Ankle Strap Slippers, 79c—Neat wide toe—medium weight leather soles. Sizes 5 to 8. Regularly \$1.25. Today, pair, 79c.

Youths' Trot-Moc Shoes, \$3.95—Genuine Trot-Moc Tan Blucher Cut Boots. This leather is tanned by a special process, which makes the uppers soft and pliable, but extremely tough. Sizes 11 to 2. Today, per pair, \$3.95.

Same thing in Low Shoes—12 to 2. Today, pair, \$3.50.

Children's and Infants' Wear

Children's Wash Dresses
Half Price.

Made of blue and white striped and checked prints. Button in front, and full skirts. Chic collars and cuffs in plain colors. Sizes 2 to 6 years. Regularly 65c. A remarkable bargain at 33c.

Children's Smart Sailor Hats, made of soft milan straw. Various trimmed with silk ribbons, tassels or bows. Sizes 6 1/2 to 6 3/4. No phone or mail orders. Regularly \$1.75 to \$2.00. Today, 95c.

Infants' and Children's Stockings, of fine ribbed soft cotton thread, in white or black. Reinforced. Sizes 4 1/2 to 6 1/2. Regularly 40c. Today, 25c.

Girls' Sweater Coats

A splendid Sweater Coat for hard wear. Knit in smart fancy weave of fine wool, with a little bit of cotton. Colors rose and sage blue, with white trimmings. Sizes 6 to 14 years. Splendid value at \$2.95.

Picture Framing

Reduced prices. 1/2-in., 3/4-in. and 1-in. Antique Gilt Moulding—Choice pressed wood patterns. Some have gold burnished tips. Regularly 12c, 15c, 18c, 20c and 25c per foot. Today, 7c.

Framed Pictures at 79c. Regularly \$1.25. Colored landscapes, showing wide margin, and framed in a neat 3/4-inch antique gilt moulding. Medium size. Friday bargain, 79c.

Unframed Pictures of the Rocky Mountains—photos of well-known subjects among 7 x 11. Regularly 75c. Friday bargain, 29c.

Electric Fixtures

18 only, Semi-indirect Fixtures, comprising 10 different kinds—some with bowls and some with art glass panels. The regular prices range from \$11.10 up to \$19.20. One price for each, today, \$9.60.

2-way Plugs—heavy and strong, 63c.

Electric Drink Mixers. Regularly \$7.50. \$3.75.

60-watt Tungsten Bulbs—B grade. Today, 33c.

15-watt Tungsten Bulbs, 31c.

50-watt Tungsten Bulbs, best grade. Today, 41c.

16-inch Electric Fans, for 60 cycle, 115 volt current, only 2 left, \$15.00.

Millinery

STUNNING MODEL AND PATTERNS, \$1.95—in dress and sports shapes. Most of them are models from New York's most famous milliners, and include georgette salons, in navy and white; beautiful milans, satins and many styles in summer colors. Regularly \$45.00 to \$25.00. Today, \$7.95.

MORE CAPS, 49c—A large variety of different materials, styles and colors. Regularly up to \$1.50. Today, 49c.

ANOTHER SALE OF LARGE SIZE TRIMMED PANAMAS, \$1.79—Large roll side shapes of the new crown mushroom, now so popular. All beautifully trimmed and finished with white silk cord ribbon. Today, \$1.79.

Diamonds

\$50.00 Cluster Diamond Rings. Today for \$38.95.

\$60.00 Marquise Diamond Ring. Today for \$45.50.

\$60.00 Platinum Top Cluster Ring. For \$42.50.

\$55.00 Hexagon Three Drop Lavaliers. For \$42.50.

\$100.00 Cluster Diamond Earrings. Today for \$78.00.

\$78.00 Princess Diamond Ring. Today for \$62.50.

\$55.00 Half Hoop (5 diamonds) Rings. For \$42.50.

Handkerchiefs

MEN'S MERCERIZED WHITE HANDKERCHIEFS—with neat colored borders. Today, 4 for 25c.

MEN'S WORKING HANDKERCHIEFS—red and white spots. Today, 4 for 25c.

WOMEN'S EXTRA QUALITY WHITE LACE HANDKERCHIEFS. Narrow hemstitched borders. Today, 6 for 85c.

Hat Bands

76c KNITTED HAT BANDS—24 combination shades. Today, each, 35c.

BANDINGS—Handsome embroidered bandings. Combination colorings in pastel shades. Today, 18c.

EMBROIDERIES—Swiss Camille No. 10-4322. 17 inches wide. Today, yard, 18c.

Art Needlework

They are counter-voiled, which accounts for the reduction. Dresses, coats, hats, scarfs, tray cloths, centres, lunch cloths, underwear, cosy slides, towels. No phone orders. Regularly 50c to \$1.00. Today, 10c to \$1.00.

Fingering Wool—white and medium grey. Splendid quality for socks. Special. 49c.

ARTIFICIAL SILK AND SATIN FLOWERS AND FRUIT—for bags, cushions, and all kinds of trimming. Today, bunch, 15c.

Notions

WOMEN'S SATEN PAD HOSE SUPPORTERS, in white and colors. Today, 31c.

CORTICELLI WHITE TWILL TAPES—66-yard roll. Today, 3 rolls for 12c.

SCISSORS, nickel-plated—9 inches long. Today, pair, 65c.

MENDING WOOL, on cards, black and tan. Today, 6 cards for 10c.

LINGERIE BRAID, in white and pink. Today, 4 bolts for 25c.

JAPANESE FANS. Today, 2 for 9c.

KILO METAL SHOE TREES—for men and women. Will fit any size. Regularly 85c. Today, 35c.

Traveling Goods

Tourist Trunks, \$5.95.

Waterproof canvas covered, wide hardwood slats with heavy brass corner protections; good lock and bolts; well lined, with tray division. Sizes 32, 34 and 36 inches. Today, \$5.95.

Club Bag at \$2.98.

Walrus grain, over a strong steel frame, brass lock and side catches. Sizes 16 and 18 inches. Today, \$2.98.

Matting Suit Cases at \$2.98

Leather corners, extra-large, with swing handles; fancy check lining with shirt pocket. Sizes 24 and 26 inches. Today, \$2.98.

Linens, Domestic

Table Cloths Less Than Mill Price—Mercerized damask cloths, assorted designs. Sizes 54 x 70 and 58 x 63 inches. Hemmed. No phone orders. A limited quantity to clear today, 98c.

Pure Linen Damask Napkins, assorted designs. Size 21 x 21 inches. \$6.00 value. Clearing today, dozen, \$4.65.

All Linen Bordered Crash Towelling, 17 inches wide. The 45c kind. Today, yard, 36c.

Unbleached Sheeting, 63 in. wide. Special value, today, yd., 33c.

Striped Ceylon Flannel for pyjamas, shirts, etc.; 30 inches wide. 35c value. Today, yd., 25c.

Circular Pillow Cotton, 42 inches wide. Regular 45c value. Today, yard, 35c.

Stationery

Empress of Japan Letter Size Pad, Writing Pad, containing 70 sheets bond paper. Regularly 15c. Today, 11c.

Empress of France Letter Size Pad, containing 70 sheets feather-weight linen paper. Regularly 15c. Today, 11c.

Be sure you have a supply of Films for your week-end.

Where Will You Dine Today?

If you insist upon cool, quiet surroundings—if you want expert service—if you prefer a superior cuisine at a moderate charge, then you ought to dine in

The Palm Room

Canada Food Board License No. 10-4322.
Breakfast, 8.30 to 10.00 a.m.
Dinner, 11.30 a.m. to 2.00 p.m.
Afternoon tea, 3.00 to 5.00 p.m.
A la carte lunches all hours.
Sixth Floor.

Chinaware

500 DOZEN THIN WHITE ENGLISH CUPS AND SAUCERS. Today, cup and saucer, 12c.

ODD CUPS, thin white English white-cup only, 10c.

1,000 COVERED STONWARE CROCKETS, for preserving butter, eggs, pickles, etc. Will hold 20 to 25 dozen eggs. Friday special, \$1.29.

CLOVER LEAF DINNERWARE. Cups and Saucers, each, 15c. Tea Plates, each, 15c. Dinner Plates, each, 15c. Fruit Saucers, each, 15c. Gravy Boats, each, 15c. Salad Bowls, each, 25c. Vegetable Dishes, each, 35c.

GLASSWARE BARGAINS. Glass Lemon Reamers, each, 5c. Glass Measuring Cups, each, 9c. Glass Fruit Fillers, each, 10c. Kitchen Tumblers, each, 4c. Thin Glass Tumblers, each, 7c. Glass Covered Butter Dishes, each, 25c. Glass Covered Butter Boxes, each, 25c.

4-Piece Table Sets, set, 59c. 7-Piece Fruit Sets, set, 49c. **CUT GLASS WATER SETS**, \$4.95—Good quality glass with floral design. 1 large jug and 5 tumblers. The set, today, \$4.95.

Dinner Sets

OLYMPIC, 97-piece dinner set of finest English porcelain, with heavy conventional border decoration, gold traced handles and edges. Regularly \$24.50. Today only \$19.75.

MARNE-WEDGWOOD & CO'S Imperial porcelain, with pretty French border decoration, gold lined handles and edges; 97 pieces. Today, \$19.50.

CLOVER LEAF COTTAGE SETS FOR \$5.75—50-piece composition. English semi-porcelain with the popular clover leaf decoration. The set for \$5.75.

Hardware

ENAMELWARE, BRUSHES, MOPS, KITCHEN UTENSILS. Phone Orders Also Filled. Main 7841.

WEAR-EVER ALUMINUM COVERED SAUCEPANS, 2 1/2-quart size, \$1.75 value. Today, each, \$1.25.

ENAMEL PRESERVING KETTLES, grey enamel, 1 1/2-quart size; \$5c value. Today, 98c.

GREY ENAMEL WATER FITTERS, 5-quart size, slightly imperfect in finish. About 150 to sell today, each, 69c.

WHITE ENAMEL OVAL DISH-PANS, convenient shape and size for kitchen sink. Today, each, \$1.10.

FOOD CHOPPERS, "The Grind" a high-grade make in family size; cuts coarse, medium or fine. Today, each, \$1.19.

PYRAMID BREAD TOASTERS, toasts four slices at same time. Today, 25c.

BREAD BOXES, white enamel finish, round corners. Medium size, today, \$1.49. Large size, today, \$1.75.

OVERSEAS TIN BOXES, for packing parcels to mail overseas. Size 8 x 8 x 5 inches. Today, each, 25c.

Market

Telephone Adelaide 6100
Canada Food Board License No. 8-7531.
FISH

Ontario Government Whitefish, per lb., 15c; if delivered, 17c.
Ontario Government Trout, per lb., 15c; if delivered, 17c.
Fresh Haddock, headless, dressed, per lb., 10c.
Fresh Cod, headless, dressed, per lb., 10c.

MEATS—Specials in Spring Lamb. Frontquarters Spring Lamb, per lb., 48c.
Brest Spring Lamb, per lb., 35c.
Racks Spring Lamb, per lb., 37c.
Loins Spring Lamb, per lb., 42c.
Legs Spring Lamb, per lb., 45c.
Hindquarters Spring Lamb, per lb., 43c.

GROCERIES.
Lenox Soap, 14 bars, \$1.00.
Choice Family Flour, 24-lb. bag, \$1.59.
Yellow Cooking Sugar, 10 lbs., \$1.00.
Loaf Sugar, 2 lbs., 24c.
Mildet Raisins, substitute for currants, per lb., 20c.
Seeded Raisins, 2 packages, 27c.
Perfection Baking Powder, 2 tins, 37c.
Crisco, 1-lb. tin, 35c.
Canada Cornstarch, package, 12c.
Pearl Tapioca, 2 lbs., 25c.
Finest Creamery Butter, per lb., 49c.
Choice Rice, 3 lbs., 25c.
Dalton's Flavoring Extracts, assorted, 3 bottles, 27c.
Orange Marmalade, 4-lb. pail, 83c.
Kellogg's Toasted Cornflakes, 2 packages, 25c.
Kilm, per tin, 35c.
Choice Pink Salmon, tall tin, 22c.
Finest Canned Peaches, per tin, 20c.
Quaker Oats, large package, 30c.
E. D. Smith's Strawberry Jam, 4-lb. pail, \$1.10.
Choice Prunes, 2 lbs., 29c.
Finest Canned Corn, per tin, 19c.
Fresh Fruit Cake, per lb., 29c.
Mixed Raisins, per lb., 25c.
500 6-qt. baskets Wax Beans, each, 35c.
Home-grown Beets, 6 bunches, 17c.
Carrots, 4 bunches, 17c.
California Valencia Onions, doz., 65c.

CANDY SECTION.
Simpson's Special, per lb., 80c.
Fruit Delight, per lb., 32c.
Week-end Chiclets, package, 25c.

FLOWER SECTION.
Fresh Carnations, per doz., 80c.
Roses, per doz., \$1.15 and \$1.50.
Sweet Peas, bunch, 25c.
Asters, per doz., 80c.
Boston Ferns, each, 95c.
Palms, each, 65c.

Men's Furnishings

Men's Negligee Shirts, 75c—Made from good quality shirting with white headline stripes and colors. Cool style with laundered cuffs. Sizes 14 to 17. Special, today, 75c.

Men's \$1.00 Work Shirts, 79c—Grey galatea shirting with white headline stripe. Collar and pocket. Sizes 14 to 17. Today, 79c.

Men's 60c Balbriggan Underwear, 49c—Shirts and drawers; natural shade; long sleeves and ankles. Sizes 34 to 44. Today, garment, 49c.

Men's and Boys' Elastic Belts, with patent buckle. Regularly 35c. Today, 23c.

Boys' 75c Shirt Waists, 59c—Striped patterns, collar attached, for boys 9 to 15 years. Today, 59c.

Men's Sox

Manufacturers' seconds of Men's 29c Cotton Sox, 23c—Black, white and colors; extra fine and closely knitted; seamless feet; all sizes. Today, 23c.

Women's White Cotton Gloves, perfectly finished, two dome fasteners and strong sewn seams. Sizes 6 to 8. Regularly 29c. Today, 19c.

Women's Silk Stockings, sheer thin weave; high silk leg and deep cotton top; black, white, brown and grey; all sizes. Usual 75c value. Today, 43c.

Boys' Ribbed Black Cotton Stockings, good weight and closely knitted. Sizes 4 to 10. 49c quality. Today, 33c.

Women's Cotton Stockings, in black, white and grey. Extra close fine thread with double garter welt. Sizes 8 1/2 to 10. Special value, today, 28c.

Men's Hats

Men's Straw Hats, 89c—Regularly \$2.00 and \$2.50. Split and semit brim styles, with plain and notched edge brims. It's an excellent opportunity at the Friday bargain price, 89c.

\$3.00 Straw Sailors. Half price, \$1.50.

\$4.00 Straw Sailors. Half price, \$2.00.

Men's \$5.00 and \$6.50 Panamas, \$2.95.

Fedora, telescope crown and negligee styles. Get one now for next season, it'll pay you.

Men's Clothing

Men's and Young Men's Smart Tweed Suits, \$12.95. On Sale at 8.30 This Morning.

New fall fabrics, made up in two and three-button models. Different shades of grey and brown tweeds in attractive patterns. Well tailored coat, vest and trousers. Sizes 34 to 44. On sale, 8.30 this morning, at \$12.95.

Men's and Young Men's Hot Weather Suits, \$10.75. On Sale at 8.30 This Morning.

This group offers a selection of new fabrics, made up in the most popular hot weather models. Kool and Palm Beach cloths, and light weight tweeds in various shades and patterns. Sizes 33 to 44. This morning