Telephone Main 7841 — 1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919 — Market Adelaide 6100

Store Opens at 8.30 a.m.

Simpson's Friday Bargains

Store Closes at 5.30 p.m.

$16.95 is the Friday Bargain Price for Men's and Young Men's Spring Overcoats

Men's $5.00 Lincoln Soft Hats at $3.85
A Friday bargain in new spring styles! Dressy shades of greens and greys with flat and slightly curled brims. Today, $3.85.

50c and 75c Caps at 39c
Four and eight-piece top shaped caps for men and boys, light and dark shades of grey, also brown and navy. Friday bargain, 39c.

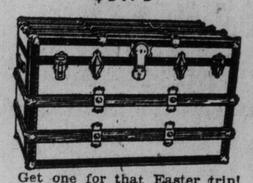
Children's $1.50 Tams at 98c
Man o' war style with plain and gold lettered bands, good quality navy blue serge. Today, 98c.
Simpson's—Main Floor.

6 Bedroom Suites Clearing Today at $136.50 Each

Nitro and Tungsten Bulbs

100-watt "Nitro" Bulbs, 88c.
100-watt "Tungsten" Bulbs, 45c.
60-watt "Condor" Tungsten Bulbs, 40c.
60-watt "Mazda" Tungsten Bulbs, only a few left, 35c.
15-watt "Round Frosted" Bulbs, 42c.
15-watt Clear "Condor" Bulbs, 24c each; 5 for $1.00.
Simpson's—Sixth Floor.

Friday Bargains in
Tourist Trunks $5.95



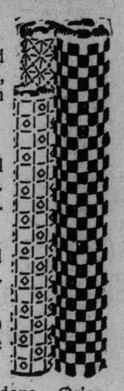
Get one for that Easter trip! Canvas covered tourist trunks, good bumpers, locks and fasts. Divided trays, steel bottoms. Sizes 32, 34 and 36 inches. Today, $5.95.

Suit Cases, $1.98
Deep square fibre case with reinforced corners, swing handle, inside shirt pockets. Sizes 24 and 26 inches. Today, $1.98.

Club Bags, $3.95
Walrus grain fabrikoid, deep corners, swing handle, good model, square ends, reinforced fasts and lock. Sizes 16 and 18 inches, $3.95.

Oval Photo Frames Half Price!
Including Glass Back and Fitting.
A collection of polished mahogany stand, swing and oval hanging frames, also some square single and double, various sizes from 6 x 8 to 14 x 20 inches. Regularly $3.50 to $18.00. Today, fitted complete, $1.25 to $5.00.
Simpson's—Sixth Floor.

"Feltol" Floorcovering 59c Square Yard



Several hundred rolls in good tile, wood and floral patterns. Suitable for kitchen, bath or bedroom use. Heavy glazed finish—good colorings. Per square yard, 59c.

Tapestry Rug Bargain, $13.95
Six good patterns in Oriental and floral designs, Scotch tapestry of durable quality. Size 7 ft. 6 in. x 9 ft. Friday bargain, $13.95.

Stair Carpet, 55c Yard
Grey mottled centre and green or red lined border. 18 in. wide, yard, 55c; 22 in. wide, yard, 65c.

Washable Bath Mats, $1.95 Each—500 blue and white washable bath mats. Size 27 x 52 in., at, each $1.95.

Velvet Pile Rugs at $4.50—For halls or dens. Oriental colors in deep crimson, blue and tan shades. Size 36 x 63 in., at, each $4.50.

Reversible Bedroom Rugs, $7.95 Each
Attractive patterns in two-tone colorings of blue, green, rose and tan. Size 9 x 12 ft., today, $11.95; 9 x 10 ft. 6 in. at $10.95; 9 x 9 ft. at $9.95; 7 ft. 6 in. x 9 ft. at $7.95. Given with each rug is a small mat for dresser or bedside.

Congoleum Rugs, $8.95 Each
Sanitary and well glazed. Distinctive colorings in good rug patterns. Suitable for any room. Size 6 x 9 ft., at, each $8.95.
Simpson's—Fourth Floor.

They Are Reg. $196.50 Suites

Bedroom Suites in black walnut and mahogany, with Queen Anne period decorations. Dresser has three large drawers, shaped standards and mirror frame. Period trimmings. Large chiffonier has four long drawers and mirror back. Dressing table fitted with triple swing mirrors. Bed double size—post corners—shaped head and foot ends. To be sold complete, Friday bargain, suite, $136.50.

$39.75 Buffets for $29.75
Oak—fumed and golden finish. 48-inch case. 2 small drawers—1 lined for silver. Large linen drawer. Bevelled plate mirror. Regularly $39.75. Friday bargain, $29.75.

$41.00 Extension Table for $29.95
Solid quartered oak—fumed and golden finish. 48-inch top. Regularly $41.00. Friday bargain, $29.95.

$44.00 Extension Table for $32.95
Quartered oak—fumed and golden finish, 48-inch top. Regularly $44.00. Friday bargain, $32.95.

$25.00 Library Tables at $17.95
Quartered oak—fumed finish, Mission design—top 44 x 28 in. Double book racks each end and centre shelf. Regularly $25.00. Friday bargain, $17.95.

Set of Dining Chairs, $18.95
Quarter-cut oak — panel backs. William and Mary design. Covered in genuine leather. Regularly $27.00. Friday bargain, $18.95.

$21.50 Dresser for $15.45
Selected ash—golden finish, 3 large drawers. Shaped bevelled plate mirror. Regularly $21.50. Friday bargain, $15.45.

$33.50 Dresser for $21.35
White enamel, 3 drawers. Bevelled plate mirror. Regularly $33.50. Friday bargain, $21.35.
Simpson's—Fifth Floor.

Two Friday Bargains in Lace Curtains at $1.18 and $1.46

AT $1.18 PAIR—Choose from a dozen excellent styles. Plain or medallion centres in both white and light ecru. 36 inches wide—2½ yards long. Today, pair, $1.18.

AT $1.46 PAIR—Allover floral and conventional designs with scroll or rose patterned borders. White or ecru. 36 to 40 inches wide, 2½ yards long. Today, pair, $1.46.

And Two Bargains in Chintz for Today

AT 39c YARD—2,000 yards. Regularly 49c yard. Light and medium color combination—mostly allover floral designs, appropriate for bedroom hangings, box covers, etc. 34 to 36 inches wide. Today, yard 39c.

AT 95c YARD—1,000 yards of English shadow cloth, 50 inches wide. Dainty verdure and floral patterns, fully reversible. Today, yard, 95c.
Simpson's—Fourth Floor.

Portiere Rods Complete 49c
Well polished brass rods, extending from 26 to 48 inches, to fit in between doorways. Complete with a pair of sockets and screws. Today, each, 49c.

Friday Bargains---Wall Papers, Go-Carts, Paints

Floral Wall Paper for Bedrooms
Single Roll 12c.
Dainty colorings of pink and yellow on grey printed grounds.

Canadian Wall Paper, 9c Single Roll
18-inch Border, 1c Yard
Broken stripe pattern in cream with pink on fawn ground, for sitting-rooms and bedrooms.

New Varnished Tile Wall Papers, 23c
For kitchens, bathrooms and shops—good range of styles, in blue, brown and green colorings.

White and Cream Ceiling Paper
Single Roll, 9c.
Allover spider web design in silver mica on white and cream grounds.

Verdure Tapestry Wall Papers
Single Roll, 23c.
Latest color combinations of blue, tan, green, buff, grey and rose, for living-rooms and halls.
Simpson's—Sixth Floor.

Go-Carts
Friday
$4.98

25 only, natural varnish, hard wood frames with reclining backs—spring gears and four 10-inch wheels with rubber tires.

Alabastine and Brush Today 79c
Complete Outfit For Room.
5-lb. package of Alabastine—the durable cold water tint, easily prepared and put on walls and ceilings. And 6-inch brush for applying same. Choice of white, ivory, cream, buff, dark buff, green tint, pea green, pale blue, sky blue, pink, grey, lavender, etc.
Clear Furniture Varnish, per quart, 49c.
Berry Bros.' Floor Wax, 1-lb. tins, 33c.
Pure Turpentine, quart, 45c.
Gold and Aluminum Paints, 2-oz. bottles, 13c.
Simpson's—Sixth Floor.

85 only in this special group. The styles include trencher models with all-around belts and slash pockets. English slip-on with close-fitting collar and full back, and form-fitting models with general waisty lines. Developed in dressy tweeds in most wanted shades and patterns. A few black cheviot, also Chesterfield. Sizes 34 to 44. Friday bargain, $16.95.

50 Youths' First Long Trouser Suits $12.45

Trencher and form-fitting models, tweeds in numerous attractive shades and pattern effects. Medium height vest, narrow trousers. Sizes 32 to 35. Friday bargain at $12.45.

'English' Paramatta Raincoats $7.95

For Men and Young Men.
Motor model in olive fawn shade, close fitting collar, full back. Sizes 35 to 46. Friday bargain, $7.95.

Men's Odd Trousers Today at $4.95

Clearance of 85 pairs, odd sizes and broken lines of regular $5.50, $6.00, $6.50 grades, tweeds and worsteds in wanted patterns. Sizes 32 to 44. Friday bargain, $4.95.
Simpson's—Main Floor.

Bargain! Men's $1.00, $1.25 Shirts at 79c

They're plain and fancy hairline and cluster striped shirts with black, blue, helio on light grounds. Also plain white with fancy Jacquard fronts. Coat style, soft cuffs. Sizes 14 to 16½. Today, 79c.

Men's $1.00 Merino Underwear, 79c
Spring weight shirts and drawers to match. Natural shade wool and cotton mixtures. Sizes 34 to 44. Regular $1, 79c.

Boys' 65c Work Shirts 39c
Collar attached. Galatea striped cotton, on tan or blue grounds, with white stripes. Sizes 12 to 14. Today, 39c.

Men's $1.50 Black Sateen Work Shirts, 98c
Heavy weight, collar attached, double sewn seams. Sizes 14 to 17. Regularly $1.50. Today, 98c.

Men's 50c Suspenders at 33c
Pulley back suspenders. Duplex brand, light or dark patterns. Regularly 50c. Today, 33c.

Men's 25c, 35c and 50c Soft Collars at 12½c
Arrow and Forsyth Brands.
Plain white, white pique, tan and striped silks. Not all sizes in each line, but sizes 12½ to 17 in the lot. Today, each 12½c.

Men's 35c Suspenders, 19c
Cross back and pulley back style, light or dark webbing. Regularly 35c. Today, 19c.

35c to 75c Armbands, Today 25c
720 pairs silk armbands in plain, cable or fancy cord webbing, pink, blue, black, brown, helio, grey, sky, white, khaki shades. Each in separate box. Today, 25c.

35c Neckwear at 19c
Men's and boys' silk neckwear in plain or all-over patterns, floral or striped effects. Flowing end shapes. Today, 19c.
Simpson's—Main Floor.

Boys' Suits $5.95, Friday Bargain

Regularly $8.00 and $9.00.
Designed in grey and black diagonal stripe and brown and grey hairline stripe cottonade. Single-breasted—all-around loose belted style. Patch pockets and semi-Norfolk style with stitched belt at waist. Full fashioned bloomers. Sizes 25 to 35, 7 to 17 years. Friday bargain, $5.95.

Stylish Junior Norfolk Suits at $4.35

Regularly $5.00.
Durable and stylish "Jack Smith" novelty junior suits for little fellows. Brown and grey hairline stripe cottonade, buttoned up close to neck. Knicker pants. Sizes 3 to 8 years. Friday bargain, $4.35.

Little Boys' Blue Serge Reefers at $5.95

Rough serge. Wool and cotton mixture. Double-breasted model with Canada brass-finish buttons. All-around loose belt with buckle at waist. Sizes 3 to 8 years. Friday bargain, $5.95.
Simpson's—Main Floor.

Friday Bargain Event Extraordinary

Rogers' 1847 Silver-Plated Ware Nearly Half

Regularly $11.00 and $12.00 a Dozen, Going Today at, Each, 49c

A wonderful collection of 200 pieces, including Dessert Spoons, Dessert Forks, Table Spoons and Medium Forks. "Vesta" and "Lotus" patterns. Regularly $11.00 and $12.00 a dozen. But you must come today to get them at, each, 49c.
Simpson's—Main Floor.

Sale of Smoked Meats in the Market Today---Come Early---Phone Adel. 6100

"SIMPSON QUALITY MEATS"
Our Standard Government inspected and approved.

Young Lamb Frontquarters, lb.	.25
Young Lamb Loins, lb.	.34
Young Lamb Legs, lb.	.42
Young Fresh Pork Legs, whole or half, lb.	.39
Shoulder Roasts, choice beef. Special, lb.	.22
Brisket, best boiling cuts, lb.	.22
Maple Leaf Brand Finest Back Bacon, boneless, whole or half piece, lb.	.60
Maple Leaf Brand Finest Breakfast Bacon, whole or half piece, lb.	.53
Round Roast, very tender, lb.	.33
Maple Leaf Brand Finest Smoked Hams, whole or half, lb.	45
Gunn's Brand Breakfast Bacon, very mild, whole or half piece, lb.	.44
Gunn's Brand Boneless Back Bacon, whole or half piece, lb.	.57
Gunn's Brand Mild Smoked Hams, whole or half, lb.	.40
Gunn's Brand Boneless Cottage Hams, 3 to 6 lbs. each, for boiling or frying, lb.	.38
Maple Leaf Pure Lard, 3-lb. pails, gross weight, pail	1.10
Easifirst Shortening, 3-lb. pails, gross weight, pail	.90

FISH.

Whitefish, winter caught, dressed, lb.	.13
Lake Herring, winter caught, large size, lb.	.07
Haddock, fresh caught, dressed, lb.	.12
Flounders, fresh caught, lb.	.14
Sea Salmon, fresh frozen, headless, dressed, 5 to 9 lbs., whole or half, lb.	.25
Finnan Haddies, fresh smoked, lb.	.13
Kippered Herring, per pair	.10
Boneless Salt Cod, 1-lb. blocks, lb.	.18

GROCERIES.
3,000 tins Finest Canned Aylmer Tomatoes, tin, 16c.
(Only 5 tins to a customer.)
Finest Canned Peas, 2 tins, 25c.
Finest Canned Corn, tin, 20c.
2,600 packets Seeded Raisins, packet, 14c.
One car Standard Granulated Sugar, 20-lb. bag, $2.20.
Lenox Soap, 7 bars, 49c.
Choice Family Flour, 24-lb. bag, $1.49.
Finest Creamery Butter, lb., 65c.
Yellow Sugar, 5 lbs., 55c.
California Raisins, a substitute for currants, lb., 19c.
Finest Cooking Molasses, tin, 14c.
Perfection Baking Powder, 2 tins, 37c.
Cornstarch, packet, 12c.
Crisco, 1-lb. tin, 33c.
Pearl Tapioca, 2 lbs., 28c.
Dalton's Extracts, assorted, 3 bottles, 27c.
Choice White Beans, 3 lbs., 25c.
Choice Rice, 3 lbs., 32c.
Orange Marmalade, No. 4 size pail, 83c.
Klim, tin, 39c.
Pink Salmon, tall tin, 24c.
Quaker Oats, large packet, 29c.
Raspberry Jam, No. 4 size pail, 95c.
Prunes, 2 lbs., 28c.
Fruit Cake, lb., 25c.
Mixed Biscuits, lb., 25c.
2,000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed. Today, lb., 49c.

FRUIT SECTION.
California Navel Oranges, doz., 59c.
Choice Grapefruit, 3 for 29c.
Choice Carrots, 8 lbs., 20c.
One car New Brunswick Potatoes. Delaware, peck, 36c.

CANDY SECTION.
Assorted Fruit Fudge, lb., 25c.
Humbugs, lb., 25c.
Assorted Chocolates, in picture top boxes, each weighing ¾ lb., special value, box, 25c.
Peanut Brittle, lb., 29c.
Globe Chocolates, lb., 35c.

FLOWER SECTION.
Easter Lilies, per bloom, 25c.
Rubber Plant, each, $1.00.
Boston Ferns, each, $1.39.
Pans Hyacinths, 75c and $1.00.
Pots Daffodils, each, 50c.
Primula, each, 40c.
Spirea, each, 75c.
Fern Pans, 5-inch, each, 30c.
Fern Pans, 6-inch, each, 37c.
Palms, each, 65c.

The Basement List of Friday Bargains Features Savings

GOOD WEARING GREY ENAMELWARE PRICED FOR QUICK SELLING TODAY.

Lipped Saucepans, 2 and 2½ qt. size, today, 23c.
Enamel Water Buckets, 10 qt. size, today, 69c.
Enamel Tea Kettles, 4 qt. size, today, 79c.
Enamel Preserving Kettles, 4 qt. size, today, 39c.
Enamel Wash Basins, medium and large sizes, today, 25c.
Enamel Round Pudding Pans, 2 qt. size, 10c. 4 qt. size, 25c.
Enamel Chambers, medium and large sizes, today, 35c.
Gas Lighters, instead of matches, for lighting the gas stove. Complete today, 15c.
Extra tips for lighter, 2 for 15c.
Wearever Aluminum Covered Saucepans, 3 qt. size, $1.75 value, today, $1.39.
Bread Toasters, for use on gas stoves, pyramid style, toasts four slices at one time. Today, each, 19c.
Aluminum Salt and Pepper Shakers, loaded bottoms, good size, today, per pair, 23c.
Wash Boards, metal face, well made, today, 33c.
Bread Boards, 11½ in. diameter, clear white wood, nicely finished. Today, 29c.
Corn Brooms, four string, well made, medium weight. Today, 59c.
Universal Polish Mop and Large Bottle of Cedar Oil Polish, $1.50 value, complete, today, set, $1.19.
Perfection Oil Heaters, will keep the chill off the house when you let your furnace fire out. They are smokeless, odorless—burn 10 hours on a gallon of oil—safe, may be carried anywhere. $7.25 value, today, $4.95.

The Robert SIMPSON Company Limited