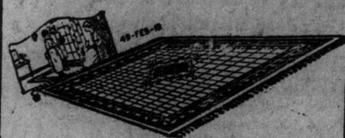


Telephone Main 7841 1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919 Market Adelaide 6100

STORE OPENS 8.30 a.m. CLOSSES 5.30 p.m. OPEN ALL DAY SATURDAY

Simpson's Thanksgiving Friday Bargains

Home Furnishings at Friday Bargain Prices!



Axminster Rugs, 4 ft. 6 in. x 7 ft. 6 in., \$19.49.
Superior grade of Axminster, deep pile, in a well-assorted range of designs and colors. Size 4 ft. 6 in. x 7 ft. 6 in. Friday bargain, \$19.49.

Velvet Rugs, \$12.95
Effective designs and colorings. Friday bargain, \$12.95.

Fine Japanese Matting, 33c Yard
Finest quality Japanese Matting, 36 in. wide. Yard, 33c.

Heavy Reversible Stair Carpet, 85c
Jute Carpet, made with grey centre and green border. Sizes:

27 in. wide, at yard, 85c.
23 1/2 in. wide, at yard, 75c.
18 in. wide, at yard, 65c.

Odd Lengths and Samples of Carpet Clearing at \$1.95
Mostly lengths of 1 to 1 1/2 yards. Useful for bedside and kitchen use. Friday bargain, \$1.95.

Linoleum, \$1.19 Square Yard
A substantial quality, well finished, thoroughly seasoned linoleum, in neat tile, matting and carpet effects. For square yard \$1.19.

Simpson's—Fourth Floor.

Tungsten and Nitro Bulbs and Electric Fixtures--6th Floor

Genuine Cloisone Table Lamps at \$10.19

6 only, with hand-made open metal work shades, lined with silk. Regularly \$13.50. Friday bargain, \$10.19.

Electric Stoves, \$3.75

25 only, 9 in. square, nickel-plate or oxidized finish; complete with cord and plug. Regularly \$4.75. Friday bargain, \$3.75.

10-Watt Tungsten Bulbs, 23c Each, 5 for \$1.00

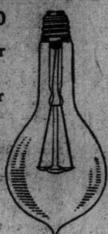
15-watt Tungsten Bulbs, 25c each, 5 for \$1.10.

25-watt Tungsten Bulbs, 26c each, 5 for \$1.15.

100-watt Tungsten Bulbs, 62c each.

100-watt Nitro Bulbs, 65c each, 2 for \$1.25.

We guarantee safe delivery of these bulbs. Any broken in delivery will be exchanged if returned with sales check by Monday next.



Dressers, Chiffoniers and Parlor Suites--Bargains!

Dressers at \$24.75

Mahogany finish, 40-inch case, two large and two small drawers, with wood pulls. Shaped standards, bevelled plate mirror. Today, \$24.75.

At \$25.25

Mahogany finish—shaped top. Two large and two small drawers—plate mirror. Today, \$25.25.

At \$33.50

Dressers of ash, golden finish, large oval plate mirror. Two large and two small drawers. Shaped legs. Today, \$33.50.

Parlor Suites, \$36.50

Settee, arm chair and rocker. Frames of birch, mahogany finish—shaped legs and arms, panel backs, covered in tapestry. Today, \$36.50.

Simpson's—Fifth Floor.

Chiffoniers, \$20.75

Golden surface oak—three large and two small drawers—also cupboard. Brass trimmings. Fitted with bevelled plate mirror. Today, \$20.75.

Living-Room Chairs and Rockers, \$12.00

Large chairs with deep spring seats, all-over upholstered in good grade of artificial leather. Today, \$12.00.

Wall Papers for Bedrooms, Living Rooms, Halls--10c Roll

The assortment comprises floral, stripe and tapestry patterns. Some have 9-inch frieze, others cut-out borders to match. Specially priced at, yard, 3c.

1,500 Rolls Ceiling Papers, 5 1/2c Roll

Figured designs and floral patterns, printed on light colored backgrounds. Regularly 10c and 12 1/2c.

40c Chintz Design Wall Papers, 23c Roll

All-over floral and bird patterns, colored with delicate tints of blue, pink, green or mauve.

Simpson's—Sixth Floor.

85c and \$1.00 Tapestry Wall Papers, 60c

Scenic and verdure designs, printed with rich or subdued tones of the latest colorings.

Printed Oatmeal Wall Papers, 29c Single Roll

Artistic designs, printed on heavy duplex oatmeal backgrounds. Colors include tan, brown, putty and fawn. Regularly 45c to 65c.

Chintz Remnants Clearing

One-third to One-half Less Than Regular Prices. Art Chintzes and Cretonnes, measuring from 1/2 to 4 yards. Light, dark and medium colors. Friday bargain, one-third to one-half off regular prices.

Buy Curtain Rods Today

New style, flat rod—is guaranteed not to tarnish or sag. Single goose-neck or rounded end rods, extending from 28 to 48 inches. Each, 45c.

Single goose-neck or rounded end rods, extending from 36 to 63 inches. Each, 55c.

Double Rods, with rounded ends, for use with overdrapes. Extending from 28 to 48 inches. Complete, 80c.

Same style, extending from 28 to 63 inches. Complete, \$1.00.

Single Bay Window Rods—Two sides extending from 26 to 40 inches. Centre rod from 32 to 54 inches. Complete, \$1.50.

Double Bay Window Rods—Same size as single bay rods. Complete, \$2.75.

Simpson's—Fourth Floor.

Sewing Machine Bargain, \$29

A four-drawer, drop-head model—all attachments. Solidly constructed in selected golden oak. Easy-running machine. Special, \$29.00.

Can Be Purchased Through the Home-Lovers' Club.

Needles, belts, oil for all makes of machines. We repair machines for a moderate charge. See the "Florence Rotary" Machine.

Simpson's—Sixth Floor.

New "Canadian" Electric Phonograph



At \$155

Needs No Winding 7 POINTS OF MERIT.

1. A rich, full, clear tone.
2. Plays any make of disc record.
3. Equipped with electric light, making it easy to operate.
4. Has an automatic self stop and a tone regulator.
5. The case is beautifully finished—Queen Anne design, in walnut, mahogany and fumed oak.
6. Even running, quiet, electric motor—no winding—best quality.
7. Fully guaranteed, and is built to last and give service for years.

NOTE—This Electric Phonograph is outstanding value at \$155.00. Remember, it is fully guaranteed. Inspect this electric model today. Phonograph Department—Sixth Floor.

Framed Pictures 49c---Bargain

Big assortment of Framed Pictures, in color and sepia—gilt and mission oak frames. Sizes about 10 in. x 12 in., 14 in. x 14 in., 10 in. x 10 in., etc. Varied subjects, figure and landscape. Regularly 65c and 75c. Friday bargain, 49c.

Unframed Pictures, 39c

English Colored Prints of \$1.50 value. Also four famous subjects. Friday bargain, 39c.

Simpson's—Sixth Floor.

Bargain in Women's Boots at \$2.95

No Mail, Phone or C.O.D. Orders—No Refunds or Exchanges

450 Pairs, Sizes 2 1/2 to 4. Regularly \$4.00, \$5.00, \$5.50

Button, in patent colt, black kid. All good fitting, stylish-looking boots—some have plain vamps, others made with imitation or regular toecaps. Medium and light weight soles. Cuban and Spanish heels. Sizes 2 1/2, 3, 3 1/2, 4. Friday bargain, \$2.95.

Women's Countess and Classic Boots, \$4.95. Regularly \$6.00, \$7.00, \$8.00

Brown kid, brown calf, grey kid, gunmetal, patent colt and other leathers, made in a dozen smart models. Wide and narrow toe shapes. Goodyear welt, McKay sewn soles. Spanish, Cuban and low walking heels. Friday bargain, \$4.95.

Boys' Gunmetal Boots, \$3.25

A clear-away of about 240 pairs of boys' gunmetal straight lace boots at almost wholesale prices. Longish recede toe, with medium weight McKay sewn soles and flat heels. Sizes 1 to 5. Friday bargain, \$3.25.

Simpson's—Second Floor.

Men's Custom-Made Boots, \$6.95 Pair

This was a remarkable purchase on our part. Snappy new styles for dressy street wear—various popular shapes. Havana brown, gunmetal and patent colt leathers, and in most styles the sizes run 6 to 11. Regularly \$8.00 and \$9.00. Friday bargain, \$6.95.

A Bargain in Men's Suits at \$17.95

Men! An opportunity you cannot afford to overlook. The suits are well tailored from grey and brown Canadian Bannockburn tweed, a material famous for its durability and handsome appearance; single-breasted, 3-button, soft roll, semi-fitted and conservative saque models. Only 65 suits in the lot, so shop early for first choice. Sizes 36 to 44. Friday bargain, at \$17.95.



Big Men's Winter Overcoats \$17.95

Heavy tweed coatings, in numerous shades of grey and brown, are the materials.

Ulster models, double-breasted, convertible storm collars, half-belted backs, regular pockets with flaps. 45 coats in the lot. Sizes 39 to 44 only. A very special Friday bargain at \$17.95.

65 Men's Paramatta Raincoats, \$10.75

Tailored in the popular motor model, from a fawn paramatta cloth, close fitting military collar, natural shoulders, full back. Sizes 36 to 46. Friday bargain at \$10.75.

Youths' First Long Trouser Suits, \$11.95

Smart serviceable tweed; Trencher and form fitting models, especially tailored for this particular age. Sizes 32 to 35. Friday bargain at \$11.95.

Simpson's—Main Floor.

Men's Ties, Shirts, Suspenders and Underwear

Knit Ties, 59c

1,500 men's fibre silk knit neckwear, in grey, red, brown, blue, black, purple. Regularly 75c, \$1.00, \$1.50. Friday bargain, 59c.

Bargain Section, Queen Street.

Shirts, \$1.39

Broken ranges from our regular stock. Some are slightly soiled, double French cuffs and double sewn seams. Sizes 14 to 17. Regularly \$1.75 and \$2.00. Friday bargain, \$1.39.

50c Duplex Brand Suspenders, 33c

Pulley back suspenders, light or heavy webbings, cord cast-off ends. Regularly 50c. Friday bargain, 33c.

Fennan's Fleece Underwear, 98c

Made from soft fleecy wool, shirts and drawers to match. Sizes 34 to 44. Friday bargain, 98c.

Optical News

Have you seen the newest styles in eye-glass mounts?

Our stock of optical goods is always up-to-date.

When your glasses are uncomfortable, call in and let us adjust them—it costs nothing.

Optical Parlors—Second Floor.

Toilet Goods

AT FRIDAY BARGAIN PRICES.

Hind's Honor and Almond Cream, regularly 50c, special, 35c.

Onchid White, regularly 80c, special, 55c.

Semper Clovina, regularly 85c, special, 55c.

Ecstasy Cream, regularly 85c and 90c, special, 55c and 60c.

Onchid Cold Cream, regularly 15c, special, 10c.

Electric Shaver and Witch Hazel Hand Lotion, regularly 25c, special 2 for 25c.

Moham's Korra Korra Powder, regularly 37c, special, 27c.

Spry Powder, antiseptic deodorant, regularly 50c, special, 35c.

Mosses' Talcum, regularly 25c, special, 17c.

Squibbs Talcum Powder, regularly 25c, special, 18c.

Wool of Rose Talcum, regularly 15c, special, 2 for 25c.

Five Tooth Brushes, regularly 15c, special 3 for 25c.

Cutex Nail Preparations, including Nail Bleach, Polish, Nail White and Cuticle Remover, regularly 27c, special 25c.

Robinson's Patent Barley, regularly 45c, special, 30c.

Mintal's Lintment, regularly 21c, special, 15c.

Household White Lintment, regularly 50c, special 29c.

Beecham's Pills, 15c.

Frutivite, 25c.

Chase's Nerve Food, 25c.

Apollo Laxative Cold Tablets, regularly 25c, special 15c.

Apollo Emulsion Cod Liver Oil, with Hypophosphites, regular 75c, special, 45c.

War Tax included. Simpson's—Main Floor.

Scalloped Shelf Paper

Fine quality, in folds of 5 yards. Today, 2 for 15c. Kroma Water Colors, 5 colors to a box. Regularly 25c. Today, 29c.

Silks and Velvets at Friday Bargain Prices

Black Swiss Paillette, \$2.38 Yard

Of extra fine weave, deep skein-dyed black. Weir guaranteed. Big Friday bargain, yard, \$2.38.

Silk Crepe de Chine, \$2.14 Yard

Heavy-weight quality, in all the wanted colors. 40 inches wide. Regularly \$2.50. Friday bargain, yard, \$2.14.

Ivory Jap Habutai, \$1.18 Yard

Yard wide. A limited quantity to sell today. Yard, \$1.18.

Natural Shantung, 98c Yard

Japanese manufacture. Free from loading. 32 in. wide. Regularly \$1.35. Extra value today, yard, 98c.

3,000 Yards Cord Velvets, \$1.24 Yard—Fine and wide wales, in every wanted color. Fast pile and wear guaranteed. 27 inches wide. Today, yard, \$1.24.

3,000 yards Six-finished Velvet, \$1.34 Yard—Simpson's fast pile quality, in a grand range of colors. Friday bargain, per yard, \$1.24.

Simpson's—Second Floor.

Store Conveniences for Out-of-Town Visitors

THE PALM ROOM—On the Sixth Floor.

INFORMATION BUREAU—On Main Floor, Centre.

TELEGRAPH STATION AND FREE PARCEL CHECK ROOM—In the Basement, Centre.

POST OFFICE—On the Street Floor, Centre.

WOMEN'S REST ROOM—On the Third Floor, Richmond side.

TELEPHONE BOOTHS—Conveniently located throughout the store.

We Pay Delivery Charges on all purchases of \$10.00 or more, to any station in Ontario.

The **SIMPSON** Company Limited

Boys' Suits \$5.35

Dependable fabrics, grey diagonal worsted finish tweed. Better model, with vertical pockets; bloomers have belt loops and governor fasteners. Sizes 25 to 32, 7 to 14 years. An exceptional Friday bargain at \$5.35.

Little Boys' Junior Reefers, \$9.95

50 popularly styled reefers—neatly tailored in a dark grey nap. Designed in military model, buttoned up close to neck, deep turn-down collar, lined throughout. Sizes 3 to 10 years. Friday bargain, \$9.95.

Simpson's—Main Floor.

Men's Hats \$1.29



Fedora and telescope crown shapes, in shades of grey, brown, fawn, navy and black. No phone or C.O.D. orders accepted. Today, \$1.29.

75c and 95c Caps at 49c

Boys' and men's sizes. Light and dark shades of tweeds, in four and eight-piece top caps. Today, 49c.

Simpson's—Main Floor.

Club Bags \$3.49

Clearance of Fabricoid Club Bags—some with double high handles, other single. Good looks and facts. Sizes 16 in. and 18 in. Regularly \$3.95 and \$4.25. Friday bargain, \$3.49.

Suit Cases \$7.95

High-grade Keratol Covered Suit Cases, embossed grain straps and corners—good facts and locks meet cloth lining. Sizes 34 and 36-inch. \$9.50 and \$9.95 values, Friday bargain, both sizes, \$7.95.

Simpson's—Sixth Floor.