SIMPSON'S FRIDAY BARGAINS

Prompt Attention to Phone Orders --- Phone Adel. 6100 for Groceries and Meats --- Main 7841 Connects With Other Departments

Silks---Velvets

Colored Chiffon Velveteens, in violet, damson, light, dark and mid grey, myrtle, ruby, chasseur, golden jave and seal browns, matelot, navy, etc. Regularly \$1.25. Today, yard, \$1.00. Messalines, Paillettes and Duchesse Satins, superior qualities, in all the most wanted fall shades and black Today,

Crepe de Chines and Crepe Georgettes, splendid range of colors, ivory and black. \$2.24 to \$2.50 qualities. Today, yard,

Black Silks, in chiffon taffetas, paillettes and messalines. Regularly \$2.50. Today, per yard, \$2.24.

Wide Wale Cord Velvets, navy, greys, greens, wine and cardinal. 27 inches wide. A clearance of \$1.00 qualities. Today, yard, 69c.

3,000 yards of Pink Habutai Silks, in several tones. 36 inches wide Regularly \$1.00 Today, yard, 88c.

Phone orders filled for staple colorings.

Dress Goods

Six Unusual Bargains

All-wool Serges, in navys and black. 42 in. wide. Special Chinchilla and Whitney Coatings, in extra heavy weights and leading shades. 54 inches wide. Regularly \$4.50. Today,

yard. \$3.95. Lister's Black Silk Seals, with superfine close pile. 48

inches wide. Regularly \$6.50. Today, yard, \$5.50. Cheviot Serges, in the British stormproof finish. Navy and black. 56 inches wide. Regularly \$3.50. Today, yard, \$2.95.

Delaines, in attractive colorings. Regularly up to 75c. Clearing today, yard, 44c.

Children's Wear

Infants' Warm Winter Coats \$1.59 No C.O.D. Orders, No Refunds, No Exchanges, and only one

Away Less Than Half Price for Infants' Coats of warm cream chinchilla and blanket cloths. Snugly lined throughout. Lengths 20 to 24 in. in the lot. Some are slightly soiled, but will wash to look like new. On sale at 8.30 a.m. today, \$1.59.

Great Clearance of Infants' and Children's Underwear, mill overmakes and seconds with slight defects, which are scarcely noticeable. "Harvey" and "Watson" brands in the lot, and

Infants' Bands, Button Front Vests, Children's Vests and Drawers, and Children's Combinations. Materials in the lot —fall ribbed silk and wool and all-wool, wool and cotton and

Sizes 3 months to 14 years in the lot. Regular prices would ordinarily range from 50c to \$3.00. Friday bargain prices, 29c

Less Than Half Price for Children's Winter Hats and Bonnets

No C.O.D. Orders, No Refunds or Exchanges.

Manufacturer's sample ranges of new fall styles. Velvets, plushes silks, silk cords, bear-cloths, chinchillas and corded velvets. White and all new shades. Sizes 1 to 6 years. Regularly \$1.25 to \$6.50. Today, 50c to \$2.69.

Girls' Sweater Coats, in winter weight wool and cotton mixture, closely ribbed Smart white-barred sailor collar and two patch pockets. 6 to 14 years. Copen blue only. Regularly \$3.50. Friday bargain, \$249.

Women's Waists Heavy Habutai Silk Waists \$1.98

Front fastened with three large pearl buttons, convertible collars and turn-back cuffs. Sizes 36 to 44. Regularly \$3.95.

\$5.00 Striped Silk Waists, \$2.95, heavy white silk, with narrow self and colored satin stripes. Plain white hem-stitched vest, with three solid pearl buttons. Deep square sailor collar, with white hemstitched border. Sizes 34 to 44.

Regularly \$5.00. Today, \$2.95. \$3.95 Padded Silk Jackets, \$2.95—long sleeves, silk frog fasteners. Colors navy, copenhagen, rose, sky. pink and red. Less than today's market price. Today, \$2.95.

Nurses' Uniforms, \$2.95-regular \$4.50 stock. Made from heavy, firm twill cotton, with convertible collar, four pearl buttons above and below waistband, four-buttoned cuffs, and breast pocket. Sizes 34 to 44 bust. A limited quantity to sell

Linens---Staples

30c Towelling at 23c Yard-bordered crash. 17 inches wide.

\$3.50 Napkins at \$2.85 Dozen-damask, size 20 x 20 inches. \$1.75 Table Cloths at \$1.19—damask, assorted designs, size

40c Towelling Clearing 32c Yard-plain bleached huckaback

Cream All-wool Flannel-special, yard, 65c and 75c.

Embroidered Pillow Cases-size 45 x 36 inches. Today,

Plaid Blankets-large size, 72 x 84 inches. Cortex finish. Bargain today, pair, \$4.95.

Bed Comforters-size 72 x 72 inches. Silk mull coverings, dainty designs. Today special, \$7.50.

Simpson's-Fourth Floor.

Handkerchiefs

Boys' White Lawn Handkerchiefs, with colored borders. Men's Irish Linen Handkerchiefs, with hemstitched bor-

ders. Special, today, 3 for \$1.00.

The SIMPSON Company

Women's Wear

Women's Fall Suits Reduced to \$20.00

A real Friday bargain in smart mannish or semi-tailored suits of various wool materials. Various styles-coats all silk lined and interlined. Leading shades. Regularly \$35.00 to \$40.00. Today only, \$20.00.

Women's Winter Coats at Two Low Prices

\$20.00 to \$25.00 Coats at \$12.95 \$30.00 to \$35.00 Coats at \$21.75

First lot comprises several winter weight fabrics in various styles and in colors navy, grey, brown and black. Extremely good value today, \$12.95.

Second lot consists of wool velours from regular \$30.00 to \$35.00 stock. Newest styles, many plush trimmed. Colors navy, taupe, brown, green, burgundy, black. Today, \$21.75.

Women's Afternoon and Evening Dresses, \$15.95

The evening gowns are in taffetas, georgettes, crepe de The afternoon gowns are in crepe de chine, satin, serge

and tricotine. Great variety of styles and colorings. Originally \$22.50 to

\$40.00. Reduced today, \$15.95. Women's Smart Skirts at \$4.75

Navy and black serges in smart tailored styles-silk poplins in grey, black, navy and taupe, gathered at waist or on yoke, and finished with embroidery or button trimming and novelty pockets. Regularly priced \$5.50 to \$6.50. All clearing today at \$4.75.

Bargains in Women's Underwear

Women's Fleece-lined Vests and Drawers, 75c Great assortment of Women's Vests and Drawers, made of

heavy fleece lined cotton. Vests are high neck with long sleeves and drawers are ankle length. Today, garment, 75c. Women's Vests and Drawers, made of good quality wool and cotton mixture. Vests have high neck and long sleeves, or low neck and short sleeves. Ankle length drawers, closed style. Today, garment, 69c.

Women's Cotton Winter Vests, high neck style with long sleeves. Sizes up to 38 only. Today, 29c.

Women's Combinations, \$1.49 Seconds of Watson's \$2.00 to \$2.50 Qualities.

Elastic ribbed cotton and wool mixture, winter weight, Defects scarcely noticeable. High neck with long sleeves and close fitting ankle length drawers. A real Friday bargain

Also Combinations, made of elastic ribbed cotton or wool and cotton mixture. High neck with long sleeves, or low neck with short sleeves. Ankle length drawers. Special today, \$1.89. Women's White Flannelette Nightgowns, Mother Hubbard

style, with high V or square neck. Double back and front yokes, prettily trimmed. Also pyjama style fronts. Splendid Striped Flannelette Skirts of excellent quality. Perfect

fitting gored style with flounce. Today, 69c. Women's Corsets, low bust models for the average figure,

made of brocaded jean or plain pink jean. Some have tearproof reinforcement. Sizes 19 to 28. Extra Friday bargain,

Millinery

Smartly Trimmed Hats, \$4.85-Hats for junior misses, young women and matrons in a splendid variety of attractive styles, with many of the popular close-fitting shapes. Developed in velvet and plush. Most of them are ostrich trim-med, others are touched with fur. Leading colors and black. Regularly \$5.95 to \$7.55 Today only, \$4.85.

Tailored and Banded Hats, \$2.59-100 extra good quality silk velvet tailored and banded ready-to-wear hats. Large variety of styles and colors. Regularly up to \$5.00. Today, \$2.59. Untrimmed Shapes, \$2,59-300 smart shapes in taupe, navy and black, comprising turbans, small draped effects, sailors and mushrooms. Good quality silk velvet (some with ironed plush crowns), also some pretty plush shapes. Regularly up

Hat Shapes and Feather Bandings

Buckram Frames Half Price—A great opportunity for millinery school students and home milliners. The seasons best shapes from New York. Regularly up to \$1.25. Today, 45c

Feather Bands at 95c and \$1.75—Beautiful ostrich and hackle bands, also burnt goose and fine feathers in the latest popular styles and colors. Some that completely cover the crown. Special today, 95c and \$1.75.

Misses' Wear

Misses' Fall Suits Half Price, \$17.50

50 serge and velvet suits from regular stock. Smart semitailored styles, in all the new shades. No exchanges, no refunds, no C.O.D.'s. Good value at the original price. Regularly \$35.00. A rare Friday bargain at \$17.50.

Girls' Raincapes, \$2.95

No Exchanges, No Refunds, No C.O.D.'s. 60 lucky mothers will obtain these splendid \$3.50 tan raincapes today at the very low price of \$2.95.

Misses' Fall Coats at \$18.75 Wonderfully attractive coats in tweeds, cheviots and plain cloths. A variety of styles and colors. All half-lined. Regu-

Girls' Union Serge Dresses Half Price, \$2.50 Jaunty little styles for smart school wear-braid trimmed, prettily pocketed and belted. Navy only. No exchanges, no

larly \$25.00 and \$27.50. Much reduced for today, \$18.75.

refunds, no C.O.D.'s. Regularly \$5.00. Wonderful value today,

Girls' Cosy Fall Coats, \$8.75 Heavy blanket and whitney cloths, developed in attractive styles, with large convertible collars and fancy pockets Would ordinarily sell at \$15.00, but marked for quick selling today at \$8.75.

Boots

Phone Orders Will Be Accepted on Today's Boot List.

2,000 Pairs Women's Boots, \$3.24-Button and lace styles, in patent colt, gunmetal and dongola kid leathers. Different shapes and plain and fancy vamps. Medium and light-weight Goodyear welt and McKay sewn soles. Cuban and low heels. Sizes 21/2 to 7. Today, \$3.24.

Two-days' Sale of Men's High-grade Goodyear Welt Boots, Today and Saturday, \$5.25-Gunmetal, kip and Havana calf leathers-button and lace styles. Goodyear welt soles-rubber and leather. Wide and narrow toe shapes. Military and flange heels. Sizes 6 to 11. Today, \$5.25.

Girls' Arctic Cloth Slippers, ankle strap and roll collar. Warm and comfortable. Sizes 8 to 10, 65c, and 11 to 2, 69c. Boys' Active Service Boots, guaranteed, made of heavy box kip leather, in blucher cut, heavy solid leather standard screw soles, leather back-stay. Sizes 11 to 13, \$2.75, and 1 to 5, \$3.25.

Hardware

Perfection Oil Heaters, \$6.50

Will heat a good-sized room or hall-smokeless and odorless-safe and convenient. Black finish. Today, \$6.50. Chamber Pails, grey enamel, "seconds," slightly imperfect, 12-quart size. Today, \$1.25.

Oval Tin Foot Baths or Rinsing Tubs, size 20 x 16 x 8 inches, end handles. Today, 79c.

Coal Scuttles, black japanned steel, open pattern, today, 75c.

Furnace Shovels, "D" handle, steel scoop, today, 98c. The Banner Ash Sifter, made of heavy galvanized ironseparates the ashes from the coal, quickly, dustless; can be used as can. Today, \$3.85.

Garbage or Ash Cans, galvanized iron, with handle and cover; two sizes. Today, \$1.19 and \$1.49.

Self-Wringing Mops, easy to operate—good weight knitted mop cloth—long handle. Complete, today, 49c. The Sprustex Polish Mop, with 25c bottle of oil, for clean-

ing and polishing hardwood floors, etc., long handle. Com-Grey Enamel Double Boilers-2-pint size (inside dish), 69c; 3-pint size (inside dish), 79c.

Brush Floor Brooms, 12 inches wide, mixed fibre brush, Overseas Tin Boxes, for packing parcels to send overseas; size 8 x 8 inches. Today, 19c.

Wall Papers

Plain Effect Wall Paper, 13c. Regularly 35c and 50c. 3c Panel Borders to match, yard, 5c. Clearance of five styles, including brown, fawn, light tan and blue colorings for living-

Stripe Papers for Bedrooms, 11c. Regularly 20c. Floral Cutout Borders, yard, 3c. Narrow stripes of blue, pink and mauve, on light grey embossed background—pretty floral cut-out borders add charm to these papers.

Blended Wall Papers, 15c Regularly 35c. Narrow Cut-out Border, yard, 4c. Multitone background of red, green and gold, overprinted with small stripe and medallion design in New Tapestry Wall Papers, 33c. Values 45c to 60c. Foliage

and scenic patterns for living-rooms, dining-rooms and halls. Blue, brown, grey and buff.

2,000 feet Only Room Mouldings, regularly 2c; Friday bargain, foot, 1½c. White enamel and imitation oak room mouldings, 1½ inches wide.

Simpson's-Sixth Floor.

Simpson's Friday MARKET Will Surely Save You Money--Phone Adelaide 6100 Canada Food Board License 9-020.

FISH AND MEATS.

to \$4.50. Today, \$2.59.

Fresh Lake Trout, from Ontario Government fisheries, per lb., 15c; if delivered, 17c.
Fresh Lake Herring, per lb., 10c.
200 only, Sweet Pickled Ox Tongues, today, special, per lb., 30c.
Sweet Pickled Shoulders of Pork, 7 to 9
lbs. each. per lb., 29c.
Fresh Beef, lean, boneless, for stewing, per lb., 24c.
Swift's Cotosuet Shortening, 3-lb. pails, gross weight, per pail, 30c. Swift's Pure Silver Leaf Lard, 3-lb. pails, gross weight, per pail, \$1.10.

Canada Food Board License No. 8-7531. GROCERIES. Lenox Soap. 7 bars, 50c. Choice Family Flour, 24-lb. bag, \$1.65.

Finest Creamery Butter, per lb., 54c. Canned Peas, per tin, 15c. Choice California Currants, 15-oz. pack-Choice California Currants, 15-oz. package, 21c.
Seeded Raisins, 2 packages, 31c.
Molasses, per tin, 15c.
Choice Mince Meat, per lb., 18c.
Finest Table Syrup, 2-lb. tin, 28c.
Perfection Baking Powder. 2 tins, 37c.
Cornstarch, per package, 12c.
Choice Rice, 3 lbs., 35c.
Pearl Taploca, 2 lbs., 36c.
Crisco, 1-lb. tin, 36c.
Pastry Spice, per tin, 9c.
Dalton's Extracts, assorted, 3 bottles, 27c.

27c.
Orange Marmalade, 4-ib. pail, 83c.
Klim, per tin, 35c.
White Beans, 2 lbs., 29c.
Pink Salmon, tall tin, 24c.
Quaker Oats, large package, 30c.
Raspberry or Strawberry Jam, 4-lb.
pail, \$1.10.

Quaker Cornflakes, 3 packages, 33c.
Prunes, 2 lbs., 29c.
Fruit Cake, per lb., 25c.
Mixed Biscuits, per lb., 25c.
2000 lbs. Pure Celona Tea of uniform quality and fine flavor, black or mixed, per lb., 51c.

FRUIT SECTION. 1 car Finest Yellow Cooking Onions, 8 lbs., 25c; 75-lb. bag, \$1.95. Choice Carrots, 8 lbs., 15c. Choice Cabbage, 2 for 15c. Grapefruit, 3 for 28c.

FLOWER SECTION. Asparagus Ferns, each, 19c. Fern Pans, each, 23c and 37c. Boston Ferns, each, 39c and 59c. Pots Chrysanthemums, each, 69c. Large Boston Ferns, each, \$1.19. Palms, each, 65c. Rubber Plants, each, 98c.

Men's Corner

Men's and Young Men's Winter Overcoats, \$16.95

50 only, fine, heavy coats, made up in the ulster, trencher and Chesterfield models. Various shades in grey, brown, Sizes 35 to 44. Friday special, \$16.95.

Youths' First Long Trousers, \$10.45-Tweed suits, broken lines and odd sizes taken from regular stock, selling at \$12.50, \$13.50, \$15.00. Models are form-fitting, trencher and halfbelted effects. Sizes 32 to 36. Today's price, \$10.15.

Men's Tweed Trousers, \$2.95—Dark, serviceable, hard-finished tweed. Sizes 32 to 44. Today, \$2.95. Men's Combination Bath or Lounging Robes, \$7.50—Made from soft, comfortable, warm blanket cloth, in shades of grey. Finished with convertible collar, patch pockets, and cord girdle.

Sizes 36 to 46. Today, \$7.50. NOTE-If ordering by phone, give approximate height and weight.

Men's \$4.50 Sweater Coats, \$3.79

Heavy winter weight union yarn, fancy stitch. High storm collar. Colors are grey with brown, brown with grey, grey with navy, and plain slate. Regularly \$4.50. Today, \$3.79. Men's Underwear-Heavy Elastic Ribbed Shirts and Draw-

ers. Natural shade. Broken sizes in 40 and 42 only, Regularly \$1.25. Today, garment, 95c. Men's Fall Weight Underwear-Natural merino shirts and drawers. Soft knit, fine elastic ribbed cuffs and ankles. Sizes 34 to 44. Today; garment, 79c.

Men's Suspenders-Kid ends, also strand woven ends. Some pulley cord style. Extra value for today, 29c. Boys' Pull-over Sweaters—Grey only, elastic ribbed knit—deep roll collar. Sizes 28 to 32. Today, 49c.

Boys' Bargains

ent patterns. Brown mixtures and stripes, grey stripes and mixed effects—green checks and stripes, and many others. Not every size in each pattern, but all sizes represented. Semi-Norfolk and trench models, some having yoke and box pleats, patch pockets, all-around stitched belt—others have plain back effect, with slash pockets—all-around loose belt, with buckle. Full-fitting bloomers lined throughout, belt loops. Some have strap and buckle at knee; others have Governor fasteners, Sizes 24 to 34, 6 to 16 years. Regular values up to \$10.50. Friday bargain, \$6.95.

Boys' Tweed Bloomers—Dark grey and brown mixed effect—full-fashioned, lined throughout. Belt loops. Governor fasteners. Sizes 24 to 34, 6 to 16 years. Friday bargain, \$1.49.

Homefurnishings

Window Shades, Special 65c—White or cream, standard size, 37 inches wide, 70 inches long. Friday bargain, each, 65c. Curtain Loops, 5c Pair-All colors. Cotton and silk. Up to 25c pair. Friday bargain, pair, 5c.

Bay Window Rods, Complete, 69c-Will fit any ordinary bay window, complete with all attachments. Today, set, 69c. Odd Pairs of Curtains, One-third Off-Single pairs of curtains, some slightly soiled Nottingham, scrim, marquisette and Swiss, in white, ivory and ecru. Friday bargain, one-third off regular prices. Simpson's-Fourth Floor.

Furniture in the Friday List

Living-room Chairs and Rockers, fumed finish, panel backs,

Parlor Suite, birch frame, mahogany finish, panel backs, deep spring seats, settee, arm chair and arm rocker. Regularly \$31.00. Today, \$25.00.

Dressing Tables, colonial design, base of solid mahogany, plate mirror. Regularly \$21.75; \$13.95. Washstand, genuine quarter-cut oak, fumed finish. Regularly \$12.75. Today, \$6.95.

Library Table, genuine quarter-cut oak, fumed finish, mission design, book racks at each end. Regularly \$24.50. To-

Chiffonier, surface oak, golden finish. Regularly \$9.75. Today, \$7.95. esser, fumed oak finish, plate mirror. Regularly \$13.25; Simpson's-Fifth Floor.

Rugs and Linoleums

Tapestry Rugs, real Scotch rugs several designs; size 6' 9" x 9'; \$12.95, for \$9.95.

Rag Rugs, grey and green with fancy borders; fast colors, washable and reversible; size 6' x 9'. Regularly \$13.50. To-

Hemp Stair Carpet, plain grey centre and red or green striped border, 18 inches wide, at 55c yard; 22 inches wide, at 65c yard; 27 inches wide, at 75c yard. Passage Linoleum, thick quality, well seasoned; conventional or floral designs; 36 inches wide. Today, yard; \$1.20.

Chinaware

.Clover Leaf Cups and Saucers, 12c-500 dozen thin English Clover Leaf and Gold Line English Cups and Saucers. Phone your order. Regularly 17c. Friday bargain, cup and saucer

Stoneware Covered Crocks, 98c Each—No. 5 size, with cover, capacity 30 lbs. butter. Regularly \$1.29. Today, each, 98c; No. 6 size, with cover, capacity 40 lbs. butter, regularly \$1.65. Today, each, \$1.19.

English White Rimmed Pudding Bowls—½-pint size, each, 12c; 1-pint size, each, 15c; 1½-pint size, each, 18c; 2-pint size, each, 23c; 3-pint size, 30c; 4-pint size, 39c. Gibson English Decorated Teapots, 4, 5 to 6-cup sizes.

3 Big Friday Dinner Set Bargains 52-piece Dinner Set, \$6.95—New green printed border decoration, good quality thin English ware. Today, set, \$6.95. Complete 97-piece Set, \$10.95-Excellent English ware,

pretty green floral border decoration; complete dinner set of 97 \$30.00 Wedgwood & Co. Dinner Sets, \$22.50—15 sets only, beautiful quality thin English Wedgwood, conventional border decoration, gold line on handles and edges. Today, set, \$22.50.

Fruit Jars-Phone your order-Pint size, \$1.00; quart size,

Red Rubber Jar Rings, dozen, 8c. Metal Rings for Crown Jars, 25c.

Reber SIMPSON Company

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