

Telephone Main 7841

1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919

Market, Adelaide 6100

Simpson's Great Friday Bargain Day

Bargains in Fabrics

Beautiful Silks Reduced Today

36-INCH IVORY WASH SATINS—Liberty "non-slip" finish. Regularly \$2.50. Today, yard, \$2.24.

36-INCH HABUTAI SILKS—In pink and ivory. Specially selected "Echizen" weaves.

Regularly \$1.25, for, yard, \$1.10.

Regularly \$1.10, for, yard, 95c.

KAHE OR CHIN CHIN CREPES—In ivory and in colors. Dainty crepe weaves. In shades for evening wear. Extra value at, per yard, \$1.24.

NATURAL CHINESE SHANTUNGS AND JAP PONGEES—2,000 yards of \$1.00 and \$1.10 qualities offered today at, yard, 85c.

ALL SILK CREPE GEORGETTE—From a famous French firm. Black, ivory, greys, taupes, greens, browns, etc., and a host of evening shades. Marvellous value. Today, at, yard, \$1.95.

Bargains From the Black Silk Sale

Black Duchesse Messaline of French manufacture and Black Swiss Chiffon Taffeta. Regularly \$2.24. Sale price yard, \$1.95.

BLACK DUCHESSE SATINS—In self edge, white edge and gold edge qualities. \$2.69 and \$2.79 weaves. Sale price, yard, \$2.44.

Simpson's—Second Floor.

Wanted Dress Goods at Bargain Prices

50-INCH SHEPHERD CHECKS, NEARLY HALF PRICE AT 95c YARD—An extraordinary special, when you note the great width and extremely low price. Small, medium and large checks. Today, 8.30 a.m. rush special, yard, 59c.

SILK WARP POPLINS—36 inches wide. Taupe, navy, browns, greys, greens, copers, plum, purple, burgundy, sand, putty. Our well-known \$1.49, \$1.69 and \$1.89 qualities. Priced for a big Friday bargain at, yard, \$1.34.

PLAIDS AND TARTANS—A special purchase of lovely dark plaids and overchecks. 36 to 40 inches wide. Less than cost. Today, yard, 95c.

BLACK DRESS FABRICS—Mohair, with silk sprays, spots and shadow stripes. Also black brilliantine lustre. 36 to 40 inches wide. Values as high as \$1.50. Today, yard, 95c.

100 Dressmakers' Forms, \$4.29 Each

A perfect boon to home dressmakers. The famous "Kumpacht" make, that collapses when not in use. Sizes 34, 36, 38, 40, 42, 44. Extra special value, today, each, \$4.29.

Simpson's—Second Floor.

Wash Goods on Friday Bargain

FINE LINGERIE MULL—42 inches wide. White only. Nearly half price today, yard, 29c.

PRINTED PLAID SUITINGS, in brown, blue, grey and green plaids, 38 inches wide. Half price today, yard, 25c.

40-INCH APRON GINGHAM—Bordered and unbordered. Blue checks only. Regularly 55c. Friday bargain, yard, 27c.

PLAIN BLACK BEACH CLOTH—35 inches wide. Regularly 75c. Limited quantity on sale today, yard, 39c.

FIGURED TUSSAHS in silk and cotton. 33 inches wide. Colors natural, pink and white. Regularly \$1.00. Today, yard, 59c.

Simpson's—Second Floor.

3,000 Yards Brocade Coat Linings 50c Yard

We have taken many of our best grade brocade coat linings and marked them away less than cost. Many \$1.00 grades included to give a wide range of colors. 36 and 40 inches wide. Regularly 85c. A genuine Friday bargain at, yard, 50c.

FARMER'S SATINS in rich fast black. 54 inches wide. Specially priced today, yard, 85c.

Simpson's—Second Floor.

Boot Bargains

No Phone, Mail or C.O.D. Orders on Sale Footwear.

Women's Spring Boots

Another big lot of Lady Belle Shoe Co. floor stock cleared out at our own price. We will pass them out to the patrons of our Friday Shoe Sale at less than half the cost of making.

2,000 pairs altogether—patent leather boots, in all sizes, 2 1/2 to 7. Sizes between 5 and 7 are limited. Fifteen different styles—both button and lace, plain vamps or with toe caps, dull kid and black cloth tops, medium and high heel, low and Spanish heels, also Cuban heels, all sizes for \$3.30 shoppers. Regular \$4.00 and \$4.50. Today, \$1.75.

Men's Boots, \$3.95

There are patent kid and black calf leathers; many different toe shapes. Acme rubber and leather soles. Sizes 5 1/2 to 10. It's a fine chance for thirty more to save on the purchase of good boots. Today, \$3.95.

Boys' Havana Brown Boots

Blucher cut, military heel. Sizes 1 to 5 1/2. Today, \$2.25.

Children's Brown Kid Lace Boots, 300 pairs, with medium weight sole, wide fitting last. Sizes 8 to 10 1/2. Today, \$1.59.

Simpson's—Second Floor.

Simpson's MARKET Today

Phone Adelaide 6100

MEATS.

Canada Food Board License No. 9-029.

FRONT-QUARTERS YOUNG LAMB, per lb., 21c.

LOINS YOUNG LAMB, per lb., 32c.

LEGS YOUNG LAMB, per lb., 40c.

PRIME CORNED BEEF, mild, per lb., 20c and 22c.

SHOULDER ROASTS, Simpson quality beef, per lb., 21c.

BREAST, best boiling cuts, per lb., 20c.

GUNN'S BRAND BREAKFAST BACON, whole or half pieces, per lb., 44c.

GUNN'S BRAND BONELESS COTTAGE ROLLS, for frying or boiling, 3 to 3 1/2 lbs. each, per lb., 26c.

GUNN'S MAPLE LEAF BREAKFAST BACON, highest grade, mild curing, whole or half piece, per lb., 52c.

MAPLE LEAF PURE LARD, 3-lb. pails, gross weight. Friday special, per pail, 90c.

GUNN'S EASTFIRE SHORTENING, 3-lb. pails, gross weight. Friday special, per pail, 85c.

FINEST BOILED HAM, per lb., 60c.

FISH.

LAKE ERIE HERRING, large size, fresh frozen, per lb., 7 1/2c.

WHITEFISH, winter-caught, dressed, per lb., 19c.

HADDOCK, fresh frozen, headless, dressed, per lb., 9c.

SMELTS, fresh frozen, delicious, per lb., 10c.

SMOKED FINNAN COD, per lb., 10c.

SMOKED FINNAN HADDIE, per lb., 13c.

SHREDDED SALT COD, per packet, 12 1/2c.

GROCERIES.

Canada Food Board License No. 8-7531.

2,000 packets California Seeded Raisins, packet, 14c.

One car Standard Granulated Sugar, 20-lb. bags, \$2.23.

Lenox Soap, 12 bars, 49c.

Choice Family Flour, 24-lb. bag, \$1.49.

Finest Creamery Butter, lb., 52c.

Yellow Cooking Sugar, 5 lbs., 55c.

California Raisins, a substitute for currants, lb., 19c.

Canned Peas, 2 tins, 25c.

Finest Canned Tomatoes, tin, 15c.

Finest Cooking Molasses, tin, 14c.

Perfection Baking Powder, 2 tins, 27c.

Cornstarch, packet, 12c.

Crisco, 1-lb. tin, 35c.

Pearl Tapioca, 2 lbs., 29c.

Dalton's Extracts, assorted, 3 bottles, 27c.

Choice White Beans, 3 lbs., 25c.

Choice Rice, 3 lbs., 23c.

Orange Marmalade, No. 4 size pail, 83c.

Klhm, tin, 39c.

Pink Salmon, tall tin, 24c.

Quaker Oats, large packet, 20c.

Choice Minicemalt, lb., 18c.

Raspberry Jam, No. 4 size pail, 90c.

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.

Extra Special, 1,000 lbs. Finest Cooking Onions, 12 lbs., 27c.

One car Choice Potatoes, peck, 23c; per bag, \$1.45.

1,000 Choice Cabbages, good size, each, 12c.

Strawberry Rhubarb, 2 bunches, 27c.

California Navel Oranges, Sunkist Brand, dozen, 45c.

CANDY SECTION.

Chocolate Cherries, in cream, extra fine, lb., 60c.

Toasted Marshmallow, lb., 30c.

Salted Peanuts, lb., 25c.

Butterscotch TWIX, lb., 29c.

FLOWER SECTION.

Primula, each, 50c.

Hyacinths, in pots, each 40c, 75c, \$1.00.

Pots Daffodils, each, 50c.

Spiraea, each, 90c.

Palms, each, 65c.

Rubber Plants, each, \$1.50.

Boston Ferns, each, \$1.39.

Cyclamen, bloom, each, 69c.

Asparagus Ferns, each, 19c.

Sale! Women's Sample Spring Suits at \$27.50



Featuring Types of \$35.00, \$40.00 and \$45.00 Styles That Are the Very Last Word in Women's Suit Fashions. No exchanges, No Refunds, No. C.O.D.'s.

We were fortunate in securing 50 stunning new spring suits—manufacturers' samples that were used as models for reproduction or for display—hence the most authentic modes for the new season. These go on sale today at a price that does not begin to represent their value.

All are examples of New York designs—developed from serge, or wool poplin, in sand, navy, brown or black. Beautifully tailored, finished and lined—altogether too various and smart for description, and marvellous value today at \$27.50.

Women's Spring Coats at \$25.00

Dozens of "chic" styles for every occasion. In serge, velour, cheviot and fancy mixtures. Colors sand, brown, navy, black, grey and national blue. Special value at \$25.00.

Simpson's—Third Floor.

Misses' Coats Half Price---Also Dress Bargains

The Coats at \$11.25 and \$13.75

Regular \$27.50 Models.

A sale that many Misses will rejoice in—the styles and qualities being appropriate for either present or early spring wear.

There are novelty tweeds, chevots and medium weight velours. Numerous designs and leading shades. No exchanges, no refunds, no C.O.D.'s. Shop at 8.30 a.m.

Girls' New York Wash Frocks \$2.25

A Special Purchase of \$3.50 and \$4.50 Styles.

There are 500 of them in so many new styles and qualities being appropriate for either present or early spring wear. Made from striped, plaid and checked ginghams, pretty plain chambrays and lovely novelty weaves.

Featuring the very newest designs—with unique panels, novelty collars, shirtings, tuckings, pleats, smocking and buttons. Sizes 6 to 14 years. No exchanges, no refunds, no C.O.D.'s. One of the best values we have ever offered. Today \$2.25.

Simpson's—Third Floor.

Misses' \$12.75 Poplin Dresses \$8.95

50 only—made in excellent quality silk poplin. Featuring the popular collarless neckline, chic embroidery on bodice and belt, and button trimming. Colors brown, green, navy and black. No exchanges, no refunds, no C.O.D.'s. A worth-while Friday bargain at \$8.95.

Women's Serge Dresses Reduced to \$7.95

Regularly \$11.95 and \$18.95.

An assortment of pleasing practical styles in durable serge. Button trimmed and finished with dainty satin collars. Colors green, burgundy, navy and black. No exchanges, no refunds, no C.O.D.'s. Friday clearing price \$7.95.

Women's Spring Dresses---Special at \$22.50

They are of taffeta and georgette—a delightfully spring-like combination. Fancy draped skirts and chic collars and belts that express new ideas. Fashionable shades. Specially priced today \$22.50.

Simpson's—Third Floor.

WHITEWEAR BARGAINS

\$250 To \$400 CAMISOLES, \$1.69—Several fetching designs, developed in rich georgette crepe de chine and Jap silk. Some have dainty lace medallions and insets, others extra deep yokes of shadow lace. Also are beautifully hand-embroidered. Colors pink, maize, peach or white. Extra special value, today, \$1.69.

WOMEN'S SPRING WEIGHT COMBINATIONS of lisle thread. Low neck and no sleeves. Tight knee or umbrella drawers. Genuine Friday bargain at \$1.19.

BANDEAU BRASSIERES—Fine quality ventilated net or embroidered cambric. Hooked in front or back—elastic insert—neat tape shoulder straps. Colors white or pink. Special value today, 95c.

WOMEN'S WHITE COTTON NIGHT-GOWNS in pretty slip-over styles. Elaborately trimmed with lace and insertion. Friday bargain, \$1.69.

ENVELOPE CHEMISE AND COMBINATIONS, white cotton. Trimmed with lace embroidery. Regularly \$1.75 and \$2.00. Today, 95c.

JAP SILK BLOOMERS, in full-fitting styles. Shaded of rose, navy, maize, ivory and open. Wonderful value at \$2.48.

WOMEN'S SPRING WEIGHT VESTS, made of lisle thread and mercerized cotton.

Low neck, no sleeves, and lace yokes. Regularly \$5c to \$4.00. Today only 50c.

WOMEN'S VESTS of spring weight ribbed cotton, with yokes of heavy lace. Special today, 29c.

ALL-OVER APRONS of neat striped print, with round neck and short kimono sleeves. Today, 95c.

"RENGO BELT" REDUCING CORSETS. Regular \$6.00 Models. Friday Bargain, \$3.98.

596 pairs, made especially for the stout figures. English coutil with medium low bust, long hips, and back specially designed to correct the abdominal and hip lines. Elastic insert in front, and wide band of elastic at back, graced front steels with hook below. Six extra heavy hose supporters. Pretty mercerized trimming. Sizes 22 to 36. Friday bargain, \$3.98.

CHILDREN'S "KAYSER" SILK GLOVES—In white, grey and tan. Also wash chambric gloves in grey, natural, white and navy. Sizes 2 to 12 years. Friday bargain, 85c.

BOYS' RIBBED BLACK COTTON STOCKINGS—In sizes 5 1/2 to 10. Fast color. Unusual value at 29c.

GIRLS' RIBBED LISLE THREAD STOCKINGS—Sizes 6 to 12 in white, and sizes 7 to 10 in black. Wonderful value. Today, 45c.

MEN'S COTTON SOCKS—In black, white and colors. Sizes 9 1/2 to 11. Splendid value, today, 25c.

MEN'S HIGH-GRADE PLAIN CASHMERE SOCKS—In fine black yarn. Sizes 9 1/2 to 11. Usual \$1.00 value. Today, 85c.

Simpson's—Main Floor.

Hosiery and Glove Bargains

WOMEN'S CASHMERE STOCKINGS, 29c—Brown, grey, champagne and black. All sizes. Mail seconds. Today, 29c.

WOMEN'S BLACK CASHMERE HOSE—"Penman" brand. Seconds of \$1.25 quality. Sizes 9 to 9 1/2. Friday bargain, 75c.

WOMEN'S SILK HOSE—Seconds of 75c quality, in white, tan and brown. Sizes 8 1/2 and 9. Today, 29c.

WOMEN'S "GORDON" BLACK THREAD SILK HOSE—Of \$1.25 quality. Sizes 8 1/2 and 9. Full fashioned. Friday bargain, 69c.

WOMEN'S WHITE CHAMOISETTE GLOVES—Sizes 5 1/2 to 7. Regularly \$1.00. Friday bargain, 79c.

Simpson's—Main Floor.

Bargains in Toilet Goods and Drugs

TOILET GOODS.

Whelan's Guestroom Size Cream of Soap, regular 5c, special 6 for 23c.

Allen's Antiseptic Shaving Stick, regular 25c, special 17c.

Johnson's Shaving Cream, 25c.

Assorted Toilet Soaps, regular 7c, special 6 for 29c.

PERFUMES AND POWDERS, TOOTH PASTES.

Roger & Gallet's Perfumes, assorted odors, regular \$1.50, special 99c.

Roger & Gallet's Face Powder, assorted, regular 52c, special 44c.

Page's Talcum, regular 16c, special, 2 for 27c.

Pears' Violet Powder, 17c.

EBONY SECTION.

Tooth Brushes, regular 15c, special 2 for 28c.

Tooth Brushes, regular 25c, special, 20c.

Ebony Manicure Pieces, regular 25c, special 4 for 75c.

Cloth Brushes, regular 40c, special 31c.

IVORY GOODS.

Grained Ivory Handkerchief Boxes, regular \$1.50, special \$1.29.

Grained Ivory Glove Boxes, regular \$4.50, special \$3.29.

Grained Ivory Photo Frames, regular \$2.00, special \$1.40.

RUBBER GOODS AND DRUGS.

300 pairs Household Rubber Gloves, regular 60c, special 44c.

100 Soldiers' Air Pillows, regular \$1.50, special 99c.

War Tax included.

SIMPSON DRUG

Overcoat Bargain for Men \$14.75

38 Ulsters for Men and Young Men

Developed in smart heavy tweed coatings. Various shades and pattern effects. Double-breasted ulster model, with wool linings. Sizes 36 to 44. Friday bargain \$14.75.

50 Men's and Young Men's Suits, Today \$20.00

Of smart, firm finished tweeds in most wanted shades and patterns. Single-breasted, 3-button, soft roll, semi-fitting sacks. 5-button vests. Trousers, cuff or plain bottom. Sizes 36 to 44. Today \$20.00.

25 Youths' First Long Trousers Suits, Today \$9.75

Odd sizes, broken lines of regular \$12.50, \$13.50 and \$15.00 values. Attractive tweed in dressy shades and patterns. Trencher and form-fitting models. Sizes 32 and 33 only. Friday bargain \$9.75.

Simpson's—Main Floor.

Boys' Sturdy Suits \$6.95

These correctly styled sturdy English Tweed Suits, in wool and cotton mixture, should make a strong appeal to mothers whose boys are hard on clothes.

Designed in drab and grey and black mixed effect, in an all-around belted model, with vertical pockets. Full-fitting bloomers, with expanding knee bands. Sizes 24 to 30; 6 to 12 years, \$6.95.

Boys' Fawn Paramatta Raincoats Today \$7.95

Made in a durable fawn paramatta. All seams stitched, cemented and taped. Tailored in all-around loose belted model, with slash pockets. Sizes 28 to 36; 10 to 13 years, \$7.95.

Simpson's—Main Floor.

95c and \$1.25 Caps 69c

FOR MEN AND BOYS—With and without inside carbands. Plain shades and fancy designs. Friday bargain, 69c.

Men's \$4.00 Leeds Quality Hats at \$2.95

Satin finished hats in the new flat set shapes, with narrow bands. Shades of grey, green and brown. Today, \$2.95.

Men's Hat Department—Main Floor.

Men's and Boys' Furnishings at Friday Bargain Prices

25c and 35c Neckties for 19c

For men and boys. All-over floral and striped effects. Large flowing end. Regularly 25c and 35c. Friday bargain, 19c.

Men's Flannelette Pyjamas \$1.98

Military collar. Pink, blue, brown stripes—pearl buttons. Sizes 34 to 44. Today, \$1.98.

Men's \$1.75 Flannelette Nightrobes \$1.29

Collar attached. Pink, blue, brown stripes. Sizes 14 to 19. Regularly \$1.75. Friday bargain, \$1.29.

Men's \$1.00 Negligee Shirts 79c

Plain and fancy hairline and cluster stripes of black, blue, helle, tan. Broken ranges from our regular stock. Coat style—soft cuffs. Sizes 14 to 16 1/2. Regularly \$1.00. Friday bargain, 79c.

Boys' \$4.00 Sweater Coats \$2.98

Special purchase. Pure wool, fine cardigan stitch. Military collar—pearl buttons. Sizes 28 to 34. Regularly \$4.00. Friday bargain, \$2.98.

Boys' 59c Pull-over Sweaters 49c

Fine cardigan stitch—heavy cotton. Roll collar, close-fitting cuffs. Sizes 28 to 32. Regularly 59c. Friday bargain, 49c.

Men's \$1.50 Work Shirts \$1.19

Collar attached. Black and white stripes or black sateen. Extra large bodies. Double sewn seams. Double yoke at neck. Buttoned cuffs. Sizes 14 1/2 to 18. Regularly \$1.50. Today, \$1.19.

Men's 85c Merino Underwear 69c

Merino Underwear. Natural shade. Fine wool and cotton mixture shirts and drawers to match. Sizes 34 to 44. Regularly 85c. Today, 69c.

Simpson's—Main Floor.

Flower Trimmed Spring Millinery \$6.50

The leading designers of high-class millinery show a decided favoritism for flower trimmings this season.

Fetching styles are they, in the new rough and fine braids, with facings and upper brims of crepe, and mounts, wreaths or clusters of French flowers. Leading shades. Special, today's price, \$6.50.

Satin and Rough Braid Hats \$3.75

So smart they cannot fail to arouse your enthusiasm, especially at the extremely low sale price. All the latest styles and shades for street and sports wear are shown, some with chic liscere edgings. Today only \$3.75.

Untrimmed Shapes \$3.50

The season's advance styles in fine liscere and Milan hemp. Featuring particularly chic sailors, the popular mushrooms, turbans, close-fitting styles, and unique irregular shapes. All the leading spring shades. Friday bargain, \$3.50.

Simpson's—Second Floor.

Store Opens at 8.30; Closes at 5.30 Daily

The SIMPSON Company Limited