FRIDAY BARGAINS IN THE AUGUST SALES AT SIMPSON'S

Right through the war excitement the Simpson Store is staying with the central idea—confidence and steady business. Are you with us? You will find the prices just as heavily cut on imported as on other lines in these August Sales. Better than ever before, Friday shopping will prove full of profit for you, with a veritable harvest of Bargains.

Store hours: -8.30 a.m. to 5.30 p.m.; Saturdays in August closing at 1 p.m.

Attractive Hosiery Specials

Women's Cotton Hose, imported; black, gray, tan. Regularly 20c and 25c. Women's Cotton Hose, Imported; black, gray, tan. Regularly 20c and 25c.

Hosiery Sale price, Friday

Women's Lisle Thread Hose, black and a variety of colors; mostly PenAngle make; also imported lines. Regularly 25c and 35c. Hosiery Sale price,
Friday

Women's Pen-Angle Seconds in Cashmere Hose, splendid wearing. Regularly 25c and 25c. Hosiery Sale price, Friday

20, 3 pairs .55

Women's Llama Cashmere Hose, soft, smooth yarn; English made; doublespliced heel, toe and sole. Hosiery Sale price, Friday

29

(Main Floor)

Household Linens---4th Floor

Large White Croonet Bed Spreads, with helimited ends, slass 1.19 gain 1.19
Heavy All-Linen Crash Roller Towelling, 17 inches wide. Clearing Friday, 12 yard 12
Fine English Nainsook, 36 inches wide, nice sheer finish and free from fill.
Friday bargain, 19 yards for 20 yards for 20 yards 19 y

3500 Yards of Striped Flannelette, 32 inches wide. Friday bargain, yard 3 Hemmed Huckaback Towels, very serviceable. Rush price, Friday, pair 25 (Fourth Floor)



Enticing Summer Frocks Only \$1.89

A RUSH SALE IN DRESSES FOR \$1.89. SILK DRESSES FOR \$7.65.

New Silk Dresses, styles showing tunic skirts, wide crushed silk girdles, and embroidered batiste collar; colors are navy, brown, black and gray. Friday FRIDAY IS A BARGAIN SUIT DAY, \$2.95.

WASH SKIRTS, 95c.

A clearance of our best selling lines, some slightly soiled. The styles include tunics and plain gored, buttoning down front; materials are reps, ratines, piques, cordelines and corkscrew rep, in white; a good assortment of sizes. Regularly \$1.75, \$3.00, \$3.50, \$3.75. To clear Friday95 (Third Floor)

Buy Silks at Bargain Prices

1000 YARDS SATIN PAILLETTE, 94c YARD. firm, even weave, dyed in the skein; a highly recommended silk. Regularly \$1.25 per yard. Friday, per yard BLACK DUCHESSE SATIN, 96c.

Beautifully soft in finish, our "recommended quality," fast, deep, full black. Friday, per yard BLACK MOUSSELINE DUCHESSE SATIN, \$1.14.

BLACK SILK MESSALINE SATIN, \$1.38. CHARMEUSE SATIN AND MOIRE, \$2.50.

Bargains in Dress Goods SERGES, TWEEDS AND WORSTED STRIPES, 39c.

SCOTCH TARTANS, 50c YARD.

50-INCH DIAGONAL SUITING, PER YARD, 640.

Corsets, Whitewear, Underwear

Women's Corsets-Clearing a numlow waist, styles for medium or stout figures, finest rustproof boning throughout; strong, fine garters; sizes 19 to 30 inches in the lot, but not all sizes in any one style. Regularly \$2.00, \$2.25, \$2.50 and \$3.00. Friday bargain 1.25

Corset Covers-Fine nainsook, yoke handsomely trimmed with val. lace insertions, beadings and edges, and embroidery medallions, silk draw ribbons; sizes 34 to 42 bust. Regularly

Underskirts-White cotton flounce of handsome embroidery, dust ruffle of lawn; lengths 38 to 42 inches. Regularly \$1.50. Friday bargain 1.00 Drawers-Fine ribbed heavy white Hele thread, umbrella style, trimmed with wide fine val. lace, open or closed styles. Meade brand; sizes 34 to 44 bust. Regularly 75c and 90c.

Wash Goods

day bargain10
28-inch Piques—In checks and
28-inch guaranteed fast colors.
Regularly 35c. Friday bargain .23½

28-inch Crepes—Odd lines, in plain, stripe and printed weaves. Regu-larly 25c to 35c. Friday bargain .14 (Second Floor.) AT BARGAIN CIRCLE—MAIN FLOOR.

Millinery

of mid-summer styles. Regularly \$5.00, \$6.50 and \$7.50. Friday . 1.50 SHAPES.

At 25c—Hats that were sold regularly from \$1.50 to \$2.50. Friday .25 At 50c—The finer grades, finer styles. Regularly \$2.00 to \$3.50. Friday (Second Floor.)

\$2.95 and \$3.95 Waists at \$1.50

Laces and Embroideries

These goods were bought some months ago when embroideries were at the lowest in twenty years. Buy right now and save money; in 27-inch flouncings, in effective openwork designs, 29e, 33c, 38c and 48c. 17-inch Corset Cover Embroideries
Much below regular values, at 19c,
23c and 33c. Edgings—In 5 and 6 inches wide, at 12½c, 15c and 18c. (Sixth Floor.)

Smallwares

Belting for Skirts — Black and white, 2 and 2½ inches wide. Yard .5 Leader Safety Pins—Assorted on card. Regularly 3 for 10c, 4 for .10 Dome Fasteners—Black and white, all sizes. Regularly 3 dozen 5c, 8 Argire Dress Shields—All sizes.

Telling Values in Furniture Brass Bedstead, has heavy two-inch posts and top rails,

with massive turned ball corners, heavy fillers, with turned husks, in bright satin or polette finishes, in 4 ft. 6 in. size only. Iron Bedstead, finished in pure white enamel; the top

rails, caps and uprights are in bright polished brass. Supplied in all sizes. Regularly \$5.25. August Sale price 3.95 Mattress, well filled with sanitary curled seagrass, with heavy layer of jute felt at both sides, tufted and covered in twill ticking. Supplied in all standard sizes. Regularly \$2.50.

August Sale price 2.10 Pillows, well filled with all pure feathers, carefully selected and covered in fancy art ticking. Regularly \$2.25. August Sale price, pair 1.35 Kitchen Cabinet, made in solid oak or gumwood, natural finish, fitted with tilting flour bin, two tilting sugar bins, five spice tins, two small drawers, cutting board, large cupboard with shelves, linen drawers and rack inside of door for utensils, white basswood top. Regularly \$18.75. August Sale rice.

tion consists of 30 oil-tempered spiral springs, bound together with steel wire. Regularly \$14.50

Dining-room Chairs, made of selected solid quarter-cut oak, in fumed or golden finish, panel design backs, loose slip seats, well upholstered and covered in genuine leather. Set has five and one arm chair. Regularly \$24.75

Extension Dining Table, in solid quarter-cut oak, in fumed or golden finish, top extends to 6 ft., neat square pedestal design. Regularly \$21.00. August Sale price

Buffet, made in selected quarter-cut oak, in fumed or golden finish, has two small drawers, one lined for cutlery, double door cupboard, long linen drawer, British bevel mirror. Regularly \$33.75. August Sale price

Odd Dining-room Chairs, in solid quarter-cut oak, in fumed or golden finish. Genuine leather seats and some with upholstered backs. Regularly \$5.00 to \$12.00. August Sale price

Dining-foom Chairs, in hardwood, golden finish, high back and saddle wood seat. Regularly \$1.00 each. Each

August Snaps in Carpets and Rugs

Bargains in Axminster Rugs—One of the best buys that we can offer is this hardwearing Axminster. Only made in two sizes and all one design. An attractive oriental border, with mottled or hit or miss centre, in shades of green, and brown. 7.6 x 9.0, regularly \$17.50, Friday \$10.95; 5.3 x 7.6, regularly \$12.00, Friday \$6.95. Brussels Door Mats-Fringed all round, sizes 23 in. x 13 in.; at less than half regular price, Friday, each .30

(Fourth Floor.) Special Offers in Draperies

Two Facts to be Remembered—During the August sale all window and door curtains are made up without charge. A small charge will be made for special trimmings or appliques and hanging. mings or appliques and hanging.

Half Price Only will be charged for all upholstering work. Phone department and a man will call to give estimate on re-upholstering work required.

Look for the Red Price Tickets. Each one is "a

money saver. Panne Velour, \$2,75 Yard—The richest covering and most durable, 50 inches wide, in a good range of shades, very special value. Sale price, yard 2.75 2 Extra Specials in 50-inch Washing Chintz and Cretonnes at 69c—A beautiful range in light and dark patterns, for slip covers, curtains and light uphodstering. Regularly 85c, \$1.99 and \$1.25 per yard. Friday hargain .69 At 98c—Rich English and French Cretonnes and any Figured Taffetas, an exquisite selection, all fast ors. Regularly \$1.50, \$1.75 and \$2.00 yard. Friday

Electric Light Outfit for \$14.75

Electric Fixtures for 7-room house. Each individual piece up to the usual "Simpson" quality. Complete with all necessary glassware, 11 fixtures, as below:

1. Verandah—Ceiling fixture with crystal ball.

- 2. Downstair Hall-Chain pendant, with star cut ball. 3. Parlor—Rich gold and satin shower, with 12-inch plate, built for 3 lights, complete with fancy shades. plate, Dunk for 8 lights, complete with fancy shades.

 4. Dining-room—Pendant shower with 3 lights suspended from 12-inch plate, with chain or rod supporters from ceiling canopy, finished Flemish brass, complete with glassware.
- 5. Sitting-room-Celling chain pendant and fancy
- 6. Upstair Hall-Upturned wall bracket, brush brass with fancy shade.
- 7. Bathroom—Nickef-plated upturned or swan neck wall bracket, with crystal ball shade.
- 8-9 Bedrooms (2)—Swan neck wall bracket, brush brass fluish with fancy shade. 10. Kitchen-Cord drop, with open reflector shade. 11. Cellar-Celling receptacle.

(Electric Fixture Department, Fifth Floor.)

MEN'S OXFORDS, \$2.45.

Wall Papers

Toilet Goods

Toilet Paper-In rolls; Friday, 8 Violet and Lily of the Valley Taleum owder—1-lb. tins, Friday, two for ...25 Yale's La Freckla — For removing freckles; regularly \$1.00; Friday50
French Tooth Brushes—With pure bristles. Regularly 20c. Friday40
Hair Brushes—Solid backs, with 11 rows of hand-drawn bristles; Friday, each

\$13.50 and \$15 Suits for Men Friday \$7.95

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BOYS' WASH SUITS, FRIDAY 55c.

Regularly \$4.50, \$5.00 and \$5.50. Double-breasted styles; striped and plain, fine English tweeds; also shepherd plaids; finished with velvet collars and fine twilled linings. Sizes 2½ to 8 years. 2.95

Men's Underwear

Men's Straw Hats at 75c

Basement Sales

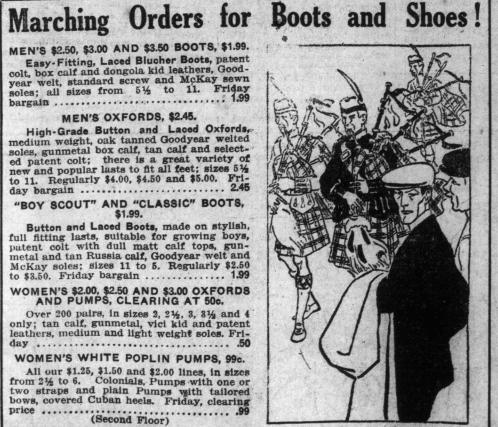
Hammocks at \$1.89 Who will be first for Hammocks on Friday

Friday bargain ... (Basement.)

Grocery Phone Number: Adelaide 6100

CANDY. 500 Lbs. Asserted Chocolates, fruit flavors, re-

The Robert Simpson Company, Limited



Chinaware Friday bargain Bargains in Wheat Pattern—Fruit sau-cers, regularly 45c dozen, for 18c half dozen; cereal dishes, regularly 60c dozen, for 18c half dozen; tea plates, regularly 60c dozen, for 18c half dozen. Brush Vases-Regularly 10c. Friday, Prism Binoculars (Optical Parlor, Second Floor.)