

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

STORE OPENS 8.30 a.m. CLOSES 5.30 p.m.

The Robert SIMPSON Company Limited

STORE REMAINS OPEN ALL DAY SATURDAY 8.30 to 5.30

Men-Suits, Overcoats, Hats, etc., Today at Friday Bargain Prices

Your Fall Overcoat is Here at \$15.95



55 coats only that sell in the regular way at \$18, \$20 and \$22.

Men who are contemplating the purchase of a new fall overcoat will do well to look over this exceptional assortment.

They are excellent coats, indeed---of dependable fabrics, faultlessly tailored in every respect.

Made up from attractive tweed mixture effects, in rich shades of brown and grey, in the trencher model, with all-around belt---the slip-on model with close-fitting collar, natural shoulders and small cuff on sleeves. Sizes 33 to 44. Friday Bargain \$15.95.

Paramatta Raincoats \$15

Made from grey paramatta in the motor model, with convertible collar, natural shoulders, full back and bellows pockets. Edges are piped, seams both sewn and cemented. Sizes 34 to 44. Only 35 in the lot, so shop early for such a Friday bargain, at \$15.00.

Business Suits, Today, \$15.00.

An exceptional opportunity for men and young men---suits tailored from smart tweed mixtures, in browns and greys, in the single-breasted, 3-button, soft roll, semi-fitted and conservative sacque models.

Youths' First Longers, \$14.95

The younger young man's most popular models---the trencher and form-fitting sacques, tailored from smart tweed mixtures. Serviceable shades of brown and grey. Sizes 32 to 36. On sale 8.30 this morning at \$14.95.

\$1.50 to \$5.00 Fancy Linens Today 98c

Comprising 1,200 pieces, taken from our regular stock. Some are slightly soiled and mused from handling and display.

\$15.00 Madeira Lunch Cloths, \$10.50 Round shape, 24 only. Real Madeira fine linen hand embroidered Lunch Cloths with hand scalloped edges.

Chintz Comforters, \$3.85 Each Turkey Red Chintz Comforters, filled with clean cotton.

Plaid Blankets, \$6.95 Pair. In pink, grey, blue or tan plaids, white ground, nicely finished, soft and warm.

Check Towelling, 28c Yard Irish check glass or Tea Towelling, medium weight, in red check only. 21 inches wide.

Tourist Trunks Today \$8.75 Canvas covered Tourist Trunks, heavily made on large box.

Suit Case, \$4.19 Deep square model fibre Suit Case, swing handle, two straps, reinforced corners---inside shirt pocket, good fasts and lock.

Club Bags, \$7.95 Heavily made fabricoid Club Bags, double drop handles, reinforced corners, durable rubber cloth lining---double pockets, slide catches, barrel lock, sewn frame.

Friday Bargains in Boots for Men, Women and Children

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

Women's Queen Quality Boots, \$2.95 700 pairs in a dozen different styles. Patent leather in button and lace, high, Spanish, Cuban and low heels.

1000 Pairs Women's Satin Evening Slippers, \$1.69 Regularly \$3.50 and \$4.00

Slightly broken in sizes---consisting of black, brown, white and blue satin slippers, with beaded vamps and fancy pom-pom trimming, kid-lined, turn soles and wood covered heels.

Men's Goodyear Welt Boots, \$5.50 Gunmetal boots, blucher cut, medium toe last, broad instep.

Men's Heavy Work Boots, \$4.75 120 pairs only, brown American elk blucher, EE fitting.

Girls' Brown High-Cut Boots, \$4.75 300 pairs Havana brown lace boots, with high-cut uppers, good fitting College girls' wide toe last, good weight flexible sole and low heel.

Girls' Box Calf Lace Boots 300 pairs calf lace boots, on full fitting, growing girl's wide toe last.

Boys' Mahogany Calf Boots, \$4.50 300 pairs brown calf lace boots, with guaranteed rubber fibre sole.

Take Advantage of Our Store Conveniences WHEN SHOPPING IN TORONTO DURING EXHIBITION

The Palm Room---On the Sixth Floor. Telephone Booths---Conveniently located throughout the Store. Information Bureau---On Main Floor, Centre. Special Rest Room---Near Palm Room, Sixth Floor.

Special Menu in the Self-Service Lunch Room Today

Beef Bouillon or Clam Chowder, Corny Hash, 10c. Baked Lake Trout, Court Bouillon, 25c. Fried Calves' Liver and Bacon, 25c.

\$1.75 and \$2.00 Negligee Shirts \$1.48

Men's Negligee Shirts---assortment of hair lines and cluster stripes, in one and two-tone effects---soft double cuffs. Coat style. Sizes 14 to 17. Regularly \$1.75 and \$2.00. Friday bargain, \$1.48.

50c Duplex Braces, 33c Men's Pulley-back Suspenders, of medium or heavy elastic webbing, in assorted patterns. Cast-off fasteners. Regularly 50c. Friday bargain, 33c.

35c, 50c and 75c Belts, 19c Balance of our season's belts, for men and boys. Black, tan and grey. Sizes 24 to 42. Friday bargain, 19c.

50c Jerseys, 29c Boys' cotton jerseys, long and short sleeves, pull-over style. Assortment of colors. Sizes 20, 22 and 32. Regularly 50c. Friday bargain, 29c.

Boys' Pullover Sweaters, 49c Roll collars. Elastic rib knit. Grey only. Sizes 24 to 32. Regularly 59c. Friday bargain, 49c. Simpson's---Main Floor.

Men's Dressy Hats Are Reduced Today

Soft Felt Hats \$1.45 Regularly \$2.00, \$2.50 and \$3.00 Qualities. Fedora and telescope crown style felt hats in a big assortment of colors. Plain and silk finishes. No phone or C.O.D. orders accepted. Friday bargain, \$1.45.

Boys' and Men's Caps, 49c. Regularly 75c and 95c. Light and dark shades, in four and eight-piece top caps. Friday bargain, 49c.

Boys' \$1.50 and \$2.00 Tweed Hats, \$1.19 Smart little fedora and Tom Tucker shaped tweed hats, in a good assortment of colors. Friday bargain, \$1.19. Simpson's---Main Floor.

SIMPSON'S Friday Market PHONE ADELAIDE 6100

MEATS. Fresh Spring Lamb, front-quarters, per lb., 21c. Fresh Spring Lamb, loins, per lb., 22c. Fresh Spring Lamb, legs, per lb., 20c. Shoulder Roasts Young Beef, per lb., 22c.

GROCERIES. 2,000 tins Fresh Canned Corn, per tin, 12c. Choice Currants, lb., 25c. Yellow Sugar, 5 lbs., 57c. 5,000 packets Swedish Raisins, pkt., 15c.

FRUIT SECTION. 2,000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed. Today, lb., 45c. One car Choice Potatoes, peck, 89c. 10,000 lbs. Finest Cooking Onions, 4 lbs., 25c.

Bargain in Boys' Sturdy Suits \$5.85

Of strong cottonade, in a neat grey and black hair-line stripe pattern---designed especially for school wear. Trencher model. Bloomers with governor fasteners. Sizes 7 to 14 years. Friday bargain, \$5.85.

Boys' Blue Suits \$16.95

Worsted finish, 3-button, single-breasted model, with slightly fitted back, all-around loose belt, with combination button and buckle fastener. Full fitting bloomers. Sizes 6 to 15 years. Friday bargain, \$16.95.

Boys' Fall Weight Raincoats \$7.85

Essential for wear on the rainy days of autumn---carefully tailored in a heavyweight fawn Paramatta cloth, styled in the popular trencher model, with convertible collar, all-around loose belt with buckle fastener. All seams stitched, cemented and taped. Sizes 9 to 14 years. Friday bargain, \$7.85. Simpson's---Main Floor.

Oilcloth for Surrounds, 59c and 79c Yard A splendid offer of 50 rolls of extra quality feltbase oilcloth, in oak plank patterns, especially suitable for surrounds, halls or passage use, in two styles---heavy glazed finish or dull finish.

Extra Heavy Oilcloth at 89c Square Yard. One of the best floor coverings of the day. Heavy glazed finish, good tile and conventional patterns. Two yards wide. Friday bargain, square yard, 89c. Simpson's---Fourth Floor.

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