

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. A special purchase enables us to offer these coats at genuine bargain prices.

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. Well-tailored vests and trousers. Sizes 36 to 44. Friday bargain, \$15.00.

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.

Simpson's—Main Floor.

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

(No Phone or Mail Orders).

Comprising 1,200 pieces, taken from our regular stock. Some are slightly soiled and mused from handling and display. Madeira, Battenberg, Fllet lace designs and lace trimmed pieces, Irish embroidered, etc. Scarfs, shams, centre pieces, tray cloths, table covers, in fact everything in fancy linens. Regularly \$1.50, \$2.00, \$2.50, \$3.50 to \$5.00. Rush price, 8.30 A.M. Friday bargain, each, 98c.

\$15.00 Madeira Lunch Cloths, \$10.50

Round shape, 24 only. Real Madeira fine linen hand embroidered Lunch Cloths with hand scalloped edges. Size 52 x 52 inches. Regularly \$15.00. Friday bargain, each, \$10.50.

Chintz Comforters, \$3.85 Each

Turkey Red Chintz Comforters, filled with clean cotton, nicely quilted. Size 60 x 72 inches. Friday bargain, each, \$3.85.

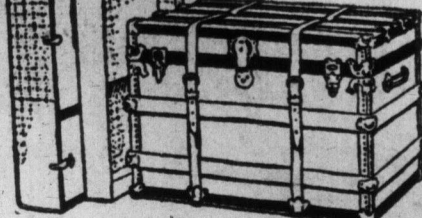
Plaid Blankets, \$6.95 Pair

In pink, grey, blue or tan plaids, white ground, nicely finished, soft and warm. Size 68 x 80 inches. Friday bargain, pair, \$6.95.

Check Towelling, 28c Yard

Irish check glass or Tea Towelling, medium weight, in red check only. 21 inches wide. Regularly 35c. Friday bargain, yard, 28c. Simpson's—Fourth Floor.

Tourist Trunks Today \$8.75



Canvas covered Tourist Trunks, heavily made on large box. Heavy hardwood sides, deep divided tray—two cowhide straps, heavy bumpers, good fasts and locks. Sizes 32, 34 and 36. Friday bargain, \$8.75.

Suit Case, \$4.19

Deep square model fibre Suit Case, swing handle, two straps, reinforced corners—inside shirt pocket, good fasts and lock. Sizes 24 and 26 inch. Friday bargain, \$4.19.

Club Bags, \$7.95

Heavily made fabricoid Club Bags, double drop handles, reinforced corners, durable rubber cloth lining—double pockets, side catches, barrel lock, sewn frame. Sizes 18 inch and 20 inch. Friday bargain, \$7.95.

Simpson's—Sixth Floor.

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. Goodyear welt, turn and McKay-sewn soles. Sizes 2½ to 5. Taken from stock and specially reduced for Friday bargain day, \$2.95.

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. Sizes 2½ to 7. Friday bargain, \$1.69.

Men's Goodyear Welt Boots, \$5.50

Gunmetal boots, blucher cut, medium toe last, broad instep. Medium weight Goodyear welt sole. Guaranteed rubber fibre sole and leather heel. Sizes 6 to 11. Friday bargain, \$5.50.

Men's Heavy Work Boots, \$4.75

120 pairs only, brown American elk blucher, EE fitting. Made with extra heavy solid leather standard screw outer sole, solid insole. Sizes 9, 10 and 11 only. Friday bargain, \$4.75.

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. Sizes 11 to 2. Friday bargain, \$4.75.

Girls' Box Calf Lace Boots

300 pairs calf lace boots, on full fitting, growing girl's wide toe last. Good weight walking sole and low heel. Sizes 8 to 10½, \$3.29, and 11 to 2, \$3.99.

Boys' Mahogany Calf Boots, \$4.50

300 pairs brown calf lace boots, with guaranteed rubber fibre sole. Goodyear welt. Sizes 1 to 5½, \$4.50.

Simpson's—Second Floor.

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. Special Rest Room—Near Palm Room, Sixth Floor.
Telegraph Station and Free Parcel Check Room—In the Basement, Centre. Appointment Register—Queen Street Entrance, Main Floor.
Postoffice—On the Street Floor, Centre.
Women's Rest Room—On the Third Floor.
We prepay delivery charges on all purchases of \$10.00 or more to any station in Ontario.

Special Menu in the Self-Service Lunch Room Today

Beef Bouillon or Clam Chowder
Coney Head, 10c
Baked Lake Trout, Court Bouillon, 25c
Fried Calves' Liver and Bacon, 25c
Baked Individual Chicken Pie, 25c
Individual Beefsteak and Onion Pie, 25c
Roast Stuffed Domestic Goose with Apple Sauce, 25c
Evergreen Corn, 5c
Mashed Turnips, 5c
Large selection of desserts.
—Adjoining Palm Room, Sixth Floor.

\$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 34 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 26 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., 28c.
Fresh Spring Lamb, legs, per lb., 27c.
Shoulder Roasts Young Beef, per lb., 22c.
Blade Roasts, per lb., 27c.
Round Roasts, per lb., 30c.
Brisket Cuts, or bolins, per lb., 21c.
Sweet Pickled Pork Shoulders, 5 to 9 lbs. each, special, per lb., 30c.
Breakfast Bacon, boneless, mild curing, whole or half piece, per lb., 50c.
Easiest Shortcuts, 3-lb. packs, gross weight, per pack, \$1.00.
FISH—Fresh and Cured.
Fresh Whitefish, dressed, per lb., 15c.
Fresh Lake Herring, per lb., 14c.
Fresh Haddock, dressed, per lb., 12½c.
Fresh Halibut Steaks, per lb., 30c.
Fresh Sea Salmon Steaks, per lb., 40c.
Fresh Frozen Mackerel, fancy, per lb., 12½c.
Fresh Smoked Haddies, mild, per lb., 15c.
Fresh Smoked Fillets, boneless, per lb., 18c.
Fresh Smoked Kipper Herring, large, pair, 18c.

GROCERIES.
2,000 tins Finest Canned Corn, per tin, 19c.
Custard Pastry Spice, tin, 9c.
Choice Currants, lb., 25c.
Yellow Sugar, 5 lbs., 57c.
1,000 packets Seeded Raisins, pkt., 15c.
Finest Cooking Molasses, tin, 14c.
Choice Family Flour, 24-lb. bag, \$1.59.
Perfection Baking Powder, 3 tins, 37c.
Finest Creamery Butter, lb., 35c.
Cornstarch, packet, 12c.
Crisco, 1-lb. tin, 35c.
Pearl Tapioca, 3 lbs., 34c.
Dallen's Extracts, assorted, 3 bottles, 87c.
Choice White Beans, 3 lbs., 25c.
Kliff, tin, 44c.
Orange Marmade, No. 4 size pail, 57c.
Choice Rice, 3 lbs., 33c.
Star Ammonia Powder, 2 packets, 25c.
Walden's Crabapple Jelly, 15-ounce jar, 19c.
Gold Soap, 8 bars, 54c.
Pink Salmon, 1-lb. tin, 24c.
Quaker Oats, large packet, 30c.
Raspberry Jam, No. 4 size pail, \$1.65.
Post Toasties, 2 packets, 25c.
Fruit Cake, lb., 35c.
Mixed Biscuits, lb., 35c.

TEA SECTION.
2,000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed. Today, lb., 45c.
FRUIT SECTION.
One car Choice Potatoes, pack, 18c.
10,000 lbs. Finest Cooking Onions, 4 lbs., 25c.
Choice Golden Bantam Corn, doz., 18c.
Cucumbers, 6 qt. basket, 25c.
California Valencia Oranges, doz., 45c.
CANDY SECTION.
Sugared Almonds, lb., 45c.
Fruit and Nut Fudge, lb., 35c.
Broken Chocolate Cream Bars, lb., 35c.
Lady Caramel, lb., 35c.

FLOWER SECTION.
Boston Ferns, each \$1.50 and \$2.50.
Palma, each, 50c.
Rubber Plants, each \$1.25.
Fern Fans, well filled, 5 in., 45c; 6 in., 60c.
Asparagus Ferns, each, 45c.
Umbrella Plants, each, 15c.
Whitman Ferns, each, 45c and 95c.

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. Excellent coloring and durable quality. 24" wide, Friday bargain, yard, 59c; 36" wide, at, yard, 79c.

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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