

THE SIMPSON STORE

WILL REMAIN OPEN TONIGHT TILL 10 O'CLOCK

Come Tonight for These 7.30 P.M. SPECIALS

No Phone or Mail Orders for These Items

7.30 p.m. Furniture Specials

Living-room Chairs and Rockers to match, in genuine oak, fumed finish, spring seats, upholstered in imitation leather. Regular \$7.50. Friday at 7.30 3.95

Folding Work Baskets Reduced

Two 7.30 specials in the Art Needlework Department. Fourth Floor. Made of china, 50-inch stand.

Lot 1—Regular \$1.50 to \$2.25. Friday, 7.3038

Lot 2—Regular \$2.55 to \$3.00. Friday, 7.30 1.95 (Fifth Floor)

7.30 Wash Goods Special

Silk and cotton tartan chiffons, a lovely lot; also some odd pieces of cotton and silk and cotton fabrics from our own and some from a waist manufacturer; 36 in. wide. Regular 49c, 59c and 75c. Friday bargain 27 (Second Floor)

7.30 Specials in Toilet Articles

Nickel-plated Shaving Mirror on stand. Regular \$1.45. Special, 1.19. Real Ebony Bonnet Whitener with long handle. Regular price 75c. Special 49

Two-piece Metal Shaving Set, including shaving mug and rubber-set shaving brush. Regular price \$1.00. Special 75 (Main Floor)

Pocket Knives \$1.00

Worth \$1.50, \$1.75, \$2.00; mostly pearl handled, three or four blades, several sizes. Not more than two knives to each customer. Friday, 7.30 p.m., each 1.00 (Basement)

Cameo Rings \$2.95

Only 50 of these popular little finger rings, set in 10k gold. Regular \$4.00. 7.30 special 2.95 (Main Floor)

Cuff Links

10k Gold Cuff Links, good serviceable weight. 7.30 special 1.95 (Main Floor)

7.30 p.m. Curtain Special

200 samples of Lace Curtains, 1 1/2 and 2 yards long, in some cases can be matched to make pairs, single and double bordered, 45 to 60 inches wide, all shades, traveling samples. Friday evening special, each 39 (Third Floor)

At 7.30 Friday in the Toy Section

Games, Worth 25c and 39c; to Sell at 9c Each—Sherlock Holmes, Gipsy Fortune Teller, Bible Games, Authors, Blocks. Dozens of games at 7.30 Friday evening, each 9 (Fifth Floor)

Friday Evening Rush Specials

Chocolate Cold Hot Water Bottle, 2 quart capacity. Extra special 79
White Rubber Hot Water Bottle, 1 1/2 quart size. Extra special, 63
150 Tourist Cases. Regular \$1.09. Special 79
500 bottles Mentholated Cough Syrup, Regular 26c. Special 19
Cocacorn Oil Shampoo. Regular 35c. Special 29
War Tax Included. (Main Floor)

Handkerchiefs

150 dozen Women's Pure Linen Handkerchiefs on sale 7.30 p.m., Friday, away below value 10
Only one dozen to a customer.
85 dozen One-corner Embroidered Handkerchiefs, 7.30 p.m. 10 (Main Floor)

\$3.50 Cut Glass Sugar and Cream Sets \$2.39.

100 pairs only, genuine cut-glass Sugar and Cream Sets. Pretty star designs, clear even white blanks. 7.30 p.m. special, per pair 2.39

\$1.50 and \$1.75 Japanese Vases 95c

100 only, hand-painted, large floral decoration, some handles. 7.30 p.m. special, each 95 (Basement)

\$2.95 Waists \$1.95

Just 100 of our regular \$2.95 numbers in heavy white habutai silk, made in two clear new collars styles, showing the new collar hemstitching, and solid ocean pearl buttons; sizes 34 to 44 bust. Only one to each customer on Friday, 7.30 p.m. 1.95 (Third Floor)

Sample Boudoir Caps Half Price

240 only, Women's Boudoir Caps, finest silks, crepe de chine, Georgette crepes; each cap is an individual style, there being only one of each. Colors white, mauve, pink and blue. Regular 50c to \$3.50. Friday, 7.30 special, half price 25c to \$1.75. (Third Floor)

Boys' Russian Overcoats, 7.30 Special, \$1.95.

73 overcoats, broken lines, for boys 2 1/2 to 4 years; grey and brown tweeds; double-breasted Russian models, close-fitting collars and full skirts; bolts at waist or loose fitting; all warmly lined throughout; sizes 20 1/2 to 22. Regular \$4.50 and \$5.00. Special 1.95 (Main Floor)

Another Lot of Those Children's All-wool Cashmere Stockings, Friday, 7.30 p.m., for 23c.

These are manufacturer's seconds, some oil spot or darned mis-stitch, which in no way affect the wear. Shades tan, white, red and black. Sizes 4 to 8 1/2, but not in any one shade. Regular 35c to 50c pair. No phone orders. Friday 23 (Main Floor)

Men's Rubbers 34c.

400 pairs men's low cut sole style rubbers, first quality, wide and medium toe style. Sizes 8 to 10 1/2. Regular 95c. Friday, 7.30 p.m. 34

Boys' Boots and Rubbers

A pair of boys' dongola kid blucher boots, worth \$2.49, fitted with a good pair of plain style rubbers, worth 50c, on full-fitting last. The rubber has heavy corrugated sole. Sold together, Friday, at 7.30 p.m. Sizes 11 to 13. \$2.19; 1 to 5, \$2.49.



THESE BARGAINS HERE TODAY FOR MEN AND BOYS

Shirts and Drawers

Fleece lined, natural shade, soft fleecy wool lining. Sizes 34 to 44. Friday, a garment 49

"Penman" Brand

Fleece lined combination underwear, natural shade, closed crotch style. Sizes 38 to 44. Friday 98

Negligee Shirts

Plain and fancy hairline, in single, double and cluster stripes; also plain white and white pleated style. Sizes 14 to 17. Each 1.00

Men's Boxed Suspenders

New elastic webbings, made cross back style, cast off ends, stripes and plain shades. Each in fancy gift box. Special Friday 29

8.30 Wool Muffler Special 98c

Pure brush wool mufflers in grey, heather, khaki and brown shades, good weight and length. \$1.25 value. Special 98

Men's Pyjamas

Pink, blue, brown and grey striped flannel, military collar, silk frogs. Sizes 34 to 46. Friday 98

Boys' Sweaters

Boys' pull-over sweaters, roll collar style, grey shade, close fitting cuffs and neck. Sizes 28 to 32. Friday 33

7.30 p.m. Specials

Women's Pure Wool Sweater Coats \$34.99.

Smart winter styles and weaves, some with high neck and turn-back collar, others with convertible roll collars, made of lovely quality pure wool yarns, and colors in the lot are cardinal, purple, navy, white, black, scarlet, brown and grey; sizes 38 to 44 bust in the lot. Regular \$45.00 and \$5.00; 80 only, Friday evening, 7.30 p.m., at 34.99 (Third Floor)

Misses' Coats \$5.75

Just 50 tweed coats, full ripple back, convertible collar, Raglan sleeves; sizes 14 to 20. Misses' Section, Friday, 7.30 p.m. 5.75 (Third Floor)

Women's Neckwear

Lace collars with pleated back on sale at 7.30 p.m. at half price, each 25

Orsandy Flat Collars and Orsandy Roll Collars, Regular 25c each. At 7.30 p.m., each 10 (Fifth Floor)

Men's Ulsters and Chesterfield Overcoats Specially Attractive Value at \$12.45

There are 50 of each—all fine coats of remarkable quality for such a small price. The Chesterfields are made of black chevrot with velvet collar and heavy twill lining. The ulsters are double-breasted, 50 inches long, two-way convertible collar, made of heavy English tweed, in grey and brown. Sizes 34 to 44. A great value for Friday, at 12.45

\$9.95 Buys a Good Suit on Friday
At this moderate price we are offering a man's well-made, good-fitting suit of durable English tweed, grey and brown, neat check patterns. The prevailing single-breasted saque style. Sizes 34 to 44. Very fine value at 9.95

Work Pants \$1.59

Men's Pants, made from strong cotton worsted; brown or black with white stripe pattern. Strong and durable. Sizes 32 to 44 waist. Special value, at 1.59

English Tweed Dressing Gowns

A specially good value in Men's English Dressing Gowns, cut long and roomy, edges finished with cord and good girdle around waist. The material is a soft cosy English tweed in red and black, and brown and grey, in neat small pattern. Sizes 36 to 44. Price 8.50

For the Boys

Boys' Ulster Overcoats

114 Boys' Winter Overcoats, tailored from a dark brown ulstering, showing a mixed stripe effect; smart double-breasted ulster models, with convertible collars; storm tabs on sleeves; half belt; vent in back, and flap pockets; warm fancy check lining; for boys 7 to 12 years. Friday bargain 4.49

Tweed Norfolk Suits

They are tailored from a dark brown tweed in fancy yoke, Norfolk models, with pleated front and back to sewn belt; have patch pockets, du rable, warm linings and lined bloomers. Sizes 25 to 32, for boys 7 to 14 years of age. Friday bargain 2.95

Boys' Oliver Twist Suits

Some are tailored from dark navy blue serge, and others of heavy velvet corduroy, in a combination coloring of brown and grey. Have neat lay-down collar trimmed with fassel cord tie, and white pearl buttons down front and at waist; straight knickers button on to tunic. For boys 2 1/2 to 7 years. Friday bargain 2.85

The Pure Food Market

Telephone Tonight Until 9 o'clock for Provisions to go by Early Delivery Saturday. Telephone Adelaide 6100.

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| MEATS. | California Seeded Raisins, 2 lbs. 25 |
| Brisket Boiling Beef, per lb. 15 | Choice Cleaned Currants, 3 lbs. 48 |
| Shoulder Roasts, prime beef, lb. 27 | Finest New Mixed Peel, per lb. 27 |
| Blade Roasts, per lb. 16c and 17c. 27 | Heather Brand Flavoring Extracts, assorted, 2 1/2-oz. bottle, 3 bottles for 25 |
| Sirloin Roasts, per lb. 27 | Perfection Baking Powder, 3 tins 25 |
| Forequarter Spring Lamb, per lb. 19 | Choice Shelled Almonds, per lb. 49 |
| Family Sausage, our own make, per lb. 14 | New Orleans Molasses, per tin 10 |
| Smoked Breakfast Bacon, mild, by the piece, per lb. 20 | Choice Sultana Raisins, per lb. 18 |
| High-grade Mild Smoked Ham, whole or half, per lb. 30 | Crisco, per tin 39 |
| English Roll Sliced Bacon, by the piece, per lb. 28c; sliced, per lb. 30c | No-Eg Powder, per tin 24 |
| FISH | Canada Cornstarch, each case, 5 5 |
| Whitefish, per lb. 15 | Prepared Icing, assorted, 3 pigs. 27 |
| Salmon Trout, per lb. 15 | Pure White Clover Honey, 5-lb. pail at 75 |
| Fresh Haddock, per lb. 12 1/2 | Choice Ramonon Rice, 4 lbs. 25 |
| Finnan Haddies, per lb. 12 1/2 | Finest Shelled Almonds, per lb. 49 |
| Smoked Clacoes, per lb. 15 | Finest Creamery Butters, per lb. 40 |
| Smoked Fillets, per lb. 16 | Quaker Oats, large round pig. 24 |
| Shredded Cod, per lb. 10 | Toasted Cornflakes, 2 packages. 27 |
| Trout Steaks, per lb. 20 | National Biscuit Co.'s Famous Ginger Wafers, per tin 35 |
| Cod Steaks, per lb. 18 | Fresh Mixed Biscuits, good assortment, per lb. 20 |
| Halibut Steaks, per lb. 23 | Fresh Fruit Cake, per lb. 19 |
| Salmon Steaks, per lb. 23 | 1,000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed, not more than 2 lbs. to a customer. Special, per lb. 29 |
| One car Standard Granulated Sugar, in 20-lb. cotton bags, per bag 1.54 | |
| Choice Family Flour, 24 lb. bag 1.21 | |
| Yellow Cooking Sugar, 6 1/2 lbs. 50 | |

If You Want to Buy Your Wife Some Furs Sale of Women's Fur Coats

\$48.00 Natural Southern Muskrat Coats at \$29.00

They are 50 inches long, have deep storm collar and large revers; lined throughout with good heavy seal brown satin. Sizes 34 and 36 bust only; 10 coats only. Regular price \$48.00. Special Selling Friday at, each 29.00

Second Floor 8.30 a.m. Book Special

None will be sold at this price later than 10 o'clock this morning. No phone or mail orders.

500 Books OF Fiction, Classics, Poetry, Biography

Suitable for old and young. Values 25c, 39c and 58c. **19c** This morning at 8.30.

Today's Bargains in Boots

for the whole family

A Sale of Men's Boots at \$2.79.

275 Pairs Men's Blucher Boots, in gunmetal and box kip leathers, full round and English recede toe shapes, heavy standard screw and McKay sewn solid leather soles, perforated and stitched toe cap, cotton and leather lining. Sizes in the lot 6-9. A good boot. Selling at \$2.50. Friday bargain 2.79

Men's Hockey Boots

For hockey players no boot is more serviceable. Made in the toughest but soft pliable leather, spring heel, padded tongue and inside instep and ankle support, tan and black trimmings. Sizes 6-10. Regular \$3.50. Fri. day 2.89

Boys' Holiday Boots

325 Pairs Boys' Genuine Box Kip Blucher Boots, solid standard screw soles, dull tops, full fitting round toe shapes. Sizes 11-18 and 1-5 2.29

Men's Slippers \$1.99

Elastic Side Slippers, in black dongola kid leather, turn leather soles, foot comfort last. 1.99 Sizes 6-11. Friday 1.99

Men's House Slippers

Men's Two-tone Grey Felt Slippers with soft elk padded soles and heels. A warm, comfortable long wearing slipper. 1.09 Sizes 6-11. Friday 1.09

Girls' Kid Boots 99c

250 Pairs Girls' Comfortable Shape Genuine Dongola Kid Button Boots, with patent toe cap, heavy McKay sewn soles, spring heels. Sizes 3-7 1/2. Regular \$1.15. Friday bargain 99

A Bargain in Women's Boots

Hundreds of pairs of Women's Hutton and Lace Boots in several toe styles. Plain and toe cap, in patent colt, gunmetal and dongola kid leathers. Good quality and McKay sewn soles, single and double weight; Cuban and military heels; dull kid and cloth tops. Sizes 2 1/2 to 6. Regular \$3.00 and \$3.50. Friday 2.49

Rubbers and Overhoes

Friday at Bargain Prices.

Men's One-buckle Overhoes, heavy soles. Sizes 6-11 1.09

Boys' One-buckle Overhoes, heavy soles. Sizes 11-2 99

Men's Plain Rubbers, full fitting last. Sizes 6-11 69

Boys' Plain Rubbers, full fitting last. Sizes 1-5 59

Youths' Plain Rubbers, full fitting last. Sizes 11-13 49

Women's Plain Rubbers, medium heel 49

Girls' Plain Rubbers, low heels, broken sizes only 39

Men's Winter Caps

(Main Floor)

Made from all wool overcoating, such as chinchillas, tweeds, meltons, beavercloth, etc. Four and eight-piece shapes, with and without inside earbands. Friday bargain 95

Men's Stiff Hats

Odd and broken ranges from our regular stock, all well known English makes, in full and tapered crown shapes; sizes 6 1/2, 6 3/4, 6 7/8 and 7 only. Regular \$2.25. Friday bargain 95

Men's Fur Caps

Wedge Shape Caps of coney, Korean beaver and Persian lamb. Good quality fur in large shape. Friday bargain 3.90

Men's Gauntlets

Imitation Beaver and Persian Lamb Gauntlets, with full, deep cuff and draw strap at wrist; finished with good quality leather facings. Friday bargain 1.95

The Undying Story

By W. Douglas Newton. A description of the superb "fighting retreat" of the British army from Mons to Ypres, which saved the German dash on Paris, and felled the allied line. Regular \$1.85. Edition, Friday 49 (Main Floor)

Today's Big Millinery Clearance at Simpson's

(Second Floor) **85 Trimmed Hats to Clear at \$3.95**

All of them are good velvet hats, mostly in black, but many good colors are among them; they are taken from tables that are marked \$4.95 to \$6.50. Friday, one price .. 3.95

\$6.50 Untrimmed Velours at \$3.90

Imported velour, in the best styles; assorted colors, including blacks, browns and dark greens. 3.90 Regular \$6.50 each. Friday

Good Velvet Hats at \$2.75

Smart sailor styles, with corded silk ribbon bands. Regular \$4.00 to \$5.00. Friday 2.75

\$2.60 Plush and Velvet Shapes 69c

Clean, fresh goods, and in black, navy, brown and greens, variety of good shades. Clear Fri. day at 69

Tables of Fancy Feathers at 25c

Wings, Quills, Fancy Mounts, in hundreds of different styles; all good colors; all worth many times more. Friday 25