

Simpson's Friday Bargains

Telephone Main 7841

Store Opens 8:30 a.m.

Closes 5:30 p.m.

Open All Day Saturday

Market Adelaide 6100

Misses' \$29.75 & \$32.50 Frocks

75 Only---Friday Bargain

\$19.95

No Phone or C.O.D. Orders, Please

75 only—smart Spring dresses, in serge, taffeta, satin or messaline. Featuring many of the new notes that have made this season's fashions for misses so fetching and in a splendid assortment of shades. A special purchase—which we were able to mark at a real Friday bargain price 19.95

High-Grade Serge Skirts Friday Bargain at \$12.75

Of unusually good quality, in navy or black. Smartened by novel pockets, fine tuckings, broad belts and buttons. Sizes 24 to 32 waist. Friday bargain 12.75

Simpson's—Third Floor.

Misses' \$40 to \$45 Suits Friday Bargain

\$29.95

Fine wool serges, fashioned upon the newest lines in semi-fitted, straight belted, rippled and box effects. Richly trimmed with braid, buttons, vestees and silk stitchings and silk-lined. Navy and black. Sizes 14 to 20 years. A real Friday bargain at 29.95

Misses' \$35.00 to \$40.00 Coats \$28.75

A very special grouping of sports and longer styles in velour, jersey, covert and tweed mixtures. Many with chic leather belts. Half and full lined. Newest shades. Sizes 14 to 20 years. A noteworthy pre-Easter bargain at 28.75

Simpson's—Third Floor.



Women's Up to \$65.00 Suits at

\$37.50

We secured these samples and overmakes from a leading Canadian maker at away below usual—hence the splendid Friday bargain!

There are strictly tailored or dressy designs, well cut from Botany serge or English gabardines, beautifully finished and nicely lined.

Navy, black, and a few in sand. Sizes 32 to 42. One of the best values we have offered this season. Today 37.50

Women's Coats at \$25.00 and \$35.00

A charming variety of smart Spring coats, in sports, three-quarter or full lengths. Made in polo cloths, chevrons, serges, velours and two-toned fabrics in sand, gray, navy or black. Today, \$25.00 and \$35.00.

Simpson's—Third Floor.

Women's \$12.00 Boots at Friday Price of \$4.75

Attractive shade of gray kid leather, made on stylish plain toe last with turn sole. Full Louis wood covered heel, fine gray cloth 8 1/2-inch top, faced with gray kid leather. Widths B, C, D. Sizes 2 1/2 to 7. Friday bargain 4.75 (No Phone or Mail Orders)

Small Sizes in Women's Strap Slippers, Today, \$1.99 About 200 pairs Women's Kid, One, Two and Three-Strap Slippers, with turn soles, medium and low heels. Suitable for house or street wear. Sizes 2 1/2 to 4 1/2 only. Today, to clear 1.99

Men's Boots Friday Bargain at

\$7.95

Goodyear welted soles and an assortment of popular men's lasts, from the slim recede to the comfortable round toe. Leathers of brown and black calf-skin; a few box kip, patent and storm calf. The boots include all sizes 5 1/2 to 11 in the lot, but the Oxfords are size 7 only. Priced at, pair 7.95

Friday Bargain, Men's Boots, \$5.85 (No Phone or Mail Orders)

A good big value in brown side leather Laced Boots for men. With Goodyear sewn fibre soles and rubber heels. Good, comfortable and dressy shapes. All sizes 5 1/2 to 11, and the price is 5.85

\$3.85 for Boys' Boots

—Is a bargain of unusual interest. In the lot there are brown or black leather shoes on smart boys' lasts, with fibre or leather soles. Sizes in the lot 4 to 5. Regularly \$4.50 and \$4.75. Friday bargain, at 3.85

Simpson's—Second Floor.



Dress Fabrics Reduced Today

Checks and Plaids—A special purchase of fine grade fancy plaids and checks in black and white, and gray and white effects. Greatly in demand for tailored or Norfolk suits, separate skirts and separate coats. Regular \$3.00 and \$3.50 values. Friday bargain... 1.95

All-Wool West of England Suiting Serge—A heavy weight fine twill West of England suiting serge. Guaranteed all-wool qualities, in medium and dark navy, for dresses, middies and separate skirts. 42 inches wide. Friday bargain, yard 2.18

Fine Botany Suiting Serge—One of our best British Botany finish serges, in guaranteed dyes. Every four yards stamped. 50 inches wide. Thoroughly soap shrunk. Regularly \$6.50. Friday bargain, yard 5.50

Silk Poplin for Spring Suits and Frocks—Lovely silk and wool poplin is in great demand for spring and summer dresses, suits and separate skirts. Our high-grade qualities, in upwards of 20 beautiful shades, include navy and black. Friday bargain, yard 1.69

British College Serge, \$2.79—Lovely all-wool, fine college serge. Noted for its excellent wearing qualities. Very fine weaves for ladies' one-piece dresses, separate skirts, etc. 42 inches wide. Friday bargain, yard 2.79

Simpson's—Second Floor.

Friday Bargain in Silks

Natural Shantung and Pongee Silks—1,000 yards of a very fine quality pongee. Free from dressing. Regularly \$1.79. Friday bargain, yard 1.38

500 yards of a heavier quality. Regularly \$1.95. Friday bargain, yard 1.69

1,200 Yards Ivory Habutai Silk—36 in. wide. Regularly \$1.89. Friday bargain, yard 1.49
Phone Orders Filled While Quantity Lasts

Dyed Ninghai Silks—In the lighter shades of pink, cream, peach, rose, resede, sky, gold, etc. Regularly \$2.50. Friday bargain, yard 2.18

Ivory Wash Satins—Extra special quality. Regularly \$2.79. Friday bargain, yard 2.44

Black and Navy Crepe de Chine—Extra heavy quality, in navy and indigo blues, and in deep full blacks. 38 and 40 in. wide. Regularly \$3.50. Friday bargain, yard 2.88

Black Satin Messalines—Satin paillettes and good quality taffeta. A clearance of all odd pieces. 36 inches wide. Regularly \$2.95 and \$3.25 a yard. Friday bargain... 2.69

Simpson's—Second Floor.

Untrimmed Hats Friday Bargains at \$1.95 and \$2.95 Each

A wonderful variety of new styles and braids, including many of the most popular designs of the season.

Real lisere piping braids are mostly shown, with a host of fancy braids and milan tags. Black predominates, with such colors as navy, brown, sand, and a few of the brighter tones.

Special space and extra help for this big sale this morning at two low bargain prices, \$1.95 and \$2.95.



100 New Trimmed Hats at \$8.50

Mostly chic flower-trimmed models, with a few very clever styles in tailored hats with wings and clare ribbon. Black, navy and lighter colors. Extra Friday bargain... 8.50

Simpson's—Second Floor.

Table Cloths at \$1.69 Each

300 cotton damask table cloths, good wearing quality, assorted designs, hemmed, size 56 x 72 in. No phone or mail orders taken for this item. Friday bargain, each... 1.69

Hemmed Pillow Cases, \$1.45 Pair

Fine pillow cases, free from filling. Made-in-Canada. Sizes 42 x 33 and 44 x 33 inches. Neatly hemmed. Friday bargain, pair 1.45

Baby Pillow Cases, 69c

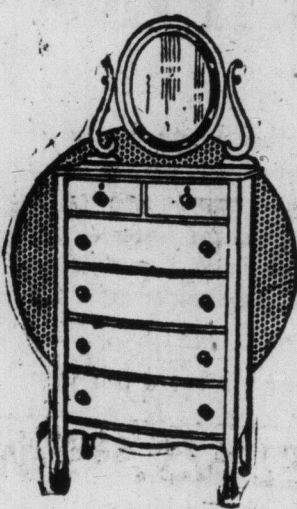
A special purchase of baby pillow cases, hemstitched or frilled, with embroidered or plain centres. Friday bargain, each 69

Stripe Flannelette, 39c Yard

Medium weight, nice soft quality flannelette, in pink and white or blue and white stripes. 1 yard wide. Friday bargain, yard 39

Simpson's—Fourth Floor.

Furniture---Friday Bargains



Dressers, \$35.75

Of ash, golden finish, shaped top, two large and two small drawers, wood pulls, shaped standards, bevelled plate mirror. Today 35.75

Chiffonier, \$29.50

Of ash, golden finish, to match above dresser. Four long and two small drawers, bevelled plate mirror. Today 29.50

Chiffoniers, \$34.75

Illustrated; 4 large and 2 small drawers, shaped. Heavy backs. Shaped bevelled plate mirror. Regularly \$42.50. Today 34.75

Chiffoniers, 4 large and 2 small drawers, wood pulls, bevelled plate mirror. Regularly \$30.75. Today 28.75

Chiffoniers, golden surface oak finish. Four long drawers, bevelled plate mirror. Today 21.00

Parlor Suite, \$45.00

Mahogany finish, panel backs, and shaped top rail, full spring seats, upholstered in mixed silk tapestries. Sets consist of settee, arm chair and arm rocker. Today 45.00

Parlor Suite, \$58.00

Mahogany finish, set consists of settee, arm chair and arm rocker. Full spring seats, upholstered in mixed silk tapestry. Regularly \$68.00. Today 58.00

Simpson's—Fifth Floor.

Boys' Suits Today \$6.95

250 Boys' Brown and Gray Cotton Tweed Suits, single-breasted model with slightly fitted back, having vertical pockets and all-around loose belt with buckle fastener. Bloomer pants with belt loops and Governor fasteners. Sizes 24 to 32. Friday bargain, at 6.95

Wall Paper

BARGAINS

20c Bedroom Wall Papers, 11c
Neat all-over floral design in mixed colorings on cream background.

15c Conventional Pattern, 9c
For sitting-rooms and halls.

Pretty Chintz Wall Papers
Regularly 50c. Special, 39c Roll.

All-over floral designs in rose, blue and mauve, on light shadow gray grounds.

Old Flemish Tapestry Papers
Regularly \$1.25. Sale Price 89c Roll.

Three artistic color combinations for living-rooms and halls.
Simpson's—Sixth Floor.

Men's Soft and Hard Hats \$2.45

Regularly \$4.00 and \$5.00. Soft felt hats in fedora shapes with flat and slightly curled brims in shades of gray, green, brown and black.

Black stiff hats of English, American and Canadian makes. Medium and full crown shapes. No phone or C.O.D. orders taken. Friday bargain 2.45

Boys' and Men's Caps, 69c

Regularly 95c and \$1.25. Assorted materials in dark shades of grays, greens, browns, etc. One, four and eight-piece top shapes. Friday bargain 69c

Simpson's—Main Floor.

Friday Bargain, Suits \$20.00

For Young Men and Youths

Single-breasted, 2 and 3-button, semi and form-fitting sackie models. Developed from smart gray tweed in neat stripe and mixture effects. All-round detachable belts and slash pockets. Medium height vest, trousers finished with 5 pockets, belt loops and cuff bottoms. Sizes 32 to 40. Friday bargain at 20.00

75 Men's Paramatta Raincoats, Today, \$9.95

Motor model, made from olive fawn paramatta cloth. Convertible collar, natural shoulders and regular flap pockets, edges and seams both sewn and cemented. Sizes 35 to 46. Friday bargain 9.95

Men's Work Trousers, \$2.99 Pair

275 pairs. Made from dark serviceable tweed in shades of gray and brown in neat stripe effects. Sizes 32 to 44. Friday bargain 2.99

350 Men's Black Overalls and Smocks, \$1.50 Each

Made from a good weight black denim, regulation model. Sizes: Overalls, 40, 42, 44 only; smocks, 38, 38, 40, 42, 44 only. Friday bargain, each 1.50

Simpson's—Main Floor.



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