STORE HOURS: tore Opens at 8.30 a.m. Store Closes at 5.30 p.m.

The Robert Simpson Company, Limited

Grocery Telephone, Adelaide 6100. All Other

The One Price Feature

of Friday's Selling contains a host of re-duced prices, each offering a big saving for you. Come early as some of these are founded on assorted lots, not many of each kind, but a tremendous choice possible at CENTS EACH

Women's Ready-to-Wear

Women's Waists, of soft batiste, in white with black stripes, open front, vest, low collar and cuffs of white lawn, long set-in sleeves; sizes 34 to 42 inches. Regularly 79c. Friday .49

Waists of White Cambric and Lace, all sizes to 42 inches. Regularly 89c. Friday 49

Dress Goods and Silks

All-Wool Colored Cashmeres, Poplins, etc. — Fine color range, pure wool qualities, 42 inches wide. Regularly 65c and 75c. Friday, per

Black and Ivory Japanese Silks, one yard de, soft or natural finish. Regularly 59c. Fri-

Twill Satin Coat Linings, in gray and ivory, to inches wide. Regularly 65c. Friday, yard 49

Wash Goods

38-inch Plain Crepes, ratine striped crepes. 40-inch Ratines, stripes, checks, marle effects ad white. Regularly \$1.00 and \$1.25 per yard 40-inch Embroidered Voiles, white, with em-oldered designs. Regularly \$1.00. Friday bar-

Laces, Embroideries, Handkerchiefs

5 yards of 11-inch Cambric Flouncing, for .49 4 yards of 13-inch Cambric Flouncing, for .49 12 yards of 3-inch Valenciennes Laces for .49 6 Pure Irish Linen Handkerchiefs for Men .49

Fancy Ostrich Mounts and Bands

For millinery; big variety of the best colors, with plenty of black; these were secured from the manufacturer at a very low price, Regular values would be 75c, \$1.00 and \$1.50. Friday .49

Gloves

Women's Fine Kid Gloves, black, tan and white, sizes 5½ to 7½; 59c value. Friday bar-Men's Winter Dress Gloves, left from regular stock; tan cape and tan suede; wool lined; all sizes. Regularly \$1.00 and \$1.25. Friday bar-

Bargain Counter Main Floor

WASH DRESSES

Hosiery Sale

Women's Cashmere Hose, plain weave, sizes to 10. Regularly 25c. Friday, 3 pairs. . . 49 Women's Plain Lisle Thread Hose, navy, gray, champagne, black and white; sizes 8½ to 10; 25c value. Friday bargain, 3 pairs 49

Women's Pure Thread Silk Hose, black, tan and white, deep lisle thread top, double garter welt, sizes 8½ to 10. Regularly 59c. Friday bar-49

Women's and Children's Furnishings

Clearing Women's "Health Brand" Underwear, finest Swiss ribbed all-wool, vests and drawers, vests high or low neck; long, short or no sleeves: drawers ankle length, open or closed; colors white or natural; sizes 32 to 40. Regularly 75c to \$1.25 each. Friday bargain, each .49

Sweater Coats for Little Girls or Boys, heavy knitted wool, high or V neck, two pockets; col-ors red, navy, brown, gray; sizes 4 to 10 years. Regularly 75p to \$1.25 each. Friday bargain .49

Hand Bags

75c to \$1.25 Vanities, 49c—In silver and gold finish, some with short chain, others with long jewelled chain. Regularly 75c to \$1.25. Fri-

50 Only Mesh Bags, Regularly \$1.50, for 49c— Frame 5 inches wide, oxidized finish ring mesh, white kid lining. Regularly \$1.50. Friday . . . 49 75c, \$1.00, \$1.50 Hair Ornaments, 49c—Clearing our stock of Back Combs, mounted with rhinestones, Casque and Spanish Combs, and Bandeaux. Regularly 75c, \$1.00, \$1.50. Fri-

Jewelry at 49c

10k Pearl-Set Brooches, knife edge bar design, several pretty patterns. Friday bargain .49

Stone-Set Lockets, with place for two photos, also fine neck chains. Friday bargain, each .49 10k Gold Birthday Rings, any birth stone, in 10k gold claw setting. Friday bargain 49

Needlework Pillow Slips, stamped on best circular pillow cotton; size 36 x 42, Regularly 65c pair. Friday,

pair Restaurant Napkins, 17 x 17 inches, good quality, fully bleached. Friday, dozen 49

SIMIPSON DRUG Links

75c Ferrol-Emulsion of cod liver oil with 75c Kola, Celery and Pepsin. Friday 49 750 Starr's Infallible Hair Restorer Fri-

75c Rubber Sponges. Friday 49 60c Sanitary Towels and Sanitary Belts .49

60c Dioxegen. Friday49 75c Chamois Skins, good size. Friday 49

Men's Wear

Men's Double Body Sweaters, with four-but-ton opening in neck, brown with green trim-ming only, also odd sizes in Boys' Sweater Coats. Regularly 75c to \$2.00. Friday bargain .49 Men's Soft All White Outing Shirts, with separate collar and double cuffs, coat style, sizes 14 to 17. Regularly 89c. Friday bargain 49

Beautiful Pictures

Books and Stationery

Photo Supplies

Housekeepers' Needs

(No phone or mail orders for brushes) 65c Granite Potato Pots, with covers and

65c and 75c Granite Tea Kettles, for49

65c and 75c Milk and Rice Boilers, for49 75c Blue and White Water Pails, for 49

News of Today's Selling Sewing Week begins today.

Unique values in Materials for Spring Dress-making, with many helpful demonstra-tions and full lines of supplies and ac-

The Home Owners' Furnishing Club—Apply for membership today. Many specials in the Housefurnishing A carload of Rubbers at sale prices.

Out-of-town ustomers are invited to apply for membership and write for booklet which gives particulars.

Home Owners' Furnishing Clu lars Today or Friday, and apply for membership. It mean immediate enjoyment of your intended expenditure for furnishings and the advantage of February Sale prices.

The Furniture Parlor Tables, mahogany finish. Regulariy \$4.25. Pob-Den Tables, golden oak. Regularly \$7.75. February Sale Couch, in art leather. Regularly \$11.00. February Sale Rockers and Arm Chairs, art leather, Regularly \$8.00.

Parlor Suite, solid mahogany, settee, arm chair and arm ker, in silk tapestry. Regularly \$52.00. February Sale

IRON BEDSTEAD, MATTRESS AND BED SPRING. Bedstead, white enamel finish and brass.

Brass Bedstead, 24 inch posts and 14 inch fillers, all es. Regularly \$34.00. February Sale price 18.75 Bed Spring, of steel tubing, all sizes. Regularly \$5.00. Mattress, cotton felt, all eizes. Regularly \$8.00. February Sale price

Tomorrow the following Friday Bargains will be for Hor Owners' Club Members as well as for Customers generally. Pillows, mixed feathers. Regularly \$1.35. February price, pair

Pillows, pure feathers, large size. February Sale propair

Dresser, mahogany finish. "Colonial" design. Regular \$27.00. February Sale price

Chiffonier, "Colonial" design, mahogany finish. Relatly \$21.75. February Sale price

Princess Dresser, mahogany finish. Regularly \$2. February Sale price

If you are interested in the Club scheme ask for partie

The Draperies

riped Denim at Half Price, green denim, w.n. 36 inches wide. Regularly 30c yard. P Fine Lace Curtains, 2% yards long, 45 to 48 inche ularly \$3.00 and \$3.50 per patr. Friday barga Woven Border Scrims, fancy border and plain erican scrims, 26 to 40 inches wide; white cream Pretty Scotch Madras, 50 inches wide, white or c Regularly 60c per yard. Frida; bargain, per yard

Rugs and Mattings

Home Furnishings in the 49 Cent Sale

Silverware at 49c

Electric Fixtures

Electric Wall Brackets, upturn and wall neck with shade. Regularly \$1.00. Drop Cord, 1 light pendant, with anopy, key socker and shade. Regu-rly \$1.00. Friday. Verandah Fixture, ceiling band, eptacle and crystal ball. Regula

Wall Papers 500 room lota (for walls only) for com 10 x 12 and 9 feet nigh, larger coms in proportion. Regularly 80c.

500 Yards Scotch Tapestry Carpet

Serviceable Tweed Suits for Men, \$7.95

Of English tweeds, in new browns and grays, some in plain patterns; the coats are single-breasted, the button sack style; the vest single-breasted: well-made and finished; sizes 34 to 44. Regularly \$10.00, \$10 \$12.00 and \$12.50. Friday bargain

Men's \$2.00 to \$2.50 Worsted Trousers to clear at \$1.49. In gray stripe patterns; also a number of twee Well made. Sizes 32 to 34. Friday bargain

33 Black Melton Overcoats at \$7.95. Made from good English cloth, in one of the best popular styles; sing breasted, fly-front Chesterfield, with black velvet collar; sizes 34 to 42. Regularly \$12.00. Friday bargain

Clearing Boys' Suits at \$2.85. 300 boys' fancy Norfolk suits of dark and medium gray and brown clot fancy weaves in small check and stripe patterns; full cut bloomers; yoke models, with pleats to waist, plain skirts; sizes 25 to 32. Friday bargain

Boys' Blue Serge Bloomers, 58c. Full cut style; lined through, and finished with strap and buckle at kn sizes 5 to 15 years. Friday bargain

Boys' Ulster Overcoats, \$2.95. 100 only, double-breasted ulsters, of English tweeds, in mixed patterns; cut, with convertible collars and belt backs; sizes 26 to 33. Friday bargain

Friday bargain

Soys' Ulster Overcoats, \$2.95. 100 only, double-breasted ulsters, of English tweeds, in mixed patterns; cut, with convertible collars and belt backs; sizes 26 to 33. Friday bargain

Bargain Day Values in the Boot Department

Men's \$5.00 Tan Calf Boots, Friday \$2.49. 1,700 pairs, button and Blucher styles; military shade tan, willow and Russia calf leathers; Goodyear welt soles; military and low heels; widths D and E; every size and half size from 5 to 11. Regular price \$5.00. No 'phone or mail orders. Friday bargain 2.49

Women's Late Winter Boots, Friday \$1.99. 1.200 pairs, button and lace; vici kid patent colt, gunmetal calf and tan calf leathers; Mc-Kay, Goodyear and Dr. Purvis cushion soles; dull calf uppers; widths C to E. Sizes 1½ to 8. Regularly \$2.50 to \$4.00. No mail orders. Friday bargain 1.99

200 Pairs Women's \$3.50 to \$6.00 Pumps and Slippers, manufactur-ible solid leather soles; neat patent leather toecaps; sizes 11 to 2.

Boys' "Ruffit" Boots, \$1.99. 650 pairs, box kip. waterproof grain calf, box calf and gunmetal calf leathers; sizes 1 to 5, regularly \$2.50, Friday bargain \$1.99; sizes 9 to 13, Friday bargain \$1.69. No mail

Men's Hockey Boots, 99c. Strong box kip leather; regulation style; spring and low heels; sizes 7 to 11. Regularly \$1.75 to \$2.50. Friday Wax-end Sewn Cowhide Moccasins, waterproof; men's sizes. Reg-

ularly \$1.99. Friday 1.49

Women's and Boys' sizes. Regularly \$1.59. Friday 1.19 Genuine Elk (Undian tanned) Moccasins, men's sizes. Regularly Ladies' Spring Style Galters, new imported and domestic patter

gray, fawn, sand, putty, nigger brown and khaki colors; all sizes 2

Telephone Tonight, 5.30 to 10 o'clock, for Groceries to Go by Early Delivery Tomorrow.

TELEPHONE ADELAIDE 6100.
One car Standard Granulated Sugar in 20-1b. cotton bags, per bag.
500 Bags Choice Family Flour, quarter bag.
Choice California Seeded Raising Three packages.
Finest Cleaned Currents, 3 lbs.
Yethow Cooking Sugar, 7 bs.
New Orleans Molasses, 2-lb. tin...
Heather Brand Extracts, assorted, 25 oz. bottles, 3 bottles.
Perfection Baking Powder, 8 tins...
Pure Rendered Lard, 3-lb. pail....
Finest Canned Pumpkin, 3 tins... Finest Canned Pumpkin, 3 tins
Mixed Pastry Spice, per tin
Canada Cornstarch, package
Finest Creamery Butter, per lb.
500 Pickled Shoulders of Pork, lean and mild. per lb. mild, per lb.

Choice Pink Saimon, tall tins, per tin.

Finest Pearl Taploca, 4 lbs.

Choice Rangoon Rice. 5 lbs.

Finest Canned Lombard Plums, f
syrup, 3 tins. inest Canned Corn, Peas, or Tomatoe. Ope car Choice California Sunkis Oranges, sweet and seedless, doz.... Toasted Cornflakes, 3 packages

21/2 LBS. PURE CELONA TEA. 62

CANDY SECTION—Main Floor and Basement.

1,000 lbs. Quaker Chewing Candy. Regularly 15c, 2 lbs.

2,000 lbs. Fresh Salted Peanuts. Regularly 20c, per lb.

1,000 lbs. Fresh Maple Cream, per lb...

Groceries at 49c

200 pails Wagstaff's Pure Peach, Plum
and Blue Damson Jam. Regularly
65c per pail.

Holbrook's Kippered Herring, plain
and in tomato. Regularly 15c. 4 tins
packages Tilison's Premium Rolled Oats,
packages
tins Canned French Beans, Haricot Verts,
gularly 15c. 4 tins

The Robert Simpson Company, Limited

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