

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

Store Hours 8.30 to 5.30

Simpson's Friday Bargains

Store Closes Saturdays 1 p.m. No Noon Delivery Saturday

Millinery Bargains

High-Grade Trimmed Hats \$5.95.
Including real hair, leghorn and milans, good quality trimming and becoming shapes. Regularly \$10.00, \$12.50 to \$16.50. Friday bargain, \$5.95.

Trimmed Leghorns and Panamas \$3.95.
Good summer styles—well assorted. Regularly \$6.50 to \$8.50. Friday bargain, \$3.95.

Banded Panamas \$1.69.
Well finished, good shapes with ribbon band. Regularly \$2.25. Friday bargain, \$1.69.

Untrimmed Panamas 68c.
Only a few left to offer at this low price. Good quality and shapes. Regularly \$1.25. Friday bargain, 68c.

Simpson's—Second Floor.

\$5.95 to \$7.95 Blouses, \$4.95

Including georgettes, heavy crepe de chine, and striped crepe and silk.

Fetching designs in shades of flesh, rose, maize and peach, also heavy silks in blazer or candy stripes. Sizes 34 to 42 in the lot. Regularly \$5.95 to \$7.95. Friday bargain, \$4.95.

Lingerie Waists \$1.00.
Reduced From \$1.48, \$1.75 and \$1.95.

Embroidered white volles in collar and collarless effects. Diced checks in pink or sky. White volles with blue or pink collars. Sizes 34 to 44. Regularly \$1.48 to \$1.95. Friday bargain, \$1.00.

Simpson's—Third Floor.

Bargains in Whitewear

\$2.00 Corsets Today at \$1.25.
850 only. Average figure corsets, made of strong white coutil, with low bust. Sizes 20 to 27. Regularly \$2.00. Friday bargain, \$1.25.

Women's \$1.25 Combinations 79c.
Special clearing of lightweight combinations, some of cotton and silk—others porous knit. Low neck and no sleeves. Plain or with heading. The drawers are wide umbrella or tight knee styles. Sizes 34 to 44. Regularly \$1.25. Friday bargain, 79c.

Women's Vests 55c.
Fine ribbed cotton with low neck, no sleeves or short sleeves. Lace yokes, or dainty edgings. Sizes 36 to 44. Friday bargain, 55c.

Women's \$1.35 Bloomers 98c.
Fine mercerized lisle, good roomy sizes, with elastic at knee and waist, pink only. Regularly \$1.35. Friday bargain, 98c.

Women's Underskirts 95c.
Made of fine white cotton with hemstitched and tucked frill of self. Friday bargain, 95c.

\$2.00 to \$2.50 Camisoles \$1.39.
Rich Jap silk, with wide lace yokes, lace shoulders and sleeves or ribbon run edgings and ribbon shoulder straps. Pink only, all sizes. Regularly \$2.00 to \$2.50. Friday bargain, \$1.39.

Women's Nightgowns \$1.89.
Made of white cotton in slip-over styles, V-shaped neck or round style. Trimmed with colored hemstitchings, shirtings, lace or ribbon. Friday bargain, \$1.89.

Simpson's—Third Floor.

Stamped Goods---Bargains

Nightgowns, 99c—Stamped on fine quality lingerie nainsook, to be embroidered in eyelet or satin stitch, floss for work included. Friday bargain, 99c.

Children's Rompers, 49c—Stamped on natural color crash in simple designs. Ages 1 to 4 years. Friday bargain, 49c.

Camelina Fingering—In lined brown shade, suitable for scarfs, tams, collars and cuffs and embroidery work on hats and dresses. Friday bargain, 1b. \$1.00.

Simpson's—Fourth Floor.

Bargains in Linens, Staples

Bleached Sheetting, 48c Yard—Medium weight, plain weave, fully bleached, 68 inches wide. Not more than 20 yards to each customer. Friday bargain, yard 48c.

\$1.59 Soiled Pillow Cases, \$1.29 Pair—Hemstitched, English make, medium weight. Made of cotton that is free from dressing. Slightly soiled. Two sizes, 42 x 33 and 46 x 33 inches. Regularly \$1.59. Friday bargain, pair \$1.29.

25c White Longcloth, 19c Yard—Pure finish, good weight for general use. 35 inches wide. Regularly 25c. Friday bargain, per yard 19c.

\$2.95 Damask Cloths, \$1.98—Pretty floral designs. All hemmed. Size 64 x 68 inches wide. No phone or mail orders for this item. Regularly \$2.95. Friday bargain, yard 98c.

\$1.00 Table Damask, 59c Yard—Semi-bleached. Assorted designs. 60 inches wide. No phone or mail orders for this item. Regularly \$1.00. Friday bargain, yard 59c.

\$1.35 Huck Towels, 98c Pair—White Bedroom Towels, hemmed or hemstitched. Fancy damask borders. Regularly \$1.35 and \$1.50. Friday bargain, pair 98c.

52c Stripe Toweling, 25c Yard—Crash Toweling, with red stripes. Heavy quality for rollers and general kitchen use. 19 in. wide. Regularly 29c. Friday bargain, yard 25c.

25c Stripe Flannelette, 19c Yard—Pink, blue or fawn stripes. 27 inches wide. Regularly 25c. Friday bargain, 19c.

Simpson's—Fourth Floor.

Footwear Bargains

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

Women's Pumps and Oxfords \$3.50.
Oxfords, Pumps, Strap Slippers and Colonial in patent leather, black and brown kid, Havana brown calf and white reiginakin. Sizes 2 1/2 to 7. Regularly \$7.00 and \$8.00. Friday bargain, \$3.50.

Women's White Canvas Boots, \$1.49—White Canvas Lace Boots—wide and narrow toes—plain vamp, and imitation toe caps. McKay sewn soles. Sizes 2 1/2 to 4 1/2. Regularly \$4.00 to \$6.00. Friday bargain, \$1.49.

Women's White Pumps, \$1.99—250 pairs only. White Pumps, made of fine Sea Island duck, on neat long plain toe last. Sizes 3 to 5 1/2. Friday bargain, \$1.99.

Men's Black Calf Boots \$5.45.
Gunmetal, velour calf, box calf and patent leather. All Goodyear-welt sewn soles. Military and low heels. Sizes 7 1/2 to 11. Friday bargain, \$5.45.

Boys' Mahogany Calf Boots \$4.50.
200 pairs Brown Calf Lace Boots, with guaranteed rubber fibre Goodyear welt soles. Sizes 1 to 5 1/2. Friday bargain, \$4.50.

Children's Patent Leather Roman Sandals.
3-strap sandals. A perfect shape for children, with full-fitting toes. Sizes 11 to 2, \$2.69; and 8 to 10 1/2, \$2.39.

At Polish Counter Today.
Toe and Heel Slipper Trées, 2 pairs for 25c.
Steel Arch Supports, large sizes. Regularly \$1.25. Friday, 50c.
Tilley's White Buck Dressing, 25c. Friday, 15c.
Tan Beauty Liquid Dressing, regularly 25c. Friday, 15c.
Sultana Black Liquid for kid shoes. Regularly 15c. Friday, 10c.
Packard's White Canvas Liquid Dressing. Regularly 10c. Friday, 3 for 25c.

Simpson's—Second Floor.

Women's Suits Half Price

And Many at Less Than Half Price
\$15.00 to \$35.00
Regularly \$35.00 to \$75.00.

About 50 in the lot, selling at these amazingly reduced prices in order to clear all broken lines. Regularly \$35.00 to \$75.00. Rare Friday bargain, \$15.00 to \$35.00.

Women's New Winter Coats \$19.50

You benefit by our special purchase of these coats at many dollars below regular prices.

Developed from plain or fancy fabrics, in exceptionally chic styles. Colors black, navy, brown and mixtures. Sizes 34 to 42. Friday bargain, \$19.50.

Women's New Fall Suits

Presenting the newest styles, shades and materials—an assemblage of ultra-smart fall suits that are sure to win your cordial acceptance. Priced from \$37.50 to \$250.00.

Simpson's—Third Floor.

8.30 a.m. Friday Bargain

Final Clearance of Misses' Wash Suits \$3.50

Actual Values Are \$13.50 and \$18.50.
About 100 Suits in the Sale

The reason for the drastic reduction is that we must dispose of all remaining summer wash suits in order to accommodate our incoming apparel for fall. These are high-class wash suits in the season's best styles and materials. Colors, tan, blue, pink, linen and white. Sizes 14, 16, 18, 20. Regular \$13.50 and \$18.50 stock. Friday bargain \$3.50.

Simpson's—Third Floor.

New York Dresses \$29.75

They Are \$35.00 to \$55.00 Styles

Special purchase of stunning new frocks of jersey cloth and silk, finished in the latest designs. A wide variety of fashionable shades. \$35.00 to \$55.00 values. Friday bargain \$29.75.

Bargain! \$5.75 Tub Skirts \$2.88

Novelty weaves, smartly styled, with pockets, belts and button trimming. Sizes 27 to 36 waist. Regularly \$5.75. Friday bargain \$2.88.

Women's and Misses' Silk Skirts \$9.95

Regularly \$15.00.

A special purchase of 50 fancy plaid silk skirts, in chic styles, with novelty belts and pockets.

Attractive color combinations of rose and black, green and navy, light and dark blue and light and dark brown. Regular \$15.00 values. Extraordinary Friday bargain \$9.95.

Simpson's—Third Floor.

Silks

Two Extra Good Values in the August Sale of Black Silk.

French Paillette, Soft Chiffon Taffetas, from the best Swiss and French makers. Friday bargain, yard \$1.98.

Peau de Soies, Silk Satins, Chiffon Taffetas and French Satin Paillettes, of our standard qualities and regular stock. Regularly \$2.69 and \$2.79. Friday bargain, yard \$2.44.

Silk Crepe de Chine \$1.95

Yard.

In every wanted color. Extra heavy quality. Today's value \$2.50. Friday bargain, per yard \$1.95.

\$2.50 Wash Satins, \$1.95

Yard—Fine, even weave, in all the newest colors. 36 in. wide. Regularly \$2.50. Friday bargain, yard \$1.95.

88c Natural Sauting, 69c

Yard—Will launder well and give satisfactory wear. Regularly 88c. Friday bargain 69c.

Simpson's—Second Floor.

Dress Goods

All-Wool Serge \$2.24 Yd.

Fine twill, soap shrunk serge. 43 inches wide. Fast navy and black. Friday bargain, yard \$2.24.

Silk and Wool Poplin \$1.95

Yard.

Guaranteed quality. 40 in. wide, New fall shades. Friday bargain, yard \$1.95.

Black Broadcloth \$3.79

Yard.

Fine quality satin and velvet broadcloths. 52 and 54 inches wide. Deep black. \$4.50 and \$5.00 values. Friday bargain, yard \$3.79.

Silk Warp Poplin \$1.49

Yard.

\$1.69 and \$1.99 Qualities.

In every wanted shade, including navy and black. Friday bargain, yard \$1.49.

Simpson's—Second Floor.

Petticoats

\$1.99

Regularly \$2.95.

A manufacturer's clearance of fine black taffette petticoats, with a 12-inch accordion pleated waistline flounce. Colored floral designs in lavender, pink, etc. Sizes 34 to 38. Regularly \$2.95. Friday bargain, \$1.99.

Simpson's—Third Floor.

\$5.75 Wool Pullovers at \$3.95

Cool evenings will demand one of these snug pull-overs, attractively designed, with V neck, fitted waistline and long sleeves. Becoming color combinations of rose with white and black, sky with straw and white, peach grey with white and green, straw with black and old gold, purple with white, and green with black and old gold. Sizes 36 to 44. Regularly \$5.75. Today \$3.95.

Simpson's—Third Floor.

Women's Neckwear---Half

Organdy vestees in white and colors, with fine tucks and Val lace trimmings. Slightly counter-soiled. Regularly \$1.75 to \$3.50. Friday bargain, half-price, 88c to \$1.75.

Remnants, Half-Price—Remnants of laces, wash laces, insertions and embroideries in lengths from 1 yard to 5 yards. Friday bargain, half-price.

HANDKERCHIEFS.

Men's fine white lawn handkerchiefs, hemstitched borders, splendid quality. Friday bargain, 3 for 23c.

Women's white lawn handkerchiefs, all white or colored borders. Friday bargain, 6 for 23c.

Women's Swiss one corner embroidered handkerchiefs, all white, in neat designs. Slightly imperfect. Friday bargain, 2 for 23c.

Simpson's—Main Floor.

Friday Bargains in Drugs and Toilet Goods

Palmer's Assorted Toilet Soaps, regularly 7c, special 3 for 17c.

Oatmeal Soap, regularly 10c, special 3 for 19c.

Williams' Assorted Toilet Soaps, 3 in box, special 39c.

Ivory Soap, regularly 15c, special 2 for 27c.

Lifebuoy Soap, regularly 15c, special 4 for 29c.

Castle Soap, 1 1/2-lb. bars, regularly 8c, special 2 for 59c.

Castle Soap, cakes, regularly 10c, special 3 for 27c.

Velvet Talcum, regularly 11c, special 2 tins 11c.

Pearl Fuller's Earth or Violet Powder, regularly 11c, special 2 for 15c.

Mennen's Flesh Tinted Talcum, 3 for 26c.

Assorted Talcums, regularly 52c, special 39c.

Pound Tin Talcum, regularly 15c, special 2 for 25c.

Sempre Giovine, regularly 52c, special 43c.

Stillman's Freckle Cream, regularly 65c, special 49c.

Ferzan Beautifier, regularly 52c, special 39c.

Apollo Vanishing Cream, regularly 26c, special 19c.

Italian Balm, regularly 26c, special 17c.

Frostilla, regularly 26c, special 17c.

75c Apollo Emulsion Cod Liver Oil with Hypophosphites, special 49c.

40c Peroxide, special 29c.

52c Apollo Nerve Tonic Tablets, special 39c.

Chase's Nerve Food, 34c.

Pink Pills, 31c.

Buchu Nitre Kidney Pills, regularly 26c, special 2 for 29c.

Compound Syrup Hypophosphites, regularly 52c, special 41c.

Apollo Zinc Ointment, regularly 19c, special 12c.

EXTRA SPECIAL!

Children's Hair Brush and Comb—Hair brush, 9 rows bristles, solid back, natural color. Regularly 25c. Comb, regularly 15c. Together 27c.

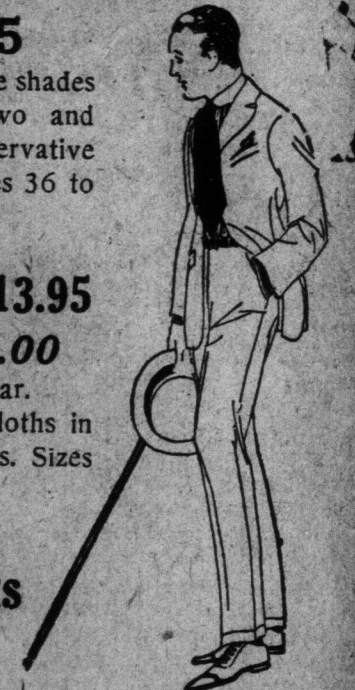
War Tax Included.

Simpson's—Main Floor.

Bargains for Men

Tweed Suits \$17.95

Well tailored from dark serviceable shades of grey and brown, single-breasted, two and three-button, semi-fitted and conservative sacque models, only 75 in the lot. Sizes 36 to 44. Friday bargain at \$17.95.



Two-Piece Outing Suits \$13.95

Regularly \$18.50 to \$24.00
Buy one now for next season's wear.

Palm Beach, mohairs and cool cloths in all the most wanted shades and models. Sizes 34 to 48. Friday bargain at \$13.95.

Men's Tweed Raincoats

\$12.00

Just the coat for wet days or cool evenings, made from rich, dark brown and grey tweeds in the trencher model with all-around belt, convertible collar, slash pockets, split sleeve with small cuff and fancy plaid lining. Sizes 34 to 44 inch, \$12.00.

Men's Working Trousers \$2.75

Well tailored from durable material in dark serviceable shades. Sizes 32 to 44. Friday bargain \$2.75.

35c Rubber Collars 12 1/2c

Men's and boys' rubber collars, Arlington brand, in straight band, wing, double fold, in four heights, bright or dull finish. Sizes 12 to 18. Regularly 35c, Friday bargain, each 12 1/2c.

35c to 75c Belts at 25c

There are blacks, tans, greys in the lot, buckles are gilt and nickel; some are adjustable. Sizes 24 to 42. Regularly 35c, 50c, 75c. Friday bargain 25c.

50c Duplex Brand Suspenders 33c

Pulley back style, in light or heavy webbings. Cord cast-off ends. Regularly 50c. Friday bargain 33c.

\$1.25 Negligee Shirts 98c

600 only men's negligee shirts in plain and fancy hairline and cluster stripes of black, blue, helio, soft cuffs, coat style. Sizes 15 to 16 1/2. Regularly \$1.25. Friday bargain 98c.

Simpson's—Main Floor.

Men's Straw Hats 50c

Regularly \$1.50, \$2.00 and \$2.50.

Java, Milan, Canton and Porto Rico straws in fedora and telescope crown styles. No phone or C.O.D. orders accepted on these. Clearing today, 50c.

Outing Hats 19c

Regularly 35c, 50c, 65c and 95c.

White cotton outing hats in shapes suitable for women, children and men. Today, 19c.

Caps for Men and Boys 19c

Black and white check caps in four and eight-piece top shapes. Regularly 50c, 19c.

Simpson's—Main Floor.

Tweed Suits for Boys \$9.95

35 English tweed suits for boys, in a wool and cotton mixture. Designed in single-breasted, two-button, trencher model, with full-chested and tapering waist effect.

Neat brown with tan and red invisible stripe pattern, full-fashioned bloomers. Sizes 10 to 18 years. Friday bargain, \$9.95.

Boys' Wash Suits \$1.39

White piques, blue and fawn novelty stripe, blue repp, natural shade linen crash, white drill waist with blue knickers in Oliver Twist, middie and Norfolk models. Not every pattern in every size, but all sizes are represented. Sizes 2 1/2 to 8 years. Friday bargain, \$1.39.

Simpson's—Main Floor.

Simpson's Friday Market

Offers Tempting Values in Meats

Order Today for Early Saturday Delivery, Phone Adelaide 6100.

Fresh Spring Lamb, front-quarters, per lb., 23c.

100 only, pale Maple Leaf Pure Lard, 3 lbs. gross weight, per pall, \$1.20.

100 only, pale Maple Leaf Shortening, 3 lbs. gross weight, per pall, 85c.

SIMPSON QUALITY BEEF.

Shoulder Roasts, per lb., 20c.

Blade Roasts, per lb., 24c.

Thick Rib Roasts, per lb., 28c.

Prime Rib Roasts, per lb., 35c.

Briquet Lean Boiling Cuts, per lb., 20c.

600 lbs. Fresh Pork Spare Ribs, lb., 15c.

200 only, Sweet Pickled Pork Shoulders, 5 to 8 lbs. each, per lb., 34c.

100 sides Breakfast Bacon, choice, mid, whole or half piece, per lb., 53c.

LAKE AND SEA FISH.

Whitefish, dressed, per lb., 15c.

Salmon Trout, dressed, per lb., 19c.

Lake Herring, large, per lb., 14c.

Halibut Steaks, per lb., 30c.

Sea Salmon Steaks, per lb., 40c.

Mackerel, fresh frozen (fancy), lb., 12c.

Fresh Smoked Finnan Haddies, lb., 15c.

Fresh Smoked Bonies Fillets, lb., 20c.

Fresh Smoked Kippers, large, pair, 16c.

GROCERIES.

2,000 tins (Fins) Canned Corn, tin, 19c.

Mixed Pastry Spice, tin, 8c.

Choice Currants, lb., 20c.

Yellow Sugar, 5 lb., 27c.

2,000 packets Sacred Raisins, packet, 11c.

Finest Cooking Molasses, tin, 14c.

Choice Family Flour, 34-lb. bag, \$1.59.

Perfection Baking Powder, 2 tins, 37c.

Finest Creamery Butter, lb., 69c.

Cornstarch, packet, 12c.

Crisco, 1-lb. tin, 38c.

Pearl Tapioca, 2 lbs., 24c.

Dalton's Extracts, assorted, 3 bottles, 25c.

Choice White Beans, 3 lbs., 25c.

Orange Marmalade, No. 4 size pall, 57c.

Klitt, tin, 44c.

Choice Rice, 3 lb., 36c.

Snowflake Ammonia Powder, three packets, 25c.

Waddell's Crabapple Jelly, 12-ounce jar, 13c.

Lenox Soap, 6 bars 43c.

Pink Salmon, tall tin, 24c.

Quaker Oats, large packet, 29c.

Raspberry Jam, No. 4 size pall, \$1.00.

Post Toasties, 3 packets 25c.

FRUIT SECTION.

EXTRA SPECIAL!

3,000 dozen choice Verdill

Lemons. While they last, dozen 25c

California Valencia Oranges, Sunkist Brand, doz., 45c.

Choice Carrots, 4 bunches, 15c.

CANDY SECTION.

Canadian Fruit Delight, specially prepared, doz., 60c.

Hand-rolled Chocolate Creams, fruit and nut filled, lb., 55c.

Assorted Chocolates, lb., 40c.

Fruit and Nut Fudge, lb., 25c.

Peanut, Coconut and Raisin Cluster, lb., 45c.

FLOWER SECTION.

Gladoli, doz., 60c.

Carnations, doz., 60c.

Asters, doz., 25c.

Assorted Pansy bunch, 25c.

Palms, 5-inch pots, each, 95c.

The Robert SIMPSON Company Limited