

Telephone Main 7841

1898...TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR...1919 Market Adelaide 6100

STORE OPENS 8.30 a.m. CLOSSES 5.30 p.m. OPEN ALL DAY SATURDAY

SIMPSON'S FRIDAY BARGAINS

Bargains in Floor Coverings

\$17.50 Bedroom Rugs at \$13.95
Glengarry reversible bedroom rugs, three designs, all in rose colorings, exceptionally neat two-tone effects. The most serviceable rug for bedroom use procurable at this moderate cost. Size 10 ft. 6 in. x 9 ft. Regularly \$17.50. For today only, \$13.95.

Congoleum Rugs, \$9.45
The Gold Seal Congoleum Rugs in a complete assortment of designs and in artistic colorings. Congoleum is damp-proof, will remain flat upon the floor without tacking, and will not bulge or shrink in wear. Size 9 ft. 6 in., at \$9.45.

Tapestry Rugs, \$2.75
Tapestry rugs, 27 x 54 inches, made in Oriental designs and colorings. Can be used to great advantage to protect your larger carpets where the wear is hardest. Size 27 x 54 inches, at \$2.75.

40c Matting at 33c Yard
A fine Japanese Rice Matting, 36 inches wide. Usually priced at 40c yard. To be cleared today at, yard, 33c.

For Surrounding Rugs and Carpets
A hardwood effect felt base rug surround, excellent finish, and is a perfect surrounding for rugs. 36 inches wide, at, yard, 79c; 24 inches wide, at, yard, 59c.

Simpson's—Fourth Floor.

Bargain! Lace Curtains \$1.98

Imported English Lace Curtains, white or cream, 2 1/2 yards long—plain or medallion centres. Pair, \$1.98.

Plain Colored Window Shades, 89c

In either white, cream or green. Size 37 in. wide, 7c in. long. Complete with all attachments. Each, 89c.

Tapestry Couch Covers, \$3.98 Each

Full size, with reversible designs, in mixed shades of green and brown or green and red. Each, \$3.98.

Special—Chintzes Half-Price

One large table loaded with short bolts of desirable art chintzes, in light, medium or dark colorings. All good patterns. Lengths from 3 to 40 yards. Regularly 59c to \$1.50. Half-price, yard, 29c to 75c.

Simpson's—Fourth Floor.

Flannelette Bargain 24c Yard

2,200 yards of medium weight striped flannelette, suitable for shirts, pajamas, children's wear, etc. 29 inches wide. Friday bargain, yard, 24c.

Striped Cottonade, 69c Yard

300 yards extra heavy quality will cottonade, in a blue grey shade, with narrow black stripes. 29 in. wide. Yard, 69c.

White Longcloth, 23c Yard

2,500 yards fine quality white cotton, with a pure finish—fully bleached. 38 in. wide. Friday bargain, yard, 23c.

Baby Pillow Cases, 75c Pair

300 Irish Embroidered Baby Pillow Cases—4 different designs. Size 12 x 16 inches. A special purchase, which enables us to sell these away below today's cost. Friday bargain, each, 75c.

Hemstitched Pillow Cases, \$1.69 Pair

360 pairs English Pillow Cases, with deep hemstitched hem. Made from fine linen finished cottons—two sizes, 42 x 36 and 45 x 36 inches. Regularly \$2.25. Friday bargain, pair, \$1.69.

Huck Towelling, 28c Yard

2,000 yards in a big clearance—White Huckaback Towelling, heavy quality, with a double tape border. 18 inches wide. Regularly 35c. Friday bargain, yard, 28c.

Simpson's—Fourth Floor.

Bargains in Linings

1,000 Yards of Black Roman Sateen—33 in. wide. 75c and 85c values. Friday bargain, yard, 69c.

54 in. English Farmer's Satin, of guaranteed quality. Friday bargain, yard, \$1.23.

Fancy Printed Coat Linings, 94c Yard

Including many of our \$1.25 and \$1.50 broadened and printed sateen coat linings, as well as many special purchases. Wide range of wanted colors. 36 to 40 inches wide. Friday bargain, yard, 94c.

Simpson's—Second Floor.

Friday Bargains in

Trunks at \$7.95

Clearance of Steamer and Small Tourist Trunks. Some with straps, all with trunks. Size 30 in. x 34 in. and 36 in. x 34 in. and steamer. 40 in. Any size, \$7.95.

Club Bag, \$9.95

Fabrikoid Club Bags, double high handles—sewed-in frame. Double pockets, fabrikoid lining, with and without corners. Size 18 x 20 inches. Regularly \$10.50 and \$10.95. Both sizes, Friday, \$9.95.

Simpson's—Sixth Floor.

Framed Pictures \$1.95

Color prints, handsome frames, ornamental covers, deep 3-inch high back and narrower mouldings. Some matted, some cover framed. Sizes 14 in. x 18 in., 10 in. x 20 in., and 16 in. x 20 in. Friday bargain, \$1.95.

Framed Pictures, 49c

Color and sepia prints, framed in oak and gilt. Landscapes and figure subjects, very attractive. 10 in. x 12 in., 12 in. x 14 in., 9 in. x 13 in., etc. One price, Friday, 49c.

Simpson's—Sixth Floor.

Only 2 Days More, Friday and Saturday

Historians

Are Invited to Come and

See the Exhibition of Royal Chinese Robes

These robes were bought in China by the Robert Simpson Company, and will be presented by this store to the Royal Ontario Museum, Toronto.

These remarkable costumes so faithfully portray national tradition that in their cut and decoration we get a more vivid impression of historical facts than could be gained in any other way.

Gorgeous table covers hark back to the Ming Dynasty, to which the modern world of art owes so great a debt. Imperial coats tell the story of the mighty Marchus who rode down from the North in 1644, captured Pekin and became the rulers of the Chinese Empire.

The gowns of the Empress Dowager Tsu Hsi bring us into closer touch with that famous sovereign, who aroused so much comment at the time of the Boxer uprisings.

These are among the many features that should prove of intense importance to all those interested in the fascinating story of China.



Exhibit Hours: 9.30 a.m. to 4.30 p.m.

Bargains in Wall Papers

10,000 Rolls of Wall Papers at Extraordinarily Low Prices
These remarkable prices are only possible through our having purchased these wall papers at special concessions from the makers. You must see these wall hangings in order to really appreciate their very exceptional value.

1,000 Rolls Ceiling Papers, 5c Roll

Neat, conventional and floral patterns, in light and buff grounds—well-covered, suitable for all-over attics and stairways. 50 rolls only to a customer. Regularly 10c to 15c.

50c Rich Foliage Tapestry Papers, 29c Roll

For living rooms, halls, etc. New verdure designs, colored in rich tones of brown with green and blue shades intermingled.

New Conventional Pattern, 23c Roll

All-over scroll design, in soft color tones of blue and tan, on brown background.

Dainty Strip Papers for Bedrooms, 17c Roll

Cut-Out Borders to Match, 5c Yard
Large range of attractive colorings, including pink, mauve, yellow and blue shades, on light embossed grounds. Regular values, 25c to 35c.

Plain Effect Wall Papers, 29c Roll

Fabric weaves and printed oatmeal papers, jaspé stripes and multi-tone treatments, in desirable colorings for living-rooms and halls. Regular values, 40c to 60c.

Quart of R. S. Co. Ready-Mixed Paint and Rubberset Brush for 95c

Your choice from complete range of colors, for inside or outside use. Quality guaranteed. White, buff, Devon grey, drab, pearl grey, medium grey, slate grey, sky blue, medium blue, golden brown, medium brown, dark brown, medium red, maroon, pale green, pea green, Nile green, willow green and dark green. One quart of paint and brush complete, 95c.

Simpson's—Sixth Floor.

Friday Bargains in

Mattresses, Springs and Pillows

Mattress, \$5.75

Spragras centre, with jute both sides, deep border, in art ticking. \$5.75.

Mattress, \$8.50

Wood fibre centre, with jute felt both sides. Border has roll edge. \$8.50.

Mattress, \$12.75

All jute felt in layers. Has deep border. Deeply tufted. Well finished. \$12.75.

Mattress, \$17.00

All cotton felt, in layers—built, not stuffed. A soft, comfortable mattress. Has full depth border, with roll edge, deeply tufted, in good art ticking. \$17.00.

Simpson's—Fifth Floor.

Springs, \$5.00

All-steel frame, tubular sides, high angles, well-reinforced woven wire fabric. \$5.00.

Springs, \$6.95

All-steel frames, high angles, tubular sides—woven wire fabric, with lock weave, heavy rope edge. \$6.95.

Pillows, \$2.50 Pair

All clean feathers. Size 18 x 26 inches. Pair, \$2.50.

Pillows, \$3.50 Pair

Mixed duck and chicken feathers. Size 21 x 27 inches. Encased in good art ticking. Pair, \$3.50.

Pillows, \$5.25 Pair

All duck feathers. Size 21 x 37 inches. In good grade of art ticking. Pair, \$5.25.

Tungsten and Nitro Bulbs

At Friday Prices.

10-watt Tungsten Bulbs, 23c each; 5 for \$1.00.

25-watt Tungsten Bulbs, 28c each; 5 for \$1.15.

60-watt Tungsten Bulbs, 33c each; 4 for \$1.20.

100-watt Nitro Bulbs, 65c each; 2 for \$1.25.

We guarantee safe delivery. If any are broken when received they will be exchanged if returned with sales check by Monday next.

Simpson's—Sixth Floor.

The Robert SIMPSON Company Limited

Clothes for Stout Men, Men and Young Men Are Selling Today at \$17.95

Suits of any description selling at this price in these days of high costs are rare, but when you consider the very fine quality and the style and superior workmanship of these clothes this sale becomes an event of extraordinary importance, indeed. There are designs in the lot for men of every build.

Smart tweeds, in attractive shades of grey and brown, in neat stripe, check and mixture effects.

Single-breasted, 3-button, soft roll sacques for men and stout men. Trencher and form-fitting sacques for the younger man.

Medium height vests, trousers finished with five pockets and belt loops. Only 95 suits in the lot. Sizes 33 to 50. On sale 8.30 this morning at \$17.95.

65 Pairs Men's Work Trousers at \$3.49

Well-tailored—materials are of dark, serviceable shades. Finished with five pockets, belt loops, cuff or plain bottoms. Sizes 32 to 44. Today, \$3.49.

Simpson's—Main Floor.

Regulation Bib Overalls and Smocks, \$1.50 Each

Roomy, strongly made from a good weight black denim. Overalls, sizes 32 to 44. Smocks, sizes 36 to 44. Friday bargain, \$1.50 each.

Simpson's—Main Floor.

Bargain! \$3.00 to \$4.00 Hats, Today \$2.45

English, American and Italian Soft Hat Hats, in fedora shapes. Shades of grey, green, brown, navy and black. No phone or C.O.D. orders accepted. Friday bargain, \$2.45.



75c and 95c Caps at 49c

One, four and eight-piece top shaped caps, light and dark shades of tweeds, homespuns, etc. Today, 49c.

Simpson's—Main Floor.

MEN! Wool Underwear Today at \$2.49

Regularly \$4.00

400 garments in the lot. Men's winter weight underwear in fine elastic rib knit, natural shade. Some of the shirts are double-breasted. Drawers have reinforced seat—heavy weight. Shirts and drawers to match. Sizes 34 to 44. Regularly \$4.00. Today, \$2.49.

Simpson's—Main Floor.

Five Bargains in Footwear Today

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

Women's Small Size Boots, \$1.99

500 pairs, including patent coil, button boots, black kid and gun-metal, lace and button boots in conservative styles. Medium shaped toes. Cuban and low heels. Goodyear welt soles. Sizes 2 1/2, 3, 3 1/2 and 4. Friday bargain, \$1.99.

Women's Boots, Today, \$3.95

250 pairs of stylish Fall boots, in patent coil and black kid leathers. Button and lace styles, with dull or bright kid tops. Medium weight McKay sewn soles. Cuban and high heels. Sizes 2 1/2 to 7. Friday bargain, \$3.95.

Men's Heavy Boots, \$5.45

Suitable for Motormen and Postmen. 500 pairs good heavy box-kip boots, blucher or straight lace styles. Made with extra heavy waterproof standard sewer soles. Broad plain toe or round toe with toe-cap and broad heels. Sizes 6 to 11. Friday bargain, \$5.45.

Men's Shoes at \$5.95

Havana brown, straight lace, with Goodyear welt guaranteed rubber fibre soles and rubber heels. Made on a smart recede toe, with neat perforations. Sizes 6 to 11. Friday bargain, \$5.95.

Children's Chocolate Kid Boots, \$1.49

A shipment just arrived of goods purchased months ago, offered at lace boots on wide toe last. Good weight soles. Sizes 4 to 7 1/2. Friday bargain, \$1.49.

Simpson's—Second Floor.

Boys' Serviceable Suits Selling Today at \$8.35

Reduced from \$10.50 and \$11.50

85 boys' suits, that are popular both in style and price—obtainable in overchecks, grey and black checks, and dark grey hair-line stripe. Worsted finish tweeds. Belter model, with vertical pockets. Bloomers are full-fashioned, have belt loops and governor fasteners. Sizes 24 to 30. Friday bargain price, \$8.35.

Boys' Tweed Bloomers, \$2.25

Sturdy tweed bloomers, in dark and medium grey mixtures and stripe effects. Full fashioned—lined throughout, have strap and buckle at knee. Sizes 26 to 32. Friday bargain, \$2.25.

Simpson's—Main Floor.

Boys' Raincoats at \$5.85

Dressy grey rubberized tweed and fawn paramatta raincoats, made in belter model, with convertible collar. All seams stitched, cemented and taped. Sizes 7 to 17 years. Regularly \$7.50 to \$10.00. Friday bargain, \$5.85.