

Telephone Main 7841

1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919

Market Adelaide 6100

SIMPSON'S FRIDAY BARGAINS

Splendid Bargains in New Millinery

New Trimmed Hats at \$4.85 and \$6.85—The new season's favored shapes in chic combinations of silk georgette with fancy braids. Navy with henna, navy with taupe, navy with sand, jay with taupe, jay with black, or new plain colors. Friday bargains at \$4.85 and \$6.85.

New Shapes at \$1.75, \$2.75 and \$3.75—Three rousing bargains in brand new shapes. Most of them bright finished qualities, including the favored lisere. Black, taupe, nigger, navy, sand, jay, etc. Today, special, \$1.75, \$2.75 and \$3.75.

Satin Hats Clearing at \$1.79—Smart shapes in black, navy, sand and brown. Some combined with rough or fine braids. Regularly \$3.75 and \$4.50. Today \$1.79.

New Black Vulture and Numidi Mounts and Trimmings—Special, today, at 60c, 75c, \$1.00 to \$2.00.

Simpson's—Second Floor.

Wash Goods Bargains

LOT 1—42-inch White Lingerie Mull. Half price at, yard 25c.

LOT 2—White Oxford Beach Cloth. Half price today at, yard 25c.

LOT 3—Duro Dyed Gingham, in discontinued patterns. 30 inches wide. Regularly 65c. Today, yard 39c.

LOT 4—Silk and Cotton Mull—1 yard wide. Fourteen shades. Regularly 75c. Today, yard 49c.

LOT 5—All-black Silk Stripe Voile—40 inches wide. Regularly \$1.25. Friday bargain, yard 79c.

LOT 6—Woven Lustré Gingham—With stripes of brown, green, blue and grey. 36 inches wide. Regularly 65c. Today, yard 39c.

Simpson's—Second Floor.

Dress Goods Bargains

Silk Poplins at \$1.15 a Yard

Phenomenal values in quantities of extra high standard. A score of beautiful shades and black. 36 inches wide. \$1.49 value. Friday bargain, yard \$1.15.

Fine English Suing Serge—32 inches wide. Men's wear; navys and black. Regularly \$3.50. Today, yard \$2.89.

Dark Plaids and Tartans and Overchecks—36 inches wide. A special purchase of \$1.25 and \$1.50 qualities. Today, yard 95c.

Silk and Wool Crepe de Chine—In exquisite shades. 40 inches wide. Regularly \$2.50 and \$2.95. Today, yard \$2.24.

Simpson's—Second Floor.

Bargains in Silks

Natural Shantung Pongee Silks—33 inches wide. Regularly \$1.00 and \$1.10. Today 88c.

Satin Messalines, Satin Paillettes and Chiffon Taffetas—In splendid ranges of day and evening shades. \$2.24 values. Today, per yard \$1.88.

Colored Dress Satins—Soft, Supple Chiffon Taffetas and All-silk Crepe de Chine—In every wanted color. Regularly \$3.50. Today, yard \$2.95.

Black Chiffon Taffetas—35 and 36 inches wide. Regularly \$2.38. Today, yard \$1.97.

Black Peau de Soies, Duchesse Satins (three finishes) and French Swiss and American Silk Taffetas—Regularly \$2.79. Today, yard \$2.48.

36-inch Colored Habutai Silks—Plenty of shell pink and ivory. Regularly 95c. Today, yard 67c.

Simpson's—Second Floor.

Hosiery and Gloves

Children's Ribbed Cashmere Stockings, in black and white. Sizes 4 to 5½. Regularly 59c. Friday bargain, 40c.

Children's Lisle Thread Hose—Seamless. Black, sizes 7 to 10—white, sizes 5 to 9½. Mill seconds of 45c quality. Friday bargain 39c.

Women's Two-tone Cashmere Hose—Shot effect of red and black or white and blue. Wonderful value, today, 39c.

Women's Fibre Silk Boot Hose—Mill seconds, in white only. Size 9½. Friday bargain, 3 pairs \$1.00, pair 35c.

Women's Silk Gloves, in fine treco weave, with double-tipped fingers. Black, white and pongee. Friday bargain 85c.

Women's White Chamouette Gloves, in thoroughly-shrunk, fine suede finish. Friday bargain 79c.

Men's Fine Cotton Socks—With seamless foot. Black, unbleached, mauve and grey. Good value, today 20c.

Men's Heavy Grey Wool Socks—Plain knitted, with close-fitting ribbed cuff. Today 29c.

Simpson's—Main Floor.

Blouse Bargains

Crepe de Chine and Silk Blouses, \$2.95—Pure silk crepe de chine, in a wide variety of modish styles. White, flesh, mauve, peach and some dark colors. Also extra heavy white habutai, and other fancy washing silks, in popular and pleasing styles. Sizes 34 to 44 in the lot. Regularly \$3.50, \$3.95 and \$4.50. Today, special, \$2.95.

\$2.95 Shantung Silk Middies, \$1.95—A heavy natural wash silk, made up into a big, roomy, middy. Square collar, laced at throat; long sleeves and two big pockets. Sizes 34 to 44. Regular value \$2.95. Today \$1.95.

Simpson's—Third Floor.

The Robert SIMPSON Company Limited



Bargains in Linings

Brocade Coat Linings, in rich woven and printed patterns. 36 and 40 inches wide. Values up to \$1.00. Today, yard, 48c.

Moire Skirtings, in a host of shades and black, 36 inches wide. Regularly 69c and 75c. Today, yard, 55c.

Taffeta Underskirts, new shades, 38 inches wide. Special, yard, 59c.

Black Farmer's Satin, 54 inches wide. Special, today, yard, 95c.

Simpson's—Second Floor.

Jewelry

10k. Gold Pendants with chain; set with pearls, cameos and various colored stones. Regularly \$4.00 to \$6.00. Today, \$2.95.

10k. Pearl-Set Tie Pins in wishbone, horseshoe, fleur-de-lis and maple leaf designs. Special today, \$1.19.

Solid 10k. Gold Cuff Links. Today, \$1.95.

Iridescent Pearl Earrings. Regularly \$1.00. Today, 49c.

Simpson's—Main Floor.

Bargains in Toilet Goods

Old-fashioned Household Liniment, 8 oz. Regularly 52c. Special, 39c.

Syrup of Figs. Regularly 53c. Special, 37c.

Beef, Iron and Wine, peptonized. Regularly 68c. Special, 52c.

Henna Powder, package, 10c.

Orris Root Powder, for dry shampoo, package, 15c.

Chloride of Lime, Regularly 15c. Special, 2 for 25c.

Sun Ammonia, quart size. Regularly 25c. Special, 21c.

Glycerine, 4-oz. bottle, 35c.

Glycerine and Rosewater, 6-oz. bottle, 25c.

Blaud's Capsules, 100 in box. Regularly 75c. Special, 25c.

Glycerine Suppositories, 12 in box. Regularly 25c. Special, 11c.

Castor Oil Capsules, ¼ teaspoonful, 12 in box, 15c.

A. B. S. & C. Tablets, 100 in box. Special, 2 for 17c.

Savory and Moore's Baby Food. Regularly \$1.00. Special, 59c.

Horlick's Malted Milk, 45c, 85c, \$3.00.

Phillips' Milk of Magnesia, 38c.

Liquid Magnesia. Regularly 16c. Special, 2 for 25c.

Douche Syringes. Regularly \$1.50. Special, 99c.

Pouring Syringes. Regularly \$1.50. Special, \$1.29.

EXTRA SPECIAL. 50 only. Hot Water Bottles. Regularly \$1.00 and \$1.25. Special to clear, 47c.

Simpson's—Main Floor.

Store Opens at 8.30 a.m.
Closes Daily at 5.30 p.m.

Misses' Dresses --- Special!

A Fortunate Purchase \$13.75 \$22.50 to \$25.00 Designs

Tailored and dressy styles in wool, serge, velvet, taffeta and satin. All the leading shades. Rare value at \$13.75.

Women's Taffeta and Satin Frocks, \$19.95

Attractive styles with loose panel front or overskirt—novelty vested bodice and button trimming. New spring shades. Marked for rush selling. Today \$19.95.

Girls' Wash Frocks, \$2.95—A host of pretty styles in gay striped or plain gingham and plain pink, blue or tan chambrays. Excellent qualities. Sizes 6 to 14 years. Marvellous value. Today at \$2.95.

Simpson's—Third Floor.

Women's and Misses' New Spring Skirts \$8.75

\$13.50 Values—Another fresh assortment of stunning silk skirts to clear at this low price. Rich novelty stripes and plaids in the newest color combinations. Many styles, with novelty pockets and girdles. Remarkable value today, \$8.75.

Women's Spring Suits

Purchase \$25.00 \$30.00 to \$37.50 Styles

Wonderful suits—examples of the latest New York styles in box coat, semi-box, fancy tailored, and belted models. Made from fine wool serge, in navy, brown, sand, myrtle or black—silk lined. On sale at 8.30 a.m. today, only \$25.00.

Women's Smart New Coats \$25.00

SPECIALLY SELECTED—MANY INDIVIDUAL MODELS—VALUES UP TO \$40.00.

A very choice assortment of the latest spring styles—secured at a special price—offered at a worth-while saving.

Materials—Serge, cheviot, velour, delhi, vicuna, tweed.

Colors—Sand, navy, fawn, jay, olive or grey. Today's rush sale price, \$25.00.

Simpson's—Third Floor.

Women's \$3.00 and \$4.00 Boots \$1.99

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

Clearing lines of W. B. Hamilton Shoe Co., Ames-Holden-McCreedy, and other jobbers, bought at special prices.

This purchase combines about fifteen lines, mostly \$4.00 values, in patent leather, gunmetal and black kid. Button and lace boots—wide and narrow toes—7 and 8-inch tops. Plain vamps and patent self tips—medium and light weight soles. Cuban, Spanish and low heels. Sizes 2½ to 6. Friday bargain \$1.99.

Men's \$4.00 Gunmetal Boots, \$2.85

400 pairs, specially purchased for this sale. Gunmetal boots, straight lace styles, with dull tops, on English recede toe. Blind eyelets. Also blucher cut—full round toe. Sizes 6 to 11. Regularly \$4.00. Today \$2.85.

Children's Boots, \$1.09

Made of soft black kid, button style, with patent toe and wide, easy-fitting toes. Sizes 4 to 7½. Today \$1.09.

Simpson's—Second Floor.

Bargains in Infants' and Children's Wear

Children's Spring Wash Dresses, made of strong woven striped percale in washable pink, blue and grey with white stripe. Novelty yoke, trimmed with piping and pearl buttons. Sizes 2 to 6 years. Nearly half price, today, 85c.

Infants' Barrowcoats, of fine white flannelette. Attached double waist of fine white longcloth. Pleated skirt. Regularly 89c. Friday bargain, 49c.

Children's Overall Aprons, made of clean-looking striped print in dainty colors. Button on—shoulders, two pockets. Sizes 3 to 6 years. Rush price, today, 25c.

Children's Princess Slips, of fine white madras. Dainty frill of embroidery. Sizes 8 to 14 years. An exceptional bargain at 98c.

Simpson's—Third Floor.

Rich Velvet Cord Kimonos at \$5.95

Regularly \$7.95, \$8.95, \$9.50 and \$10.00—A wonderful bargain in serviceable dressing gowns. Four smart new designs, in wisteria, rose or pekin blue. Sizes 34 to 44. Clearing today at \$5.95.

Simpson's—Third Floor.

Bargains in Laces

20c and 30c dozen Wash Laces, per dozen, 10c.

36c and 40c dozen Wash Laces, yard, 2c.

50c to 75c dozen Wash Laces, yard, 3c.

10c and 15c yard Wash Laces, yard, 5c.

\$1.00 to \$1.50 Dress Nets, per yard, 45c.

75c All-over Laces, 36 inches wide, yard, 20c.

50c, 75c and \$1.00 Brides, per yard, 33c.

Simpson's—Main Floor.

Art Needlework

Children's Dresses, stamped on fine white azalea cloth, in neat designs. Sizes 1 to 4 years. Today, 69c.

Gowns, stamped on fine white nankeen for colored or white embroidery. All sizes, with flares to complete. Special, \$1.45.

Bead Looms, for making the popular bead chains. Special, 69c.

Simpson's—Fourth Floor.

Special Sale of Men's Neckties 47c

75c, \$1.00 and \$1.50 Kinds

Fortunate purchase of 1,200 Silk Neckties. Silk neckties in all-over, cross bars and floral effects. Knit ties in heather, accordeon and striped effects, in greys, blues, browns, greens, helio, blacks; large shapes. Regularly 75c, \$1.00, \$1.50. Today, each 47c.

Simpson's—Main Floor.

Men's Underwear 59c

These are regular 75c, \$1.00 and \$1.25 grades. Broken lines of spring and summer shirts and drawers, in balbriggan, lisle, naincheck, porous knit, mesh, white and natural shades. All first quality. Sizes 34 to 44—not all sizes in every line. Regularly 75c, \$1.00, \$1.25. Bargain Friday, garment 59c.

Men's Combination Underwear, \$1.19—Same qualities as above, but made combination style. Sizes 34 to 44. Regularly \$1.50 to \$3.00. Bargain Friday, \$1.19.

Men's Work Shirts, \$1.19—\$1.25 and \$1.50 kinds. Collar attached. Black sateen and black and white. Oxford styles—large, roomy bodies. Sizes 14 to 17. Regularly \$1.25 and \$1.50. Today \$1.19.

39 Big Men's Suits \$15.75

Developed in fine worsteds and tweeds. Assorted shades and patterns. Single-breasted, three-button, soft roll, conservative sacs. Sizes 42 to 50 only. Regularly \$18.50, \$20.00, \$22.00 and \$35.00 models. Friday bargain, \$15.75.

55 Men's and Young Men's Ulsters, \$15.75—Of heavy tweed coatings—shades of grey and brown. Double-breasted ulster model. Convertible collar; half-belted back; regular pockets with flaps. Sizes 36 to 44. Friday bargain, \$15.75.

Men's Combination Bath or Dressing Gowns, \$5.95—48 only. Developed in soft, comfortable blanket cloths. Variety of shades and novelty pattern effects. Sizes 36 to 46. Today \$5.95.

2 Bargains for Boys

Boys' Suit Bargains, \$5.95—75 boys' strong and sturdy suits, made in black and grey striped cottonade, and a fawn and grey striped wool and cotton mixed tweed. Single-breasted; all-around belted model with buckle. Vertical pockets. Bloomer pants. 8 to 16 years. Friday bargain, \$5.95.

Boys' Raincoats, \$7.95—Fawn Paramatta Raincoats, guaranteed rainproof. Convertible collar model, with all-around loose belt. Vertical pockets—all seams stitched, cemented and taped. Sizes 8 to 16 years. \$7.95.

Men's \$3 Soft Felt Hats \$2.15

Fashionable new shapes, with slightly curled brims. Moss green, myrtle green, steel grey, navy, brown and black. Friday bargain, \$2.15.

95c and \$1.25 Caps for 69c—One, four and eight-piece top style caps, for men and boys. With and without inside earbands. Plain shades and fancy designs. Friday bargain, 69c.

Simpson's—Main Floor.

Bargains in Hardware

Phone Main 7841.

Wear-Ever Aluminum Saucepans, 2½-quart size. \$1.35 value. Today 98c.

Aluminum Tea Kettles, 2-quart size. A very useful little kettle, in a particularly attractive design and finish. Today \$1.95.

Aluminum Double Boilers, 2-quart size. Today \$1.95.

Aluminum Fry Pans, 8½-inch diameter. Today 98c.

Aluminum Salt and Pepper Shakers, good size, loaded bottoms. Today, pair 25c.

Aluminum Coffee Percolators, six-cup size—ebony finished handles. 72 only to sell today, each \$2.39.

Steel Wool, for cleaning aluminum cooking utensils. Today, 2 packages 25c.

Re-tinned Tin Dish Pans, seamless. 10-quart size. Today 59c.

Polish Mops for cleaning and polishing hardwood floors, linoleums, oilcloth. Complete with handle. Today 49c.

Simpson's—Basement.

Bargains in Chinaware

\$15.00 "Vimy" Dinner Set for \$12.50—Blue floral decorated English semi-porcelain. 97 pieces.

Dinner Set, \$15.95—Handsome new rosebud and panelled border decoration—gold line on handles and edges. 97 piece set, today \$15.95.

Imperial Porcelain Dinner Set, \$19.95—97 pieces with floral decoration—gold traced handles and edges. Regularly \$25.50. Today only \$19.95.

GLASSWARE BARGAINS. Glass Salt Boxes, with lid, 49c.

Covered Butter Dishes, pressed glass, 15c.

Butter Boxes, hold 1 lb., 23c.

Glass Mixing Bowls, 1 nest of 5 bowls, \$1.49.

Glass Vases, clear white glass, various sizes, 19c.

Fruit Bowls, pressed glass, good quality, 39c.

Cups and Saucers, good quality white porcelain. Kermis or ovide shape. Today 15c.

Simpson's—Basement.

Herring--Whitefish--Mackerel and Haddies--Special

FISH.

Canada Food Board License 9-029.

Two tons Lake Superior Herring, fresh frozen. Friday special, 6 fish for 15c; 12 fish for 25c.

Two tons Whitefish, winter caught, dressed. Friday special per lb., 14c.

One ton choice Atlantic Mackerel frozen. Friday special, per lb., 12c.

1,000 lbs. Fresh Smoked Finnan Haddies. Friday special, per lb., 12c.

MEATS.

All meats in Simpson's Market are inspected and approved by Government inspectors.

Frontquarter Young Lamb, per lb., 25c.

Loins Young Lamb, per lb., 40c.

Roast of Finest Beef, off shoulder, per lb., 28c.

Roast of Finest Beef, Blade Cut, per lb., 25c.

Roast of Finest Beef, off Round, per lb., 28c.

Brisket Cuts for Boiling, per lb., 22c.

Telephone Adelaide 6100

Rack of Fresh Veal for Roasting, per lb., 28c.

Breakfast Bacon, boneless, mild curing, whole or half piece, per lb., 45c.

Gunn's Maple Leaf Pure Lard, 5-lb. pails, gross weight, per pail, 90c.

Gunn's Eastfirst Shortening, 3-lb. pails, gross weight, per pail, 85c.