

Telephone Main 7841

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

# SIMPSON'S FRIDAY BARGAINS

STORE OPENS 8.30 a.m.

CLOSES 5.30 p.m.

OPEN ALL DAY SATURDAY

## Money Saving Opportunities in Homefurnishings Today Furniture, Linoleums, Wallpapers, Blankets, etc. Specially Reduced

### Flannelette Blankets Less Than Mill Price \$2.95

Pair  
(Not more than 3 pairs to each customer.)  
700 pairs, best Canadian make, white or grey flannelette blankets—largest double bed size, 70 x 84 inches. Less than mill price. Friday bargain, pair, \$2.95.

### \$16.50 Down Comforters, \$12.95 Each

Sateen covered feather down comforters in a large assortment of designs and colorings, with plain 6-inch panels to match. Well filled and ventilated. Size 72 x 72 inches. Regularly \$18.50, 50 clearing, Friday bargain, each, \$12.95.

### \$1.25 Bleached Sheet, 95c Yard

800 yards heavy quality fully bleached plain weave sheeting—80 inches wide. For extra large beds. Regularly \$1.25 yard. Friday bargain, yard, 95c.

### 40c Linen Towelling, 29c Yard

600 yards Linen Crash Roller Towelling—medium weight, with a red border, 16 1/2 inches wide. Regularly 40c yard. Friday bargain, yard, 29c.

### 69c Huck Towels, 49c Pair

1,200 pairs heavy white huck bed-room towels—fully bleached, with hemmed ends. Not more than 6 pairs to each customer. Regularly 69c pair. Friday bargain, pair, 49c.

### \$1.00 and \$1.25 Ceylon Flannel, 69c Yard

1,000 yards in a big clearance. Heavy mass Ceylon flannel in a variety of smart stripes. 31 inches wide. Regularly \$1.00 and \$1.25 yard. Friday bargain, yard, 69c.

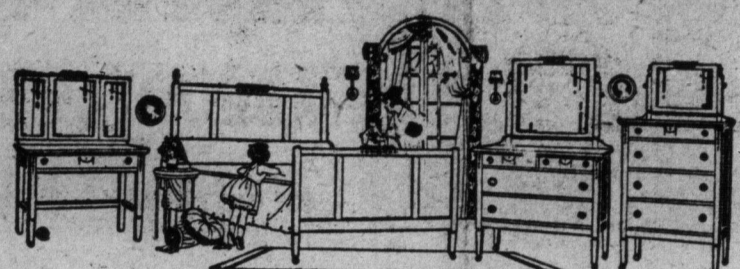
### Damaak Table Cloths, \$2.49 Each

100 only, Iron Damaak Colleen Brand Table Cloths—heavy quality in nice designs only. Size 83 x 63 inches. Less than manufacturer's price. Friday, each, \$2.49.

### 30c White Cotton, 24c Yard

1,800 yards White Longcut, pure finish, medium weight. 36 inches wide. Regularly 30c yard. Friday bargain, yard, 24c.

Simpson's—Fourth Floor.



**Dresser, \$26.25**  
Golden surface oak, full swell front, two large and two small drawers. Beveled plate mirror, \$26.25.

**Dresser, \$41.50**  
White enamel, large case, with two long and two short drawers, shaped standards, plate mirror 24 x 24 inches, \$41.50.

**Chiffoniers, \$20.75**  
Golden surface oak, three large and two small drawers, also cupboard. Brass trimmings. Large beveled plate mirror, \$20.75.

**Living Room Chairs and Rockers, \$12.00**  
Large chairs with deep spring seats, all-over upholstered in good grade of artificial leather, \$12.00.

**Arm Chairs, \$16.75**  
Fumed oak and mahogany finish. Spring seats, upholstered backs, covered in good grade of tapestry, \$16.75.  
Simpson's—Fifth Floor.

**Parlor Suites, \$36.50**  
Consisting of settee, arm chair and rocker—frame of birch, mahogany finish—shaped legs and arms—panel back. Covered in tapestry, \$36.50.

**Divanette, \$58.50**  
Frame of selected oak fumed and golden finish, upholstered in imitation leather. Used as divanette during day and double bed at night. Link fabric springs, soft and comfortable, \$58.50.

**\$11.75 Couch, \$9.75**  
Full spring seat, upholstered in imitation leather (Spanish), alike both sides. Regularly \$11.75. Friday bargain, \$9.75.

**2,000 Rolls Ceiling Papers, 7c Single Roll**  
Regular Values, 12 1/2c and 15c. Conventional and figured designs, printed in appropriate color tints on light backgrounds.

**Imported Tapestry Wall Papers, 69c Single Roll**  
Regular Values, 75c and 85c. For living-rooms, halls and dining-rooms, in various combinations of colorings on neutral backgrounds.

**English Silk Soiree Papers, \$1.00 Single Roll**  
Regular Value, \$1.75. High class silk surface wall hangings for drawing rooms and parlors, with rose and strap designs on rose, ivory or pale green backgrounds. 21 inches wide.

**35c to 45c Wall Papers, 29c Single Roll**  
Tapestry and conventional patterns and printed designs. Plenty of up-to-date color combinations, for use in halls, living rooms and dining-rooms.  
Simpson's—Sixth Floor.

**R. S. Co. Porch Floor Paint, 79c Quart**  
200 quarts only. Attractive slate grey shade for veranda steps and floors. Dries hard and glossy.

**China-Lac Black Enamel, Today, 39c Half-Pint**  
Gloss black enamel for stoves, pipes and radiators for use on metal and woodwork.

**Berry Bros' Floor Wax, Today, 37c Lb. Tin**  
Aplly applied and polished—for hardwood floors and woodwork.

**Simpson's White Enamel, Special, 89c Quart**  
Interior glass white enamel, quickly applied and dries hard.  
Simpson's—Sixth Floor.

**Friday Bargains in Tapestry Rugs**  
Excellent quality Tapestry Rugs—tan grounds, with neat designs and artistic color combinations. Size 9 ft. x 9 ft., Friday bargain, \$16.95; size 9 ft. x 10 ft. 6 in., Friday bargain, \$18.95.

**Linoleum, 4 Yards Wide, \$1.29 Square Yard**  
For today only, a full range in tile and floral designs, of stout quality linoleum. This width will cover an average size room without a seam. Friday bargain, square yard, \$1.29.

**Reversible Smyrna Rugs, \$5.49**  
Size 30 in. x 48 in. Deep heavy pile in floral designs, at \$5.49.  
Simpson's—Fourth Floor.

## Boot Bargains For Men, Women and Children



Women's \$6.00 and \$7.00 Boots at \$4.95

1000 pairs of women's boots, in lace and button styles. Gunmetal, black kid and colored kid leathers. Wide and narrow toes, plain vamps, perforated toecaps, medium weight leather soles, Spanish and Cuban heels. Sizes 2 1/2 to 7. Friday bargain, \$4.95.

### Men's Fleece-Lined Boots, \$5.95

180 pairs only, beaver brown lace boots, on English recede toe lasts. Goodyear welt guaranteed rubber fibre soles and warm fleece lining. Sizes 5 1/2 to 11. Today, pair, \$5.95.

### Men's Wide Toe Boots, \$5.95

180 pairs men's plain toe Police boots, made of heavy box-kip leather on extra wide toe last. Full double sole and heel. Sizes 6 to 12. Today, \$5.95.

### Sample Boots for Girls, \$4.29

Blucher and lace styles—mostly Goodyear welt, Havana brown calf, gunmetal and black kid and patent leathers. Wide and True Trod lasts. Today, \$4.29.

### Boys' Gunmetal Boots, \$3.50

200 pairs, made on English recede toe last, suitable for best boots. Strong McKay sewn soles. Sizes 1 to 5. Today, \$3.50.

### Children's Patent Leather, Cloth Top Button Boots, \$1.79

Black, brown and blue uppers. Flexible turn soles, spring heels. Smooth insoles—broad, easy-fitting toe shapes. Sizes 4 to 8. Today, \$1.79.  
Simpson's—Second Floor.

### Bargain Picture Framing, 14 x 18, \$1.25

Today we will frame your color prints, supplements and photo-enlargements in a wide assortment of suitable mouldings—oaks, gills, etc., up to and including 14 x 18 inches. Complete, \$1.25.

**Sheet Pictures, 49c**  
English color landscapes on white mounts. Suitable for framing in above. Regularly \$1.50. Today, 49c.  
Simpson's—Sixth Floor.

The Robert SIMPSON Company Limited

## Dress Goods Bargains

**\$2.50 All-Wool Serge, \$1.95 Yard**  
Fine twill all-wool British serges. 42 inches wide. Specially recommended for school and college wear. Navy and black. Today, per yard, \$1.95.

**All-Wool Suiting Serge, \$3.95 Yard**  
54 inches wide, British all-wool, soap-shrunk, heavy weight serges. Fast navy and black. For suits, \$5.00 value. Today, yard, \$3.95.

**5,000 Yards Plaids, Tartans and Checks, 95c Yard**  
On sale at bargain tables, Main Floor; also Second Floor. Dark fancy plaids, tartans, shepherd checks, etc., 36 to 42 inches wide. Regularly \$1.50. Today, yard, 95c.

**Satin Twills and Broadcloths, \$3.79 Yard**  
Rich satin twills and velour broadcloth in a variety of fall shades. 50 inches wide. Today, yard, \$3.79.

**1,000 Yards Black Silk Poplin, Per Yard, \$1.59**  
High-grade silk warp poplin, in fast deep black only. 36 inches wide. \$2.00 value. On sale in Dress Goods Section. Today, yard, \$1.59.  
Simpson's—Second Floor.

**Men's Combination Bath and Dressing Gowns, \$7.75**  
Neatly finished from soft, comfortable blanket cloths, in rich shades of brown, green and grey, in Gothic and Oriental pattern effects. 2 patch pockets, convertible collar and fancy cord girdle. Sizes 36 to 46. Today, \$7.75.

**100 Pairs Men's Work Trousers at \$3.49**  
Dark serviceable shades, in neat stripe pattern effect, finished with 5 pockets and belt loops. Sizes 32 to 44. Friday bargain, \$3.49.  
Simpson's—Main Floor.

## A Bargain in Boys' Tweed Suits at \$6.85

75 boys' wool and cotton mixed tweed suits. Neatly tailored in dark brown and black mixed effects, pin checks and stripes.  
Single-breasted, belted model, with vertical pockets, full-fitting bloomers, with belt loops and governor fasteners. Sizes 7 to 12 years. Friday bargain, \$6.85.



### 150 Pairs Boys' Bloomers \$2.25

Sturdy tweed bloomers of a durable wool and cotton mixture. They come in dressy greys, browns and blue stripes and mixed effects. Made with 3 pockets, belt straps, strap and buckle at knee. Sizes 7 to 16 years. Regularly \$2.75 and \$3.00. Friday bargain, \$2.25.

### Boys' Serviceable Raincoats \$5.95

Fawn paramatta raincoats. Neatly styled in the popular better model, with convertible collar and vertical pockets. All seams are stitched, cemented and taped. Sizes 7 to 14 years. Regularly \$6.75 to \$8.50. Friday bargain, \$5.95.  
Simpson's—Main Floor.

## Imported English Worsted Suits For Men \$34.75

Tailored in our own factory from a fine imported English pick-in-pick worsted, in medium shade of grey.  
Single-breasted, 3-button, soft roll, slightly fitted saque model, with medium height vest—trousers finished with 5 pockets, belt loops, cuff or plain bottoms. Wool body linings. Sizes 36 to 44. On sale 8.30 this morning at \$34.75.  
Trencher models, developed from rich brown and grey tweed mixture effects. Close-fitting, convertible collar, all-around belt, slash pockets, fancy plaid linings—edges and seams both sewn and cemented. Sizes 36 to 44. Friday bargain, \$12.95.



**Men's Merino Underwear, Garment, 98c**  
Shirts and drawers, Natural shade, medium weight for fall wear, elastic ribbed cuffs and ankles. Sizes 34 to 44. Friday bargain, garment, 98c.

**Men's SusPENDERS, 29c**  
Elastic web. Solid leather ends. Patent cast off. Assorted patterns. Regularly 50c. Friday bargain, 29c.

**Men's \$2.50 Pyjamas, \$1.59**  
Made from good quality flannelette in neat blue or pink striped patterns. Soft fleecy finish. Sizes 36 to 44. Regularly \$2.50. Friday bargain, \$1.59.  
Simpson's—Main Floor.

**Men's Fedora Hats, \$1.29**  
Smart fedora shapes, in many styles of flat set and curled brims. Shades of steel grey, green, fawn, pearl grey, brown, black and navy. No phone or C.O.D. orders accepted. Friday bargain, \$1.29.

**\$2.50 and \$3.00 Black Stiff Hats, \$1.95**  
English and American makes, in full and tapered crown styles. No phone or C.O.D. orders accepted. Friday bargain, \$1.95.  
Simpson's—Main Floor.

## The Best Reading for the Long Fall Evenings

75c Novels by the Popular Authors of the Day 75c  
Our List Includes the New September Titles. Cloth Bound, Good Type. One Price Today.

<p>"Tarzan and the Jewels of Opar," by E. R. Burroughs.</p> <p>"Long Live the King," by M. R. Rinehart.</p> <p>"Miss Millon's Maid," by Berta Ruck.</p> <p>"We Can't Have Everything," by Rupert Hughes.</p> <p>"The Triumph," by Will N. Harben.</p> <p>"The Fortelt," by Ridgwell Cullum.</p> <p>"Under Handicap," by Jackson Gregory.</p> <p>"Enoch Crane," by F. Hopkinson Smith.</p> <p>"Barbarians," by R. W. Chambers.</p> <p>"Anne's House of Dreams," by L. M. Montgomery.</p> <p>"Shorty McCabe Looks 'Em Over," by Sewell Ford.</p> <p>"The Lookout Man," by B. M. Bower.</p>	<p>"K," by Mary Roberts Rinehart.</p> <p>"Unpardonable Sin," by Rupert Hughes.</p> <p>"Greater Love Hath No Man," by Frank L. Packard.</p> <p>"The Girls at His Billet," by Berta Ruck.</p> <p>"Brandon of the Engineers," by Harold Bindloss.</p> <p>"The Way Home," by Basil King.</p> <p>"Bab' a Sub Deb," by Mary Roberts Rinehart.</p> <p>"The Dark Star," by R. W. Chambers.</p> <p>"The Side of the Angels," by Basil King.</p> <p>"Prudence of the Parsonage," by Ethel Houston.</p> <p>"Last of the Plainsmen," by Zane Grey.</p> <p>"Just David," by Eleanor H. Porter.</p>	<p>"Court of Enquiry," by Grace S. Richmond.</p> <p>"Way of An Eagle," by Ethel M. Dell.</p> <p>"Knave of Diamonds," by Ethel M. Dell.</p> <p>"On With Torchy," by Sewell Ford.</p> <p>"The Woman Gives," by Owen Johnson.</p> <p>"The World for Sale," by Gilbert Parker.</p> <p>"With Juliet in England," by Grace S. Richmond.</p> <p>"The Shuttle," by Frances Hodgson Burnett.</p> <p>"The Threshold," by Marjorie Benton Cooke.</p> <p>"Stella Maris," by W. J. Locke.</p> <p>"Big Timber," by Bertrand W. Sinclair.</p> <p>Cloth bound; good type, 75c.</p>
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