Telephone Main 7841

Store Opens 8:30 a.m.

Closes at 5:30 p.m.

Open All Day Saturday

Market Adel. 6100

Regularly \$19.00

#### Gray Blankets \$11.90 Pair

50 pairs only, all pure wool gray blankets in a medium shade of gray. Nothing could be more practical for the camp or summer home. Weight about 8 lbs., finished singly. Regularly \$19.00. Friday bargain, pair ..... 11.90

Hemmed Pillow Cases, \$1.18 Pair Fine quality pillow cases with deep hems, soft even finish, free from filling. Two sizes—42 x 33 and 44 x 33 inches. Friday bargain, pair ..... 1.18

\$6.00 Table Cloths, \$4.50 Each Satin Damask Table Cloths of fine finish. An excellent quality and evenly woven, showing a number of very attractive designs. Size 2 x 2 yards. Regular price \$6.00. Friday bargain, each ..... 4.50

Roller Towelling Reduced to 37c Yard Scotch Crash Roller Towelling, a union mixture of linen and cotton. Red border, 161/2 inches wide. Friday bargain, yard. .37 Simpson's-Fourth Floor.

### Handkerchiefs

Secure These by Phone While They Last. 

## Lace Neckwear 58c

GUIPURE LACE COLLARS round or square back styles, neatly finished with narrow edging. Friday

\$1.25 Shetland Drape Veils, 69c Black, navy, violet and white. Fri-

#### Odd Trimmings Half-Price

SILK FRINGE, plain and knotted, in good shades of navy, taupe, negre, sand, green. Regularly \$1.25. \$2.00 and \$2.50 yard. Friday bargain, yard .33 FRENCH MARABOU in black, mastic and brown. Good quality. Regularly 75c, 85c and \$1.00 yard. Friday 

FANCY BANDINGS, 15 inches wide. Metallic and sequin designs in color or black net. Also metallic cloth in colors. Braided allovers in navy and taupe. Regularly \$3.50, \$4.00, \$5.00 and \$12.00 yard. Friday bargain, yard, \$1.75, \$2.00, \$2.50 and \$6.00. Simpson's-Main Floor.

Friday Bargains in

## Art Needlework

Counter soiled and discontinued lines in embroidered models, including gowns, dressing sacques, combina ns, children's dresses, hats, coats, centres, pin cushions, scarfs, tray cloths, towels, cushions, etc. Regularly \$2.00 to \$35.00. Friday bargain, half price, each \$1.00 to \$18.50.

MONOGRAM INITIAL BOOKS. Regularly 15c. Friday bargain, each .5 CELLULOID KNITTING NEEDLES, set of 4. Regularly 15c. Friday bar-STEEL KNITTING NEEDLES, set

Simpson's-Fourth Floor.

## Jewelry Half Price

Graduated Pearl Strings. Regular \$2,50 to \$10.00 Friday bargain, half price, \$1.25 to \$5,00. Cameo Pendants of solid 10k gold, some also in 14k gold. Regularly \$5.00 to \$12.00. Friday bargain, half price, \$2.50 to \$6.00. Pearl and Novelty Earlings for un-pierced ears. Regularly \$1.50 to \$3.50. Friday bargain, half price, 75c to \$1.75. . Also Brooches. Bar Pins, Cuff Links, Bracelets and Cut Glass Beads. Regularly 50c to \$3.00. Friday bargain, half price, 25c to \$1.50. Simpson's-Main Floor.

## Ribbon Bargains

Hat Band Ribbon, 39c Yard 

### Friday Millinery Bargains

Trimmed Hats at \$5.85

Large hats, medium hats and small hats in a wide variety of styles, shapes and trimmings. Including the popular sailors, mushrooms and close-fitting shapes. Mostly flower trimmed-some with cire ribbon, feathers and mounts. Favored colors, including plenty of black and navy. Regularly up to \$12.50. Friday bargain .. 5.85

An Old-Time Friday Bargain in 500 Untrimmed Straw Shapes, \$1.45

A leading wholesaler's clearing stock of odd hats, bought by us at a remarkably low price-comprising hundreds of smart sailors, mushrooms, close-fitting styles and turbans in the fashionable bright Spring colors. Also black, navy and brown. Ordinarily these smart shapes could not be duplicated at twice the Friday bargain price ..... 1.45

#### Rough Braid Sailors, \$1.45

A serviceable ready-to-wear sports, outing or business hat. Made from good quality pineapple braid in sailor shapes and banded with silk gros grain ribbon. Bright colors. Regularly up to \$4.50. Friday bargain .... 1.45

Exceptional Bargain in Artificial Flowers for Trimmings 2,000 flower samples that a manufacturer has just cleared to us at a fraction of their real value. All are new

and comprise wreaths, flowers, mounts and novelty flower patterns. All colors. Friday bargain, 39c and 69c. Also 1,600 odd flowers, regularly 35c to 75c. Friday 

Simpson's-Second Floor

## Women's Suits Today \$57.50

Regularly Up to \$95.00

Exclusive models, samples, and a number from regular stock hade in tricotine, gabardine, poiret twills, velour checks and fancy stripes.

Beautifully tailored and well lined. Colors navy, rookie, taupe, sand, Copen and black. Sizes 34 to 42 in the lot. Truly a bargain worth being here for when the gong goes. Today ....... 57.50

Women's \$50.00 Suits, \$27.50 

## Coats for Women Bargain Priced

\$17.50 Regularly to \$32.50 \$25.00 Regularly to \$45.00

Just received—several manufacturers' clearing lines that we were fortunate in securing at a genuine sacrifice. Hence the remarkable opportunity for early Friday shoppers in coats for business

Several styles for sports and motor wear, belted. Made from Denegal mixtures in gray or brown. Regularly to \$32.50.

Coats for every occasion in newest styles. Polo cloths, serges and velours in sand, rookie, pekin, copen, navy, and black. Regularly to \$45.00.

## Misses' Dresses \$19.95

Regular \$29.75 and \$35.00 Values.

Taken from regular stock to make a bargain worth remember-SATINS AND TAFFETAS in soft little styles, with tunics and drapings and prettily embroidered—or crisp with frills and ruffles and quaint puffs. Some with dainty collars of self or lace. Colors taupe, navy, French blue or black. Many almost half 

#### Misses, \$45 to \$60 Suits \$32.50

Very smart styles from stock—developed in tricotine, gabardine and serge—lined with plain or figured silks. The season's newest types, splendidly tailored and with that perfection of finish which always marks our regular stock suits. Mostly in navy with a few in black. Sizes 14 to 20 years. Friday

Misses' \$49.75 to \$65.00 Coats, \$35.00

An exceptionally fine grouping, developed from such a variety of a materials as tricotine, goldtone, bolivia, silvertip, gabardine, velour A host of snappy styles, mostly lined with silk to waist. Others lined throughout with silk-finished poplin. New shades in charming assortment, and sizes 16, 18 or 20 years. Rare Friday bargain 35,00

Simpson's-Third Floor.

## 2400 Brassieres 95c Each

Corsets at \$1.49

Smart, seasonable models of fine white coutil. Low bust and graceful fitting skirt. Pive clasp front steels with strong hook and eye below. Four clastic hose supporters and tace trimming at bust. Correctly boned and can be obtained in sizes 21 to 27. Friday 1.49

Women's Band Aprons. 45c Striped print with handy pocket and tie strings of same material

Women's Nightgowns, \$1.69 White cotton with round neck and short sleeves. Slightly shirred in front with fancy stitchings. Extra special value, Friday bargain 1.69 Women's Underskirts, Today, \$1.19

White cotton—the extra deep flounce is of same material, daintly pintucked and finished with wide lace. Friday bargain ........... 81



#### Men's \$8 Boots at \$5.25

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



We made this purchase away below the market price. It in-

800 pairs Men's Boots, mostly blucher cut, made of black and brown side leather. Medium and recede toe shapes, Goodyear welt leather soles. Sizes 6 to 11. Regular \$8.00. Friday bar-

## Men's Brown Recede Toe Oxfords, Today, \$8.95

Small Boys' Boots, Today, \$2.79

A sturdy play boot made of box kip leather, blucher cut, broad toe, with hooks like daddy's. Good weight solid leather sole and low heel. Sizes 8 to 10. Friday bargain ...... 2.79

Children's Boots, Today, \$2.19

Blucker Dace Boots, made of flexible but strong leather on wide toe last, with perfectly smooth leather insole and sewn outer sole. Sizes 1 to 5, \$2.19; 4 to 71/2, \$2.49; 8 to 10, \$2.79.

Women's Summer Pumps and Oxfords

Today, \$4.95 1,500 pairs in all. Women's Oxfords, Pumps and Colonials, with high and low heels, in brown kid, patent leather, gunmetal and black kid; some have plain vamp, others imitation toecaps. Medium and light weight McKay sewn soles. Sizes 21/2 to 7. Today ..... 4.95 Simpson's-Second Floor.

## Friday Silks Bargains

About 2,000 Yards of Novelty Silks, \$1.75 Yard Including all remaining broken ranges and all odd colors in plaids, checks and stripes. Regularly \$2.95 and \$3.50. Friday bar-

gain, yard ...... 1.75 Friday Bargains in Ivory Habutai Silks The best "Echizen" quality, 36 inches wide. Regularly \$2.00. Friday bargain, yard ...... 1.69

300 Yards Navy Blue Chiffon Taffeta 300 Yards Satin Duchesse

\$6 inches wide. Regularly \$3.50. Friday bargain, yard ... 2.96 Black Satin Paillette

C. J. Bonnet's well-known make. 36 inches wide. Regularly \$3.50. Friday bargain, yard ...... 3.10

The Ever-Popular Pongee Silks In bright natural colors. Two splendid qualities. 33 inches wide. Free from dressing.

Regularly \$1.69, Friday bargain, yard ................. 1.34 

## Bargains in Children's Wear

400 Princess Slips for Girls of 2 to 12 Years, Half-Price, 75c

Children's \$1.15 and \$1.35 Print Dresses, 69c

Children's \$1.00 and \$1.25 Vests, 69c 

The SIMPSON Company

### Men's Suits Today \$24.95

85 Men's and Young Men's Suits—Made up from fine-finished tweeds and cheviots in attractive shades of brown, gray and green.

Single and double-breasted, form-fitting, waist-seam and belter models for young men, and the semi-conserva-tive single-breasted, 3-button sacque for men of average figure. Sizes 34 to 42. Friday bargain ..... 24.95

75 Men's Two-Purpose Tweed Raincoats, \$14.95\_ Attractive tweed mixtures in rich shades of brown and gray. Trencher model with all-round belt, convertible collar and slash pockets. Sizes 34 to 42. Friday bargain ...... 14.95

100 Pairs Men's Work Trousers-Serviceable dark shades of gray in neat stripe effects. Sizes 32 to 44. Friday bargain ..... 3.69

200 Pairs Youths' Khaki Overalls-Made up in the regulation bib model from a good weight khaki drill material. Sizes 28 to 32. Friday bargain, each ..... 1.50 Simpson's-Main Floor.

#### Men's Balbriggan Underwear 69c Garment

SHIRTS AND DRAWERS—Made from two-thread cotton yarns. Long sleeves and ankle length. Sizes 34 to 42. Friday bargain garment .....

MEN'S NEGLIGEE SHIRTS—Hairline and cluster stripes in MEN'S NEGLIGEE SHIRTS—Handle and average collar to a variety of colorings and patterns. Some have separate collar to match, all have double French cuffs. Sizes 14 to 17. Regularly 144 \$2.00. Friday bargain .....

Boys' \$2.00 Shirt Waists, \$1.49 

### Men's Tweed and Felt Fedoras at \$1.95

The balance of our tweed federa stock with all edd soft felt hats from our regular selling lines.

THE TWEEDS are green, gray and brown in plain shades, also stripe and broken check designs and fancy mixtures. THE SOFT FELTS are in shades of green, gray, brown, fawn and black. Regularly \$3.00, \$3.50 and \$4.00. Friday bargain 1.95 

50c VARSITY CAPS, 85c-Navy, green, cardinal and brown Simpson's-Main Floor.

## Boys' Suits \$6.85 Bargain

250 RELIABLE TWEED SUITS—Mothers will be eager to secure these thoroughly reliable gray cotton tweed suits for their strenuous boy that seems to walk through his clothes. Neatly tailored in single-breasted belter model, having bloomer pants equipped with belt loops and governor fasteners. Sizes 6 to 14

years. Friday bargain ...... Regular \$6.00 Oliver Tweed Suits, \$3.95 

Real Bloomers for Real Boys, \$2.69 Simpson's-Second Floor.

## Lingerie Waists, Today \$2.95

Popular Middies and Smocks at \$1.95 Made from firm jean or drill, in white and white with copen or navy. Also numerous fancy styles in voile and other materials. Open front and slip-over styles, with short or long sleeve. Sizes 34 to 42 in the lot. Exceptional Friday bargain 1.95

Simpson's-Third Floor.

# Friday Hosiery Bargains

Fibre Silk Stockings, Bargain at 75c

Women's Cotton Stockings, 29c—Brown, white, gray, cream, black and tan, All sizes. Seconds of 50c quality. Friday bargain ..... 29 Women's Mercerized Lisie Stockings, 49c—Black, white, brown and gray. All sizes. Seconds of 75c quality. Friday bargain ..... .49 Men's Mercerized Liele Stocks, 40c; 3 Pairs, \$1.15—Brown, gray, black and white. Seamless foot. All sizes. Seconds of 75c quality. Friday bargain, 40c; 3 pairs, \$1.15.

Children's Cotton Half Socks, 29c. Fine quality white cotton with colored striped cuff, with roll top, Sizes 4 to 816. Friday bargain .29 Simpson's Main Floor,

Farm W Billion ASKS

Ottawa.

READY F

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Fatal Riot

Grounds

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