

Telephone Main 7841

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

Market Adelaide 6100

Store Opens at 8.30 a.m.

Simpson's Friday Bargains

Store Closes at 5.30 Daily

Men's \$5 Hats at \$3.65

Lincoln Quality

These are hats from the different ranges of Lincoln hats that we have been carrying in stock. No complete range of sizes in any one style, but all sizes in the lot. Colors such as greens, greys, browns, black, etc. No phone or C.O.D. orders. Today, \$3.65.

50c and 75c Caps at 29c
200 caps for men and boys. Four and eight-piece top shapes. Stripe and check designs in greys and browns. Today, 29c.

Boys' \$1.50 Tweed Fedoras, 95c
Grey tweed Fedoras, in several smart patterns, well lined and finished throughout. Today, 95c.
Simpson's—Main Floor.



Boys' Suits With Extra Bloomers \$7.95

Remarkable Friday Bargain

125 boys and mothers should hurry here today. Brown with grey hairline stripe cottonade. Semi-Norfolk model with yoke—box pleats extending from yoke to waistline—all-around stitched belt. Bloomers have belt loops, with strap and buckle at knee. Sizes 25 to 30, 7 to 12 years only. Extra special Friday bargain, \$7.95.

Boys' Cotton Tweed Bloomers, \$1.29
300 pairs boys' sturdy cotton tweed bloomers—dark grey with green and blue stripe—full-fashioned—lined throughout. Four pockets—strap and buckle at knee. Sizes 7 to 16 years. Friday bargain, \$1.29.
Simpson's—Main Floor.



55 Men's Suits Going Today

\$14.75

For Men and Young Men

A remarkably low price for such serviceable suits. Developed in grey and brown tweeds. Single-breasted, 3-button soft roll sac suits, 5-button vests, trousers finished with belt loops and 5 pockets. Sizes 36 to 44. Friday bargain, \$14.75.



Men's Raincoats at \$7.95

A special purchase of 100 coats. Of English paramatta in the motor model. Close fitting collars, natural shoulders and full back. All edges and seams both sewn and cemented. Sizes 35 to 48. Friday bargain, \$7.95.

Men's Cotton Tweed Working Trousers at \$1.98

A special purchase of 350 pairs enables us to offer these serviceable trousers at this bargain price. Shades of grey and brown. Sizes 32 to 44. Today, \$1.98.

Men's \$1.75 Flannelette Night Shirts at \$1.39

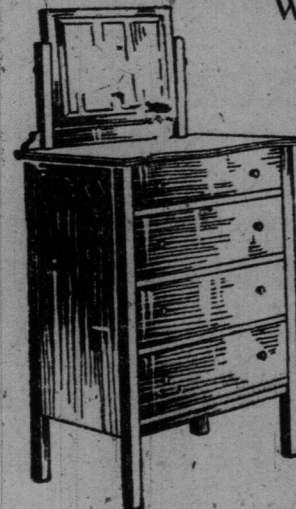
Of excellent material, white ground with neat blue or pink stripes. Collar, pocket, large bodies, full length. Regular \$1.75. Friday bargain, \$1.39.

Men's 35c Suspenders, 19c

Good solid elastic web, solid leather ends, with patent cast-off and slide buckles. Cross back, striped patterns. Regular 35c. Today, 19c.
Simpson's—Main Floor.

Odd Dressers and Chiffoniers---Bargains

Wonderful Opportunities for Friday Shoppers



Dressers, \$14.00

Surface oak, golden finish. Two large and two small drawers. Shaped top. Bevelled plate mirror. Case 26 x 20 inches. Today, \$14.00.

Chiffoniers, \$17.00

Surface oak, golden finish. Five large drawers, brass trimmings. Bevelled plate mirror. Today, \$17.00.

Dressers, \$15.50

Golden surface oak, large case with two large and two small drawers. Large bevelled plate mirror. Today, \$15.50.

Dressers, \$21.50

Mahogany finish, two large and two small drawers. Wood trimmings. Bevelled plate mirror, 19 x 24 inches. Today, \$21.50.

Chiffoniers, \$19.25

To match above dresser. Four large and two small drawers. Bevelled plate mirror. Today, \$19.25.

Dressers, \$37.25

Genuine quarter-cut oak, golden finish, highly polished. Shaped front and top. Large bevelled plate mirror with shaped frame. Today, \$37.25.
Simpson's—Fifth Floor.

Simpson's Friday Market

Here's a tempting list of good things that should crowd the big market today. Read every item and see how you can buy to advantage.

Six Specials in Meat Section

And every item offers splendid money-saving opportunities. As the quantities are limited, it is advisable to shop early. "Simpson's Quality" meats are Government inspected.

300 only Frontquaters Young Lamb. Friday special, lb., 23c.

500 lbs. Chuck Roasts, choice quality beef. Friday special, lb., 23c.

500 lbs. Corned Flank of Beef. Friday special, lb., 20c.

200 only Sides Select Breakfast Bacon. A worth-while chance to buy whole or half side bacon of excellent quality—tender and appetizing. Friday special, lb., 44c.

200 only Pails Domestic Shortening, 3 lbs. gross weight. Friday special, pail, 88c.

200 only Pails Silver Leaf Pure Lard, 3 lbs. gross weight. Friday special, pail, 97c.

Lake and Sea Fish

Fresh Caught Lake Ontario Trout, lb., 25c.

Fresh Caught Lake Ontario Whitefish, lb., 28c.

Fresh Caught Atlantic Haddock, dressed, lb., 13c.

Fresh Caught Atlantic Cod, headless, dressed, lb., 10c.

Fresh Caught Atlantic Cod Steaks, lb., 18c.

Winter Caught Whitefish, choice, dressed, lb., 12 1/2c.

Smoked Finnan Haddies, lb., 13c.

Smoked Boneless Fillets, lb., 23c.

Boneless Salt Cod, 1-lb. blocks, lb., 15c.

Shredded Salt Cod, per pkt., 12 1/2c.

3 Tomatoes, "Aylmer Brand," at 16c a Tin

This important news to lovers of this luscious vegetable. The quantity is fairly large, but brisk selling will soon dispose of the 3,000 tins. Not more than 5 tins to a customer. Today, per tin, 16c.

Finest Canned Peas, 2 tins 25c.

Finest Canned Corn, tin, 20c.

One or Standard Granulated Sugar, 10-lb. bag, \$1.10.

Lenox Soap, 7 bars 49c.

Choice Family Flour, 24-lb. bag, \$1.49.

Finest Creamery Butter, lb., 60c.

Yellow Sugar, 5 lbs. 55c.

California Raisins, a substitute for currants, lb., 20c.

Finest Cooking Molasses, tin, 14c.

Perfection Baking Powder, 2-tins 37c.

2,000 Packets Seeded Raisins at 14c Packet

Such a reasonable price for raisins should start many home cooks making raisin pies and other dishes. Get a supply today at per packet, 14c.

Cornstarch, packets, 12c.

Crisco, 1-lb. tin, 33c.

Pearl Tapioca, 2 lbs. 28c.

Dalton's Extracts, assorted, 3 bottles 27c.

Choice White Beans, 3 lbs. 25c.

Choice Rice, 2 lbs. 32c.

Orange Marmalade, No. 4 size pail, per pail, 88c.

Klim tin, 39c.

Pink Salmon, tall tin, 24c.

Quaker Oats, large packet, 29c.

Raspberry Jam, No. 4 size pail, 90c.

Prunes, 2 lbs. 28c.

Fruit Cake, lb., 30c.

Mixed Biscuits, lb., 25c.

2,000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed. Today, lb., 45c.

FRUIT SECTION.
1,000 Fresh Pineapples, each, 39c; 2 for 75c.
California Naval Oranges, dozen, 49c.
Choice Grapefruit, 3 for 35c.
Choice Carrots, 7 lbs. 20c.
Head Lettuce, each, 15c; 3 for 40c.

CANDY SECTION.
Brazil Nut Taffy, lb., 60c.
Candy Delight, lb., 29c.
Humbugs, lb., 25c.
Peanut, Copanut and Raisin Clusters, assorted, lb., 38c.
Maple Buds, regular 60c lb., 49c.

FLOWER SECTION.
Boston Ferns, each, \$1.39.
Palms, each, 60c.
Begonias, each, 35c.
Pots Hyacinths, each, \$1.00.
Asparagus Ferns, each, 19c.
Rubber Plants, each, \$1.00.
Geraniums, in bloom, each, 25c.
A Large Assortment of Rootstock.

Bargains in Draperies

English Lace Curtains, \$2.25 and \$2.98

250 pairs grouped into two big lots at very special values. Plain and figured centres. Today, pair, \$2.25 and \$2.98.

Tapestry Portieres, \$3.98
Plain red, tasselled fringe, full length. Friday bargain, pair, \$3.98.

Chenille Portieres, \$3.49
In the most-wanted green shades, fully reversible, festoon fringe. Friday bargain, pair, \$3.49.

Two Bargains in Window Shades
At 79c each—500 strong opaque shades, in white, cream or green. Standard size, 37 inches wide, 70 inches long, reliable rollers and brackets.

At \$1.35 each—500 heavy oil finished shades, showing white or cream outside, and dark green to the room. Complete for \$1.35.

Extension Rods at 10c Each
Complete with ends and hook brackets. Will fit any window from 20 to 36 inches.

Bay Window Rods, Complete, 75c
Strong round brass Extension Rods—the two sides extend from 22 to 36 inches and the centre one from 28 to 48 inches. Complete with all necessary attachments. Friday bargain, set, 75c.
Simpson's—Fourth Floor.

Electric Fixtures at Bargain Prices

Fit up the whole house with new electric fixtures at greatly reduced prices. Choice of semi-indirect candles or pendants, in several finishes, including brass, silver or gold or "Flemish." To mention a few:

Semi-Indirect Fixtures.
With genuine alabaster bowls, with lovely etching. Friday bargain, \$12.00 to \$35.00.

Brackets, half price and less. About 50 brackets, in a variety of designs and finishes, at real Friday bargain prices. Shop early for these.

Large 6-Light Candle Fixture.
In silver and black finishes. Friday bargain, \$38.75.

3-Light Pendant, \$13.75.
With prisms. This would make a lovely reception-room fixture. Friday bargain, \$13.75.

4-Light Hammered Brass Fixture.
With square lantern shades. Friday bargain, \$17.95.

4-Light Hammered Steel Fixture, \$36.00.
A work of art—genuine hand-wrought. Ornamental arms. Friday bargain, \$36.00.
Simpson's—Sixth Floor.

Suit Cases \$2.98

Deep Fibre Suit Cases, leather corners. Sizes 24 and 26 inches. Today, \$2.98.

Club Bags, \$3.95.
Walrus Grain Club Bags, reinforced corners. Inside pockets. Sizes 16 and 18 inches. Today, \$3.95.

Trunks, \$5.95.
Durable Canvas Covered Tourist Trunks, heavily bound with hardwood slats and heavy metal bumpers. Sizes 32, 34 and 36 inches. Today, \$5.95.

English Photographures, 10c.
Clearance of English Photographures. Size about 12 x 16 inches wide. Assortment of standard subjects. Friday bargain, each 10c.

Framed Pictures, 98c.
Colored English Landscape Prints, framed in 1 1/2-inch mission and weathered oak. Size about 12 x 18 inches, 98c.
Simpson's—Sixth Floor.

Wall Paper and Paint Bargains

Stripe Papers for Bedrooms, 7 1/2c; Regular 15c

Cut-Out Borders, 3c Yard.

Two-color stripe patterns—blue with pink and yellow with grey—pretty floral borders to match.

Foliage and Scenic Tapestry Papers, 17c Single Roll
American Wall Papers in newest color combinations, including blue with grey, tan and rose, buff and blue, for living-rooms, halls, etc.

New Verdure Tile Papers, 23c Single Roll
First quality stock and varnish finish—new designs and colorings for bathrooms, kitchens and shops.

Room Moulding, Friday Bargain, 1 1/2c Foot
White Enamel and Imitation Oak Room Moulding—1 1/2 inches wide. Standard finishes.

R. S. Co. Porch Floor Paint, 59c Quart
Light grey slate grey. Two desirable shades for verandah floors and steps—easily applied—dries hard over night.
Simpson's—Sixth Floor.

9x12 Hand Woven Japanese Rugs \$15.95

Durable and good-looking rugs in rich colorings. Hand woven without seam. Size 9 x 12 feet only. Today, special, each \$15.95.

Bedroom Rugs at \$7.49
Reversible rugs in five different colorings. Size 7 feet 6 inches x 9 feet. Today, \$7.49.

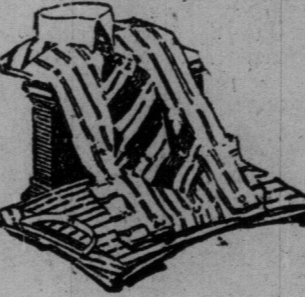
Axinster Rugs, \$17.95
Oriental patterns. Suitable for small room or hall. Size 3 feet 6 inches x 7 feet 6 inches. Today, \$17.95.

Feltot, Felt Base Oilcloth, Jute Stair Carpet at Half Price
"Seconds," 52c Sq. Yd. Reversible, small designs in shades of blue, green and brown; 22 inches wide, regularly 85c yard, today, yard, 42c; 18 inches wide, regularly 75c yard, yard, 37c.

Cocoa Mats, "Seconds," at \$1.29
About 100 Cocoa Mats in heavy brush quality. Sizes 14 x 24 inches and 18 x 30 inches. All one price, to clear, \$1.29.
Simpson's—Fourth Floor.

Bargain! Men's \$1.25 Shirts at 79c

A manufacturer disposed of his remaining stocks to us at our own price. All made coat style with soft French cuffs. Assortment of striped patterns in hairlines and clusters, also white with fancy pattern jacquard bosoms. Sizes 14 to 17. Regularly \$1.25. Friday bargain, 79c.



Men's Combination Underwear at 89c

Regularly \$1.25 and \$2.00. Spring and summer balbriggan, also mesh, closed crotch. Sizes 32, 34, 42 and 44 only. Friday bargain, suit, 89c.

Men's Khaki Work Shirts, \$1.29; Regular \$1.75

Good material, collar attached, pocket, strongly sewn seams. Sizes 14 to 17. Regular \$1.75. On sale today, \$1.29.

Basement Bargains Today

Phone M. 7841

Galvanized Wash Boilers, rust-proof, No. 8 or No. 9 size. Today, \$1.25.

Garbage Cans, galvanized iron, bail handle, slip-over cover. Today, 98c.

Galvanized Water Pails, about 12-quart size. Today, 39c.

The Vacuum Clothes Washer, \$1.49.
Washes clothes in boiler, pail or tub, easily, quickly and well. Today, \$1.49.

Dust Pans, japanned finish, open pattern. Today, 15c; half-cover pattern. Today, 25c.

Carpet Beaters, wire, with wood handle. Today, 15c.
Simpson's—Basement.

White Enamel Sink Strainers, improved shape, fits in corner of sink. Today, 59c.

Wear-Ever Aluminum Covered Saucepans, 3-quart size; \$1.75 value. Today, \$1.39.

Corn Brooms, four-string, medium weight. Not more than two to a customer. Today, each, 49c.

Dessert Forks and Table Forks, \$3.60 and \$4.20 value. Today, each, 15c.

Nickel Silver Spoons and Forks at Half Price and Less—A very high-grade make, extra heavy weight, handsome design. A factory clearance to sell today at greatly reduced prices. Tea Spoons, Bouillon Spoons, Soup Spoons. Regularly \$2.00 to \$3.60 a dozen. Each, 10c.

Bargains in China Department

2-Dinner Set Bargains
The "Joffre" at \$19.50—Wedgwood & Co.'s 97-piece Dinner Set, with dainty floral and bird border decoration. Today, \$19.50.

The "Marne" at \$21.50—Pretty new floral decoration, with gold-traced handles and edges, 97-piece composition. Today, \$21.50.

Gibson Teapots, 49c
Pretty decorated English Teapots, in various designs. Sizes from 3 to 7 cups. Today, 49c.

Clover Leaf Cups and Saucers. Today, 19c.
Cups and Saucers, pretty green floral decoration. Today, 18c.
Simpson's—Basement.

Two 8.30 Specials
300 dozen English-White Porcelain Cups and Saucers, ovate shape. While they last, today, 12c.

Cups Only, 7c—Suitable for camping, English white porcelain. Put up in half and one dozen lots only. Today, only, 7c.

Glassware at 10c—Sherbet Glasses, Measuring Cups, Lemon Reamers, Fruit Nappies, Small Butter Dishes, etc., your choice, each, 10c.

At 15c Each—Orange Reamers, Salt and Pepper Shakers, Butter Dishes, Handled Bonbons, Footed Cream Jugs, etc., your choice, each, 15c.