

**Daily Store Hours Are as Follows**  
Store opens at 8.30 a.m. and closes at 5.30 p.m. Saturdays, store opens at 8.30 and closes at 1 o'clock p.m. No noon delivery on Saturdays.

# SIMPSON'S

**Today is Friday Bargain Day**  
This pageful of thrift opportunities is worth attentive perusal. Space does not permit itemizing all of the bargains—your visit to the store will reveal many other economies.

## Men's \$6.50 and \$7.00 Oxfords March Out to the Tune of \$4.45

**A Shoe Opportunity Today That Many a Man Has Been Waiting For**

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

Thank the weather man for this. The backward season has played havoc with makers' stocks. Result, stocks are being closed out to retailers for what they'll bring.

This purchase of 300 pairs of men's oxfords is a striking example. They're Havana brown and gunmetal calf, straight lace oxfords, with English recede toe—Neolin or Goodyear welt soles and rubber heels.

The price we paid saves you from \$2.00 to \$2.50 on every pair. But you must come today to get these \$6.50 and \$7.00 shoes at just \$4.45 pair.

### Men's Pajamas \$1.49

This maker favors us when he is disposing of accumulated stock. Striped flannelette and percale; blue, helio and black; military collar; two pockets; silk frog fasteners. Size 34 to 44. Get them today at \$1.49.

### Balbriggan Underwear 49c Garment

They're shirts and drawers to match. Regular 65c qualities and good values at that price.

Natural shade—2-thread yarns. Sizes 34 to 44. Today the price is 49c a garment.

### Men's Bathing Suits Today 65c

The kind that gives service and satisfaction. Zimmerknit brand in popular one-piece style. Plain navy. Complete sizes from 32 to 44. At the Friday price of sixty-five cents.

### Today---Men Can Pick Out \$4.00 Panamas for \$2.45

There'll be enough men here today to clean up the lot before closing time, or we miss our guess.

The panamas are good for several summers. Fedora and telescope crowns—plain and pencil curl brims—black corded silk bands. Great choosing among them. Today, \$4.00 panamas are \$2.45.

### Up to \$3.00 Straw Hats Today at \$1.49

Selected boater and snap brims—flat and telescope crowns. Some Java palm hats among them too—look like real panamas. Today, up to \$3.00 straws, all one price, \$1.49.

### Children's Straw Hats 19c

Formerly 39c value. They come in natural shade with colored braid trimming. Just the hats for youngsters. Today, 39c hats for just 19c.

## Men---\$12.95 is Less Than You'd Expect to Pay for Such Suits

By reason of the fact that these suits were made to sell for dollars more--- they boast quality found only in higher priced garments. You'll find them serviceable and good looking for every-day wear.

Ninety-five suits are specially marked at that figure for immediate clearance.

They're English tweeds in brown, grey, fawn and mixed patterns. Two and three-button models as you please.

Sizes 35 to 44—all grouped today at the bargain price of \$12.95.

Have You Dined in

### Simpson's Palm Room?

If you haven't there's a treat in store for you. Today is a good day for your initial visit to this pleasing restaurant.

Canada Food Board License No. 10-4322.

Breakfast, 8.30 to 10.00 a.m.

Dinner, 11.30 a.m. to 2 p.m.

A la carte Lunches, at all hours.

Afternoon Tea, 3 to 5.30 p.m.

## Other Bargains Today Worth Special Mention

### 8 Bargains in Wash Goods

Gingham Zephyrs, in over forty designs, 32 in. wide. We cannot duplicate these at less than 75c. Midsummer Sale, yard, 49c.

White Linen, similar to linen, suitable for fine waists, aprons, children's frocks, nurses' uniforms, etc.; 36 inches wide. Today, yard, 25c.

Sport Skirtings, in stripes, gabardines and basket weaves, 36 inches wide. Three yards will make a skirt with pockets. Regular 85c. Midsummer Sale, today, yard, 49c.

Duro Pique in stripes. We could not replace these goods at \$1.00. 28 inches wide. Midsummer Sale, today, yard, 39c.

Silk and Cotton Shirtings, 36 inches wide. Stripes of rose, Nile and blue on white. Regular 75c. Midsummer Sale, today, yard, 49c.

Shantung Voiles, in delightful shades of lavender, pink, Nile, navy, grey, rose, brown and white. 36 inches wide. Regular 59c. Midsummer Sale, today, yard, 39c.

White Ground Voiles, with black stripes, only one design, hence the reduction, 36 inches wide. Regular 75c. Midsummer Sale, today, yard, 38c.

Lingerie Cloth, in sky blue only, 36 inches wide. Regular 39c. Today, yard, 19c.

### 4000 Yards Black Roman Sateen, 49c Yard

Rich satin finish in deep full blacks, for dresses, waists, aprons, linings or men's shirts; 36 and 40 in. wide. Friday bargain, yard, 49c.

54-inch Black Farmer's Satin, limited quantity. Specially priced for Midsummer Sale, today, yard, 95c.

### 6 Bargains in Favorite Silks

Navy Blue Satin—Paillettes and chiffon—Taffetas, of Swiss manufacture, 36 inches wide. Swiss weaves are now very scarce, and these are priced 25 per cent. under actual value. Today, yard, \$1.95.

Black Dress Satins and Taffetas—Light weaves, pure silk—lustrous and soft rippled qualities, in dust-resisting chiffon taffetas. Regularly \$2.69 and \$2.79. Midsummer Sale, today, yard, \$2.44.

VERY SPECIAL.  
2,000 Yards—36-inch Ivory Silk Habutal—With special soft finish for waists, dresses and lingerie; splendid qualities. Midsummer Sale, today, yard, 78c.

### 4 Bargains in Dress Goods

All-Wool British Serges—A phenomenal offer of fine twill serge, in navy and black. Midsummer Sale, today, per yard, \$1.69.

Ratine Suitings—In lovely shades for summer dresses and suits; 40 in. wide. Regularly \$1.50. Today, Midsummer Sale, yard, 95c.

Cream and Pencil Serges—As these are offered 50 per



### 35c Silk Knitted Neckties 121-2c

Styles and sizes for men and boys. Reduced because they're odds of best selling lines. Choose from accordion and cross-bar weaves. A Friday bargain worth coming for at 12½c each.

### 75c President Suspenders 49c

Here's the opportunity to save a third. They're light, medium and police weights—pulley back—detachable ends. Today, 75c suspenders are 49c.

### Men's Work Shirts Today 95c

Collar attached style—made of durable blue chambray—black and white striped saten and oxfords. Roomy bodies—buttoned cuffs.

Complete sizes from 14 to 18. And at 95c they're important values.

### Men's and Women's Umbrellas \$1.95

When you see them you'll know they are regular \$2.50 values.

Silk mixed covers—tape and hemmed edges—strong paragon frames—crooked or straight handles. Plain and silver, mountings. Today's shoppers can get these \$2.50 umbrellas at \$1.95.

### Men's Blue Serge Trousers \$3.75

An 8.30 a.m. special. Only 55 pairs marked at the Friday bargain price of \$3.75.

### Khaki Trousers \$1.95

For men and youths. The first 95 customers get them today at \$1.95.

## Friday Bargain Day Brings Luck to the Boys



**Boys' Tweed Suits Worth \$12.00 to \$13.50 for \$7.95**

Many a mother will settle her boy's suit question today, for by so doing she'll save dollars on the transaction.

The suits are odds from regular fine stocks—but all good models; 65 of them. Grey and brown stripes. Check and plain weaves. The real styles that boys want. Full fitting bloomers—lined. Sizes 25 to 35. Friday bargain, \$12.00 to \$13.50 suits at \$7.95.

### Boys' Bloomers 85c

A busy little sale of 350 pairs, of grey cotton tweed, striped. Sizes 6 to 15 years. Mail and phone orders taken. Friday bargain, 85c.

### Boys' Toodle Blouses 49c

Formerly 65c and 75c. Sizes 4 to 14. Plain and fancy stripes—some slightly mussed. Get your boy sufficient to last out the summer at the Friday bargain price of 49c.

### Boys' Wash Suits 89c

Formerly \$1.25 to \$1.50. Neat savings here. Chambrays, percales and tennis linen. Various colorings and white. Straight knickers. Sizes 2½ to 8 years. Friday bargain, \$1.25 to \$1.50 values, for 89c.

## Simpson's Friday Market

Phone Adelaide 6100

Canada Food Control License No. 9-029.

**FISH.**  
Advertised Subject to Arrival from Ontario Government Fisheries.  
Whitefish, per lb., 15c; if delivered, 17c.  
Trout, per lb., 15c; if delivered, 17c.  
Pickered, per lb., 15c; if delivered, 17c.  
Herring, per lb., 11c; if delivered, 12c.

**SEA FISH.**  
Fresh Cod, headless, dressed, per lb., 11c.  
Fresh Haddock, headless, dressed, per lb., 11c.  
Finnan Haddies, per lb., 16c.  
Smoked Fillets, per lb., 20c.

**MEATS.**  
Pure Lard, 1-lb. prints, special, per lb., 25c.  
Pure Lard, 10-lb. pails, gross weight, per lb., \$2.50.  
Lean Roast Young Pork, per lb., 45c.  
Fresh Veal for Pot, per lb., 25c.  
Rack of Fresh Veal, per lb., 30c.  
Best Cuts Brisket Boiling Beef, per lb., 25c.  
At our Cooked Meat Counter the assortment of meats—boiled, roasted and jellied—is large and of the finest.

**GROCERIES.**  
Lenox Soap (limit 16 bars), 16 bars, \$1.90.  
Family Flour, 24-lb. bag, \$1.50.  
Yellow Cooking Sugar, 10 lbs. for \$1.00.  
Loaf Sugar, 2 lbs., 25c.  
Midget Raisins, a substitute for currants, per lb., 20c.  
Seeded Raisins, 2 pkgs., 37c.  
Perfection Baking Powder, 2 tins, 27c.  
Crisco, 1-lb. tin, 35c.  
Canada Cornstarch, pkg., 12c.  
Table Syrup, 2-lb. tin, 25c.  
Rice, 5 lbs., 25c.  
Pearl Tapioca, 2 lbs., 35c.  
Finest Creamery Butter, per lb., 48c.  
Dalton's Flavoring Extracts, assorted, 2 bottles, 27c.  
Orange Marmalade, 4-lb. pail for 83c.  
Quaker Cornflakes, 3 packages, 25c.  
Klim, per tin, 23c.  
Choice Pink Salmon, tall tin for 22c.  
Canned Peaches, per tin, 20c.  
Finest Molasses, per tin, 15c.  
Quaker Oats, large pkg., 20c.  
Pure Strawberry and Raspberry Jam, 4-lb. pail, 95c.

**CHOICE PRUNES, 2 lbs., 29c.**  
Fresh Mixed Biscuits, lb., 25c.  
Fresh Fruit Cakes, per lb., 25c.  
**PURE CELONA TEA, L.S., 51c.**  
2,000 lbs. Pure Celona Tea of uniform quality and fine flavor, black or mixed. Today, per lb., 51c.

**CANDY DEPARTMENT.**  
Raisins Cluster, per lb., 35c.  
Simpson's Nut Bars, 3 for 10c.  
Assorted Chocolate Creams, per lb., 29c.  
Fudge, per lb., 25c.  
Chocolate Drops, per lb., 25c.

**FRUIT AND VEGETABLES.**  
Choice Cooking Onions, 5 lbs. for 29c.  
Large New Cabbage, 2 for 25c.  
Yankees Oranges, per doz., 51c.  
**FLOWER DEPARTMENT.**  
Carnations, per doz., 40c.  
Sweet Peas, per bunch, 15c.  
Snapdragons, per doz., 25c.  
Roses, doz., \$1.25 and \$1.50.  
Palms, each, 65c.  
Fern Fans, each 25c and 37c.  
Boston Ferns, each, 59c.  
Table Palms, each, 10c.  
Fuchsias, each, 20c.

The Robert SIMPSON Limited