

THIS YEAR'S FIRST EXHIBITION BARGAIN DAY AT THE SIMPSON STORE

Today's Special Fish Dinner 35c

Baked Stuffed Lake Trout, with Creole Sauce. Boiled or Mashed Potatoes. Corn on the Cob. Fresh Plum Pie. White Bread and Butter. Cup of Tea, Coffee or Glass Milk. Served From 11.30 a.m. to 2.30 p.m.

TO VISITORS: Residents of the City know the values given on our Bargain Days, and we want you who are visiting in town to reap the benefits to you of shopping at the Simpson Store on this, the first Bargain Day during the Exhibition. Charges are paid by us on purchases of \$10.00 and over to any station in Ontario.

Club Bags and Suit Cases

Club Bags and Suit Cases, extra deep, keratol suitcases; wide straps all around outside, heavy leather corners, with inside straps and pocket. Sizes 24 and 26 inches. Regular \$2.25 and \$3.75. Friday 2.00
Walrus Grain Club Bags, double handle, covered frame, brass lock and catches, keratol lining, with pocket. Friday, 16-inch, \$3.50; 18-inch, \$3.75.

Bargains in Furniture

50 Only, Iron Beds, 3 ft. and 2 ft. 6 in. sizes only. Regularly priced from \$3.50 to \$5.75. For special selling Friday **2.65**
Dresser, fumed oak, two large and two small drawers, top fitted with large beveled plate mirror. Reg. \$21.50. For special selling Friday **14.95**
Chiffonier, fumed oak finish, four large and two small drawers. Regular \$19.00. For special selling Friday **12.95**
Dining-room Tables, in solid oak, fumed finish only, 45-inch top, 4-ft. when extended. Regular \$19.75. Special Friday **14.75**
Dining-room Chairs, in solid oak, golden finish only; set consists of five side and one arm chair, pad seats. Reg. \$19.00. Friday **14.75**
Couches, show wood frames, covered in imitation leather. Regular \$11.75. For special selling on Friday. Sale price **8.00**

Rugs and Carpets Today

NEW SCOTCH TAPESTRY CARPETS.
We have just opened a new shipment of these Scotch Tapestry Rugs. They are in Oriental, floral and two-tone effects, for bedrooms and sitting-rooms. Size 6.9 x 9.0, at \$7.75; 7.6 x 9.0, \$8.50; 7.6 x 10.6, \$10.25; 9.0 x 9.0, \$10.25; 9.0 x 10.6, \$11.95; 9.0 x 12.0, \$18.50; 10.6 x 12.0, \$18.75.

UNION AND UNION AND FIBRE RUGS.
Inexpensive floor covering for upper bedrooms or as a protection for a better carpet, Oriental and floral designs, in browns, green and red colorings:
Size 6.0 x 9.0, at ... 3.58
Size 9.0 x 9.0, at ... 5.38
Size 7.6 x 9.0, at ... 4.48
Size 9.0 x 12.0, at ... 5.98

\$1.25 Inlaid Linoleum Friday, 98c Square Yard

There are still several very good designs to select from in this lot of imported Inlaid Linoleum. Block and tile effects only. Suitable for kitchens and bathrooms. Regular \$1.25 per square yard. Friday **.98**
\$65.00 Seamless French Wilton Rugs, \$49.75—There are only ten left of these beautiful seamless Wilton Rugs, in copies of the fine Orientals, lovely soft colorings, in rose, fawn, green and brown shades. Size 9.0 x 12.6. Regular \$65.00. Friday **49.75**
Woolen Fibre Hearth Rugs at 98c—A serviceable bedroom mat, medallions and all over patterns, in green, red and fawn colorings. Size 27 x 52 inches. Regular \$1.25. Friday **.98**
Woven Japanese Matting at 17c—A good strong matting, closely woven with a strong cotton warp, in red, green and natural shades. 36 inches wide. Friday, per yard **.17**

Cut Glass and China at Rush Sale Prices (Basement)

\$15.00 ENGLISH DINNER SET, \$9.95
Pretty pink rose hand border decoration; gold traced handles and edges; 97 pieces. **9.95** Friday bargain
12c CUPS AND SAUCERS, 9c.
Good quality English ware; blue decoration. Friday bargain, per cup and saucer **.9**
ODD TOILETWARE.
Decorated Ewers, Friday, each **.69**
Basins, each **.69**
White Basins, each **.49**
White Ewers, each **.59**
White Chambers, each **.34**
ODD LINES DINNERWARE.
60 Decorated Vegetable Dishes, Friday **.39**
8c to 10c White and Mottled Pudding Bowls, Friday, each **.5**

Cut Glass Fruit Bowls \$1.95
Full 8-inch size, pretty buzz pattern, clear, evenly cut design. Friday bargain, 1.95 each
\$3.00 Sugar and Cream Sets \$1.95
50 only of finest quality clear, evenly cut glass sugar and cream sets. Friday bargain, per set **1.95**

FRIDAY TABLE GLASSWARE BARGAINS.
75 Glass Table Sets, butter dish; spoon holder, cream jug and sugar bowl. Friday, per set **.39**
25c Glass Vases, Friday, each **.18**
Key Design Table Tumblers, each **.3**
Kitchen Tumblers, Friday, each **.2**
Bell Shape Glass Tumblers, each **.5**
Straight Side Decorated Thin Tumblers, each **.5**
Butter Tube, Friday, **.23**
Glass Fruit Bowls, Friday, each **.14**
CLOVER LEAF DINNERWARE
Cups and Saucers, 2 for **.25**
Dinner Plates, each **.9**
Breakfast Plates, each **.9**
Soup Plates, each **.8**
TEA PLATES, each7
Bread and Butter Plates, each **.6**
Fruit Saucers, each **.5**
100 Dozen Good Quality Porcelain Cups and Saucers, gold clover leaf decoration, Friday bargain, cup and saucer for 9 Phone Your Order for Fruit Jars
CROWN JARS
Pints, per dozen **.55**
Quarts, per dozen **.55**
Half gallon, per dozen **.75**
PERFECT SEAL
Pints, per dozen **.80**
Quarts, per dozen **.80**
Half gallon, per dozen **1.00**
Tin Tops for Crown Jars, dozen **.20**
Metal Rings for Crown Jars, dozen **.20**
Rubber Rings for Crown Jars, dozen **.8**
Tin Top 6-oz. Jelly Glasses, dozen **.30**
Tin Top 8-oz. Jelly Glasses, dozen **.35**

Some Good News From the Men's Store

Friday Bargain Prices on Men's Wear That Will Appeal to You

Negligee Shirts 39c

Negligee Shirts in plain colors and in fancy hairline stripes of blues and blacks; a large assortment of patterns; all laundered cuff style. Sizes 13 1/2 to 17 1/2. Get a supply. Regular 50c. Friday, at each **.39**
Men's Merino Underwear, full weight, natural shade. True-Knit make shirts and drawers. Sizes 34 to 44. Selling Friday, per garment **.49**
Men's White Cotton Night Robes, collar attached style, large roomy bodies. Sizes 14 to 19. Special value at **.75**

Men's Tweed Suits \$7.95

On Friday we're going to sell Men's Suits at \$7.95 that you would never expect to get in the regular way at this price. As a matter of fact, whenever we offer men's suits at \$7.95 it must be a special, for we do not ordinarily carry men's clothing at this low price. These are made of good wearing English tweeds, in browns and grays. They are smart looking suits, with single-breasted coats and vests and excellently made good fitting trousers. Sizes 36 to 44. Friday **7.95**

Men's Raincoats at \$6.95

They Are Worth Considerably More.
These raincoats are made of double texture paramatta cloth in fawn shade. Cut in a good-fitting roomy style, single-breasted, military close-fitting collar and slash pockets. These coats are positively rainproof. The material is of such strong texture that they are especially recommended to men who give their raincoats hard wear. Sizes 34 to 46. Friday bargain at **6.95**

A Worsted Finished Tweed Trousers Special, \$1.59

The cloth is a very serviceable worsted finished tweed, in a brown mixed stripe pattern. It is nicely tailored, and is worth considerably more than this special price. Sizes 32 to 44. Friday **1.59**

You Can Outfit Your Boy for School Serviceably and Economically in Our Boys' Department.

Smart School Suits \$3.85

Single-breasted, yoke Norfolk suits, with loose belt and pleats to the bottom. Made of imported tweeds, in browns, grays and tans. The best new Fall styles, with well-tailored coats and full cut bloomers. Sizes 25 to 35 for boys 7 to 17 years of age. Our regular \$5.00 and \$5.50 suits, **3.85** at
Boys' Strong Bloomers 95c
500 pairs of boys' strong tweed bloomers. Assorted patterns in dark shades of browns and grays, also medium grays. Cut generously full and lined throughout. Sizes 24 to 34, ages 7 to 16. **.95** Friday bargain at
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Record Values in Boots and Shoes

The Men's Boots \$2.19

In this lot there are 575 pairs of Men's Boots. They are good reliable boots, built of black box kip leather, with solid leather standard screw soles and medium height heels; cut in lace Blucher style, on a wide, easy-fitting and good-looking last. Regular price \$3.00 per pair. Special price for bargain **2.19** Day
The Women's Boots \$1.99
There are 800 pairs, including patent colt, gunmetal and dogonia kid leathers; both button and lace styles, with or without toe caps; dull kid or cloth tops; the lot includes about 200 pairs of "Dorothy Dodd" black and brown cravenette boots. Sizes 2 1/2 to 6. These are \$3.00, \$4.00 and \$4.50 boots. Friday bar- **1.99** gain, per pair
Girls' Fine School Boots, \$1.85 and \$2.29—600 pairs girls' gunmetal boots, with kid uppers. Good weight McKay sewn soles, with solid insoles; college girls' toe shapes; low heels. Sizes 11 to 13 **1.99** and 1 1/2, **\$1.85**; 11 to 2, **\$2.29**.



Read These for Bargains in Fall Hats and Caps

\$2.50, \$3.00 and \$4.00 Black Stiff Hats, \$1.95
200 only Men's Black Stiff Hats, all from well-known English mill tweeds, new hat shapes, with full and slightly tapered crowns. Regular \$2.50, \$3.00 and \$4.00. Friday bargain **1.95**
\$1.50, \$2.00 and \$2.50 Soft Felt Hats, 95c
Men's telescope and fedora shapes, in brown, gray, green and navy; some come with raw edge brims, others with silk-bound curling brims; all sizes in the lot, from 6 1/2 to 7 1/2. Regular \$1.50, \$2.00 and \$2.50. Friday bargain **.95**
Boys' and Men's Caps, 45c
Four and eight-piece top golf shapes, with and without bands; tweeds, serges, homespun, etc. in light and dark shades. The lot consists of 50c, 75c and \$1.00 caps. Friday bar- **.45** gain

Bargains for Booklovers

Our Lending Library Discontinued—Clearing Out the Books at 25c
The latest fiction and standard literature in the regular \$1.25 and \$1.50 editions at less than the cost of production. These volumes are a part of our Lending Library, which we have discontinued. Here is a rare opportunity to purchase some of the best 25c sellers. No phone orders and no exchanges **.25**

Misses' Suits to \$17.50 at \$2.99

Plain or striped silkenfines in blue and white, green and white, tan and white; also a few novelty Linen Suits. Regular \$12.50 and \$18.50. Also a lot of Misses' Midway Suits of novelty stripe reps and gabardines. Sizes 14 to 18 years. Regular \$8.75 to **2.99** \$17.50. At 8.30 Friday morning all going at

75 Only Women's Fall Dresses, \$9.95

Taffeta, Crepe de Chine, Silk Poplins and Crepe Meteor, made with full flowing skirts, novelty waists finished with vestees and embroidered or large cape collars of Georgette crepe. Colors are rose Copen, reseda, navy and black. Sizes 32 to 42. Regular \$12.50. Exhibition Special for Friday **9.95**

Telephone Tonight, 5.30 to 10 o'clock, for Provisions to go by Early Delivery Saturday. Call Adelaide 6100

MEATS.
Front Quarters Spring Lamb, 37c. day, special, per lb. **.17**
Loins Spring Lamb, Friday, special, per lb. **.17**
Leg of Spring Lamb, Friday, special, per lb. **.24**
Round Steak, per lb. **.27**
Shoulder Roasts, best beef, per lb. **.22**
Blade Roasts, per lb. **.14**
Brisket Boiling Beef, per lb. **.14**
Family Sausage, our own make, per lb. **.12**
Swift's Premium Breakfast Bacon, whole or half side, per lb. **.35**
Swift's Silver Leaf Lard, 3-lb. pails, gross weight, per pail **.56**
CHOICE PINK SALMON, tall tin, 35c. Shirriff's Marmalade, 2-lb. jar, 25c. Finest Canned Corn, Peas or Beans, per tin17
Choice Rangoon Rice, 4 1/2 lbs., 25c. Finest Pearl Tapioca, 2 1/2 lbs., 25c. Malt Vinegar, reputed, quart bottle15
Heinz Mixed Pickles, 30c. per bottle15
Gorton's Custard Powder, makes 8 pints, per package25
Toasted Cornflakes, 3 pkgs., 25c. 500 lbs. Fresh Fruit Cake, per lb.12
Fresh Mixed Biscuits, good assortment, per lb.12
1,000 lbs. Pure Celvina Tea, of uniform quality and fine flavor, black or mixed; not more than 2 lbs. to a customer. Special, per lb.29
CANDY SECTION.
Assorted Gum Drops, per lb. **.10**
Fudge Fruit and Nut, per lb. **.10**
Chocolate Covered Caramels, 2 1/2 lb. jar 80c per lb. **.17**
Butter Scotch Squares, per lb. **.17**
FLOWER SECTION.
Choice Palms, each **.47**
Fern Fans, well filled, each, 23, 29
Potted Ferns, each **.29**
Boston Sword Ferns, each **.29**
Asparagus Ferns, each **.19**
FRUIT SECTION.
Perfection Baking Powder, 3 tins **.25**
Extra Fancy California Lemons, per dozen **.28**
New Beets, 9 bunches, **.25**
New Carrots, 5 bunches **.25**
Large Cabbage, 2 for **.18**
Crisco, per tin **.29**

You Can Save Money By Buying Your Furs Now

It is Absolutely Certain That Fur Will Not Be Obtainable Again This Year at the Prices You Can Get Them for During This Sale.

These Four Specials for Friday:
GRAY CHINA BEAR SETS.
Muff and stole; the muff is large square pillow shape; the stole is wide on shoulder and finished with head and tail. Both are lined with heavy gray satin. Regular price \$8.00. Friday, day, the set for **5.50**
MISSES' VICUNA SETS.
Muff and scarf; the muff is large round shape with satin pleated cuffs; scarf is straight animal effect with fur on both sides, finished with head and tail. A splendid wearing fur resembling red fox. Regular \$20.00. Friday, per set **14.00**
CHILDREN'S WHITE ICELAND FOX.
Electrofied Thibet sets, square pillow muff and pretty neck piece, nicely lined with cream satin. Regular price \$6.00. Friday, day, per set **4.50**
BLACK SIBERIAN WOLF MUFFS.
Large round shape with satin pleated cuffs and have satin 7.50 lining. Regular \$10.00. Friday

Bargains in Millinery Today

Over 100 New Silk Velvet Hats, mostly in the large soft trimmed styles, smartly trimmed with narrow black corded silk ribbon; colors black, purple, navy or dark green. A good \$5.00 value. An Exhibition Special **3.35**
Misses' Hats From New York at \$2.50
They are made of black silk velvet in a good variety of styles that are quite the vogue in New York, including many close-fitting jockey tams with turban effects. They are ready to put on the head. Special **2.50** Friday
1,000 Silk Velvet Shapes \$1.75
Dozens of different styles and in all the most wanted colors; sailors, tans, turbans, etc. Friday bargain **1.75**



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