

WELCOME, VISITORS!

Simpson's Store is at your service. We would be pleased to have you take advantage of the following Store conveniences, whether you are shopping or not:

The Palm Room and Self Service Lunch Room—Sixth Floor.
 Women's Rest Room—Third Floor, Richmond side.
 Information Bureau—Main Floor, Centre.
 Appointment Register—Main Floor, Exchange Bureau.
 Postoffice—Main Floor, Centre.
 Telegraph Station and Free Parcel Check Room—Basement.
 Telephone Booths—Conveniently located throughout the Store.

SIMPSON'S

Telephone Store Hours 8:30 to 5:30; Saturday 8:30 to 1 p.m. Market
 Main 7841 No Noon Delivery on Saturday Adel. 6100

Simpson's Telephones

Simpson's telephones are at your service if you cannot come down to the store. Goods ordered before 12 noon will be delivered same day; goods ordered before 4 p.m. will be sent first delivery on following day. Every purchase backed by Simpson's guarantee of complete satisfaction.

Main 7841 for All Departments
 Market Phone Adelaide 6100

A Holiday Sale of Men's Suits Today 29.75

Holiday Special! 600 Men's Shirts Today \$2.95 Each

A special selling today of 600 Men's Negligee Shirts, in plain and fancy hairline and cluster stripes of black, blue, helio. Also two and three-tone effects on light grounds. Double French cuffs. All coat style shirts, in sizes 14 to 17. Regularly \$3.50 and \$4.00. Today **2.95**

Men's Bathing Suits, 95c "Zimmerkni" Brand Bathing Suits in one-piece style with skirt. Buttons on shoulder. No sleeves. Navy, trimmed with white, red or orange. Sizes 32 to 44. Today95	Men's White Sports Shirts, \$2.00 In fine corded material; collar attached. Plain or corded cloths. Sizes 14 to 17. Price 2.00
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Simpson's—Main Floor.

Kiddies' Wearables for the Holiday Outing

Sweatercoats and Pullovers, \$1.95
 Regularly \$3.00, \$3.50 and \$3.75

720 only—knitted of pure Botany wool. Smart Sweater Coats and Pullovers for kiddies of 2 to 8 years. Sailor, Dutch and roll collars. Plain and fancy weaves in the lot.

Colors, turquoise, rose, chocolate, Copen, coral, navy, white, old rose, Nile and mais. Many are prettily striped with contrasting colors.

Sizes 2 to 8 years in the lot, but not in each style or color. Today **1.95**

Children's \$1.75 Untrimmed Panama Hats, 75c

200 Fine White Toyo Panama Hats in two smart shapes for 2 to 5-year-olds. Drooping or smartly rolled brims, with jaunty turned-up at one side. Regularly \$1.75. Less than half-price today **.75**

Little Boys' \$5.00 to \$9.00 Wash Suits, \$3.95

Twelve charming styles in the lot, splendid Devonshire cloth, chambrays and mercerized material, including Peter Pan cloth. Balances and slightly counter-soiled suits from stock. Great variety of embroidered and hand-smocked styles. Colors, white, bisque, pink, saxe, cadet, reseda, rose and yellow. Sizes 2 to 5 years in the lot. Today **3.95**

Simpson's—Third Floor.

A late delivery---a re-grouping of our own stocks---that tells the story. 200 suits for men and young men will be ready---every one under wholesale cost at \$29.75. Men will do well to be here when the doors open at 8:30 today for first choice from this wonderful assortment.



Most of the suits are from our own stocks now reduced in price to under present wholesale cost. To these we have added various fine lines which were late in delivery and which we preferred to pass on to our customers at an extraordinarily low price, rather than return them to the manufacturers.

There are conservative and youthful styles—a model for practically every taste. The suits were specially selected for our regular stocks—not a manufacturer's clearance. This is apparent at a glance—their exceptional tailoring, their fine lines, their all-wool linings at once show their superiority.

A full range of sizes from 34 to 44 when the sale opens at 8:30 today.

29.75

Simpson's—Main Floor.

Specially Priced Overalls for Little Boys \$1.15

Let him romp and tear and play on the holiday and the whole vacation through—two or three pairs of these sturdy overalls will do him for the whole summer, and mother won't need to worry over damage to his clothes. They're good—they're cheap, and the most serviceable garment. Made for strenuous boys' play wear. Blue and white striped denim. Made with two pockets, bib in front, straps to go over shoulders, ankle length. Sizes 4 to 12 years. Today, holiday special **1.15**

Boys' Striped Sport Knickers, 98c

"Shorts" are popular and comfortable. Dressy, light-weight gray and black striped cotton and wool serge. Made with belt loops and two side pockets, knee length. Sizes 4 to 10 years. Today, holiday special **.98**

Simpson's—Second Floor.

Just Before the Holiday---Straw Hat Special \$2.45

Regularly \$3.00, \$4.00 and \$5.00

English and Canadian sennit straw hats of fine quality, with plain and notched edge brims. Finished with comfortable leather sweatbands and black ribbon bands. No Phone or C.O.D. Orders taken. Today, special **2.45**



White Felt Outing Hats, 95c
 Regularly \$1.50
 An excellent hat for bowling, tennis or outing purposes. English make. Today, special **.95**

Summer Weight Caps, 79c

Regularly 95c to \$1.50

Mercerized silk and taped light-weight tweed caps in a big assortment of shapes and colors. Boys' and men's sizes in the lot. Today, special **.79**

Simpson's—Main Floor.

Striped Bath Towels 59c Pair

Less Than Today's Mill Price
 (Not more than 6 pairs to a customer)

600 pairs of brown and fawn striped Turkish Bath Towels with double red stripe up centre. Heavy soft quality, made in England. Size 16 x 37 inches. Rush special, 8:30 today, pair **.59**

65c Circular Pillow Cotton 53c Yard

(Not more than 12 yards to a customer)

1,500 yards of Circular Pillow Cotton of medium weight and round thread. Popular 40-inch width. Snowy white and free from filling. Regularly 65c. Rush special, today, yard **.53**

Simpson's—Fourth Floor.

1000 Pairs Women's Oxfords and Pumps Regularly \$6.00 to \$7.00, Today \$3.25

Smart Lace Oxfords and Plain Pumps of Regular \$6.00 and \$7.00 Value in a Full Range of Sizes from 2½ to 7.

They represent a degree of style and quality far beyond what you would expect in footwear at so low a price. Indeed, such fine shoes usually sell at about double this day-before-the-holiday sale price. The leathers are kid, in black, brown and gray, and black patent colt. Goodyear welt and McKay sewn soles. A full range of sizes in the lot for first-comers today, but not in every style. Phone or Mail Orders cannot be filled on sale footwear. Very special, today, pair **3.25**

Women's White Canvas Boots \$1.99 Pair

Here is a Simpson Value Extraordinary! Genuine \$5.00 and \$6.00 values at \$1.99—imagine! The white duck is a fine grade, and every pair is new, fresh and spotless. They are comfortable, good-looking, stylish and durable, with wide or narrow toe and Goodyear welt or McKay sewn soles. Low walking or Spanish heel, either of canvas-covered wood or all leather. Sizes 2½ to 7 in this very special sale lot. Today, at, pair **1.99**

Simpson's—Second Floor.

Attention Please!

Campers—Picnic Parties
 Autoists—Workmen

An Interesting Sale of Genuine THERMOS Goods, including Kits, Pint and Quart Bottles, Etc.

No. 1—Fibre Covered Lunch Box containing a 1-pint bottle—spacious room for lunch. List price, \$5.00. Sale price **3.95**

No. 2—Fibre Covered Kit, with a 1-pint leatherette-covered nickel bottle—separate lunch box. List price, \$4.75. Sale price **3.59**

No. 3—Same style as No. 2, with slightly cheaper bottle. List price, \$4.25. Sale price **3.19**

No. 4—Thermalite Case—room for two bottles or one bottle and lunch box. Pint size, \$2.00. Sale price **1.49**

No. 5—Metal Lunch Kit—with pint bottle, patented bottle holder, spacious lunch box, \$4.25. Sale price **3.19**

Pint Bottles—
 List prices, \$2.25, \$2.75, \$4.00
 Sale prices, **\$1.69, \$2.10, \$3.00**

Quart Bottles—
 List prices, \$4.00, \$4.50, \$5.50
 Sale prices, **\$3.00, \$3.39, \$4.15**

288 Cans McKay's Barley—
 Infant food. Regularly 50c.
 Special **.29**

Simpson's—Main Floor.

\$15.95 Prairie Grass Rugs \$13.49

Heavy reversible Prairie Grass Rugs of artistic design and serviceable colorings. They are extremely durable, the weave being close and even and reinforced with a patent cross-stitch. Besides being most durable, these rugs are decidedly attractive. Size 9' x 12'. Regularly \$15.95. Today **13.49**

55c and 65c Japanese Matting 39c Yard

Fine qualities of Japanese Rice Straw Matting, plain or figured. A cool, clean covering for bedroom floors, etc. 36 inches wide. Regularly 55c and 65c. Today, yard .39

Simpson's—Fourth Floor.

A Holiday Offering of Men's Oxfords at the Special Price of \$6.95

Men who are prompt to act will find in this a special offering of the most unusual sort. They will choose from a wide variety of regulation and brogue styles, from kid and calf leathers and from black, brown or mahogany. Full range of sizes from 5 to 11. No Phone or Mail Orders, please. Today, special, pair **6.95**

Extra! Men's Outing Boots and Oxfords \$2.95

SPECIAL!! Men's Outing Boots and Oxfords, white duck, rubber soles. Sizes 5 to 10. Today, special, pair **2.95**

Simpson's—Second Floor.

The **SIMPSON** Company Limited