

SIMPSON'S

Looking for an Ideal Place to Dine?
Then here ends your search, for Simpson's Palm Room is everything you could wish for—cool, quiet and attractive. The food is excellent, the service efficient and the charge moderate. Express elevator runs direct to Sixth Floor.

SIMPSON'S

Store opens at 8.30 a.m.

Weather Today—Light winds; fine and warm.

Telephone Main 7841, Connects With All Departments.

Store Closes at 5.30 p.m.; Saturday at 1 p.m.

Today is the Last "Friday Bargain Day" in the Midsummer Sale

We've Planned Big Things in a Big Way, Making Unusual Savings Effective on Quality Merchandise

Buy Your Steamer Trunk Today

Waterproof canvas covered with leather straps, brass corners, lock and bolts—neatly lined, with divided tray. Today, size 32, \$5.75; size 34, \$6.00; size 36, \$6.25.

Matting Suit Cases

Strong handle—good lock and fasteners—very light and durable. Today, sizes 22, 24 and 26 in. at \$1.75.

Club Bags

Walrus grain—high double handle—brass lock and fasteners. Neatly lined, with pocket. Today, size 16 in., \$2.50; size 18 in., \$2.95.

Victor Records for Children

Altho children of all ages are enthusiastic about all Victor Records, we list below a few which have been made especially for the smaller children. You will be surprised at the enjoyment and educational benefits derived from these records.

No. 16694—10-inch—90c "The Camel and Butterfly," "The Elephant and the Portmanteau," "The Tin Coo Coo"—Henry Allen Price.

No. 35447—12-inch—\$1.50—"Cinderella," "Little Red Riding Hood"—Pauline Potter.

No. 35643—12-inch—\$1.50—"Dog and the Kitt Cats," "Big Brother," "Little Bull Cal"—Bryant.

No. 16863—10-inch—90c—"Mother Goose Songs"—"Hi Diddle Diddle," "Little Bo-Peep," "Little Jack Horner," "Moo Cow Moo," "His New Brother."

No. 18276—10-inch—90c—"Raggy Man," "Our Hired Girl," "Sally Hamlin."

No. 35570—12-inch—\$1.50—"Wolf and the Kids" (Fairy Tale), "Tom Thumb"—Pauline Potter.

Linens

Round Scalloped Damask Table Cloths, in assorted designs. Size 64 x 64 inches. Regularly \$7.75. Midsummer Sale, today, \$1.35.

Damask Table Napkins, in various attractive designs. Size 18 x 18 in. Midsummer Sale, today, doz., \$1.39.

Bleached Longcloths, 36 in. wide. About 1000 yards of a lot in which the pieces were slightly soiled from display. No phone or mail orders. Regularly 30c. Midsummer Sale, today, yard, 22c.

Check Glass Towelling, made in Ireland; red check only; 23 in. wide. Regularly 32c. Midsummer Sale, today, yard, 25c.

Irish Embroidered Cotton French Napkins, with scalloped and hemstitched edges; size 12 x 12 in. Regularly \$3.00. Midsummer Sale, today, doz., \$1.95.

Plain Bleached Canadian-made Sheet, in heavy quality, 70 inches wide. Regularly 55c. Midsummer Sale, today, yard, 47c.

Circular Pillow Cotton, 42 inches wide. Good quality. Regularly 40c. Midsummer Sale, today, yard, 36c.

Striped Flannelette, in pink, blue and grey stripes, 27 inches wide. Less than the mill price, today, per yard, 18c.

Linings

Brocade Saten, high satin finish, in woven brocade and flower designs; 40 inches wide. All the fashionable colors and black. Today, yard, 69c.

Colored Satéens, 40 inches wide; a wide color range and black. Less than today's cost. Today, yard, 39c.

Silktaf and Taffetine—Has an extra high sheen finish and is an ideal fabric for women's underskirts. The appearance and rustle of silk, but does not cut in wear; 36 inches wide. All the wanted colors. Per yard, 50c.

Hot Weather Suits at \$12.95 Is Great News!

Especially When the Former Values Were \$13.50, \$15.00, \$16.50 up to \$18.00

For Men and Young Men

It isn't altogether the style nor the fabric, nor even the tailoring that put Simpson suits so far in advance of other suit values.

It is all these things and then something—it is an intimate knowledge of individual requirements—the ability to fit every man and young man according to his particular taste and fancy.

Enough suits for 110 men and young men. New Suits, here owing to a slow season. Included are imported mohairs, Palm Beach, cool cloths, as well as tropical tweeds and worsteds. Sizes for most any figure; medium, slim and stout. Fine suits at the Friday price of \$12.95.



Men's Khaki Suits at \$6.50

For holidays, fishing, boating, and so on. Coat and pants made from Government standard khaki drill, unlined. Coat has four patch pockets, fastened with pearl buttons and buttonhole. Sizes 36 to 44. Today, \$6.50.

Men's Odd Trousers \$2.95

Plain brown English tweeds, also some fancy striped worsted finished tweeds. Sizes 32 to 44. Today, \$2.95.

Khaki Drill Odd Trousers, made in outing style from 80 oz. drill. Today, \$1.95.

Men's Balbriggan Underwear 59c

Athletic slipover style, sleeveless, no buttons. Drawers are ankle length. Ideal weight for hot weather; white only. Sizes 34 to 44. Regularly 75c. Today, garment, 59c.

Men's Work Shirts 59c

Good quality shirting in grey with white hair-line stripe, collar attached. Sizes 14 to 16 1/2. Today, at 59c.

Men's 65c Bathing Suits 49c

One-piece style, made from good quality navy cotton, sleeveless, buttoned shoulders. Sizes 32 to 44. Today, 49c.

Men's Straw Hats 89c

Friday Clearance of \$1.50 to \$2.50 Kinds.

Oddments and travelers' samples. Smart straws, boaters and sailors, in split and sennit braids. Fedora shapes in Java, palm and canton braids. Flat and telescope crowns in canton and milan straws, braids. All one price, today, 89c.

Men's Panamas \$2.35

Clearing \$3.00 to \$4.00 Kinds.

Fedora, telescope and negligee shapes, flat and pencil curl brims. All natty hats of even weave and clear bleach. Today they are \$2.35.

Boys' Tweed Suits Down to \$5.95

97 Suits That Were Formerly Priced at \$7.50

That's what happens when we decide upon an immediate clearance. They're dressy tweeds in attractive colorings.

Semi-Norfolk models with pleats extending from yoke to waistband. All around stitched belt at waist.

Sizes 25 to 35—fit boys 7 to 17 years. Today these \$7.95 suits are just \$5.95.

Little Boys' Wash Suits at 95c

Broken lines and odd sizes in a big variety of styles and patterns. All sizes, but not every pattern. Regular value \$1.15, \$1.50 and \$2.25. Friday bargain, 95c.

Boys' Tweed Bloomers at 85c

These bloomers come in a dressy black and grey striped pattern. Made up with three pockets and strap buckle at knee. Sizes 24 to 33 waistband. Friday bargain, 85c.

Boys' Shirt Waists at 49c

Broken lines from regular stock—some counter-soiled. All good materials and patterns. Sizes 6 to 14 years. Cannot promise to fill phone orders. Regularly up to \$1.50. Today, 49c.

Electric Fan Bargains

8-inch One-speed Fans, Friday bargain, \$9.75.

8-inch One-speed Fans, with switch in base for stopping and starting. Friday bargain, \$10.75.

12-inch Three-speed Fans, only a few left at this price. Friday bargain, \$19.00.

8-inch Three-speed Fans. They oscillate from side to side while running. Friday bargain, \$16.00.

All above fans work equally well on Hydro or T. E. lighting circuits.

5 only, 16-inch 60-Cycle Three-speed Fans, \$15.00.

2 only, 12-inch Direct Current Three-speed Fans, \$13.00.

Jewelry Bargains

A great clearance of novelty summer beads of every description. Plain colors in turquoise, sapphire, emerald, topaz or red and fancy combinations of black with red, amber, turquoise, jade or coral. Others have Venetian, long, gilt or oxidized silver beads and Chinese pendants. Lengths from 15 to 32 inches. Regularly \$1.00 to \$1.50. Midsummer Sale, today, 59c.

Rolled Gold Plate Expansion Bracelets. Regularly \$1.65. Midsummer Sale, today, \$1.19.

Narrow Band Bracelets, engraved or pearl set. Regularly \$1.50. Midsummer Sale, today, 79c.

Pictures

Unframed Pictures to Clear, 10c. 1,500 beautiful colored landscapes and photogravures. Reproductions from the masters and others. Regularly 15c to 35c. Today, each, 10c.

Picture Framing Half Price. 3 1/2-in. and 1-in. antique gilt mouldings, several choice patterns, suitable for water colors, hand colored prints, Ladies' Home Journal pictures. Regularly 15c, 20c and 25c. Today, 7 1/2c, 10c, 12 1/2c per foot.

Stationery

Line Writing Paper, 23c—That's much below present market value, because we bought before recent advances. Package of 102 sheets of smooth linen writing paper. Today, package, 23c.

25 Envelopes, to match, package, today, 7c.

Silverware

Casserole Pie Plates, with Guernsey fireproof lining, fitted in a silver-plated stand, with handles. Regularly \$2.50. Today, \$1.89.

\$2.50 Butter Plate and Knife, \$1.89—English silver-plated butter plates, with Crown Derby pattern lining. Complete with butter knife. Regularly \$2.50. Today, \$1.89.

Sterling Silver Depositware Oil and Vinegar Bottles—Ash Trays—Ice Cream Glasses—Vases and so on. Regularly \$2.50 and \$2.75 each. Today, 95c.

Sterling Silver Depositware Perfume and Toilet Water Bottles, in tinted colored glass. Regularly \$1.00—\$1.25. Today, 39c.

Wash Goods

2,000 Yards 60-inch Mosquito Netting, at 10c Yard. In yellow only—will soon bleach white. Regularly 25c. Friday bargain, yard, 10c.

Piquella Skirtings, in a variety of fast colors; 36 inches wide. Regularly \$1.25. Midsummer Sale, today, yard, 75c.

Plaid Gingham Zephyrs, with over thirty lovely designs and color combinations to select from; 36 inches wide. Regularly 75c. Midsummer Sale, today, 49c.

40-inch White Voiles, in a fine sheer variety for dainty lingerie waists and frocks. A special purchase specially priced for today, yard, 39c.

Plain Voiles, in twelve lovely shades; 36 inches wide. Regularly 59c. Midsummer Sale, today, 39c.

42-inch White Pique, in white cords. Mill price, 60c in England. Friday bargain, yard, 49c.

Black Silks

Natural Pongee Silk, in extra fine smoothly woven qualities. Free from dressing. Regularly 95c. Midsummer Sale, today, yard, 79c.

Weighty Shantung, for men's and women's summer suits, coats and separate coats. Sand or Palm Beach shades. Special value, yard, \$1.79.

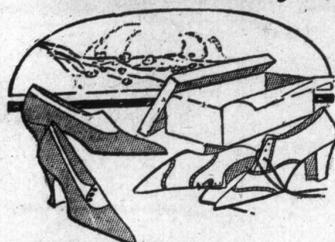
Ivory Pongee or Knopp Shantung, Regularly \$2.00, at \$1.49 Yard—36 inches wide. A special purchase of splendid weights that would sell at \$2.00 in the ordinary way. Midsummer Sale, today, yard, \$1.49.

Simpson's Friday Market

Phone Adelaide 6100

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| Canada Food Control License No. 9-028. | Finest Creamery Butter, per lb. 40c. |
| FISH—Subject to Arrival. | Dalton's Flavoring Extracts, assorted, 3 bottles 27c. |
| Ontario Government Whitefish, per lb. 15c; if delivered, 17c. | Orange Marmalade, 4-lb. pail 85c. |
| Ontario Government Pickerel, per lb. 15c; if delivered, 17c. | Quaker Cornflakes, 3 pags. 33c. |
| Fresh Large Herring, dressed, per lb. 12 1/2c; if delivered, 14c. | Klmin, per tin 25c. |
| Fresh Cod, dressed, headless, lb. 11c. | Choice Pink Salmon, tall tin 25c. |
| Fresh Haddock, dressed, headless, per lb. 11c. | Canned Peaches, per tin 20c. |
| MEATS. | Finest Molasses, per tin 15c. |
| Brisket Boiling Beef, best cuts, per lb. 22c. | Quaker Oats, large package 30c. |
| Shoulder Roasts Tender Beef, per lb. 20c. | Pure Strawberry and Raspberry Jam, 4-lb. pail 95c. |
| Best Round Steak, per lb. 28c. | Choice Prunes, 2 lbs. 29c. |
| Front-quarters Young Lamb, per lb. 30c. | Fresh Mixed Biscuits, per lb. 25c. |
| Family Sausage, our own make, per lb. 25c. | Fresh Fruit Cake, per lb. 25c. |
| Pure Lard, 1-lb. prints, special, per lb. 27c. | Finest Canned Corn, per tin 18c. |
| Cotouset Shortening, 2-lb. pails, gross weight, special, pail 90c. | 2000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed. Today, lb. 51c. |
| Lenox Soap (limit 16 bars), 16 bars \$1.00. | CANDY SECTION. |
| Family Flour, 24-lb. bag \$1.59. | Fudge, per lb. 25c. |
| Yellow Cooking Sugar, 10 lbs. \$1.00. | Jelly Gingers, regular 50c, lb. 38c. |
| Loaf Sugar, 2 lbs. 24c. | Simpson's Nut Bars, 3 for 10c. |
| Midget Raisins, a substitute for currants, per lb. 20c. | Assorted Chocolates, per lb. 25c. |
| Seeded Raisins, 2 packages 27c. | After-Dinner Mints, per lb. 25c. |
| Perfection Baking Powder, 2 tins for 27c. | Pattiercrisp, per lb. 40c. |
| Orisco, 1-lb. tin 25c. | FRUIT AND VEGETABLES. |
| Canada Cornstarch, per pkg 12c. | 500 6-qt. Baskets Green Peas, per basket 60c. |
| Table Syrup, 2-lb. tin 25c. | Choice New Carrots, 6 bunches 20c. |
| Choice Rice, 3 lbs. 35c. | California Valencia Oranges, Sun-kist Brand, per dozen 85c. |
| Pearl Tapioca, 2 lbs. 35c. | FLOWER SECTION. |
| | Sweet Tom per bunch 20c. |
| | Roses, per dozen \$1.25 and \$1.50. |
| | Snappdragons, per dozen 25c. |
| | Carnations per dozen 50c. |
| | Boston Ferns, each 50c. |
| | Palms, each \$1.49. |
| | Asparagus Ferns, each 45c. |
| | Table Palms, each 10c. |

Women's \$4 to \$5 Low Shoes Today \$2.69



Plain and fancy, buckles and tailored bows, flexible McKay and turn soles. All sizes. Friday bargain, \$2.69.

New White Canvas Pumps for Women \$1.99.
400 pairs with turn sole, Spanish and Cuban wood covered heels. Sizes 2 1/2 to 7. Today, pair, \$1.99.

Men's \$2.50 and \$3 White Canvas Oxfords \$1.39.
Medium and narrow toe with rubber or leather McKay sewn soles, leather insoles, low heels. Today, \$1.39.

Men's Gummetal Boots \$2.89.

375 pairs semi-dress, light weight, gummetal boots, blucher style, neat round toe. Light weight McKay sewn sole with covered channels. Sizes 6 to 10. Today, \$2.89.

Girls' White Ankle Strap Pumps 89c.
Sizes 5 to 8, neat wide toe, white tailored bow, medium weight leather soles, low heels. Regular values, \$1.25 to \$1.75. Today, pair, 89c.

Bathing Shoes.
Women's Black and White Canvas-two-eyelot Lace Shoes, sizes 3 to 7. Pair, 50c.

Women's High-cut Lace Shoes, navy, green and white, fast colored satin cloth, backed with cotton lining. Sizes 3 to 7. Pair, \$1.75.

Women's Blue and White Stripe Sandals, sizes 3 to 7. Pair, 95c.

Women's High-cut Lace White Canvas Shoes, black fastenings. Sizes 3 to 7. Price, pair, \$1.25.

Men's Black and White Canvas Lace Shoes, sizes 6 to 10. Pair, 95c.

The Robert SIMPSON Company Limited