

SIMPSON'S

Store Hours--8.30 a.m. to 5.30 p.m.
Saturdays, 8.30 to 1 p.m.
No Noon Delivery on Saturdays.

SIMPSON'S

Are You Getting Your Share of the "Arrow" Shirts?

The Sale is Going Full Tilt! \$1.50, \$2.00, \$2.50 and \$3.00 Shirts at One Extraordinary Price---

\$1.39

The man who neglects this shirt opportunity will be pretty apt to regret it, because market conditions are such that a repetition of these values seems almost impossible.

The shirts are distinctive in character—authoritative in style—dependable in quality—the sort of shirts that most men prefer.

Made from specially woven fabrics of beautiful colors and designs, these Arrow shirts represent the culminating point in shirtmaking and are splendidly tailored.

In point of comfortable fit, proportions and general excellence they maintain the standard implied by the Arrow label.

An important feature about these shirts is the variety of sleeve lengths to suit all types of arms. Complete sizes from 13½ to 17. Truly, the most remarkable shirt values of the season at \$1.39, or 4 for \$5.50.



Dine Today in Simpson's Palm Room

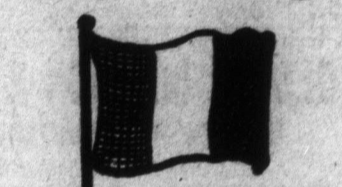
Every little detail in its atmosphere and appointments is beyond criticism. The food is excellently cooked and well served—the service is efficient and the charges moderate.

It is these superior features that have won for the Palm Room, the good opinions of the discriminating.

Canada Food Board License No. 10-4252

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, 3.00 to 5.30 p.m.

Buy a Flag!



Spend gladly—liberally—in aid of the refugees of brave, undaunted France, who have been forced to flee from war-ravaged homes before the advance of the ruthless enemy.

Think of them—they have given all—they are in need! Can you afford to miss this opportunity to support a noble cause? Help Toronto to break its past good record. GIVE!

Today in Simpson's Market

Phone Adelaide 6100
Canada Food Control License No. 9-028.

MEATS AND FISH.
Stewing Beef, lean, boneless, lb., 20c.
Shoulder Pot Roast Beef, lb., 27c.
Finest Round Steak, per lb., 35c.
Best Cuts Brisket, for boiling, lb., 25c.
Family Sausage, our own make, per lb., 25c.
Best Finnan Haddies, per lb., 15c.
Smoked Filets, per lb., 30c.
Shredded Salt Cod, per packet, 12c.
Cooked meats, finest quality and large assortment, always ready.

Important Notice

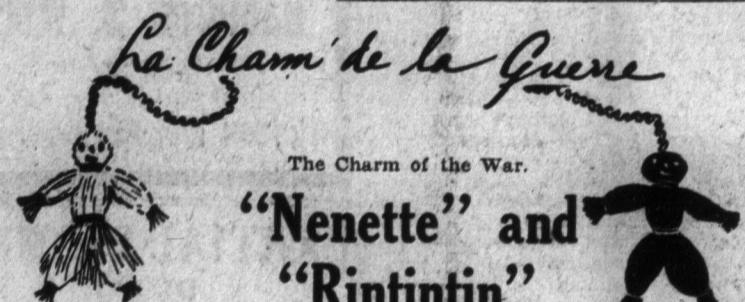
On and after Monday, July 15th, dealers are forbidden by order of the Food Board to sell Standard or Wheat Flour, unless substitutes in the proportion of not less than one pound of substitutes to two pounds of wheat or standard flour are purchased at the same time.
A complete stock of substitutes ready today, including white Corn Flour, Barley Flour, Rye Flour, Rice Flour, Potato Flour, Bran, Shorts, Oatmeal, Rolled Oats, Corn Meal, Corn Starch, Rice, Tapioca, Sago and Potatoes (4 lbs. potatoes counted the equivalent of one pound of other substitutes).

Groceries

2,000 lbs. Oleomargarine, per lb., 32c.
Finest Canned Peas, 3 tins, 25c.
Monarch Flour, 24-lb. bag, \$1.54.
Orange Marmalade, 4-lb. tin, 35c.
Yellow Cooking Sugar, 5 lbs., 50c.
Choice Rice, 5 lbs., 25c.
Quaker Oats, large package 30c.
Herrings, in Tomato, per tin 15c.
Pure Cocoa, in bulk, per lb., 24c.
Finest Gold Dust Cornmeal, 7 lbs. for 50c.
Vegetable Soup, Dominion Brand, 3 tins, 27c.
Fats Vanilla Soap, 3 bars, 24c.
Sunlight, Surprise, Comfort, Borax, and Gold Soap, 4 bars 30c.
Lemon Soap, 5 bars 24c.
Simpson's Big Bar, per bar, 14c.
Ammonia, 3 packages, 25c.
Old Dutch Cleanser, 3 high 25c.
Sapolio or Bon Ami, per cake, 15c.
Lux, 3 packages, 35c.
Canada Laundry Starch, per package, 15c.
Babbitt's Cleanser, 5 lbs., 25c.
Blue, 2 packages, 10c.
Soap Chips, in bulk, 2 lbs., 25c.
Toro Tablets, 5 packages, 25c.
Cleantall Soap, 5 packages, 25c.
Comfort Lye, package, 10c.
Gold Dust Washing Powder, large package, 25c.
2,000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed. Today, per lb., 51c.

POULTRY FOOD.
Predigest Meal, 5 lbs., 25c.
Scratch Feed, 5 lbs., 25c.
Baby Chick Feed, 5 lbs., 25c.
Cracked Corn, 5 lbs., 25c.
Mica Grit, 5 lbs., 15c.

FRUIT SECTION.
Choice Valencia Oranges, per dozen, 45c.
New Carrots, 6 bunches, 25c.
New Beets, 6 bunches, 27c.



La Charm de la Guerre
The Charm of the War.

have the reputation of being a charm against shells and bombs.

French sweethearts are busy making them to mail to their soldier boys at the front.

The charms arrived in our Art Needlework Department Saturday—ask to see them today.

It is considered unlucky to buy these, but we will show you how to make them.

Little Boys' Wash Suits At \$1.50

Wash Suits of blue chambray—middy styles—collar and cuffs trimmed with white—white lace at neck. Sizes 3 to 8 years, \$1.50.

Wash Suits of grey and white striped Oxford, in middy style—short sleeves, collar and cuffs of contrasting grey color. Sizes 3 to 8 years, \$1.50.

Wash Suits of plain grey chambray, with grey and white striped collar, cuffs and belt; Tommy Tucker style. Sizes 3 to 8 years, \$1.50.

At \$2.00

Wash Suits of white tennis cloth, in fancy model—pleats extending from shoulder to pockets—collar, cuffs and pockets trimmed with blue, full back, with loose belt. Sizes 3 to 6 years, \$2.00. Others at \$2.50 and \$3.00.

Halt! Who Goes There? Officers' Overseas Trunks, Sir!

Splendidly constructed trunks—fibre covered three-ply basswood veneer—rotary corners—heavy brass corner protections—spring lock and bolts—linen lined, with divided tray. Today, size 36-inch, \$13.50; 40-inch, at the really moderate price of \$14.00.

Suit Cases—of smooth selected leather—reinforced corners—with leather straps—swing handles—brass lock and bolts. Linen lined, with shirt pocket. Today, size 24 inches only, \$9.50.

Club Bags—walrus grain leather—high double handles—leather lined, with pockets. Good brass lock and fasteners. Today, size 16 inches, \$7.50; 18 inches, \$7.95; 20 inches, \$8.50.

The Basement Will Be Astir Today With Thrifty Shoppers

SPRUSTEX MOP

Non-Slip Lock, Clamps Handle Securely

Polish Mop and 50c Pad, today, the two for \$1.00—Adjustable handle—easily re-rolled through groove in plate—extra pads may be purchased at 50c each, thereby making a new mop when needed at half the cost.

Brush Floor Brooms, sweep clean and wear much longer than corn broom, 60 to sell today, complete with long handle, at each, 49c.

600 Corn Brooms to Sell at 75c Each—Medium weight and size. Today's price is little more than factory cost. Today, each, 75c.

High-grade Lawn Hose, Gotta Percha Company make—a very superior brand—¾-inch size inside. On sale today at less than factory price. 50-foot length, with couplings and clamps, today, \$4.95; 25-foot length, today, \$2.75.

Two-burner Gas Hot Plate—Star-drilled burners, Gurney's make. Today, \$2.49.
Metallic Gas Stove Tubing, with rubber ends, in 2, 4, 5, 6, 7, 8 or 10 ft. lengths. Today, ft., 10c.
Spring Clothes Pins, a very spry kind. Today, 3 dozen, 15c.
Sisal Rope Clothes Line—48 ft., 15c; 72 ft., 25c.
Copper-bottom Wash Boilers, with heavy tin bodies, No. 8 or 9 size. Today, \$1.89.

Perfection Oil Cook Stoves, 1918 models, with glass front and brass burners.

Hot Blast Oil Stoves, with two wicks; very convenient for use in summer cottage, camp, etc. Today, \$1.25.
36 only, 2 burners \$12.95
41 only, 3 burners \$18.95
7 only, 4 burners \$23.95

Solid Alcohol Stoves, with tin of solid alcohol. Today, 27c.
Ekko Solid Alcohol Refills, 2 for 25c.

Water Coolers, made of galvanized iron—charcoal insulation—nicely decorated—push button faucet. 18 only to sell today at less than half price, each, \$1.69.

Deluge Sprayers, for spraying plants, trees and shrubs, bushes, etc.—green japanned finish—two sizes. Today, 49c and 59c.

Galvanized Wash Tubs, rust-proof, with wringer attachment on side. Medium size, 29 in. diameter, today, \$1.45; large size, 33 in. diameter, today, \$1.65.

Grey Enamel Preserving Kettles—Factory Price.

5 qt. size, today, 29c.
7 qt. size, today, 35c.
8 qt. size, today, 39c.
10 qt. size, today, 45c.
12 qt. size, today, 50c.
15 qt. size, today, 55c.
18 qt. size, today, \$1.15.

Imperial Clothes Wringer, enclosed coars, warranted grade rolls, 72 only to sell today, each, \$4.99.
The Marvel Washing Machine is a popular style, quick and easy to operate and washes thoroughly. Square tub—rocker motion, \$5.95.
Folding Wash Benches, holds two tubs and a wringer—hardwood-varnished. Today, \$2.79.

Folding Ironing Tables—Very well made and finished, adjustable height, with sleeve board attachment. Complete, today, \$1.95.

Skirt Boards, size 12 x 60 in., 55c.
Queen City Wash Boards, metal face, full size. Today, 29c.

Screen Doors \$1.39

30 only, 2 1/2 x 6 1/2;
140 only, 2 1/2 x 6 1/2;
449 only, 2 1/2 x 6 1/2;
79 only, 8 0 x 7 0.

Two grades and four sizes, all one price, \$1.39.
Screen Door Fittings, consisting of spring hinges, hook, eye, pull and screw. Set, 35c.

Window Screens Reduced

These sizes of adjustable Window Screens reduced:

No.	Height	Closed	Opens to	Price
No. 45	14	18	23 in.	35c
No. 47	14	25	41 in.	39c
No. 49	14	34	60 in.	45c
No. 50	18	18	23 in.	35c
No. 51	18	20	22 in.	35c
No. 52	18	22	26 in.	45c
No. 53	18	26	44 in.	49c
No. 54	22	22	26 in.	55c
No. 55	22	26	44 in.	59c
No. 57	24	34	60 in.	75c

Regal Lawn Mowers
Taylor-Forbes high-grade make, 18-inch cut—10 1/2-inch wheel—four blades. 12 only to sell today at each, \$7.95.

White Enamel Bath Seats.
Adjustable rubber covered steel arms—fits any size bath. Today, 79c.

Rosemary Dinner Set, \$25.50

Quart, dozen, \$1.30.
Half Gallon, doz., \$1.50.

A Beautiful China Dinner Set, \$25.75—Excellent quality, thin, clear white, translucent panned border design, full gold handles, gold line on edges. An open stock pattern; 37 pieces. Today, per set, \$20.75.

China and Glassware

Gold Line 1/2 in. English China Cups and Saucers. Today, cup and saucer, 25c.
200 Dozen Heavy and Heavy Glass Kitchen Tumblers. Today, each, 4c.

Clover Leaf Dinnerware.

Cups and Saucers, 15c.
Tea Plates for 12c.
Dinner Plates for 15c.
Fruit Saucers for 8c.
Gravy Boats for 25c.
Salad Bowls for 30c.
Vegetable Dishes, 59c.

Stoneware Covered Crocks for Preserving.

No. 1 size, each 35c.
No. 2 size, each 29c.
No. 3 size, each 79c.
No. 4 size, each 95c.
No. 5 size, each \$1.25.
No. 6 size, each \$1.39.

The Robert SIMPSON Limited