

Get One of Our \$2 or \$2.50 Straw Hats for 95c

Our best selling straw hat—those well made English and American hats that have earned for our Men's Hat Department the good opinion of Toronto, will be cleared today at half and less than half regular prices. There are shapes and styles to suit every face. We have been selling them, as excellent values, at \$2.00 and \$2.50. Clearance time is now here, **95c** so you may have your choice of 500 today at

The Special Selling of Linens Continues Today With

Seven Stirring Values

Some of Our Best Table Cloths Reduced for Stock-taking Clearance—A Few Are Slightly Soiled

They are all pure linen and very fine quality double satin damask. Sizes 2 x 2½, 2 x 3, 2½ x 2½ and 2½ x 3 yards. Cannot accept phone or mail orders, as the quantities are limited. Regularly \$8.50 to \$12.50, rush price \$5.95. Regularly \$15.00 to \$20.00, rush price \$8.95.

Fancy Colored Scarfs Half Price

White with blue edging, one corner neatly embroidered in blue. Size 17 x 48 inches. Regularly 50c each. 600 to sell today at the rush price of **.25**

Hemmed Huckaback Towels, size 20 x 40 inches. 50c quality. Clearing today, 3 pairs for **1.00**

Bleached Huckaback Toweling, 17 inches wide. Regularly 18c yard. Clearing today, yard **.13**

Bleached Longcloth at away less than mill price; a good general purpose cotton; 36 inches wide. Clearing today, a yard **.12½**

Bleached Sheets, hemmed, size 2 x 2½ yards. Clearing, a pair **1.88**

Damask Table Napkins, hemmed ready for use. Size 20 x 20 inches. Clearing today, dozen **1.45**



Men's Khaki Serge Breeches, military style with laced bottoms, sizes 32 to 44, regular \$5. On Sale Today at \$3.95

Men's Khaki Drill Government Standard Riding Breeches, sizes 30 to 42, \$3.00

Men's Handsome Summer Suits \$18

Men's Two-piece Suits, made of tropical tweeds in a fine Saxony finish. A rich navy blue ground, with white pin stripes. Made up unlined, with deep French facings and patch pockets. One of the latest single-breasted sacque models, tailored in the very best manner. Sizes 35 to 44. A very smart and gentlemanly suit. Price **18.00**

Men's Better Quality Palm Beach Suits

Men's Palm Beach Suits, finest quality, in two colors—a plain medium grey and a brownish fawn or coffee color. Cut in plain sacque and pinch-back style, tailored by experts that do only first-class work. Sizes 36 to 44. A suit you'll get much comfort and satisfaction from. Price **10.00**

Men's Underwear, Some Half Price or Less

The most wanted styles of Summer Underwear, and every garment priced to save you one-third, one-half or more

The Underwear offered today at \$1.19 a suit for combinations and 59c a garment could not be purchased in the regular way at the mills for those prices.

They are all nice, new, clean goods of the better qualities mercerized lisle, balbriggan, mesh and spring needle knit, in both white and natural color.

All perfectly finished, perfect-fitting garments, and offered at so low a price because the makers cleared out to us their surplus at the end of their season at a most unusually large discount.

There are long and short sleeve styles, and knee length, three-quarter length and ankle length drawers, in both combinations and two-piece suits. All regular sizes (except size 38 combinations). On sale at the wonderfully low prices of: Shirts and drawers, a garment, **59c**; combinations, a suit **1.19**

59c

1.19



A Lingerie Waist Opportunity!

Various Odd Lots Have Been Grouped at This Price

Quite a quantity, and most varied in designs—these specially priced Lingerie Waists will prove an exceedingly interesting sale item for today. They consist mainly of fine batistes and sheer voiles, finished with exquisite Venetian laces and delicate embroideries. Others of white voiles, with large collars and revers of colored satin, with blazer stripes in numerous designs. Sizes are 34 to 44 bust. These charming waists are priced at **1.95** an average of a dollar less than they are worth. Each



Summer Dresses Reduced to \$4.95

Dozens of Women's Pretty Colored Voile Dresses that were \$7.50 each have been reduced for quick sale today. They come in assorted shades; are made in the smartest styles for hot weather use. Wonderful value at **4.95**

Black Taffeta Silk

Skirts **\$3.95**

Full skirt, having shirred yoke and heading with two fancy pockets. Regular \$6.75. In the Women's Department, special at **3.95**

\$2.00 Wash Skirts, Special

at **\$1.29**

White gabardine with belt and novelty pockets. Sizes 22 to 26 only. Special price today **1.29**

Women's Tub Suits, Now \$9.95

Taken from our regular stock of \$14.50 to \$18.50 lines and grouped at this price. They are our better wash suits in Palm Beach and gabardine; well assorted in styles and sizes from 32 to 42. Special at **9.95**

Women's Black Silk Coats Reduced to \$17.95

Several splendid styles in taffeta, peau de soie or moire; flaring or belted. Formerly \$25.00 to \$30.00. Special at **17.95**

The Last Shoe Sale Before Inventory

Offers Very Tempting Values in Summer Footwear

Men's Canvas Low Shoes 99c

Men's White Canvas Low Shoes, with white rubber outer sole and leather insole; nothing more dressy or cool for outing, tennis and bowling. Regularly \$1.75. Today **.99**

Men's Goodyear Welt Boots \$2.95

Blucher cut, made of white Sea Island duck, with rubber sole and flat heel, heavy leather insole; neat fitting toe style, with toecap. Sizes 6 to 10. Today **2.95**

Men's Oxfords \$3.95

Made of gummetal, with Goodyear welt soles; English recede toe shapes. Sizes 5½ to 10. Regularly \$4.50. Today **3.95**

Women's Canvas Footwear \$1.99

Made of white canvas, plain and strap pumps and colonials, with turn soles; high and low white covered heels, or leather heels, with neat button and silk bow trimmings. Sizes 2½ to 6. At **1.99**

Girls' White Canvas Slippers

Girls' White Canvas Ankle and Instep Strap Slippers, with neat silk bow trimmings; wide fitting toe styles; good weight McKay sewn soles. Sizes 11 to 2, **\$1.39**; 8 to 10, **\$1.19**; 5 to 7½, **\$1.09**

Misses' White Canvas Pumps 99c

500 pairs Girls' White Canvas Pumps, tango style, with detachable ankle strap and white rubber sole; white kid leather insole; neat-fitting toe, with white bow. Sizes 11 to 2. Today **.99**

Art Needlework

Stamped Dresser Scarfs clearing at 29c. Neat, simple designs, on fancy white huckaback. Size 18 x 45 inches. Special sale today at **.29**

Guest Towels, stamped on extra good quality huck for hem or border ends. Size 18 x 34 inches. On sale today, each **.25**

Blue Bird Lunch Sets, stamped, with floss for working; there are four 6-inch doilies, four 9-inch doilies and one centre, size 20 inches. Set complete for **.69**

Wash Goods

White Lawn Mill Ends, 36 inches wide; five to ten yard lengths. Today, per yard **.12½**

Note: We do not cut these lengths.

Piquilla Skirtings, in fast color stripes and checks, 36 inches wide; for skirts, suits, waists, men's shirts, etc. Regularly \$1.25. Today, per yard **.75**

Lingerie Cloth, Nile, mauve and sky, 40 inches wide, for underwear, etc. Regularly 29c. Today, yard **.19**

36-inch Fine Cord White Piques, for waists, suits and children's wear. Regularly 39c. Today **.25**

Silk and Cotton Sports Tussah, new designs, 36 inches wide. Regularly 85c. Today, per yard, at **.49**

English Mercerized Vestings of a superb quality; spots, figures and stripes; 28 inches wide. Regularly 39c. Today, per yard, **.25**

Plain White Voiles of fine quality, 40 inches wide; 500 yards. Today, yard **.29**

Silks

\$2.00 Black Chiffon Taffeta, soft weave, for dresses, waists and separate skirts. Stock-taking sale, per yard **1.79**

"Imperial" Duchesse Satin, splendid weight, full deep dye, black. Regularly \$2.50. Today, per yard **1.95**

Black Suiting Satins, fully guaranteed; an unexpected shipment. \$3.00 qualities. Clearing, per yard **2.44**

Dress Goods

Black Brilliantine Lustre at 64c yard; guaranteed fast, rich sheen finish. Stock-taking clearing sale; 42 inches wide. Per yard **.64**

Black Silk Warp Poplins \$1.28. One of the best wearing fabrics and one that is highly favored by Fashion. In full rich sheen finish, one yard wide. At, per yard **1.28**

Notion Specials

Mercerized Mending, all colors. Today 5 for **.22**

Hair Pins, brown and black, assorted, waved and plain. Today 3 for **.10**

Bias Seam Tape, 6-yard rolls; sizes 1 to 5. Today **.5**

Safety Pins, 1 dozen on card. Regularly 5c card. Today 3 for **.10**

Boot Laces, black mohair, 36 inches long. Today, dozen **.18**

Patent Leather Cuffs, black and white. Regularly 20c pair. Today, pair **.15**

West Electric Hair Curlers, 2 on card, 10c; 5 on card, **25c**

Special demonstration on Main Floor.

Suit Cases \$2.98

Japanese Matting Suit Cases, with bound edges and corners; linen lined shirt pocket and inside straps. Sizes 22 in. and 24 in. Regularly \$3.50, for **2.98**

Club Bags \$2.98

Walrus grain; deep, square end, leather corners, good catches and brass locks, inside pocket; size 16 in. Regularly \$3.50. Today selling **2.98**

Women's Better Grade Corsets

The \$6.00 and \$8.00 Kind Clearing at \$3.58

Seldom are you offered such extraordinary values as these. The sizes are broken, hence the big clearing for today. They are all such celebrated makes as Gossard, Bon Ton, Redfern, C. B. a la Spirite, Warner's Rustproof, La Diva; made of beautiful coutil, batiste and brocades in white or pink; styles for all figures; low, medium and high bust. Sizes 19 to 30 in the lot, but not in any one style. Regularly \$6.00 and \$8.00. Today some less than half price, each **3.58**

Pre-Inventory Clearance of Whitewear

Here Are Seven Wonderful Specials

Women's Pink Batiste Bloomers, knicker style, with gathered knee and waist. Sizes 34 to 42. Regularly \$1.50. Today **.69**

240 only, Women's White Underskirts, made of fine quality nainsook, neat fitting, gored styles, with deep flounces of Swiss embroidery. Sizes 34, 36, 40 and 42. Regularly \$2.50. Today **1.49**

200 only, Women's Nightgowns, made of lovely nainsook, slip-over style, with round neck and short kimono sleeves. Regularly \$1.25. Today **.79**

Children's Summer Vests and Drawers, made

of fine ribbed cotton. The vests are low neck, short and no sleeves. The drawers are umbrella

lace trimmed or tight knee style. Sizes 2 to 12

years. Regularly 20c and 25c. Today 2 for **25**

Women's Tight-fitting Corset Covers, of white

cotton. Sizes 34 to 42. Regularly 50c. Today **25**

Women's Drawers in a wide umbrella style,

fine quality nainsook, with deep flounces of

Swiss embroidery. Regularly 85c. Today **.55**

Women's Vests, of fine ribbed cotton. Low

neck, no and short sleeves, some with effective

yokes of lace. Sizes 34 to 42. Regularly 35c and

50c. Today **.28**

Dive Into This List and Pick Out Your Bathing Suit

Men's Bathing Suits of Worsted Yarns

All wool English worsted yarns, elastic ribbed; made plain grey, also grey with white trimmed:

2-piece **3.50**

2-piece, grey striped **4.00**

1-piece suit, skirt, navy and white, blue and white **6.00**

Boys' Bathing Suits

Plain navy cotton, fast dye:

1-piece **.39**

1-piece, skirt **.50**

Men's Bathing Suits of Fine Cashmere

Made from extra quality fine cashmere materials; all imported lines; navy dye:

1-piece suit **1.50**

1-piece, skirt **2.00**

2-piece **2.50**

Men's Bathing Suits of Good Cotton Materials

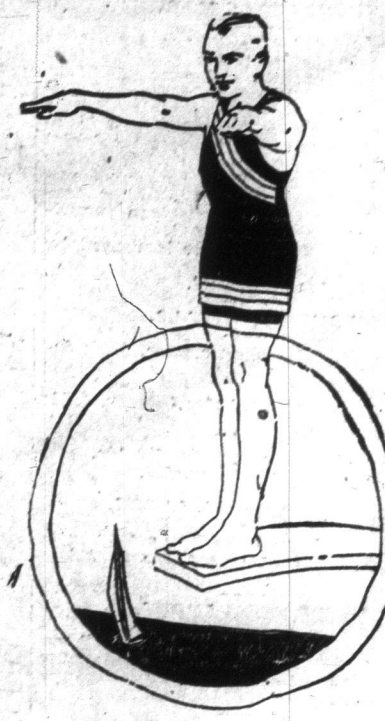
Made from good quality cotton materials; fast navy dye. Sizes 34 to 44:

1-piece suit **.65**

1-piece with skirt **.75**

2-piece **1.00**

2-piece, cardinal trimmed **.59**



The Robert SIMPSON Company Limited

In the Drug Store

Aluminum Drinking Cups, 4 to 10 each. Regular 60c. Special **.49**

Boy Scout Aluminum Drinking Cups. Regular 50c. Special **.49**

Medicine Glasses. Regular 10c. Special 2 for **.11**

Mending Tissue. Regular 10c. Special 2 for **.11**

Sanitary Accommodation Sheets. Regular 15c. Special 2 for **.11**

Nightgowns. Regular 15c. Special 2 for **.11**

Extra Special, 48 only Bottles Empress Hair Dye; ash blonde, medium brown, auburn. Regular 75c, for **.49**

War Tax Included.

L. SIMPSON DRUG

HOUSE

\$15,000—189

Let 45 x 125, equi-

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By a Staff Report

Ottawa, July 25

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