

At Simpson's---Men's \$5 to \$6 Panamas Today \$3.45



Isn't that the best headliner you've read in many a day? They're panamas you couldn't touch all season at less than their regular prices.

You men who are wearing straws will find these panamas a pleasing change.

Choose from genuine South American panamas in fedora, telescope and negligee shapes. Plain and pencil curl brims. As high-grade hats as you'd ever wish to wear—a guarantee stamped inside the band. Trimmed with black corded silk bands. Regularly \$5.00 to \$6.50 panamas. Midsummer Sale, Today \$3.45.

Children's \$2.50 Panamas, Today \$1.69

Smart little Rah-Rah shapes, also fedora and dome crown styles. (Men's Hat Department.) Midsummer Sale, today, \$1.69.

Youths' First Long Trousers Suits

49 suits in the lot. Smart tweeds in grey, brown, fawn and mixtures—numerous patterns. Trencher model, with all around belt—half belted back effects. Norfolk and form-fitting suits. Sizes 32 to 35. Midsummer Sale, today, \$13.25.

Men's \$1.00 Work Shirts 79c

Collar attached style, in dark grey, with white pin stripe—large roomy bodies—button cuffs—double yoke at neck. Sizes 14 to 17. Regularly \$1.00. Midsummer Sale, today, 79c.

When 65c Underwear is 49c---It's an Opportunity to Grasp!

This announcement is welcome news when one considers the good quality which goes with the price.

They're shirts and drawers in natural shade—made from fine two-thread yarns. Close fitting cuffs and ankles. Sizes 34 to 44. You'll see that they are 65c value the minute you set eyes on them. But today you can get them for 49c a garment.

Men's \$1.00 Combinations 79c

Summer Combinations in porous knit and white nainsook athletic style—short sleeves and knee length. Sizes 34 to 46. Regularly \$1.00. Today, 79c.

Men Who Want \$15.00 Palm Beach Suits Can Get Them Today for \$10.45

Simpson's Palm Room

in our belief is the best place to dine. It has the unqualified approval of the discriminating. The food is excellently cooked and well served. The charge is moderate.

Canada Food Board License Number 10-4322.

Breakfast, 8.30 a.m. to 10.30 a.m.

Dinner, 11.30 a.m. to 2.30 p.m.

Afternoon Tea, 3.30 to 5.30 p.m.

Lunches a la carte throughout the day.

—Sixth Floor.

The backward season has played queer tricks with the clothing business. Suits have not moved as quickly as we'd like. Hence this remarkable value to effect an immediate disposal.

Natural shade cloth, manufactured by the Goodall Worsted Co., well tailored, in 2 and 3-button, single-breasted, unlined sacque models—patch pockets. Trousers finished with 2 side, 2 hip pockets, belt loops and cuff bottoms. Sizes 35 to 44. Only 35 suits to sell at the Midsummer Sale, today, \$10.45.

Housekeepers' Will Profit by These Furniture Values

Are You a Member of the Home-Lovers' Club?

If you are not we feel sure you'll be interested in knowing that the Home-Lovers' Club is a great economy and convenience in the furnishing of the home.

Simply join the Club—this costs nothing extra. Then make your purchases. The payments are then spread over an arranged period. It is the finest plan we know. See the Club Secretary—Fourth Floor.



Rugs? Yes---And Good Values, Too

Sea Harbor Grass Rugs.

For summer cottages, verandahs and sunrooms, here are rugs totally different from anything now on the market. These rugs are made of very tough grass, plaited and sewn on end, in a variety of odd, and at the same time, artistic, designs. Woven so that each section has the appearance of parquet flooring.

Size 6.0 x 9.0.	Special	\$11.75
Size 4.6 x 7.6.	Special	8.75
Size 3.0 x 6.0.	Special	4.75

Heavy Smyrna Rugs.

Beautiful lot of Smyrna Rugs for bedrooms, made to represent (both in color and design) the old Indian rugs; three sizes:

Size 4.0 x 7.0.	Special	\$14.95
Size 29 x 37 inches.	Special	4.95
Size 27 x 48 inches.	Special	3.95

Seamless Scotch Tapestry Rugs.

Good Scotch Tapestry Rugs, made seamless; will give you excellent service. Designs for dining-room, living-room, den or bedroom.

Size 9.0 x 10.6.	Special	\$21.95
Size 9.0 x 12.0.	Special	24.95

Nottingham Lace Curtains 89c

150 pairs to sell. Excellent wearing curtains in a dozen attractive styles, in white; 2 1/2 yards long and 36 inches wide. Today, pair, 89c.

500 New Combination Shades at \$1.00 Each—Of heavy oil finished cloth, with either white or cream outside and dark green inside, guaranteed Harbison rollers, size 37 inches wide and 70 inches long. Today, \$1.00.

500 Brass Extension Rods, Each 19c—Polished brass rods for curtains, extending from 27 to 45 inches, complete with ends and brackets. Today, 19c.

English Casement Cloth, Yard 49c—A limited quantity, nice quality, in pretty tones of self green only, 50 inches wide. Today, yard 49c.

Art Silkoline, Special at 19c Yard—500 yards in a nice assortment of effective Paisley patterns—combination colors of pink, green and blue, one yard wide. Today, yard, 19c.

Bungalow Nets, 55c Yard, Special—One large tableful of imported English makes, some with borders and scalloped edges, others in durable flat weaves. White, ivory and ecru in the lot, 36 to 42 inches wide. Today, yard, 55c.

When you see a furniture list that quotes average savings of 25 per cent. on half a dozen worth-while items you'll agree that it's an opportunity worth an 8.30 a.m. visit to the Fifth Floor.

Chiffonier—Solid genuine quarter-cut oak—golden finish, 5 deep drawers, full swell front, shaped standards, oval bevelled plate mirror. Regular price \$28.50. Midsummer Sale, today, \$25.00.

Dresser—Genuine quarter-cut oak—golden finish, full swell front, shaped standards, oval bevelled plate mirror. Regular price \$30.00. Midsummer Sale, today, \$24.50.

Parlor Suite—Top rail and arms solid mahogany—show wood, panel backs, finely finished frames. Set consists of settee, arm chair and arm rocker. Regular price \$55.00. Midsummer Sale, today, \$44.50.

Living-room Suites—Settee, arm chair and arm rocker—frame of solid oak, turned finish, full spring, automobile seats, cane backs—upholstered in good grade of tapestry. Regular price, \$58.00. Midsummer Sale, today, \$41.50.

Parlor Suites—Settee, arm chair and arm rocker, mahogany finished frames, upholstered backs, full spring seats, upholstered in mixed silk tapestries. Regular price \$49.25. Midsummer Sale, today, \$42.75.

Parlor Suites—Top rails and arms solid mahogany—shaped arms and backs, full spring seats, frames highly polished. Set consists of settee, arm chair and arm rocker. Regular price \$63.50. Midsummer Sale, today, \$50.50.

Electric Fans Go Today at \$9.85

A breezy little fan worth its weight in gold during sultry months. 25 only, 8-inch Electric Fans, newly arrived, 1918 model, one-speed. The proper size for home or office use. Reg. \$10.85. Midsummer Sale, today, \$9.85.

2-way Plugs, regular 75c, 63c.

Simpson's Reliable Irons, strong but long lived, guaranteed five years. Complete, \$2.95.

Simpson's Reliable Toasters, make crisp toast in a few minutes, upright type only, guaranteed, complete, \$2.95.

Duplex Varnish Stain and Brush, 55c

Light Oak, Dark Oak. Stains and varnishes at one operation, for floors and woodwork.

R. S. CO. PORCH FLOOR PAINT, 50c QUART. Light Grey, Slate Grey. Easily applied and dries hard overnight. Two desirable shades for porch floors.

75c Clear Varnish, Today, Quart 45c—Special crystal varnish for furniture and woodwork.

Berry Bros. Floor Wax, 37c Lb.—Quickly applied and polished; does not discolor floors; gives good polish on linoleums.

Special Brushes—2 1/2 inches wide, rubber set and securely bound, selected black bristles. Today, each, 38c.

The 10c Wall Paper Will Vanish Today at 7 1/2c Roll

Your choice of six pretty colorings in up-to-date Wall Papers for bedrooms, stairways and kitchens. Regular 10c, Friday bargain, single roll, 7 1/2c. 9-inch borders to match, regular 2 1/2c yard, for 1c.

15c to 25c Wall Papers for 11c—Conventional and floral patterns in rich colorings, for halls and sitting-rooms. Regular 15c to 25c. Friday bargain, single roll, 11c. Cut-out borders, reg. 10c to 15c, today, yard, 5c.

New Tapestry Wall Papers, 25c—Latest colorings in verdure and scenic designs, including soft greys and tans, with warmer tones worked through. Special value for single roll, 25c.

50c to 75c Wall Papers, 35c Roll—Special 30-inch Wall Papers, fabric weave, tapestries and conventional patterns. In newest color treatments, for living rooms and dens. Reg. 50c to 75c. Friday bargain, single roll, 35c.

Semi-Indirect Fixtures---Only 9 to Sell Today, \$9.95

Semi-indirect Fixtures with 16-in bowl, snow white with 8 roses and leaves in natural colors. The design is very handsome, suitable for living-rooms, parlors, sitting-rooms, etc. Regularly sold with 75-watt nitro bulb for \$14.40. Installed free in city. Midsummer sale, today, \$9.95.

Boys' High-Class Suits Left Over From Previous Sales \$5.95

The best sellers of higher priced suits are grouped for a final clear-away this morning. They're brown, grey and blue tweeds in semi-Norfolk models—yoke back and front—box pleats extending from yoke to waist.

All around stitched belts at waist. Full-fitting bloomers—some have governor fasteners—others have strap and buckle at knee. Sizes 7 to 16 years. Midsummer Sale, today, at \$5.95.

Boys' Cottonade Bloomers at \$1.19

Two distinctive patterns—grey and black pin, head check—grey, black and green stripe. Made full fashioned—finished with three pockets, belt loops, strap and buckle at knee—lined throughout. This material will give exceptionally good wear. Sizes 6 years to 16 years. Midsummer Sale, today, \$1.19.

79c Shirt Waists for Boys

\$1.00, \$1.25 and \$1.50 values. Some are slightly counter-soiled. Collar attached—separate collar and shirt band styles only. But not all lines in each style. Neat stripes in two and three tones. Today, 79c.

Boys' Tommy Tucker Wash Suits at 95c

In galateas, linens, chambrays and percales—blue and white and brown and white stripes—natural linen with combination colorings. Plain blue and green with white trimming. Sizes 2 1/2 to 8 years. Friday bargain, 95c.

"Fumo" Chases Mosquitoes and Flies

You will find the odorless smoke of this incense pleasing and absolutely harmless. But it is repulsive and harmful to flies and mosquitoes. Regularly 50c. Introductory price, today, 38c.

Specialty Prepared Face Chamols, regularly 10c; Jar Talcum, regularly 25c. Today, both for 26c.

250 Bathing Caps, regular 25c. Special, 27c.

3200-Finished Hand Mirror, large glass, Reg. \$1.50. Special, 99c.

1,000 cakes Castile Soap, Regular 5c. Special, 6 for 19c.

1,000 cakes Bath Soap, Regular 10c. Special, 3 for 19c.

500 ozs. Perfume. Regular 52c. Special, oz, 19c.

(War Tax Included)

45c Yd. Today's Price on Sheetings Worth 55c

Here's a sensational list of Friday bargains that will please home-keepers. The unexpected prices are the more remarkable when one considers that this merchandise is advancing. A word to the prudent is sufficient—shop early.

55c Sheetting, Clearing 45c Yard—Bleached, 70 inches wide, good serviceable quality. Midsummer Sale, today, yard, 45c.

40c Pillow Cotton at 36c Yard—Circular, 42 inches wide. Midsummer Sale, today, yard, 36c.

75c Towels, Clearing 49c Pair—Huckaback with white fancy borders, just 200 pairs, today, pair, 49c.

55c Madapolam, 45c Yard—Fine quality (note wide width of 42 inches). Today, the 55c quality goes at, yard, 45c.

30c Nainsook, Clearing 21c Yard—Soft needle finish, 36 inches wide. Today, yard, 21c.

\$1.10 Table Damask, 55c Yard—A good saving there. Semi-bleached, union, 60 inches wide. Today, yard, 55c.

\$2.50 Damask Cloths, \$1.98—Pretty scalloped-edges, size 64 x 80 inches. Today, \$1.98.

25c Crash Towelling, 18c Yard—Plain serviceable quality, 16 inches wide. Today, yard, 18c.

The **SIMPSON** Company Limited