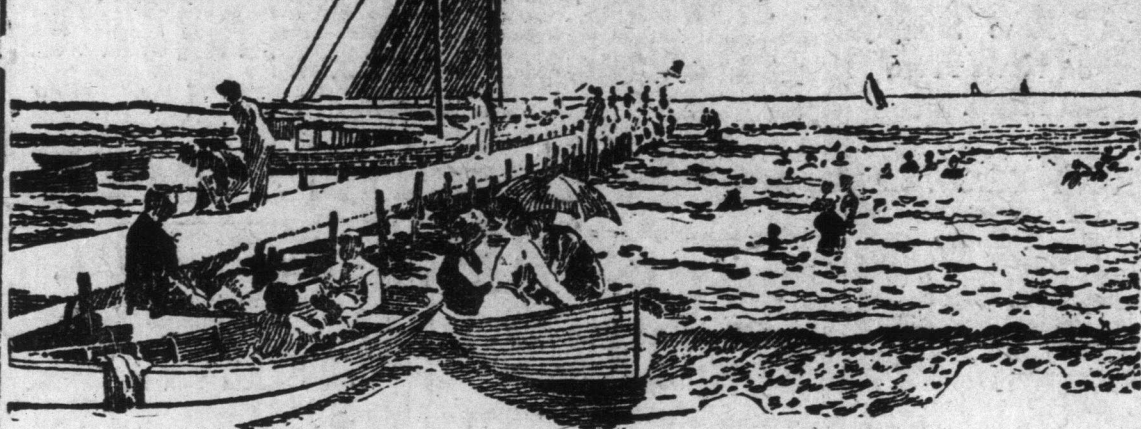


# Summer Sale in full swing at Simpson's



## THAT COOL, SATISFIED LOOK Goes with Every One of These PALM BEACH SUITS TODAY AT \$9.50

Men's \$12.00 Palm Beach Suits Will Be Specially Priced at \$9.50 — Real Palm Beach cloth, in natural color, with a small color thread stripe pattern; made in smart single-breasted yoke Norfolk style; the trousers with cuffs and belt loops; another natural Palm Beach cloth, in plain pattern, is cut single-breasted, three-button sack style; sizes 34 to 44. Today . . . . . 9.50

**WATERPROOFS AT \$5.00.**

Made from double texture English Paramatta cloth; greenish fawn color; single-breasted motor style; all seams securely sewn and cemented; sizes 34 to 46. On sale today . . . . . 5.00

Store Hours During July and August, 8.30 a.m. to 5.30 p.m. Saturdays, 8.30 a.m. to 1 p.m.

### Today It's Corsets and Women's and Children's Underwear on Which Special Price Stress is Laid

**\$6.00, \$7.50 and \$9.00 Corsets at \$1.95**—Three lovely "Royal Worcester," "La Diva" and "Modart" models, in finest peau de suede, coutil and elastic, and all elastic; some have slip-over elastic hip confines; medium busts; finest-boning and garters; highest grade corsage in every particular; not all sizes in each model, but sizes 18 to 30 inches in the lot. Regularly \$6.00 to \$9.00. Today, to clear . . . . . 1.95

**Women's Vests and Drawers**—Of finest white lisle thread or fine cotton vests, low neck, short or no sleeves, plain or fancy yokes, drawers open or closed styles, wide knee, lace trimmed; sizes 34 to 44 bust. Regularly \$2.00. Today, special . . . . . .29

**Children's Balbriggan Bloomers**—In white or navy blue, strong elastic at waist and knees; sizes 2 to 12 years. Today, special . . . . . .25

**Girls' Dresses**—Of strong pink or blue chambray or blue and white check galatea, smart collar, cuffs and novelty front of white pique, white pipings on yoke and belt; a thoroughly up-to-date style; sizes 6 to 14 years. Regularly \$1.00. Today . . . . . .69

### Black and Mourning Millinery

There will be a special display of these two classes of hats today, prepared for carefully by our milliners to feature the latest models. The prices are exceptionally low.

**All Black Hats**, of tagel, in sailor or turban shapes, trimmed with tulle, wings, flowers or ribbons; include many for matrons. Prices special at . . . . . 3.00, 3.50, 4.00 and 5.00

**Mourning Hats and Turbans**—Of the new shapes . . . . . 3.50, 5.00 and 6.50

### Variety of Dainty Dresses Today at \$2.89

This group comprises dresses that have been selling for \$3.50 to \$4.50. The waists are simple; some trimmed with embroidery, laces or pique; full skirts; made from flowered materials, striped muslins or white embroidered voiles; assortment of sizes for women and misses. Today . . . . . 2.89

#### COATS FOR OUTING WEAR AT \$6.95.

Women's and misses' sizes. Regularly \$9.50 to \$12.50. Today . . . . . 6.95

#### \$22.50 TO \$30.00 TAILORED SUITS AT \$12.50.

Serges, gabardines, wool poplins and fancy fabrics, in black, navy, gray and Belgian blue; new and varied styles. Today . . . . . 12.50

Pique, rep and cordeline skirts . . . . . 1.25 to 1.50

Very unusual values in Shantung Dresses at 6.95 and . . . . . 7.95

### Exceedingly Good Materials for These Thursday Specials

**54-INCH CHECK SUITINGS.**  
Standard 75c suitings, in the extra wide width, which means big savings in cuttings; weights for suits or sports coats; regular shepherd check effects. Today, per yard . . . . . 48

**English Serge**, fine twill, soap shrunk finish; selected yarns; 42 in. wide; indigo, navy and blacks only. Regularly 65c and 75c. Thursday, yard . . . . . 55

#### TWO BALES EXTRA FINE SAND COLOR SHANTUNG SILK—\$4 IN. WIDE. Regularly 79c to 85c. Today . . . . . 64

**\$1.29 Black Duchesse Paillette**—38 in. wide; a most dependable weave; rich, deep dye. Today . . . 1.00

**1000 Yards of Black Summer Weight Silks, Satins and Chiffon Taffetas**—38 to 40 in. wide; standard \$1.69 qualities. Today . . . . . 1.39

### Materials for Wash Dresses and Waists

**27-inch Plain Crepes**—Embossed and stripes; also printed piques. Regularly 15c and 25c. Today . . . . . 9 1/2

**27-inch Ratine Stripes Printed Mull**, 36-inch Crepe Voiles, etc.—Regularly 25c and 35c. Today . . . . . 12 1/2

**38-inch White Ratine Striped Crepe**—Regularly 50c. Today . . . . . 25

**36-inch Ratines**—White and some plain shades. Regularly 39c and 50c. Today . . . . . 19

### Irish Embroidered Tea Cloths Half Price Today

420 Only, 45 x 45 and 54 x 54 inches. Afternoon Tea Cloths—Deep hemstitched hem; attractive designs. Regularly \$1.00 and \$1.25 each. Cannot fill mail or phone orders. Today . . 63

**Fancy Stripes and Ceylon Flannels, Half-Price**—Neat patterns, in good colors, for men's shirts, nightgowns, pyjamas, etc.; will wash well, and give splendid wear; 25 to 31 inches wide. Regularly 25c, 30c and 35c. Today, yard . . . . . 9

**Alhambra Spreads**—Light and dark blue and pink, floral designs; hemmed; fast colors; double bed size. Regularly \$1.45, \$1.65 and \$2.00. Today . . . . . 1.00

**40-inch Factory Cotton, 9c. Yard**—Strong, even weave; free from specks; will bleach quickly; width 40 inches. Today, yard . . . . . 9

**\$1.00 Bleached Satin Damask, 78c**—Floral designs, stripes, etc.; 72 inches wide; takes a beautiful lustrous finish when laundered. Regularly \$1.00. Today, per yard . . . . . 78

### Cool Summer Waists

In beautiful sheer voiles, crepes, lawn and batiste; high or low neck, long and short sleeves. Odds and ends; slightly counter mused; goods that sold regularly at \$1.25, \$1.95 and \$2.25. Today . . . . . 98

### Straw Hats 50c Today

**Men's, Boys' and Youths' Neglige Straw Hats**—In fine white Canton and Shansi braids, trimmed with black silk bands, and leather sweats; some are in large full crowns, with large brims; others in square and telescope crown, with soft, curling and snap brims; splendid hats to wear; very comfortable and snug fitting. Regular prices \$1.00 and \$1.50. Today . . . . . 50

### Men's \$1, \$1.50 and \$2 Neglige Shirts 79c Today

**850 Neglige Shirts**, in cambrics, chambrays, percales, etc.; travellers' samples; manufacturers' reserve stocks, and several lines from our own stock. Newest stripes and patterns, all laundered cuffs and coat front, plain and pleated bosoms; light, medium and darker colors; best Canadian and American makes; sizes 14 to 17. Regularly \$1.00, \$1.50 and \$2.00. Today . . . . . 79

### Fibre Bound Steamer Trunks

With straps, well lined, divided tray. Today, 32 in. for 3.95; 34 in. for 4.25; 36 in. for 4.50, and 40 in. for . . . . . 4.75

### Seasonable Hardware

**Ice Boxes**—An oak, japanned, galvanized steel, insulated ice box; size 20 3/4 x 14 3/4 x 14 inches; a good \$4.00 box. 15 only. Today . . . . . 2.75

**Refrigerator Pans**—Round, galvanized, today .29; square, galvanized, today . . . . . 49

**Ice Cream Freezers**—Good cedar tubs with retinned castings and can; freezes cream in five minutes; 2-quart size, today, 2.25; 3-quart size, today . . . 2.75

**Water Coolers**—20 and 25 gallon. Regularly 1.50 to 5.00

**Screen Doors**—A good oak-finished varnished door; sizes 30 x 78, 32 x 50, 34 x 82 or 36 x 84 inches. Regularly \$1.25. Today . . . . . 98

**Screen Door Trimmings**—Hook and eye, spring hinges, screws and pull complete . . . . . 15

### Diamond Jewelry 16 PIECES, REGULARLY \$35.00 TO \$50.00, TODAY \$26.75.

Two Single-Stone Diamond Rings, perfect diamonds, 18k gold and platinum settings; four-Platinum-Set Cluster Diamond Rings, seven perfect stones in each ring, men's and women's settings; 14k gold and Platinum Pendant, 20 real whole pearls, 21 real diamonds, one real aquamarine; four pair Diamond Earrings, drop and stud patterns, 14k gold settings; three Diamond Scarf Pins, single stone and cluster styles; two Onyx and Diamond Dinner Rings. Regularly \$35.00, \$40.00, \$45.00 and \$50.00. Today . . . . . 26.75

### Eyeglasses and Spectacles

carefully fitted, often relieve headache; have your eyes tested by one of our specialists. Glasses in various styles, complete . . . . . 2.50 and 3.50

(Optical Parlor, Second Floor)

### Don't Put Your Best Foot Forward! Have Them BOTH Well Shod From Today's List

Men's \$5.00 for \$2.69

Women's \$4.50 for \$1.99

Boys' \$2.00 for \$1.49

1,000 Pairs Men's \$4.00 to \$5.00 Boots at \$2.69—Button, lace, blucher, brown, black and tan canvas; patent coil and vici kid leathers; "Imperial," "Bostonian," "Service" and "Ansea-Holten-McCreedy" brands; sizes and half sizes to 11. No mail orders. Today . . . . . 2.69

Ladies' \$3.50, \$4.00 and \$4.50 Boots at \$1.99—Button, lace and blucher styles; gummed calf, vici kid, patent coil and tan Russia calf leathers; black, gray, tan, white and brown cloth and dull leather tops; 700 pairs; all sizes, 7 1/4 to 7 3/4, C, D and E. No mail orders. Today . . . . . 1.99

Boys' Boots for \$1.49—New styles, blucher and button styles; patent coil, tan calf, box kip and gummed calf leathers. Regularly \$2.00. No mail orders. Today . . . . . 1.49

Cool Pumps and Colonials, 99c—Pure white poplin and canvas pumps and colonials for ladies. Hand-turned and light flexible McKay soles, leather and covered Cuban heels, neat bows and covered laces; 600 pairs; all sizes. Regularly \$1.50 to \$2.00. Today . . . . . 99

Outing Footwear—Women's fox vae, white rubber sole, rubber bows . . . . . 1.29

Women's All-White Oxford, price 78c; Men's All-White Oxford, price 89c; Boys' All-White Oxford, price 78c; Misses' All-White Oxford, price 69c; Youths' All-White Oxford, price 69c.

Men's White Canvas Black Rubber Sole Oxford, price 78c; Women's and Boys', price 75c; Youths' and Children's, price 59c. Men's Blue-Black Canvas Oxford, black rubber soles, 89c; Boys' sizes, 60c; Youths' sizes, 56c; Children's sizes, 53c.

Phone your orders. No mail orders filled. \$1.75 to \$2.50 Summer Footwear for 99c—400 pairs lined. Tan, black and black kid leathers; hand-turned, flexible McKay and Godiva white welt soles. Children's sizes, 11 to 1 1/2. No mail or phone orders accepted. Today . . . . . 99

### SELECTED GLOVES AND HOSIERY FROM A BIG RANGE OF VALUES TODAY

Every wanted style and weight can be found in the department, aside from these four specialties:

Women's Silk Boot Hose, black and white, deep double garter top, spliced heel, tan opening at wrist, double fasteners, all sizes. Regularly 35c. Today . . . . . 23

Women's Long Lace Gloves, black and white, double garter top, double fasteners, all sizes. Regularly 35c. Today . . . . . 23

Women's Cotton Hose, double spliced heel, tan, navy; all sizes. Regularly 25c. Today . . . . . 15

### Add a Good Piece of Furniture to Your Collection These Prices Encourage Investment

Arm Chairs and Arm Rockers, all-over upholstered in art leather. Regularly \$8.00. Special today, 6.95

Dining-room Chairs, quarter-cut oak, fumed or golden, five and one arm chair, loose seat in leather. Regularly \$25.00. Special today, 19

Extension Dining Table, quarter-cut oak, fumed or golden, 48-inch top, extending to 8 feet. Regularly \$45.00. Special today, 35

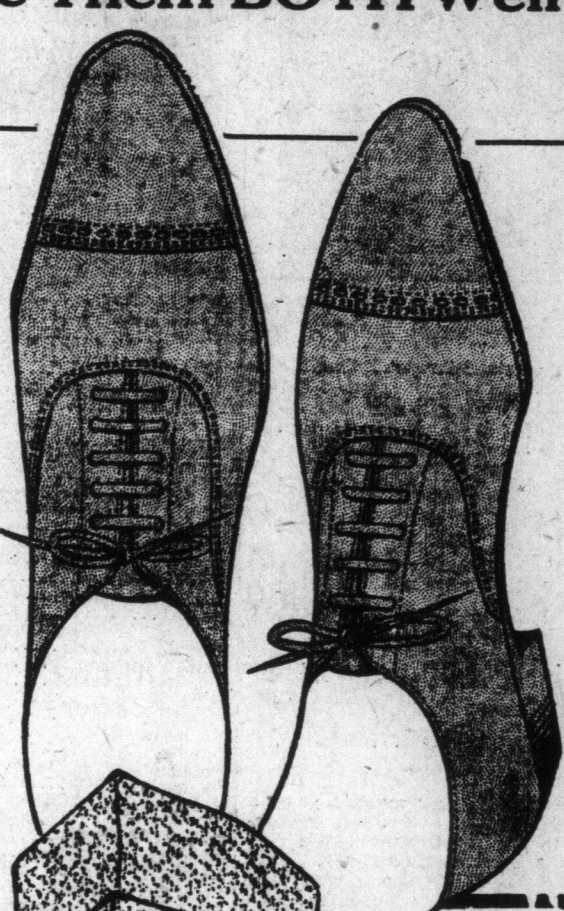
Verandah Chair, woven cane seat and slat back. Regularly \$12.50. Special today, 9.95

Brass Bedstead, 2 1/2-inch spring, all standard sizes. Regularly \$25.50. Special today, 18.75

Mattress, filled with cotton felt, all standard sizes. Regularly \$7.50. Special today, 4.75

Steel Bedstead, 2 1/2-inch spring, all standard sizes. Regularly \$17.50. Special today, 12.50

Pillows, filled with pure selected feathers. Special today, pair . . . . . 2.50



### A Well Cushioned Verandah is a Summer Retreat

For the cushions you can choose a cretonne of exceptional merit in design and coloring today at 18c a yard. The patterns are new, and the backgrounds well covered with beautifully blended patterns; some of them are suited for curtains in summer living rooms; width 31 in. Today, yard . . . . . 18

### Stair Oil Cloths, 17c a Yard

A few rolls to clear; a number of good, attractive designs; painted back quality; 22 1/2 in. wide. Regularly 20c a yard. Today . . . . . 17

### Good Rugs for Small Prices

JAP. MATTING RUGS. 9 x 9, 12x9, 9 x 12 . . . . . 2.25 "CANADA" GRASS RUGS. A most satisfactory rug, sizes 6 x 9 to 6 x 12, or 8 x 10. Prices from . . . . . 4.50 to 6.50

### Pictures at \$9.95

For wall spaces that demand something better than the ordinary reproduction, these unusual pictures will be found exactly suited. The finest work in photo-etching, hand-colored etching, steel engravings, pastels, facsimiles and mezzotints, hand-colored frames in polished walnut, Crosian walnut, mahogany, weathered oak, with gilt lining and antique gilt. Regularly \$12.50, \$15.00, \$17.50 to \$25.00. Today . . . . . 9.95

### Neckwear for the Summer Girl

Windor Ties. All sorts of combination stripes. 25 and 30 cent. Regularly 25c. Today . . . . . 15

### Toilet Goods

French Vent Aspic Tooth Brushes. Regularly 35c. Special today, 25c. . . . . 25

### SUMMER BREAKFASTS IN THE PALM ROOM

8.30 A.M. TO 10.30 A.M. Fruits and Cereals Daintily Served. Eggs, Bacon, Delicious Tea or Coffee. CLUB BREAKFASTS—15c, 20c and 25c.

### The Groceries

4,000 tins Finest Canned Tomatoes, 3 tins . . . . . 22 2,000 lbs. Fresh Creamery Butter, in 1-lb. primos . . . . . 29 Finest Sugar Cured Ham, half or whole . . . . . 21 E. D. Smith's Pure Orange Marmalade, 5-lb. pail . . . . . 21 Edwardsburg or Beehive Table Syrup, 6-lb. pail . . . . . 27 Finest Feathered Coconut, 5 lbs. . . . . 25 Salt in Bags, 3 lbs. . . . . 17 Coco Cubes, 3 lbs. . . . . 14 Choice Red Salmon, 2 lbs. . . . . 14 Domestic Shortening, 3-lb. pail . . . . . 25 Parsi Paste, Per tin . . . . . 17 Imported Mart Vinegar, Imperial quart bottle . . . . . 10 Fancy Carolina Rice, 3 lbs. . . . . 13 500 lbs. Fresh Jelly Lunch Biscuits, Reg. Lic. . . . . 25 Grapefruit, 2 packages . . . . . 25 English Marmoset Peas, in bags, 3 bags . . . . . 25 Scott's Taylor's Worcester Sauce, 3 bottles . . . . . 25 St. Charles Milk, Per tin . . . . . 19 Sovereign Brand Lime Juice, reputed quart bottle . . . . . 25 Tilson's Premium Oats, Large package . . . . . 25

**The Robert Simpson Company, Limited**