

# At Simpson's--No let-up in the Mid-Summer Sale!

The marked success which has attended our efforts bears eloquent testimony to our idea of value-giving. Customers are reminded that ample stocks and thrifty prices are noteworthy features which still obtain throughout the store. Always you can depend upon Simpson quality whatever price you pay. Keep posted on the doings by reading our daily advertisements.



**Dine Today in Simpson's Palm Room**  
Canada Food Board License No. 10-4222.  
Here, in an atmosphere at once congenial and suffused with refinement, one finds a phase of restaurant service unsurpassed in Toronto.  
Dining in the Palm Room will reveal why it is popular with the discriminating.  
Breakfast, \$3.00 to 10.00 a.m.  
Dinner, 11.30 a.m. to 2 p.m.  
A la carte Lunchees, at all hours.  
Afternoon Tea, 2 to 5.30 p.m.

## Clearaway Tags on Summer Millinery

6.95      4.95      2.95

At \$2.95—Your choice of the popular and beautiful Pineapple Sailors. Also in this are a few gingham, Panamas. Regularly \$4.50, \$5.00 to \$6.50. Today, \$2.95.

At \$4.95—Fine Bankoks, in navy, black, cardinal and natural. Several are our latest and best styles. Regularly \$8.50. Today, each, \$4.95.

At \$6.95—Fine Milans, Bankoks. Some are embroidered in wool. Regular prices \$10.00 to \$15.00. Today, each, \$6.95.

## Two Blouse Bargains Today \$1.95 and \$2.95

No. 1—Of white habutai silk, with beautiful lustrous finish, and splendid hard-wearing quality. Made with pretty roll collar and revers, fastened with ocean pearl buttons down front. Sleeves with neat turned back cuff. Regularly \$2.50. Midsummer Sale price, \$1.95.

No. 2—Smartly tailored black satin stripe Voile Blouse; hemstitched on shoulders; convertible collar, with loop fasteners, and black buttons down front. Regularly \$3.95. Midsummer Sale price today, \$2.95.

## Envelope Chemises 98c--\$1.19--\$1.69

No. 1—98c—Neat-fitting garments, of Simpson quality nainsook, with round neck and pretty front yoke of Swiss embroidery and lace.

No. 2—Regularly \$1.75, at \$1.19—Made of fine nainsook, trimmed with Swiss embroidery and fine lace insertion.

No. 3—Regularly \$2.25, at \$1.69—Front and back trimmed with yokes of Swiss organdy and lace insertion, in medallion designs.

Women's "Knitted Cotton" Combinations, 79c. Made of fine ribbed cotton, with low neck and short or no sleeves. Umbrella drawers, with lace trimmings. Sizes 34 to 40. Less than half price, today, 79c.

Women's \$1.00 Drawers, 69c. Made of fine ribbed lisle thread, in umbrella style; trimmed with dainty lace; both styles. Sizes 34 to 40. Midsummer Sale, today, 69c.

Women's Ribbed Cotton Vests, 25c. Ribbed cotton, with low neck and no sleeves or short sleeves; some with "V" necks; daintily trimmed and finished. Sizes 34 to 44. Today, special, 25c.

Women's Bathing Suits, \$5.75. Made of fine quality navy or black English all-wool lustrous, in tunic styles; sleeveless or wing sleeve models; trimmed with black and white, gold, green or cherry. Sizes 34 to 44. Price, \$5.75.

### SIMPSON'S MARKET

Phone Adelaide 6100  
Canada Food Control License No. 9-029

#### MEATS

1,000 lbs. Select Breakfast Bacon, mild curing, 8 to 12 lbs. each, whole or half, Special, per lb., 45c.  
Shoulder Roast Choice Beef, per lb., 25c.  
Blade Roast, per lb., 22c.  
Finest Round Steak, per lb., 28c.  
Prime Corned Beef, mild, lb., 20c.  
Family Sausage, our own make, per lb., 25c.

#### FISH

Advertised subject to arrival from Ontario Government Fisheries.  
Fresh Whitefish, per lb., 15c; if delivered, 17c.  
Fresh Trout, per lb., 15c; if delivered, 17c.  
Fresh Pickerel, per lb., 15c; if delivered, 17c.

#### SMOKED FISH

Pinnac Haddies, per lb., 16c.  
Smoked Filets, per lb., 20c.  
Kippered Herrings, per pair, 12 1/2c.

#### GROCERIES

Standard Granulated Sugar, in 5-lb. packages, 2 pkgs., \$1.05.  
Finest Canned Peas, per tin, 15c.  
Finest Oleomargarine, per lb., 31c.  
Finest Assam Tea, Regularly 65c. Per lb., 58c.  
Ogilvie's or Purify Flour, 24-lb. bag, \$1.70.  
Seedless Raisins, per lb., 16c.  
Yellow Cooking Sugar, 5 lbs., 50c.  
Magic Baking Powder, 1-lb. tin, 34c.  
Edwardsburg or Beehive Table Syrup, 5-lb. pail, per pail, 52c.  
Choice Red Salmon, tall tin, 32c.  
Fresh Flaked Wheat, 7 lbs., 59c.  
Finest Table Salt, 2 pkgs., 19c.  
Pure Strawberry and Raspberry Jam, 4-lb. pail, per pail, 98c.  
Peanut Butter, in bulk, per lb., 29c.  
Fresh Molasses Snaps, 2 lbs., 35c.  
Pot Barley, 3 lbs., 25c.  
Kilm, large tin, \$2.75.  
Featherstrip Coconut, per lb., 34c.  
Fancy Japan Rice, 3 lbs., 25c.  
Shredded Wheat or Grape-nuts, per package, 14c.  
Pure Orange Marmalade, 4-lb. pail, 85c.  
Choice Olives, per jar, 35c.  
Kiwah Custard Powder, 2 tins, 25c.



## The '12th Parade' Calls for a New Silk Hat

If you're going to join the merry throng tomorrow you'll want to look the part as well as act it.

Correctness and certainty of workmanship, together with moderate pricings, place our English silk hats in the forefront as leaders in style and value.

They're Christy's authentic London styles—tapered and bell crown shapes. Priced at \$5.00 and \$6.50.

## How Often Have You Wished for a Wardrobe Trunk?

Their utter convenience is better imagined than described. A place for everything and everything in its place. Isn't that what you want?

These ones are vulcanized fibre covered, have raised top and are heavily bound. Strong lock and bolts, pretty chintz lining, deep drawers and hat box. Has complete set of hangers in wardrobe section, including laundry bag. Steamer size, \$24.50; large size, \$31.75.

Club Bags, walrus grain leather, high double handles, sewed corners, leather lined, with pockets both sides; 16 in., \$7.50; 18 in., \$7.95; 20 in., \$8.50.

Matting Suit Cases, made on wood-frame, strong lock and bolts, comfortable handle. Sizes 22, 24 and 26 inches. Midsummer Sale price, \$1.75.

# Mid-Summer Sale Dresses

## Misses' Silk Frocks \$18.75

Crepe de Chines, Foulards and Satins, in tailored and novelty styles and all in the leading shades.

Crepe de chine—as cool as a wash frock, and always dressy—the popular foulard and satins, that bid fair to be the most popular autumn dress fabric. No exchanges, no refunds, no C.O.D.'s. Regularly \$25.00 and \$29.75, \$18.75.

Misses' Section, Third Floor, Richmond Side.

## Misses' Silk Poplin Dresses

Specialty Priced at \$12.75

One of the best values we have offered this season. A chic bolero style, developed from rich silk poplin, daintily embroidered in self and gold, and finished with smart ash. Colors navy, tan, brown, green, rose. Midsummer Sale, today, \$12.75.

Misses' Section, Third Floor, Richmond Side.

## Misses' Frocks and Gingham

Imported \$6.95

Expressing the newest and smartest ideas in practical and moderately priced Wash Dresses.

One in a smart apple and moss green check has shawl collar of apple green chambray, and buckle-caught belt. Price \$6.95.

Another in striking black and yellow plaid has a broad surplice collar that grows into a broad novelty belt. Price \$6.95.

Still another—shoe-top tan and blue plaid, with trimming of tan or collar and pockets. Price \$6.95.

## Women's Summer Dresses

Underpriced, \$9.75

Characterized by a charming simplicity, these frocks exemplify newness and daintiness in every detail of their fashioning.

Voiles and muslins in striped, floral and figured designs, and featuring a score of attractive styles.

Colors pink, sky, maize, helio, greens, white, and black and white. Specialty priced, today, \$9.75.

Other Wash Frocks are priced at \$4.95, \$5.95 and \$6.95.

## Wee Lads' Wash Suits \$1.50

Many Styles—Fast Colors 2-2 to 8 Years

Imagine YOUR boy decked out in a Tommy Tucker, Fancy Norfolk, Middy or a Billy Boy Suit. Materials and colors—blue and brown striped galatea—blue and white gingham—blue chambrays—plain white tennis and natural linens and others. Straight knickers with waist bands. Today, \$1.50.

Boys' Khaki Bloomers, \$1.75—Made of medium weight drill—belt loops—strap and buckle at knee. Sizes 6 to 16 years. Today, \$1.75.

## Coverall Suits For Boys, \$1.50

Let him romp and play in freedom. Made of durable drill—navy blue with white stripe and plain sky blue. Full fitting blouse body—breast pockets—buttoning at back. Attached to long pants. Sizes 2 1/2 to 6 years. Today, \$1.50. Other qualities, 2 1/2 to 6 years, \$1.75.

## M-E-N

Office Coats at \$4.75—If you are looking for a grey office coat, in any size from 36 to 46, you can be fitted here. They have three patch pockets. Good value at \$4.75.

Men's Motor Dusters at \$5.50—Of khaki drill, double-breasted, military collar, 4 patch pockets with flap and buttons. Sizes 36 to 44, for \$5.50.

Men's Dressing Gowns, \$13.50—Light-weight, of mercerized poplin, with velvet collar and cuffs; brown, blue, tan and green. Sizes 36 to 44. Priced at \$13.50.

Men's Outing Trousers at \$4.50—And if natural shade Palm Beach is the kind you like, this is for you. Sizes 31 to 42, at \$4.50.

## Exceptional One-Day Bargain in Silks

All are wanted—weaves of highest quality standard—wanted now as at no other time—weaves that have been in great demand all season.

We offer you these today at a price which is positively less than the prevailing mill prices of months ago.

The sale is broad in its scope, offering the following well-known weaves:

Silks of \$2.19 quality  
Silks of 2.24 quality  
Silks of 2.38 quality  
Silks of 2.50 quality  
Silks of 2.95 quality

All One Price Today  
**\$1.94 Yd.**

**Colored Silks**  
Satin Messalines and Swiss Satin Paillettes, Clifton Taffetas in a choice of the wanted colors, with new blues in light and navy of Swiss and French manufacture. Also crepe de chine in colors, \$1.94.

**Novelty Silks**  
It is hard enough to get these silks, let alone sell them at a reduced price, but we are including them along with the other silks. Thursday, \$1.94.

## Handkerchiefs Prices Down on Dress Wash Goods

Splendid Handkerchief Values—in many cases less than manufacturer's cost.

Handkerchiefs for Boys and Girls—Colored border lawns—6 for 25c—5 for 25c—6 for 20c—6 for 18c.

White Lawn Handkerchiefs for Women—6 for 20c—6 for 25c—4 for 25c.

Men's Lawn Handkerchiefs—3 for 22c—3 for 28c.

Men's Colored Border Handkerchiefs—3 for 25c—3 for 28c.

Excellent Handkerchiefs—3 for 20c.

## Jewelry

Brooches, in round, oval and bar pin styles, plain or faceted, some with pearl centres. Priced from 75c to \$4.50.

Ear-rings, both drop and stud styles, bright or dull finish, in single or double loop and various long drops. Price, per pair, \$1.25 to \$5.00.

Bracelets, plain or chased, in narrow or broad styles. Price, \$1.50 to \$5.00.

Necklets, of polished beads in different lengths. Price, string, \$3.00 to \$9.00.

## Double Bed Sheets at \$2.35

Heavy plain bleached sheets for double beds, hemmed ready for use. Size 70 x 90 in. Pair, \$2.35.

Hemmed English Pillow Cases, nice fine quality; two sizes, 42 x 33 and 45 x 33. Pair, 83c.

Damask Sets, consisting of cloth, size 2 x 2 1/2 yards, and one dozen napkins to match. Beautiful designs, including spot with tulip border, rose and wreath, etc. Set, \$7.75.

Hemstitched Mercerized Damask Table Cloths, assorted designs. Size 62 x 80. Each, \$2.85.

85c Huck Towels, 59c—Fine cotton huck bedroom towels, hemstitched with fine white borders. Size 22 x 38. Regularly 85c. Per pair, 59c.

Heavy Quality English White Flannelette, 33 inches wide. Regularly 43c yard. Yard, 36c.

Imported Automobile or Carriage Dusters, all serviceable, fast colors. Regularly \$3.50. Each, \$2.50.

Hand-made Battenberg Scarf Squares and Centres—Very handsome designs. The scarfs are 18 x 54 in. Squares and Centres, 30 x 30 inches. Regularly \$1.35 and \$1.50. 200 to clear. Each, 93c.

Cream Gabardines, for sports garments. All wool qualities, 50 to 52 inches wide. Special prices, \$2.50, \$3.00, \$3.50, \$4.00 and \$5.00.

Cream Pencil Serges, ideal for summer wear. Cream ground with smart black hair-line stripes. Width 50 to 54 inches. The old qualities at the low price of a yard, \$1.50, \$2.00 and \$2.50.

Cream Wool Taffetas, width 40 in. Suitable for ladies' dresses. Prices, a yard, 85c to \$1.50.

Silk and Wool Satin, with the sheen of pure silk and gives lasting wear. Ideal for sports wear. Width 40 inches. Colors ivory and cream. Price, a yard, \$2.50.

Cream Poplin Cords, 36 and 40 in. wide, suitable for sports wear. Prices per yard, \$1.50, \$2.50 and \$3.50.

Cream Serges, the reliable old-time quality, which bring you today values of three years ago. Width 50 to 54 inches. Prices, \$2.50, \$3.00 and \$3.50 per yard.

## The Robert SIMPSON Limited