

THE SIMPSON STORE
Store Opens 8.30 a.m. Closes 5.30 p.m. During Summer Months Store Closes Saturdays at 1 p.m.



Ready-to-Wear for Women and Young Women

WOMEN'S SILK SUITS, \$25.00 AND \$35.00
The best styles shown this season in taffetas and silk poplin, \$25.00 and \$35.00.
Wash Suits, from \$8.50 to \$15.50.
200 WOMEN'S COATS, UNDER-PRICED AT \$15.00.

Come Today for a First View and Watch the Papers for the Daily Price Lists

A White Sale of Dress Goods and Silks

CREAM WHITE SUITINGS
New Straps Skirtings, cream ground with contrasting stripes in navy, brown, blue, green or black.
Sport Coat Materials, chincheffias, polo, heavy serges, gabardines, Bedford cords, etc.

The Whitewear Offers These Specials for Opening Day

NIGHT GOWNS
Nainsook slip-over, Empire style; lengths 58, 58 and 60 inches. Regular \$1.35. June Sale price... .95
WOMEN'S COMBINATIONS
Nainsook, envelope style; sizes 34 to 42 bust. Regular \$1.50. June Sale price... .97

Towels and Other Linens for the Wedding Gift

Bedroom Towels, Ireland's finest, all pure linen, huckaback, damask borders, hemstitched. Pair, \$1.00, \$1.25, \$1.35, \$1.50, \$2.00 to \$5.00.
Huckaback Guest Towels, scalloped or hemstitched. Pair, 60c, 75c and \$1.00.

The Men's Store You Can Enjoy a Rainy Day if You Wear a Simpson Waterproof Coat

MEN'S GOOD WATERPROOFS \$8.50
Made from double texture English paramatta; fawn and greenish fawn; cut single-breasted; seams sewn, stitched and taped. Sizes 35 to 44. Thursday... .85.00

A Big Range of White Wash Fabrics

White Indian Head, 2,000 yards, 38 inches wide, for skirts, middie waists, etc. Regular 15c. Thursday... .150
Silk and Cotton Seersucker, 36 inches wide, white only, for underwear and nightwear. Regular 50c. Thursday... .25

We "Beg" You to Notice These Boys' Norfolk Suits

Single-breasted yoke style; English and Canadian tweeds; standard and novelty styles; pants are full cut; strap and buckle at knee; dark gray stripes; plain brown, diagonals, etc. Sizes 25 to 34. Thursday 4.95
BOYS KHAKI BLOOMERS, 75c.
200 pairs; drill cloth, in light and dark shades; for boys of 4 to 16 years. Sizes 22 to 34. Thursday... .75

Men's "Victor" Low Shoes for Summer Wear

"BOND ST."
Tan calf, straight lace low shoe with new Neolin, wear-proof sole, low rubber heel, English recede toe shape; blind eyes; widths C and D; sizes 8 1/2 to 10. Pair... 5.00
"SWELL"
Made in fine gunmetal calf leather, on new swing recede toe, with blind eyes, full quarter flange heel; widths D and E. Sizes 8 1/2 to 10. Per pair... 5.00
"TARGET"
Shoe for combined comfort and style, made of best grade chocolate vit kid leather, neat wide toe shape, with full ball-fitting, low, flat heel; widths D and E. Per pair... 5.00

MARKET TELEPHONE Adelaide 6100

MEATS
Shoulder Cuts Lean Beef for Pot Roast, per lb. 15
Thick Rib Roast, choice quality, per lb. 25
Minced Shoulder Steak, per lb. 15
Family Sausage, our own make, per lb. 15
Best All Pork Sausage, our own make, per lb. 25
York Brand Breakfast Bacon, mild curing, sliced, 25
Domestic Spareribs, 5 lb. pack, gross weight, pair 50
GROCERIES
One or Standard Granulated Sugar, in 25-lb. cotton bags, per bag 1.00
2,000 lb. Finest Creamery Butter, special, per lb. 20
4,000 lbs. Finest Canned Tomatoes, 2 tins, 19
Edwardsburg or Healds Table Syrup, 5 lb. pack, 25
Finest Family Rice, 2 lbs. 30
Choice Red Salmon, 2 lbs. 25
Imported English Must Vinegar, imported quart bottle 27
Fresh Tinned Wheat, per stone 1.50
Upton's Marmalade, 4-lb. pack 25
Tate Cocoa, in bulk, per lb. 25
Quaker Oats, large package 25
250 lbs. Fresh Apple Blossom Biscuits, per lb. 15
Post Toasties, 2 packages 17
Finest Canned Tomatoes, per tin 15
Blue Bell Jelly Powders, assorted, 2 packages 15
Finest Pot Butter, 5 lbs. 30
Buchanan's Pure Raspberry and Strawberry Jam, 14-oz. jar 25
Pure Gold Seal Pure Malt Scotch Whisky, per tin 25
Instant Potatoes, per tin 25
Pat's Patent Macaroni, per tin 15
Oxo Cubes, 2 tins 25
40c ANSAM TEA FOR 37c.

Cottage China "Open Stock"

50-piece English Dinner Set, green border decoration. 4.75
50-PIECE BLUE WILLOW SET AT \$7.75.
Wedgwood ware, old blue willow decoration.
DINNER SET, 97 PIECES, \$13.50.
Pretty pink rose border decoration, gold line handles and edges.
ODD DINNERWARE
English semi-porcelain; green border design.
Bread and Butter Plates, 6
Tea Plates, 6
Dinner Plates, 10
Soup Plates, 10
Cups and Saucers, 12
Fruit Saucers, 5
Covered Vegetable Dishes, 5
10-PIECE COMPLETE TOILET SET.
English; ware, floral decorations. Set... 2.50
Decorated Ewers, 75c; Basins, 75c; Chambers, 40c; White Ewers, 50c; Basins, 50c; Chambers, 30c.

Ingram's Toilet Goods

Milkweed Complexion Toilet Soap, per cake 20
Milkweed Face Cream, improves the complexion, 30c and 85c jar.
*Velveola Face Powder, in flesh and white and brunette, box 25
*Velveola Souveraine Face Powder, delightfully perfumed, box 30
*Perfumed Scented Talcum Powder, per tin 20
*Zodenta Tooth Paste and Tooth Powder, each 25
*Ingram's Valley Lily and Dolly Dimple Perfumes, dainty and fragrant odors, per oz. 75
*War Stamps Extra.

\$1.25 Pictures at 39c

Oval pictures, framed in walnut finish and white enamel; size 10 x 12 inches; novelty subjects by Harrison Fisher; white mats, some with Cupid awake and asleep on top and bottom of mat; baby ribbon hanger, 35c only. Thursday 39

Keep Out the Flies

IF YOU CAN'T COME PHONE MAIN 7841.
38-inch Mosquito Netting, in colors of green, red and white, and black, per yard. 12 1/2
50-inch Mosquito Netting, in colors of green, red and white, black, per yard... 12
38-inch Mosquito Netting, English, in colors of green, white and black, per yard... 12 1/2

Men's Sport Shirts

White Madras, Sizes 14 to 16 1/2, 1.00
Men's White and Tan Solerette Sport Shirts, Sizes 14 to 16 1/2, Each... 1.50
Men's Nagilene Summer Shirts, "Arrow" brand, Sizes 14 to 16 1/2, Thursday... 2.00
Men's Tub Silk Shirts, assortment of colorings, Sizes 14 to 16 1/2, Thursday... 5.00
Men's Duck Shirts, collar attached, white, tan and gray, Sizes 14 to 18... 75
Men's Cotton Bathing Suits, navy color, one-piece, or with shirts, Sizes 34 to 44, Each... 75
Men's Cotton Bathing Suits, two-piece, Sizes 34 to 44... 75
Men's Knit Wool Bathing Suits, Sizes 34 to 44, Each... 3.00

Floor Coverings for Summer Homes

Delightfully quaint Rag Rugs; dainty and pleasing for summer floor covering, are the very new ideas in this season's rag rugs; particularly harmonious and in good taste they are for the bedroom, living room, or study, many of them are inexpensive, and at the same time durable; some of them have in lavender, blue, gray, pink and green coloring. They come in plain center 24 in. x 36 in. at \$1.15, to 9 ft. x 12 ft. at... \$19.50
NEW CANADA GRASS RUGS.
Closely woven prairie grass, reversible, plain one side, with stencilled design on the other; medallions or plain and fancy figured borders, 27 in. x 54 in. at 75c, to 9 ft. x 9 ft. at... 5.45
STENCILLED MATTING RUGS.
Large variety of patterns.
13 in. x 34 in. . 9 36 in. x 72 in. . . 36
27 in. x 54 in. . 15 9 ft. x 12 ft. . 1.95
WOVEN JAPANESE MATS.
The straw is all dyed before it is woven: reversible.
27 in. x 54 in. . 25 6 ft. x 9 ft. . 1.25
36 in. x 72 in. . 35 9 ft. x 12 ft. . 2.25
36-inch Matting, of the same quality. Per yard .20

Simpson's Pure Ready Mixed Paints for Exterior or Interior

Color Cards submitted upon request. Orders for \$10.00 and over sent freight prepaid.
R. & Co. Prepared Paints, thirty colors, also white.
Gallon, \$1.85; 1/2-gallon, \$1.00; quart, 55c; pint, 30c; 1/4-pint, 18c.
Murexoc, for walls and ceilings, eighteen tints and white.
Veranda Floor Paint.
Light gray, wine, chrome, dark gray, tan, brown and golden yellow. Quart, 60c; pint, 35c.
Famous "611" Floor Varnish. Quart, \$1.00; pint, 60c; 1/2-pint, 35c.

Robert SIMPSON Limited