

SIMPSON'S

Dine in Simpson's Palm Room
The atmosphere and appointments are conducive to coolness and comfort. It is the sort of place that makes a strong appeal to particular folks. Try lunch here today. Sixth Floor.

SIMPSON'S

Store Opens at 8:30 a.m.

Weather, Today—Light winds; fine and warm.

Telephone Main 7841; Connects With All Departments.

Store Closes at 5:30 p.m.

New and Good Wash Suits for Little Boys \$1.50

Smart Tommy Tucker Suits, made from strong gingham, shepherd plaid patterns, with white duck collar, white patch on breast pocket, cuffs and white belt, straight knickers. Sizes 2½ to 8 years, \$1.50.

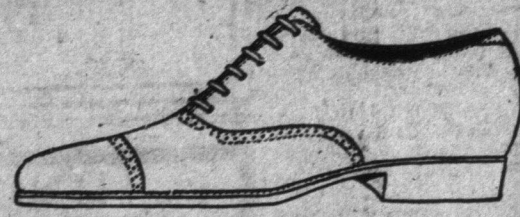
MIDDY SUITS, in plain white drill, sailor collar, black bow tie, breast pocket and emblem on sleeve; straight knickers. Sizes 2½ to 8 years, \$2.00.

ANOTHER TOMMY TUCKER STYLE of green and white striped gingham, with white repp collar and tassel cord tie; straight knickers. Sizes 2½ to 8 years, \$2.50.

DRESSY LITTLE SUITS, in fancy Norfolk effects, made of Sennis linen material. Wide lie-down collar, two patch pockets; knife pleats. Trimmed with fancy braid on collar, cuffs and pockets. Straight knickers. Sizes 2½ to 6 years, \$3.00.

Boys' Khaki Trousers \$1.98
Extra good quality long khaki trousers. Sizes 25 to 31 waistband. Special today, \$1.98.

Down Goes the Price of Men's Oxfords \$4.45



No 'Phone, C.O.D. or Mail Orders for Sale Footwear
500 pairs altogether—enough for a busy little sale. Some are Hartt's sample shoes. Others are broken assortments of famous Victor shoes—\$6.00, \$7.00 and \$8.00 kinds.

Havana brown, gunmetal, dongola kid, and patent leathers. English recede toes—round and straight-fitting lasts. Blucher, button and straight lace styles.

Goodyear welt—Neolin or leather soles—low and military heels. Sizes 5½ to 9. Today, \$4.45.

Boys' Oxfords \$3.95

Made on English recede toe last, straight lace style, with blind eyelets, guaranteed Neolin soles, solid rubber heels, gunmetal and Havana brown leathers. Sizes 1 to 5½. Today, \$3.95.

Children's Slippers

Smart-looking styles; neat, comfortable fitting last—patent ankle strap slippers. Sizes 8 to 10½, pair, \$1.69. Sizes 11 to 2, pair, \$1.99.

Men's and Youths' Khaki Trousers, \$2.00

Great for knockabout wear, sturdy and well made. Sizes 26 to 44. Price, \$2.00.

Men's White Duck Trousers, \$2.00.
Get your "white ducks" today. Sizes 30 to 46. Price, \$2.00.

Men's Long Muniton or Factory Coats, \$2.25.
On sale 8:30 this morning. Made from strong fawn drill material, three patch pockets, close-fitting collar and adjustable wrist bands. Sizes 36 to 44. Midsummer Sale price, \$2.25.

Trunks

Tourist Trunks—Waterproof canvas covered, with hardwood slats, brass corner protections, good lock and bolts, deep tray with covered hat box. Sizes 32 to 34 in. Today, \$4.95.

Bags

Club Bags—Walrus and crepe grain, with high double handles, reinforced corners, brass lock and catches; has pockets inside. Sizes 16 and 18 inches. Today, \$4.95.

Cases

Suit Cases—Made of fibre and are very light and durable; has two leather straps and leather corners, swing handle, good lock and bolts, linen lined, with skirt pocket. Today, size 24 in., \$4.50; 26 in., \$4.95.

The Silk Section will be the Centre of Remarkable Selling Today—6 Sale Items in

Oriental Silks
Printed Silk Poppins. Oriental designs, in four color combinations, on light grounds—very effective and all fast colors. Regularly \$2.50. Midsummer Sale, today, yard, \$2.00.

Printed Shantung Silks—Natural shantungs, with small, medium and large designs. A general clean-up of values up to \$2.50. Midsummer Sale, today, yard, \$1.25.
400 Yards of 36-in. Ivory Habutai Silks—Extra weighty qualities, with a special soft finish. Regularly \$1.00. Midsummer Sale, today, 95c.

Natural Silk Pongees and Shantungs, 100 pieces on sale, today, yard, 79c.
Ivory Wash Satins, direct from Japan, in superior "non-slip" quality. 36 in. wide. Midsummer Sale, yard, \$2.00.

Suiting Specials
Men's Finished Serges, almost indestructible—fine for women's suits. Comes in men's wear, navy and black—50 to 54 inches wide. Priced at, yard, \$3.50, \$4.00, \$5.00, \$6.50.
Gabardine Suiting. Lovely fine twills—firm, close weave. Generally dark navys and black. Soap shrunk—52 and 54 in. wide. Yard \$3.50 and \$4.50.
Cheviot Suiting Serge. Resists all sorts of weather—does not spot or shine—navy and black. 54 in. wide. Yard, \$3.00.

We guarantee all our navy and black serges and gabardines—fast dyes and soap shrunk.
Fine Broadcloths—Old values actually marked at less than we are paying for similar goods. Navy, Russian, nigger, taupe, purple, wine, fawn, copen and black. 54 inches wide. Satin and suede finish. Yard, \$5.00.

Brooches Half Price
10k and 14k Gold Brooches, in bar pin and other desirable styles, filigree and pearl set patterns, with various colored stones, such as peridot, sapphire, amethyst, and a few with diamonds. Regularly \$1.50 to \$12.00. Midsummer Sale, half price.
9k Gold Bracelets, \$3.95
Plain, engraved or pearl-set bracelets of solid 9k gold to be cleared about one-third regular value—only 20 in lot. Midsummer Sale price, \$3.95.

Clearing Japanese Matting Rugs

These Specially Low Prices for Today

This shipment of 500 arrived late—and you benefit. Rich colorings and designs. Sizes 6.0 x 8.0 and 6.0 x 9.0. Today clearance, \$1.89.

Azminster Rugs, in Oriental and Turkish designs, in soft rose, blues, tans and fawns. For dining-room, living-room and den. Sizes 9.0 x 9.0, \$26.00; 9.0 x 10.6, \$39.75; 9.0 x 12.0, \$45.00.

Reversible Bedroom Rugs—Colors light and dark green, dark blue and brown. Today, 7.6 x 9.0, \$7.50; 9.0 x 9.0, \$9.00; 9.0 x 10.6, \$10.50.

Rag Rugs—Made in Japan, browns, blues and greens, artistic borders and designs. Size 8.0 x 10.0, \$16.00.

Small Rugs to match, size 2.6 x 5.0, \$2.50.

Linooleum, 80c Square Yard. Heavy quality; splendid assortment of designs and colors. Bring your measurements. Today, per square yard, 80c.

Springs and Mattresses

Springs, all steel frames, strongly woven wire fabric, \$5.00. Springs, steel frames, link fabric, \$6.50. Springs, extra heavy steel frames, two springs in one, guaranteed, \$7.50.

Mattresses, of curled fibre, with felt on both sides; covered art ticking, \$5.00.

Mattresses, of felt, built-in layers, encased in art ticking, \$7.25.

Mattresses, all white cotton felt, encased in art ticking, \$10.50.

Pillows, all feathers, size 18 x 26, in art ticking, \$1.85 pair.

Pillows, all feathers, well filled, size 20 x 20.

1000 Combination Window Shades \$1.09 Each

Buy all you need today before the advanced prices go into effect. Heavy oil finished shades mounted on Hartshorn rollers. Complete, ready to hang. Size 27 inches by 70 inches. Today, each, \$1.09.

English Lace Curtains at \$1.98 Pair—200 pairs in white, showing plain and neatly figured centres and attractive borders with strong, lock-stitched edges, 2½ to 3 yards long, and from 36 to 50 inches wide. Today, pair, \$1.98.

Tapestry Portieres, Pair, \$4.98—A limited quantity medium weight, tapestry finished, tasseled fringe top and bottom. Plain greens, browns and reds; also mixed colorings of red and green or brown and green. Today, pair, \$4.98. (Drapery Dept., Fourth Floor).

The Canadian Service Flag—Registered design, having a plain red border and white centre, showing one maple leaf for each member on service. Blue leaves for those serving; red leaves for those who have fallen. 15c and up.

Horrockses' Circular Pillow Cotton Today 45c

1,000 yards of the famous Horrockses' Circular Pillow Cotton. Best quality, with a linen finish. Widths 42 and 45 inches. Not more than 12 yards to a customer. Midsummer Sale price, today, 45c.

Heavy-weight Plain Bleached Sheets, that will give great wear. Size 2 x 2½ yards. Regularly \$4.00. Midsummer Sale price, today, pair, \$2.25.

\$3 Battenberg Table Covers \$1.98

Hand-made Battenberg Covers, with lace centres. Size 54 x 64 inches round. Regularly \$3.00. Midsummer Sale, today, \$1.98.

Striped Bath Towels, of heavy quality. Midsummer Sale, today, pair, 63c.
Crochet Bedspreads, large double bed size. Various designs; soft finish, and hemmed. Midsummer Sale, today, \$3.45.

Semi-bleached Table Damask, 58 inches wide. Regularly 75c. Midsummer Sale, today, yard 59c.
White Flannelette, English make, and a nice soft quality. 36 in. wide. Regularly 45c. Midsummer Sale, today, yard, 35c.

Down Quilts, covered with French sateen. Over 100 designs. Light, warm and well ventilated. Size 72 x 72 inches. Midsummer Sale, today, \$13.50.

Women's \$3.00 Bathing Tunics \$1.98

A splendid cotton and wool mixture, developed in "V" neck, sleeveless, tunic styles. Trimmings of green, cardinal, rose, purple and copen. Regularly \$3.00. Midsummer Sale, today, \$1.98.

50c Bathing Caps 33c
Pure gum rubber, in black, with white and black. Gathered frills and fancy bows. Regularly 50c. Midsummer Sale, today, 33c.

Charming New Styles in Satin Hats

Are a particularly attractive feature of the latest arrivals in the Millinery Department, one of their chief glories being that they are smart and fashionable for wear now or in the autumn.

As for styles, there is everything from the youthfully jaunty and popular "Blue Devil" tam, with its touches of beading and embroidery, to the smart close-fitting model for the matron. Mostly white and navy, and their moderate prices range from \$2.25 to \$5.00.



Black Velvet Tams

Are much in vogue. We are featuring several of the leading styles; developed from lustrous Lyons silk velvet. Prices, \$4.50 and \$5.00.

On Sale Today—Mill Ends of Aeroplane Cloth 33c

A fabric of marvelous firmness, strength and smartness, suitable for motor coats, women's suits, men's shirts, etc.; 36 inches wide. One to eight yards in a piece. Today, yard, 33c.

Silk and Cotton Wash Goods 69c

These are experimental pieces—no two alike, and each cost more than a dollar a yard to make. Ten attractive designs and colors. 36 inches wide. Extraordinary value, today, yard, 69c.

Cotton Shantung Voiles 39c

The regular value is 59c, but the manufacturer needed the money, and we bought them at a great concession. 36 inches wide. Lavender, pink, Nile, linen, sky, Joffre blue, copen, navy, grey, rose, brown and black. Today, yard, 39c.

Suiting Specials

Men's Finished Serges, almost indestructible—fine for women's suits. Comes in men's wear, navy and black—50 to 54 inches wide. Priced at, yard, \$3.50, \$4.00, \$5.00, \$6.50.
Gabardine Suiting. Lovely fine twills—firm, close weave. Generally dark navys and black. Soap shrunk—52 and 54 in. wide. Yard \$3.50 and \$4.50.
Cheviot Suiting Serge. Resists all sorts of weather—does not spot or shine—navy and black. 54 in. wide. Yard, \$3.00.

We guarantee all our navy and black serges and gabardines—fast dyes and soap shrunk.
Fine Broadcloths—Old values actually marked at less than we are paying for similar goods. Navy, Russian, nigger, taupe, purple, wine, fawn, copen and black. 54 inches wide. Satin and suede finish. Yard, \$5.00.

At Makers' Price Today Women's Pure Wool Spencers \$1.50

They are knit in Shetland weave from soft white pure wool. "V" neck style, with long sleeves. Sweater coat length; buttoning down front. Sizes 34 to 42. Special value today, \$1.50.

Women's \$8.95 and \$15.00 Wash Suits \$6.95

Think of it! Just when you are planning your summer vacation comes a striking reduction in smart, high-grade suits. They are developed from Indian Head, linen and many cotton fabrics, in a variety of delightful styles. Tailored like suits of cloth, yet easily laundered. Regularly \$8.95 to \$15.00. No exchanges, no refunds, no C.O.D.'s. Midsummer Sale, today, \$6.95.

Women's Imported Wash Skirts

Smart cotton gabardine, in a number of extremely smart models. Finished with set-in patch and slash pockets, and chic button-trimmed. Sizes 25 to 36. Priced from \$5.50 to \$10.00.

Various Prices for Women's Wash Skirts \$1.50, \$1.95, \$2.50, \$2.95 and \$3.95.

Including repps, Bedford cord, gabardine, beach cloths and novelty weaves, in a host of attractive new styles. Sizes 25 to 30. Excellent values at the moderate prices of \$1.50 to \$3.95.

Clearing Women's \$6.50—\$7.50 Wash Skirts \$4.95

Odds and ends from our regular stock lines in silk poplins and taffetas. Shirred at waist, and finished with novelty pockets. Colors navy and green only. Regular prices \$6.50 and \$7.50. Midsummer Sale, today, \$4.95.

Women's \$2.50 and \$2.95 Lingerie Blouses \$1.95

A splendid collection of Dainty Lingerie Blouses, made of fine sheer white voiles and organdies. Some are embroidered, lace trimmed and tucked; others feature plain tailored styles, so desired by some women. All sizes to 42. Regular values \$2.50 and \$2.95. A tempting offer, today, \$1.95.

Women's \$1.00 Silk Gloves 69c

The famous "Kaiser" brand, \$1.00 quality, in white only. Sizes 5½ to 7. Treco weave, heavy embroidered back, two dome fasteners and double tipped fingers. Regularly \$1.00. Midsummer Sale today, pair, 69c.

MARKET PHONE ADEL 6100

Canada Food Control License 9-029.

MEATS.
1000 lbs. Blade Roasts Tender Beef, Special today, per lb., 27c.
500 lbs. Thick Rib Roast, special today, per lb., 30c.
200 lbs. Sweet Pickled Pork Shoulders, special today, per lb., 25c.
500 lbs. Breakfast Bacon, mild cured, whole or half, special today, per lb., 45c.
500 lbs. Family Sausage, our own make, special today, lb., 25c.

FISH.
The Canada Food Control Board tells each person to eat 1 lb. of fish per week.
The special refrigerated fast express brought Oodfish for this week.
Fresh Cod, dressed, headless, lb., 11c.
Expected to Arrive from the Government Fisheries.
Whitefish, per lb., 15c; if delivered, 17c.
Pickled, per lb., 15c; if delivered, 17c.
A variety of other kinds of Fresh and Smoked Fish.

GROCERIES.
Standard Granulated Sugar, in 5-lb. packages, 2 packages, \$1.00.
Finest Creamery Butter, per lb., 40c.
Finest Canned Peas, per tin, 15c.
Finest Oleomargarine, per lb., 25c.
Finest Assam Tea, regular 60c, per lb., 50c.
Ogilvie's or Purify Flour, 24-lb. bag for \$1.70.
Seedless Raisins, per lb., 15c.
Yellow Cooking Sugar, 5 lbs., 50c.
Magic Baking Powder, 1-lb. tin, 25c.
Edwardsburg or Beehive Table Syrup, 4-lb. pail, 85c.
Choice Red Salmon, tall tin, 25c.
Fresh Flaked Wheat, 1 lb., 55c.
Finest Table Salt, 2 packages, 15c.
Pure Strawberry and Raspberry Jam, 4-lb. pail, 95c.
Peanut Butter, in bulk, per lb., 25c.
Fresh Molasses Syrup, 2 lbs., 25c.
Pot Barley, 2 lbs., 25c.

CANDY SECTION.
Hand-rolled Creams, regular 90c, per lb., 40c.
Fruit Delight, per lb., 20c.
Chocolate Drops, per lb., 25c.
After-dinner Mints, regular 35c, per lb., 25c.
FRUIT SECTION.
California Lemons, per dozen, 37c.
California Valencia Oranges, per dozen, 50c.
Choice Cooking Onions, 5 lbs., 25c.

The **SIMPSON** Company Limited