

# SIMPSON'S

## Store Closes Today at 1 o'Clock--No Noon Delivery

### The Summer Sales Are On, and of Astounding Importance Are the Savings on Shoes

#### Men's Summer Suits at \$10.45

The reason for the low price is that they were late in arriving. Lightweight tweeds in small check and stripe patterns and Hancockburn designs. Single-breasted sacque style, three-piece suits. Sizes 34 to 44. Today ..... **10.45**

#### About Our Palm Beach Suits

**For Young Men**  
Splendid quality Palm Beach cloth in natural color, nicely tailored, sacque style, with pinch back and patch pockets. Trousers have cut bottoms. Price **11.50** pockets. Sizes 34 to 40.

**For Stout Men**  
A single-breasted sacque style that is just right for corpulent figures. Pants have cut bottoms, belt loops and five pockets. Splendid grade of cloth. Sizes 40 to 48. Price **11.00**



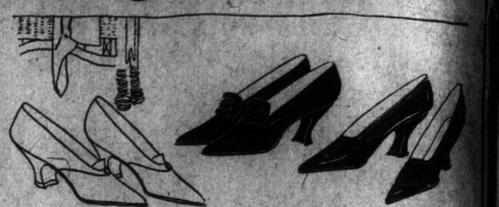
#### Boys' Khaki Outing Shirts, 73c

Cut from a medium weight dark khaki colored drill material, good roomy body, attached soft collars and long sleeves. Sizes 11 to 14 neckband for boys of 6 to 17 years. Each ..... **.73**

#### Boys' Well Made Sport Shirt Waists at 59c

Cut from reliable percales and tennis linens with white body and blue and white striped notch collar and cuffs. Others have striped body and cuffs. All have good roomy bodies and long sleeves. Sizes 11 to 13 neckband, for boys 6 to 15 years of age. Price today ..... **.59**

#### Importance Are the Savings on Shoes



#### Women's Summer Pumps \$2.95

1,200 pairs of Women's Dainty Novelty Summer Footwear in colored and black kid, patent calf and gunmetal leathers, in plain pumps, strap slippers, Oxford ties and Colonial, with fancy and leather covered buckles, long plain vamp, Goodyear welt flexible McKay sewn soles; Spanish, Cuban and medium heels; sizes 2 1/2 to 7; widths B, C, D. Regu- **2.95** lar \$5.00, \$6.00 and \$7.00. Today

#### Hartt Boots for Men \$5.45

400 Pairs of These Excellent \$7.00 to \$9.00 Boots Will Be Sold This Morning at \$5.45

Hartt's shoes are known for style and wearing qualities. No hand-made shoe ever had better material or finer workmanship than these well-known makers put into their goods. The lot consists of 400 pairs Men's Boots and Oxfords, in Blucher, button and straight lace styles; in tan calf, gunmetal, dongola kid, patent calf and velour calf leathers, with best grade English oak tanned Goodyear welt, light and medium weight leather soles, medium and English receive low shoes, military and low heels; widths C, D and E; sizes 6 to 10 in the lot, but not in **5.45** each line. Regular \$7.00 to \$9.00. Today

**Child's White Pumps, 99c**  
432 pairs Child's White Canvas Pumps, Mary Jane style, with ankle strap, wide fitting toe style, neat silk bows on vamp, light weight sole, low heels; sizes 4 to 11 1/2. Regularly \$1.35. To- **.99** day

**Strong Boots for Boys**  
Black box kid Blucher style, neat fitting round toe, extra weight, cold standard screw soles, reinforced and sewn with wax thread, military heels; sizes 1 to 5. Today **2.95**

#### Rugs, Mattresses, Dressers, Garden Chairs, Rush Selling

**Mattresses**, sea grass centre, layer of felt both sides and ends, deeply tufted, covered in good grade of art ticking. Regular price \$4.50. Today **2.95**  
**Garden Chairs** have slat back, woven splint seat, red, green or natural finish. Today, each **.85**  
**Dresser**, surface oak finish, three large drawers, brass trimmed, fitted with large beveled plate mirror. Regular price **7.35** \$10.75. Today **4.75**  
**Rag Rugs** reduced from \$6.75 to \$4.75—Plain shades with dainty borders. To clear out about 80 of them, size 4 1/2 x 7 1/2, the price today will be **4.75**  
**Japanese Matting**—Special offer of one hundred bales of new Japanese Matting, in both stenciled and woven qualities, good colors and designs, and suitable for bedroom or verandah use. Today special, per yard **.19**  
**Wall Tents**—Ten only, offered for today's selling. Secure yours early to avoid disappointment. Splendidly made tents in the size most in demand, 9 x 12 with a 3-foot wall. The roof is of heavy 3-ounce shower-proof duck with reinforced corners and double sewn seams, and the price includes poles, ropes and pegs. Today, each **16.59**

#### Special in Women's Silk Middies at \$1.95

A fortunate purchase of 500 White Habutai or Shantung Silk Middies, beautifully made up in a large roomy style. Long or short sleeves and a large fancy pocket on each side; laced at throat. The price we paid for them enables us to mark them at **1.95**  
Practically the Cost of the Silk Alone  
as both the habutai and the shantung are of excellent quality. Sizes are 36, 38, 40 and 42 bust. For quick selling today **1.95**

#### Warm Weather Underwear Priced for Rush Selling

**Men's Summer Weight White Balbriggan Underwear**, shirts and drawers, made athletic style, sleeveless and buttonless; drawers are outside trimmed, suspender loops, knee length. Sizes 34 to 44. Per suit **.98**  
**Men's Summer Weight White Balbriggan Combination Suits**, sleeveless and knee length, made from extra fine material. Sizes 34 to 44. Regular \$1.25 suit. On sale today, per suit **.79**  
**\$6.00 Silk Shirts on Sale at \$3.95**  
Men's Shirts of rich silks in beautiful stripe patterns. Double soft cuff style. Sizes 14 to 18. You can't duplicate **3.95** them under \$6.00. Our price today  
**Underwear 39c**  
Men's Athletic Underwear of fine white nainsook material. Shirts are sleeveless. Drawers are knee length. Sizes 34 to 44. Very special value. To- **39** day, a garment  
**Bathing Suits**  
Men's Bathing Suits of plain navy cotton, one-piece style. Sizes 30 to 44. Today at, each **65c**. One-piece style with skirt at 75c. Two-piece style at **\$1.00**.

## Many Tempting Values Are Offered Today in Women's and Misses' Summer Suits, Coats, Dresses and Skirts

### Here Are Seven Mighty Interesting Groups in the Women's Department

200 Summer Dresses, in voiles, muslins and linens, in coat styles, fancy waist, with newest skirts; lovely assortment of shades. Sizes 32 to 42. Regular \$6.00 to **3.95** \$7.50. Special at  
**75 Women's Suits**  
Including taffetas, wool jerseys and rajah silk, in the best styles of the season. Former price **16.50** \$22.50 to \$35.00. Special  
**Women's Silk Poplin Skirts**  
75 only, full shirred waist band, with heading, two fancy pockets; black, navy, white, purple, greens and greys. Regular \$10.00. Special at **5.95**  
**10 Dozen Wash Skirts**  
In English white repp, made in the newest styles, with neat pockets. Today very special at **.95**  
**Women's Wash Suits**  
Taken from regular stock, Beach cloth, linen and gabardine. Regular \$12.50 to \$16.50. Special at **8.50**  
**Women's High-Grade Suits**  
55 only, in sand, black and navy serge; also a number of fancy silk suits. Regular \$50.00 to **27.50** \$80.00. Today  
**Misses' Tub Skirts**  
An enormous collection of delightful White Skirts for misses and small women; repps, gabardine, in plain and fancy materials, with novelty pockets and belts; misses' sizes. Prices \$6, \$15.00, \$25.00 to \$50.00.  
**Misses' Taffeta Skirts**  
In navy, black and brown taffeta, in a firm, soft weave; prettily shirred and belted, with button trimmings. \$6.75 to \$10.00.  
**Girls' White Dresses**  
Dainty French modes, with double skirts, short sleeves and square necks, finished with lace and ribbon. Sizes 6 to 14 years. **1.98** Today  
**Tailored Wash Dresses**  
Simple, paneled front styles, of good English repp and Beach cloth. Braiding, pockets, large collars and cuffs add to the good effect of these inexpensive frocks; in pink, tan, blue, white; misses' sizes. **5.00** Today  
**Smart Linen Frocks**  
Several leading colors, made with large white over-collars, and novelty belts and pockets; good linen, in shades of tan, canary, also white **8.50**

#### Extra! Give this half-column careful attention—it contains big news.

#### Neckwear

Misses' and Women's New York Newest Neckwear. Many shapes, Georgette, organdie, pique, crepe de chine, silk poplin, fancy silk stripe effects; \$1.25 to **.75** \$2.50 neckwear, today at

#### Veils

Sip-Pon Veils. Just slip it on. No tying or pinning. There is no adjusting to this veil. Just slip it and forget it. The elastic **.10** edge holds it in place.

#### Hair Brushes

A limited quantity of Hughes' Ideal Waterproof Hair Brushes. Each brush has stiff wild boar bristles, set in rubber cushion. For the woman who has lots of hair this is a brush that will give perfect satisfaction. No phone orders taken. Regular \$1.50 each. **.99** Special at

#### Watches

25 only, Women's Expansion Bracelet Watch, small size, complete with detachable bracelet and separate links; 15-jewel guaranteed movement in "Alpha" quality case. Regular \$8.00 each. To- **6.95** day

#### Hand Bags

All the newest styles of strap purse bags, pouch-shaped bags, shopping styles, and some silk bags with draw-string and framed tops. A few colored, but mostly black, in fine pin grain leathers. Neatly lined with moire and Dresden silk. Fitted with mirror and purse. **1.15** Extra value, today, at

#### Linens, etc.

400 pairs Plain Hemmed Pillow Cases, size 42 x 33 and 44 x 38. Today, 4 pairs ..... **1.00**  
Good Heavy Quality White Bath Towels, size 20 x 35. Regular a pair. Just 300 pairs to **1.00** clear. Today, 3 pairs  
Heavy Plain Bleached Sheets, size 2 x 2 1/2 yards, splendid wearing quality. Regular \$2.50 a **1.95** pair. Today  
Damask Breakfast Cloths, ready hemmed; size 64 x 96. Regu- **.95** lar \$1.25. Today  
Best Quality Canadian Make Flannellette Blankets, white or grey, with pink or blue borders; size 70 x 84. Only 300 pairs to sell **1.59** today, at

#### Men's Hats

300 Straw Hats, broken sizes and some slightly soiled from handling. Those who come early will be exceedingly well pleased with the hats they will get at **.95**

### In the Misses' Department---Charming Styles for Summer Wear

#### Favored Gingham Frocks

Colorful ginghams, made in girlish high-waisted styles, with deep square collars and cuffs of white pique; neat little belts, swaggar pockets, and big pearl buttons; misses' sizes. For **5.95** Today

#### Misses' Summer Suits

An assortment of very attractive suits of novelty beach cloth; plain white or bisque color, with Oriental figured collars, cuffs and skirts; misses' sizes. To- **10.50** day

#### Beautiful Silk-finished Gabardine Suits

Beautiful Silk-finished Gabardine Suits, in becoming semi-Norfolk styles, and adorned with novelty buttons; misses' sizes. **16.50** Today

#### Suits of pure linen and Palm Beach cloth

Suits of pure linen and Palm Beach cloth, made in a great variety of up-to-date styles, and in all leading shades; misses' sizes. **22.50** Today

#### Seasonable Drugs

Insect Powder, shaker top box. Regular 15c. Special 2 for **25**  
Hellebore, for rose bushes, etc. Per package, **.10** and **.15**  
Daisy Lure, Regular 2 for **.25**  
K. A. G. Disinfectant, for sinks, drains, etc. Regular 10c. Special **.75**  
Saniflush, per tin **.25**  
Formaldehyde Fumigator, 20c, 35c and 50c  
Sulphur Fumigator, 5c, 10c, 15c, 25c, 30c, 35c, 50c, 75c, 1.00, 1.50, 2.00, 2.50, 3.00, 3.50, 4.00, 4.50, 5.00, 5.50, 6.00, 6.50, 7.00, 7.50, 8.00, 8.50, 9.00, 9.50, 10.00, 10.50, 11.00, 11.50, 12.00, 12.50, 13.00, 13.50, 14.00, 14.50, 15.00, 15.50, 16.00, 16.50, 17.00, 17.50, 18.00, 18.50, 19.00, 19.50, 20.00, 20.50, 21.00, 21.50, 22.00, 22.50, 23.00, 23.50, 24.00, 24.50, 25.00, 25.50, 26.00, 26.50, 27.00, 27.50, 28.00, 28.50, 29.00, 29.50, 30.00, 30.50, 31.00, 31.50, 32.00, 32.50, 33.00, 33.50, 34.00, 34.50, 35.00, 35.50, 36.00, 36.50, 37.00, 37.50, 38.00, 38.50, 39.00, 39.50, 40.00, 40.50, 41.00, 41.50, 42.00, 42.50, 43.00, 43.50, 44.00, 44.50, 45.00, 45.50, 46.00, 46.50, 47.00, 47.50, 48.00, 48.50, 49.00, 49.50, 50.00, 50.50, 51.00, 51.50, 52.00, 52.50, 53.00, 53.50, 54.00, 54.50, 55.00, 55.50, 56.00, 56.50, 57.00, 57.50, 58.00, 58.50, 59.00, 59.50, 60.00, 60.50, 61.00, 61.50, 62.00, 62.50, 63.00, 63.50, 64.00, 64.50, 65.00, 65.50, 66.00, 66.50, 67.00, 67.50, 68.00, 68.50, 69.00, 69.50, 70.00, 70.50, 71.00, 71.50, 72.00, 72.50, 73.00, 73.50, 74.00, 74.50, 75.00, 75.50, 76.00, 76.50, 77.00, 77.50, 78.00, 78.50, 79.00, 79.50, 80.00, 80.50, 81.00, 81.50, 82.00, 82.50, 83.00, 83.50, 84.00, 84.50, 85.00, 85.50, 86.00, 86.50, 87.00, 87.50, 88.00, 88.50, 89.00, 89.50, 90.00, 90.50, 91.00, 91.50, 92.00, 92.50, 93.00, 93.50, 94.00, 94.50, 95.00, 95.50, 96.00, 96.50, 97.00, 97.50, 98.00, 98.50, 99.00, 99.50, 100.00  
Chloride of Lime, Regular 13c. Special 2 for **.25**  
Daisy Lure, Regular 2 for **.25**  
K. A. G. Disinfectant, for sinks, drains, etc. Regular 10c. Special **.75**  
Saniflush, per tin **.25**  
Formaldehyde Fumigator, 20c, 35c and 50c  
Sulphur Fumigator, 5c, 10c, 15c, 25c, 30c, 35c, 50c, 75c, 1.00, 1.50, 2.00, 2.50, 3.00, 3.50, 4.00, 4.50, 5.00, 5.50, 6.00, 6.50, 7.00, 7.50, 8.00, 8.50, 9.00, 9.50, 10.00, 10.50, 11.00, 11.50, 12.00, 12.50, 13.00, 13.50, 14.00, 14.50, 15.00, 15.50, 16.00, 16.50, 17.00, 17.50, 18.00, 18.50, 19.00, 19.50, 20.00, 20.50, 21.00, 21.50, 22.00, 22.50, 23.00, 23.50, 24.00, 24.50, 25.00, 25.50, 26.00, 26.50, 27.00, 27.50, 28.00, 28.50, 29.00, 29.50, 30.00, 30.50, 31.00, 31.50, 32.00, 32.50, 33.00, 33.50, 34.00, 34.50, 35.00, 35.50, 36.00, 36.50, 37.00, 37.50, 38.00, 38.50, 39.00, 39.50, 40.00, 40.50, 41.00, 41.50, 42.00, 42.50, 43.00, 43.50, 44.00, 44.50, 45.00, 45.50, 46.00, 46.50, 47.00, 47.50, 48.00, 48.50, 49.00, 49.50, 50.00, 50.50, 51.00, 51.50, 52.00, 52.50, 53.00, 53.50, 54.00, 54.50, 55.00, 55.50, 56.00, 56.50, 57.00, 57.50, 58.00, 58.50, 59.00, 59.50, 60.00, 60.50, 61.00, 61.50, 62.00, 62.50, 63.00, 63.50, 64.00, 64.50, 65.00, 65.50, 66.00, 66.50, 67.00, 67.50, 68.00, 68.50, 69.00, 69.50, 70.00, 70.50, 71.00, 71.50, 72.00, 72.50, 73.00, 73.50, 74.00, 74.50, 75.00, 75.50, 76.00, 76.50, 77.00, 77.50, 78.00, 78.50, 79.00, 79.50, 80.00, 80.50, 81.00, 81.50, 82.00, 82.50, 83.00, 83.50, 84.00, 84.50, 85.00, 85.50, 86.00, 86.50, 87.00, 87.50, 88.00, 88.50, 89.00, 89.50, 90.00, 90.50, 91.00, 91.50, 92.00, 92.50, 93.00, 93.50, 94.00, 94.50, 95.00, 95.50, 96.00, 96.50, 97.00, 97.50, 98.00, 98.50, 99.00, 99.50, 100.00  
Weich's Grape Juice, 10c, 25c, 50c.  
Steam's Morning Salt ..... **.50**  
Sai Hepatica, 25c, 50c, 90c.  
Jad Salts ..... **.45**  
Ene's Fruit Salts, Regular 75c. Special **.45**  
English Sherbet, box 25c, lb. **80c**  
Vichy Salts ..... **.37**  
Vichy Tablets ..... **.37**  
**POPULAR PATENTS**  
Freezoo Corn Curs ..... **.21**  
Fruit-salves ..... **.31**  
Zam-Buk ..... **.31**  
Gin Pills ..... **.31**  
Pink Pills ..... **.31**  
Burdock Blood Bitters ..... **.62**  
Pinkham's Compound ..... **.64**  
War Tax Included.  
**R. SIMPSON DRUGS**

#### Kodaking Time

For beginners and the kiddies the Brownie Cameras are in a class by themselves. They are fitted with a good lens and rotary shutter that will stand all the rough usage it will likely get on a vacation. They come in four sizes and prices as follows:  
No. 0 Brownie, for picture 1 1/2 x 2 1/4, **1.25**  
No. 1 Brownie, for picture 2 1/4 x 3 1/4, **2.00**  
No. 2A Brownie, for picture 2 1/4 x 4, **3.50**  
No. 3 Brownie, for picture 3 1/4 x 4 1/4, **4.00**  
Let us finish your snaps for you. We guarantee the best possible results from your films.  
We carry the full Kodak line of cameras from \$1.25 to \$90.00.

#### Trimmed Leghorns \$4.25 Trimmed Panamas

Both the leghorns and panamas are excellent in quality and in shape, and would, untrimmed, sell regularly for nearly the price we are asking for the trimmed hat. Smart white ribbon and white feather breasts and pompons are used on most of these lovely hats. **8.30** special today **4.25**

#### White Satin Hats, \$5.00

They are very smart, and it is quite evident that they came from well-known New York manufacturers. Many different **5.00** styles. Today at

#### Smart Soft Crowned Sailors, \$2.25

They have large enough brim for shade, and have an underbrim and band of Oriental cloth. On sale to- **2.25** day at

#### White Satin Crusher Hats, \$1.00 White Felt Crusher Hats, \$1.00

Just the thing for the boats or motors.

#### We Want a Crowd of 300 Early Buyers for These \$1.00 to \$1.50 Outing Hats at 50c

They are manufacturers' samples and overmakes, and come in a large number of styles and materials, including piques, linen, stripes, etc.; are suitable for all summer wear. **50** \$2.50 special today at

#### Another Line of Those Fine White Panamas at \$1.95 Children's Hats at 50c—Another Early Special

There is not enough to last more than the half day, but those able to get one of these hats will be fortunate. Special to- **1.95** day at  
A manufacturer's clearing line of soft brims and silk, in very becoming shapes. Regular prices \$1.50 to \$2.00. **8.30** special today **50**

#### The Summer Sale of Women's Undergarments

Offers to those who shop early today the following opportunities to save:

#### Brassieres 49c Nightgowns 54c

They are of lovely white cambric and daintily trimmed. V or square neck; sizes 34 to 42. Today **.49**  
Only 180, so we cannot accept phone or mail orders. White cotton. **54** Mother Hubbard style. Today

#### Underskirts \$1.95 Envelope Chemise

Women's White Petticoats, samples and soiled garments from regular stock. Made of fine cotton and nainsook. Regular \$2.50, \$3.00 and \$3.25 values. To- **1.95** day  
Various pretty styles, some trimmed front and back with Swiss embroidery, French Val. lace and exquisite Swiss embroidered organza. Sizes 34 to 42. To- **1.69** day

#### "Merode" Combinations, Rush Price, 98c

300 Women's "Merode Brand" Combinations, made of beautiful fine ribbed cotton; low neck, no and short sleeves, with tight fitting knee; finished with hand crocheted edges. Sizes 34 to 42. Regular **1.75**. **98** Today

#### Corsets at 89c Infants' Wear

600 pairs of D. and A. Corsets, made of fine summer weight coutil; low bust and long, free hips; five-cup front, with hook below; carefully boned; four hose supporters and fine embroidery trim. Sizes 19 to 26. Saturday special price **.89**

Long Robes of white nainsook; round yokes of dainty Swiss embroidery; length 48 inches. Regular **1.25**. **.85** Today  
of fine white nainsook, and have very deep hemstitched hem on skirt. **.45**  
Girls' Wash Dresses, midy style, with attached pleated skirts; laced front of white cotton; sizes 2 to 6 years. **.59** Regularly \$1.00. Today

#### The Robert SIMPSON Company Limited

### For Early Shoppers Today

#### 3100 Yards of Serviceable Linene 13 1/2c Yard

A splendid wearing wash material in plain cadet. It is known to some people as percale. Suitable for girls' frocks, boys' suits, rompers and house dresses; 36 inches wide. If **13 1/2** bought today at the mills we'd have to charge double this price. Today, a yard **.13 1/2**

#### Mosquito Netting--If You Can't Come Down, Phone Your Order, Main 7841

28-inch Mosquito Netting, in white only. Per yard **.8**  
36-inch Mosquito Netting, in white and green only. Today, white, green and yellow. To- **1.0** day, per yard  
58-inch Mosquito Netting, in white, green and yellow. To- **1.15** day, per yard

101 COPIES T  
17th YEAR  
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THIR  
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BEACH  
FOE  
in Belgium, chaete, a ment.  
HEAVY AR  
Paris Now Fighting  
London, July 7, an attack last night on Wythechate, sources that the vanced slightly, follows:  
"East of Wythe again been slight  
"The enemy at reaches in the but was repulse were no events of  
Paris, July fighting occurred boyers and Pant front, and in the onvillers, in the og to today's effi  
The announce  
"There was pro the artillery on the boys and Fran tion south of M case attack by a massives was repu night was gain. "Between June aeroplanes and were brought dow in addition to the machines, serious the German lines bombarded effecti period the railway court and Avignon elishments in the the Suippe valley aviators threw d near Epernay and M. Nancy."  
BANK PRE  
New York, July ndale, president Chemical National oldest and largest in the country. in the German ho was born in Broo  
Special to the To Ottawa, July 7, ary storm over a full, but only party true that tempts of Premie position with St the Liberal party more or less part that party in the an end; party w savings. Nor tha has abandoned a erns serving hi Liberals reside. likely that any de the Ontario L the he was here, are others, more allegiance to the Ottawa and To willing as consen the government.  
Sir Wilfrid La say, is recovering of his forces by c is no doubt that is at Winnipeg Lake Superior to or less with his have their own platform, but it that it will be a next Liberals as and votes of Dr. does really solid and that the det members on cons temporary.  
"The Conserva scription, outside is none too large was, considerable ment ranks as First the conso but thru its comm in the commons senate. When po Next, what po