

ARCTIC AIR'S THE SECRET

of the wonderful advantage which our enlarged fur storage vault affords to those who entrust their valuable furs to its keeping. Each garment is hung separately, and a current of ice-cold, dry air circulates constantly. They are thoroughly cleaned and protected from moths. Call Main 7841 and have our driver call.

Telephone
Main
7841

Simpson's

Market
Telephone
Ad. 6100

SUMMER STORE HOURS

During June, July and August, the Simpson Store opens at 8:30 and closes at 5:30. On Saturday the store closes at One o'Clock with no noon delivery Saturday.

Many Important Offerings in the Ready-to-Wear Departments Today



Women's
\$57.50 to \$67.50
Suits \$42.50

Which is a straight reduction from regular stock prices — so important as to be worthy a very special shopping-trip today.

Some are mannish, with tiny tailored collars, fine braid bindings, severe little pockets and buttons, and a general precision which many women prefer.

Others are richly braid-trimmed and follow the straighter, narrowly-belted line, which is winning much favor this season.

Tricotines and serges of particular qualities, in navy or black, were used to fashion them. Their silk linings and finishings are in keeping with the former much higher prices. Sizes 34 to 42. Today 42.50

Women's \$67.50 to \$85.00
Coats \$50.00

Many of Which Are Handsome Individual Models

There are beautifully tailored navy, fawn, gray and black tricotines, soft rich goldtones in smart green fawns and lovely new blues and very fine summer velours in tawny tones.

Sought-after styles, half-lined with figured silks. Extraordinary value, today 50.00

Smartest Linene Dresses
Only \$5.95

In pink, three shades of blue, and tan, in a very complete range of sizes for Women and Misses.

- A. Coat frock, with Tuxedo collar and pockets in self, piped with white pique.
- B. Coat frock, with white pique collar and cuffs.
- C. Overblouse effect, with novel neckline and pockets, piped with pique.

All are well-cut and neatly finished. On sale at very little more than cost of material alone. Today 5.95

Simpson's—Third Floor.

Misses' Natural
Pongee Silk
Suits \$25.00

Little to pay for such firm, close silk as you'll find in these — for such smartness of style, for such summer-long comfort. Besides, they are very simply laundered and come from the tubbing like new.

Belted styles, with snappy Tuxedo collars, patch pockets and novelty buttons. Some have pleated backs. Sizes 14 to 20 years. Extra value at 25.00.

Misses' \$39.75 to \$49.75
Coats \$29.75

You know—the soft velour and silvertip coats you have been wanting, but which your purse could not easily afford — here they are at a saving of from \$10.00 to \$20.00 on the original price. Snappy sports coats, too, in novelty fabrics.

Some are full-lined, others half-lined with silk. Sizes 14 to 20 years in the lot. Shop early today for best choice, at only 29.75

Dainty Voile Frocks Clearing
at \$12.50

Regularly \$15.00 to \$19.50—Sizes for Women and Misses

Coin-spotted — foulard-patterned — pastel-flowered — tiny-checked — in combined tones, which run the gamut from palest pink to deepest navy, and in styles so fetching you would hardly expect to obtain them even at the original prices. Some of their features are:

Many-tiered skirts, surplice bodices, which grow into huge sashes, hip-flounces and draperies, ruffle upon ruffle, satin-piped boleros, lace edgings and organdy collars and cuffs.

Only 200 of them, divided between sizes for women and misses. Best to shop early for choice at today's much reduced price 12.50

Simpson's—Third Floor.

The Robert SIMPSON Company Limited

\$3.95 ---the special price on women's oxfords and pumps

No Phone, Mail or C.O.D. Orders on Sale Footwear
Oxford and Pump Shoes, in black kid, brown kid, patent and gray kid leathers. Some have Goodyear welt soles. The styles are suitable for dress or street wear. Some have Cuban heels, others have Spanish heels. All sizes 2½ to 7. Regular values \$4.95 to \$7.00. Today 3.95

Children's Ankle Strap Slippers
300 pairs children's comfortable, wide-fitting Ankle Strap Slippers, made of black pliable leather, with welt sole and smooth tackless insole. Sizes:
3 to 4½. Regularly \$2.75. Today 2.19
5 to 7½. Regularly \$3.25. Today 2.49
8 to 10. Regularly \$3.75. Today 2.65

Today at 10:30 a.m.,
Clean-Up of Men's Boots \$3.95

(No Phone, Mail or C.O.D. Orders)
About 200 pairs only of Men's Brown Side Leather Laced Boots with leather soles or fibre soles. All are dressy, comfortable shoes. Also a lot of patent leather laced and buttoned boots. Sizes in the lot are 5, 5½, 6, 6½, 9, 9½, 10, 10½ and 11. Reduced to clear 3.95
Simpson's—Second Floor.

Regular \$3.50 and \$4.00
Embroidered Pillow Cases
at \$2.85 Pair

Manufacturer's clearance of Irish Embroidered Pillow Cases of fine quality linen-finished cotton. Finished with hemstitched or scalloped hems. Size 44 x 36 inches. June White Sale special, today, pair 2.85

\$3.50 Huckaback Towels, \$2.35 Pair
Fine quality White Huckaback Towels. Splendid variety of fancy damask borders, with neatly hemstitched ends. Size about 22 x 38 inches. Today, special, pair 2.35

Breakfast Cloths, \$2.49 Each
Red bordered Damask Breakfast Cloths of medium weight, strongly woven and of a good wearing quality. All ready hemmed. Size 58 x 58 inches. Today, special, each 2.49

45c Stripe Flannelette, 38c Yard
Medium weight, in a range of pink, blue, mauve and white stripes, very suitable for Summer pajamas, shirts, etc. 36 inches wide. Today, special, yard38
Simpson's—Fourth Floor.



4 Specials for Kiddies

Children's White Cotton Drawers, 39c

500 pairs. Splendid quality white cotton. In wide knee style, and trimmed, with wide lace edging. Strong double cotton band waistline. Sizes 2 to 12 years. Today39

Little Boys' Tunic Dresses, \$1.95

The materials include splendidly woven ginghams, in checks or stripes, and plain chambrays trimmed with white pique or repp collars and cuffs. All styles have separate waist belts and patch pockets and button down front. Pretty shades of pink, saxe or reseda. Sizes in the lot 1 to 5 years. Today 1.95

Children's \$2.25 Hats, \$1.50

Dainty little hats of white imitation Panama in drooping brim style and with gathered crowns. Black velvet ribbon band with streamers caught at intervals with tiny colored flowers. Sizes 20, 21, 22. Extra special, today 1.50

Infants' \$1.65 Long Robes, 95c

White nainsook, with gathered skirts, and trimmed at waistline with pretty embroidery insertion. Tiny embroidery edging at neck and sleeves. Deep hem on skirt. Length 27 inches. Today95
Simpson's—Third Floor.

Savings on Wash Fabrics

2,500 Yards Beach Cloth, 75c Yard

Regularly \$1.35. In shades of pink, white, brown, gold, gray, bright green, bright rose, open, sky and black. 36 inches wide. Today, yard75

1,200 Yards Terry Ratine, white ground with gray stripe. 36 inches wide. Today, yard49

3,500 Yards Plain Voile, in shades of pink, maize, sky, green,

gray and natural. 40 inches wide. Today, yard69

2,500 Yards White Voile, a fine sheer quality, suitable for summer frocks, etc. 40 inches wide. Today, yard49

1,200 Yards White Gabardine, splendid for outing wear. 36 inches wide. Today, yard49

Tape Stripe Voile, black only. Splendid quality. 36 inches wide. Today, yard49
Simpson's—Second Floor.



Today \$2.45

Men's Regular \$3.00 and \$4.00
Straw Hats, in English and Canadian Makes

Sailor shaped straw hats, senet and split braid straws with notched edge and cable brims. Finished with comfortable sweatbands and black corded ribbon bands. No Phone or C.O.D. Orders-taken. Today 2.45

Children's Tams, 49c
Regularly 75c to \$1.50

White and light blue tams, with plain and named bands. (Men's Hat Department, Main Floor). Today, 8:30 a.m. 49
Simpson's—Main Floor.

Men's \$2.25 Work
Shirts \$1.47

Broken-lines of regular stock, consisting of engineers' blue with white spots. Separate collar to match. Also four lines, with collar attached. There are black, satine, black and white stripe, khaki and blue chambray. All have one pocket. Full yoke and roomy bodies—strongly sewn. Sizes 14 to 17—not all sizes in each kind. Regularly \$1.75, \$2.00, \$2.25. Today, special, at 1.47

Men's Balbriggan Underwear,
69c Garment

Shirts and Drawers — Made from two-thread, natural shade yarn. Sizes 34 to 42. Special, today, garment69

Men's Black Satin Shirts, \$1.19

Three sizes only, 45½, 46, 46½. Regularly \$1.50. Today 1.19
Simpson's—Main Floor.

Men's Khaki
Trousers \$3.50

Made from good weight khaki drill material, finished with 5 pockets, belt loops and cuff bottoms. Sizes 32 to 44. This morning 3.50

Men's Navy Blue Trousers,
Today, \$7.45

Dark navy blue worsted is the material, finished with 5 pockets and belt loops. Sizes 32 to 44. This morning 7.45

Men's Worsted Trousers, Today,
\$7.50

Fine finished worsteds in attractive shades of gray in neat stripe patterns, finished with 5 pockets, belt loops, cuff or plain bottoms. Sizes 32 to 44. This morning 7.50

Men's English White Flannel
Trousers, \$10.50

Stylish cut and tailored to fit perfectly, these fine trousers are finished with 5 pockets, belt loops and cuff bottoms. Sizes 30 to 42. This morning 10.50

25c Khaki Handkerchiefs,
3 for 45c

Excellent handkerchiefs for work. Soft mercerized cloth, full size. Today, special, 3 for 45c.
Simpson's—Main Floor.

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