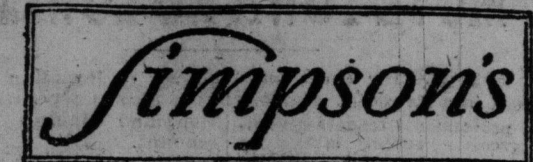


NIAGARA WHITE FISH—Caught fresh daily—transported to the kitchens of Simpson's Palm Room—done to a turn in deep pans of sizzling hot golden brown butter—temptingly served, garnished with fresh green parsley—is a dish for the gods.  
Simpson's Palm Room—Sixth Floor.



Summer Hours—During June, July and August, Store Opens at 8.30 and Closes at 5.30. Closes Saturday at 1 o'clock, with No Noon Delivery.



# TODAY

## An Important Sale of New Fall Overcoats (\$30 to \$40 Values) \$24.95

Sizes 34 to 44, for Men and Young Men

Sixty of the Coats Were Made Up Specially for a Western Dealer---the Balance Are Overmakes and Sample Garments---All Acquired by Simpson's at Big Price Concessions, Enabling Us to Pass Them on to Our Customers at a Phenomenal Saving.

In the lot are plain gray cheviots, fancy colored Harris tweeds, all-wool materials made up in the loose slip-on model, also Donegals and brown twill mixtures in Chesterfield and form-fitting styles. Some are quarter-lined throughout with twilled mohair. Sizes 34 to 44, for men and young men. Regularly \$30.00, \$32.50, \$35.00, \$38.00 and some \$40.00 value. On sale today at . . . . . 24.95



### TODAY

#### Men's Fine Shirts Are Decisively Reduced---\$1.98

Special Rush Selling—Regular \$2.50, \$3.00 and \$3.50 Values

Men will find in this special group a wide variety of styles, including:—

Negligee Shirts, in plain and fancy hiarline stripe patterns in black, blue and heliotrope.

Silk-front Shirts, with body in pattern to match.

Plain Blue Shirts, with collar attached. These being of fine soisette.

The sale opens at 8:30 with a complete range of sizes in the lot, from 13 to 18, but not in every style. Extra value at . . . . . 1.98

#### Men's \$3.00 and \$3.50 Combinations Today \$2.49

Penman and Other Brands

Fall-weight merino and wool-and-cotton mixtures—a special purchase from a large jobber at a big sacrifice. All are first quality—long sleeves and ankle lengths—sizes 34 to 44. Regularly \$3.00 and \$3.50 lines. Today . . . . . 2.49  
Simpson's—Main Floor.

### TODAY

#### The Man Who is Looking for a Special Value in Good Suits, Will Find It Here at \$34.45

There are 70 suits in this select group—they are regular up to \$58.50 values.

These are the suits which men and young men will be wearing this Fall and Winter.

They are fashioned from fine finished tweeds and worsteds of splendid quality—good-looking and long-wearing.

The single-breasted, semi-form-fitting and conservative sacque models are here in sizes 34 to 44. Specially priced this morning, at . . . . . 34.45

### TODAY

#### Just in Time for School Opening Comes This Big Value Offering in Boys' Suits \$13.65

150 Manufacturers' Samples and Model Suits—Sizes 7 to 16 years. Regular \$16.50 and \$18.50 values.

"Economy and Efficiency" in Boys' School Suits are duly emphasized in this big offering of a manufacturers' samples and model suits. They are developed of gray, brown and novelty mixtures in serviceable tweeds that will stand the severe strain of school wear. Belter and waist-line models. Blomer pants having belt loops and governor fasteners. Sizes 7 to 16 years.  
Simpson's—Second Floor.

#### Canvas Covered Trunks \$5.95

They have good fasts and lock, and divided tray. Sizes 32 and 34 inches. Regularly \$7.50: Today . . . . . 5.95

Suit Cases, \$1.98

A special lot of fibre Suit Cases with good fasts and lock. Sizes 24 and 26 inches. Today . . . . . 1.98

Club Bags, \$7.95

Superior fabricoid Club Bags with double drop handles and rubber cloth lining. Two pockets, reinforced corners, deep, roomy, good looking bags. Sizes 18 and 20 inches. Today . . . . . 7.95  
Simpson's—Sixth Floor.

### TODAY

#### Men's \$5.00 New Fall Hats for \$3.85

New Fall models will be placed on sale for a season-opening rush this morning. They are soft Felt Hats in fedora shapes, with flat set and slightly curled brims, which have welded, silk-bound or raw-edge finish. Shades of gray, green, brown and black. Today, special . . . . . 3.85



#### \$5.00 Black Hard Hats \$3.85

High-grade fur felt, which will offer excellent service. The shapes are medium and full crown styles with medium curl brims. Today, special . . . . . 3.85

No phone or C. O. orders, please.

Simpson's—Main Floor.

The **SIMPSON** Company Limited

### TODAY

#### Auto Accessories and Cutlery at Saving Prices

Premier Non-skid, first grade, warranted for 4,000 miles, size 30 x 3 1/2 inches. 50 to sell this morning, each . . . 16.95

Victory Tubes, good grade, first quality, size 30 x 3 1/2 inches, fully warranted . . . . . 2.69

"Champion X" Spark Plugs, 1/2-inch standard size. Today . . . . . .65

Polarine Oil, in any grade, suitable for your car, one-gallon cans, \$1.60; four-gallon cans, \$5.20.

Luggage Carriers, made like a folding fence, japanned steel, clamps on running board. Today . . . . . 6.95

Rubber Windshield Wipers, fit any car with open windshields. Today . . . . . .69

Leather Covered Chains, for your spare tire, complete with padlock. Today . . . . . .85

Pocket Knives, English and American makes, 90c to \$1.25 values. Today . . . . . .75

Boys' Pocket Knives, one blade, Today . . . . . .15

Hollow Ground Razors, high-grade Sheffield make, a very superior grade, black handle, 3/8-in. hollow ground blade. Today . . . . . 1.69

Razor Straps, in a variety of styles. Specially priced at each, 75c and \$1.25.

Razor Honers. Today . . . . . .25

Gem Safety Razors, in neat leatherette covered case, with seven blades. Today . . . . . .98

Simpson's—Basement.

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