

On Sale Today Seasonable Merchandise at Tempting Prices



Come for These Boys' Wash Suits at 95c

Cut in Junior Norfolk and middie styles in blue and white and tan and white stripes, natural linen with blue collar, plain white and white with blue collar, etc. Ages 2 1/2 to 8 years. Today .95

Boys' Khaki Bloomers, 50c—Full fitting styles; cut from a dark khaki drill; boys 7 to 16 years. Today .95
Boys' Long Khaki Pants, strong wearing pants; cut from a medium weight khaki drill; tapered legs and cuffs; bottoms; boys 8 to 18 years of age. Today 1.49

Boys' Shepherd Plaid Suits, Today \$5.95

100 regular stock suits reduced for this early Thursday sale. Dressy and cool, they are ideal for summer wear. Are admirably tailored from black and white shepherd plaid in small and medium checks; becoming 2 1/2, pinch-back coats, have all-round belts. Bloomers are full cut. Make sure of securing one of these suits. Sizes 2 1/2 to 14. Today 5.95

500 Huckaback Towels, 3 Pairs for \$1.00

Closely woven and highly absorbent quality, an ideal bed-room towel. Regular 50c each. Today 3 for 1.00
Bleached Cotton Greatly Under Price, Rush Sale. Yard 15c—English Longcloth, full 38 inches wide. Regular 20c yard. Today .15

\$5.75 Luncheon Sets \$4.75

Matched cloth, size 45 x 45 inches. Half dozen Napkins to match; size 15 x 15 inches. Pure linen satin damask. Regular \$5.75. Special, today \$4.75
New Lock Stitch Embroidery Sets, button-hole edge, guaranteed not to unravel or pull out. Includes six 6-inch Doilies, six 10-inch, and one Centre-piece, each. Size 24 in. Reg. \$5.50. Clearing 3.95
Cluny Scarfs, size 20 x 45 inches; beautiful fine linen centres. Extra Special, 1.95 (Fourth Floor)

Women's Suits which Exemplify the Season's Most Popular Modes Reduced to \$24.75

The balance of this season's better style suits, some of which have been in the store but a short time. Materials include serges, gabardines, whipcords, etc., in novelty and staple shades. Suits that are critically designed, 24.75 trimmed and finished. Values \$35.00 to \$45.00. Today, your choice at

Women's Wash Skirts

A wonderful assortment of imported models, showing many particularly smart ideas in pockets and belts and trimmings. Materials include excellent quality gabardines in plain or striped cordelines, poplins, honeycomb and fancy basket weaves. All stock sizes. Prices, 5.00 to 12.50

Motoring Coats

Women's Dust Coats for motor use, \$12.50—Assorted in styles and in fine serges, and other dust-shedding materials, designed on roomy lines for comfort. Special . . . 12.50

Women's Silk Coats, of moires, taffetas, peau de soie, low styles that are pleated, flaring or belted; large or medium collars; coats in the new and accepted ideas; practical coats for now or later. Priced from \$18.95 to \$35.00.

Four Excellent Styles in Taffeta Dresses for Women, \$12.95

It is the simplicity of style that makes these taffeta silk dresses so smart-looking. Full skirts are gathered, tucked or plain; novelty waists with self or transparent sleeves; Georgette collar over large pointed silk collar; colors, taupe, reseda, Copen, Russian green, navy and black. Sizes 34 to 42. Today at . . . 12.95

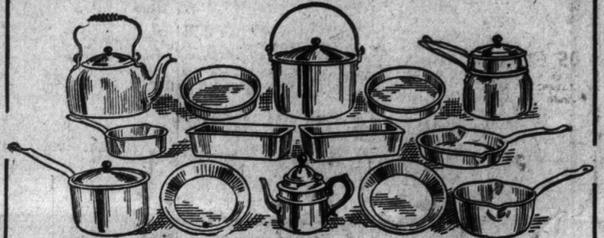
Misses' Tub Skirts

Silk-finished gabardines; large pearl buttons; trimmed, separate belt; novelty pockets. \$5.00 and \$5.50.

Heraiding Fashion's Latest Fancies These Misses' Rajah and Palm Beach Suits at \$7.00, \$10.50, \$15.00

Look at these prices and then listen! Each one of these suits has the daring touch of New York about it, whether the \$7.00 Palm Beach or the \$15.00 Rajah. Big trench pockets, broad youthful collars, and just as clever little and big belts. The well tailored skirts have separate belts and pockets. Without a doubt young women will be very keen on these summer suits.

Misses' New Soft Summer Dresses of the Loveliest Types Imaginable, Only \$9.50 and \$12.50
Figured and Striped Voile Dresses with plain gathered skirts, designed along the new barrel lines. Sleeves, vestees and large stitched collars are of plain white voile; also there are dresses which show smart ribbon trimmed collars in soft pale shades. Plain white lace trimmed voile dresses feature pleated skirts with wide insertion. Other smart styles in voile dresses which portray pleated tennis skirts adorned with contrasting striped material, pouch pockets and large collars.



These Fourteen Pieces of Wear-ever Aluminum at \$17.50

These Wear-Ever Aluminum Utensils illustrated are clean, bright, sanitary and wear for years. Kitchen utensils are the most used, and consequently the most necessary. These constitute a fairly complete aluminum outfit. They are also in the sizes generally selected if picked out piece by piece. They are nicely packed and make 17.50 an ideal gift set. The price complete is . . . 17.50
Purchased Separately—These Prices
Double Boiler, 2-quart size . . . 2.50
Lipped Saucepan, 2-quart size . . . 3.50
Stew Pan, 1-quart size . . . 4.50
Bread Pans, 8 x 4 x 2 1/2 inches, each . . . 75
Jelly Cake Pans, 8-inch size, each . . . 35
Pie Plates, 9 1/2-inch size, each . . . 30
Fry Pan, 9-inch size, each . . . 1.35



\$5.50 Range of Victor Low Shoes for Men

Men's Mahogany Calf Oxfords, straight lace style, made on English recede toe, with Goodyear welt Neolite soles and rubber heels and blind eyelets. Sizes 5 to 10. Widths D and E. The same style in black or tan calf with tailored leather soles. Pair . . . 5.50

Men's Light Kid Lace Oxfords, made Seolite, neat semi-round toe, black calf vici kid leather, on Blucher Oxford. Sizes 5 1/2 to 10; widths D and E. Pair . . . 5.50

Women's White Canvas Shoes At \$1.99

Women's small Tongue Colonial, plain and ankle strap Pumps; narrow and wide-fitting plain toe styles; turn soles, high Cuban and white covered heels. Sizes 2 1/2 to 7; widths C and D. Today, per pair 1.99
Growing Girls' Pumps, Sizes 2 1/2 to 7. Today, per pair . . . 2.50
White Strap Slippers for Girls, \$1.39. Sizes 11 to 2. Today . . . 1.39

Women's Bathing Costumes

With the opening of the season at the Beaches comes the consideration of appropriate bathing apparel. Here are bathing suits plain and elaborately trimmed, dainty silk costumes with novelty and snappy variety sure to appeal to every woman.

Women's Lustre Suits

In black or navy, made in attractive styles, in one, two or three-piece styles, with or without bloomers; also charming tunic models worn over tights, trimmed in all the newest ways with fancy colorings, etc. Prices \$3.00 to \$6.00.

Women's Silk and Satin Costumes

In either satin or silk, in wine, black and rose trimmed with colored cuffs, neck and bottom of skirt; high waist effects with wide sashes. Today's prices \$7.50 to \$10.00.

Knitted Wool Suits

Delightful for swimming and a safeguard against chills are the Knitted Worsted Bathing Suits, which include a knee length tunic and an undershirt that clings to the figure and ends in short swimming tights. Made in a host of pretty colorings, including Annette Kellerman suits with striped borders. Prices \$3.50 to \$15.00.

Bathing Caps

Our assortment of Bathing Caps is wonderfully large, and includes all the popular styles from the most noted makers, beautifully trimmed with colored rubber flowers and fancy bows, in all the colorings of the rainbow. Swimming, diving and sun hats. Priced from 25c to \$4.50.

Women's Bathing Tights

In the season's most popular material of fine cottons and wool, in fast colored dyes. Prices from 75c to \$3.50.

Tempting Special Values in Baby Carriages and Accessories

Carriage Straps, 12c
Soft leather, two buckles.
Corduroy Wind Shields, \$1.48
Good quality corduroy, elastic runners, cream brown, white, green and grey.

6 Only, Sample Baby Carriages
Reed bodies and hoods, white enamel, grey and natural finishes; are reversible gears. Special for 27.85 today . . . 27.85

Baby Walkers, \$1.48
Hardwood frames, stained mahogany, and varnished.

White Enamel Baby Crib, \$2.98
Spindle sides and ends, four-poster, special springs, complete. 2.98 today . . . 2.98

Decisive Wash Goods Bargains for Today—Indian Bride Cloth 12 1/2c

White "Indian Bride" Suitings, Not more than 10 yards to a customer; 36 inches wide. Today, per yard . . . 12 1/2c
All-white English Voiles, 45 inches wide; old price 30c a yard. Today, per yard . . . 25c
Black and White Silk and Cotton Chiffons, in plaids and figure designs; 36 inches wide. Regular 49c a yard. Today, per yard . . . 29c
Lingerie Cloth, in pink, sky, Nile green and mauve; 40 inches wide and black only. Per yard . . . 19c
French Batiste Muslins, 44 inches wide; stripes and plaids. Regular 25c a yard. Today, per yard . . . 25c
Dure Fines, 28 inches wide, stripes and checks. We could not buy these

White Spot Printed Tussah, a smart fabric for dresses. Grounds of green, navy, Copen; also grey with spots of helio; 36 inches wide. Regular 49c a yard. Today, per yard . . . 49c
If you can't come for this, phone your order. Main 7841.
36-inch Fly Netting, in green and black only. Per yard . . . 10c
36-inch Fly Netting, green, 15 white and yellow. Per yard . . . 15c
28-inch English Mosquito Netting, a mesh so fine that it will keep out the smallest mosquito! 15 green only. A yard . . . 15c

Royal Doulton Service Plates 49c

Once a year do we hold such a sale, and once a year do we excel in value giving. On sale today are the samples of these famous services, located in Burslem, England, at prices which are only a fraction of their genuine worth. 250 service plates, in different decorations, at the remarkably low price of, each, . . . 49c



A Sparkling Diamond Sale

Ready! RIBBONS for Summer Needs
Ribbons of color run wild on the wide variety of ribbons which make delightful bags for needlework or general use. Self-toned taffeta and satin ribbons combined with moire, fancy floral centres with plain edges, and an enormous assortment of patterns in 4 1/2 to 7-inch widths. Priced at 35c and 50c.
Embroidered Ribbons
To smarten up your old Panama or deck the new one, take a glimpse at some sweetly embroidered ribbons in grey, blue, black, purple, olive, with gold and silver tinsel roses. Price, yard . . . 45c
In wider widths and bigger patterns. Price, yard . . . 1.50
Polka dots are revised for hat bands and a 1 1/2-inch ribbon. Price, yard . . . 16c
Ratine Ribbon, very coarse, and silk embroidered, is 2 inches wide. Price, 50c to 50c.
From 15c to 50c are some narrow ribbons of dainty colors and patterns for those vain neck bows. Price, 15c to 50c.

Diamond Earrings, in two styles, Tiffany in platinum and 14k gold setting, or white gold in circle design. Regular \$36.00. Today . . . 26.75
Platinum-faced Bar Pins of 14k gold, with blue-white diamond centre. Reg. \$35.00. Today . . . 26.75
Twin Diamond Rings, in 14k gold and platinum mountings. Regu- 26.75
Regular \$35.00. Today . . . 26.75
Three-stone Rings, the diamonds set in platinum, with 14k gold band. Reg. \$30.00. Today . . . 26.75
Cluster Rings, with seven blue-white diamonds set in platinum. Regular \$35.00. Today . . . 26.75
Cluster Pendant of 14k white gold, with knife edge bar, 14k white gold chain. Regular 26.75
Today . . . 26.75
Onyx and Diamond Pendant, two diamonds and circle of black onyx. Regular 26.75
Today . . . 26.75
Pendant of 14k white gold, with three diamonds, set in circles, and white gold chain. Today . . . 26.75
Platinum Pendants in three designs of filigree work, set with three and four diamonds, white gold chain. Regular \$35.00 to \$40.00. Today . . . 26.75

At These Low Prices it Will Pay You to Buy Floorcoverings Heavy Axminster Rugs at Reduced Prices

Just arrived, English Axminster Carpets, in plain self color, woven extra fine, in very rich shades of blue, brown and green coloring. Priced today at 2.95

90.50 Mottled Axminster Rugs for \$7.95 - Only two dozen, each strongly woven with plain band borders across ends, in shades of orange, brown or green. Size 4 1/2 x 7 1/2. Regular \$9.50. Today 7.95

In rich Oriental colors and designs; in large or small patterns; shades of brown, green, old rose and blue. Marked down for today's selling:
Size 6 1/2 x 9 1/2 . . . 21.00
Size 6 1/2 x 10 1/2 . . . 24.50
Size 9 1/2 x 9 1/2 . . . 27.75
Size 9 1/2 x 10 1/2 . . . 31.75
Size 9 1/2 x 12 1/2 . . . 34.75

Heavy White Habutai Wash Waists Today at \$1.99

Extraordinary value, in view of the present day price of silk; a strong, heavy silk, capable of withstanding strenuous wear; made in four graceful styles—two with big collars and two with convertible high or low collars; beautifully hemstitched and admirably tailored. All sizes to 44. 1.99 Today at

Kimonos of \$2.95 Value, Today, \$1.99
Serpentine Crepe Kimonos, blue, mauve, pink, navy, sand and black; full cut with shirred yoke, neck and sleeves, handsomely trimmed with satin to match. Sizes 36 to 44. Regular \$2.95. Today 1.99

Extra Size House Dresses at \$1.50

"American Lady" House Dresses, in stripe percales, blue or grey; V neck, three-quarter sleeves, collar, front and cuffs piped with chambray to match, full skirts with high 1.50 waistline. Sizes 39 to 51. Today . . . 1.50

Wall Paper Prices Strenuously Lowered for Today

1,000 Rolls Wall Papers, 7c Roll. Floral and conventional designs, for bedroom, halls and sitting-rooms. Regular 12 1/2c to 20c. . . 7c
Clearing today, single roll . . . 7c
30c Ceiling Papers, 9c Roll. Embossed stock; white and cream colors, polka dot and cross patterns. Regular 20c. On sale today, single roll . . . 9c
Imported Wall Papers, 27c Roll. Enormous range of patterns and colorings, suitable for living-rooms, halls, bedrooms and dining-rooms; tapestries, chintzes, fabric weaves and leatherettes. Regular 50c to \$1.25. Clearing price, single roll . . . 27c
1,000 lbs. "B. B." Floor Wax
Spreads easily and polishes quickly. 2-lb. tins . . . 65c
Paraffin Waxing Brushes, 15-lb. weights. 24 only, Waxing Brushes; stiff bristles . . . 1.38

Summer Comforts at the Minimum Cost Electric Fans

For Home, Office, Club
10-inch Stationary Fans, 25 cycles, 110 volts . . . 12.50
12-inch Stationary Fans, 25 cycles, 110 volts . . . 15.00
6-inch Polar Cub Fans, 110 volts, any current, provided with two speeds . . . 7.50
(Main Floor and Sixth Floor.)

Attractively Priced New Rope Portieres

Just received a large shipment of these popular and artistic summer archway hangings in the very latest styles. Some have bands of wide tapestry between the ropes, giving a handsome appearance to the archway. Colorings in brown and green, also in combination colors of red and green or tan and green. Sizes fit to any opening. Each, \$2.25, \$4.25, \$5.45 and \$7.90.

Drapery Remnants, 1-3 to 1-2 Off

Including Madras muslins, serges, marquisettes, crêponnes, chintzes, casement cloths, etc. Lengths from one to six yards. Bargain prices for today.
This Columbia and 12 Patriotic Selections for \$38.10
P. 23, Part 1 and 2. Descriptive Arrival of the British Troops in France.
R. 234—Love You, Canada; Somewhere in France.
R. 236—By Order of the King; When Your Boy Comes Back to You.
R. 496—A Gave My Only Son to Britannia's Flag.
R. 497—I'll Come Back to You; Hail Off to the Flag and King.
R. 290—The Sunshine of Your Smile; When Irish Eyes Are Smiling.
These or any other 12 selections of your own choice.
R. 496—A Gave My Only Son to Britannia's Flag. (Music Studio, Sixth Floor)



Worth While Reductions Today on Picture Mouldings

300 feet 1 1/2-inch Gumwood, in sapin brown finish, a choice beveled pattern. Regular 10c per foot. Today . . . 5c
300 feet 1-inch Circassian Walnut, slightly defective in the finish; choice half-round pattern. Regular 10c per foot. Today, per foot . . . 6c
250 feet Tray Moulding, in mahogany, walnut, mission or Flemish. Regular 12c per foot. Today, per foot . . . 7c
25 only, Beveled Plate Mirrors, framed white enamel or golden oak. Size 12 x 40; suitable for show purposes or bathrooms or halls. Regular \$3.99 to \$7.75. Today . . . 6.39

Books

Light Summer Reading
The Dark Star, by R. W. Chambers . . . 1.40
The Yellow Dove, by Geo. Gibbs, today . . . 1.25
Cecilia of the Pink Roses, by Taylor . . . 1.25
Changing Winds, by St. John Ervine . . . 1.50
Enchantment, by E. Temple Thurston . . . 1.10
Miss Haroun Al Rasheed, by Kenwick . . . 1.25
The Preacher of Cedar Mountain, by E. T. Seton . . . 1.25
Up the Hill and Over, by L. E. Mackay . . . 1.25
The Brown Study, by Grace Richmond . . . 1.10

Stationery
Burmalo Linen, per pound . . . 25c
Burmalo Linen Envelopes, today 12 for 25c
Shelf Paper, per package . . . 1.25
Linen Envelopes, per package . . . 5c
Moore's Push Pins, per package . . . 10c
Waterman's Fountain Pen Ink, per bottle . . . 1.25
Playing Paper, per package . . . 40c
Overseas Boxes, each, 7c, 8c, 10c, 11c.
Confetti, per package . . . 5c
Playing Paper, per pack, 10c, 15c, 25c, 45c and 50c.

The Robert SIMPSON Company Limited