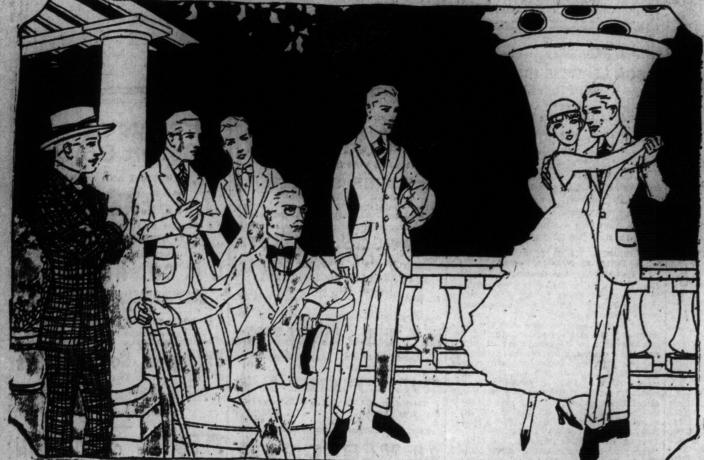
### These Goods On Sale Today

Store Open From 8.30 a.m. to 5.30 p.m.

# ROBERT SIMPS

# Smart Apparel for the Family at Interesting Prices Today

Pocket Periscop Three out of four of our diers add one of these scopes to their kits before ing to France, with a cons able gain in safety and e tiveness. Every soldier sl have one. Here is a pre your soldier friend will v Cased in leather ..... 3 Optical Dep., 2nd Floor,



When Style, Comfort and Economy Are All Considered --- Simpson's Men's Store is the Place at Which to Make Your Purchases.

# Men's Dependable \$15 Suits

in a variety of English tweeds and worsteds, in the new shades and in attractive patterns, made in the season's new models for young men, and more conservative style for older men. Single-breasted vest, plain or cuff trousers. Sizes 34 to 44. At ...... 15.00

PATCH POCKET SUIT.

New single-breasted soft roll sacque style, with patch pocket, with three buttons, new style vest and correctly cut trousers, good quality English tweed, in brown, with small check 

All wool English tweed, light gray pattern, single-breasted sacque style. Sizes 36 to 44,

Men's 50c and 65c Negligee Shirts for 35c

35c BALBRIGGAN UNDERWEAR AT 25c.

Men's Underwear, natural shade, shirts and drawers. Sizes 34 to 44. Special ....25

50c ATHLETIC UNDERWEAR AT 39c. Men's Underwear in fine white nainsook, short sleeves, knee length drawers. Sizes

# Boys' Yoke Norfo Suits \$4.29

Single-breasted model. front, with side and breast pockets, yoked back with pleats to belt, pants full cut, lish and Canadian tweeds. summer wear, in light gray, ringbone and mixed Sizes 25 to 34. Wednesday

#### BOYS' OUTING BLOOME

Khaki drill, strap and bu at knee. Sizes 25 to 34. Price . Another grade. Sizes 25 

### BOYS' SPORT SHIRTWAIS

Wide sport collar, that car fastened up close under the Wide range of stripes and cream, white and blue, linens, Madras, zephyrs chambrays, 6 to 15 years. 11 to 13 inches .....

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### Handkerchiefs

Men's Pure Linen, 2 for 25c, 15c, 3 for 50c, each 25c, 35c and 50c.

Women's Pure Linen, 4 for 25c, 3 for 24c, each 10c, 12½c, 15c, 20c, 25c and 35c. Men's Mercerized, colored border, at 4 for 25c and 3 for 25c.

Boys' Colored Border, 5 for 15c and 4 for 24c. Boys' Irish Lawn, 6 for 25c

Men's Mercerized Khaki, 4 for 25c, each 10c.

Men's Silk Khaki at, each, 65c and \$1.00. Boys' and Girls' Colored Border, 6 for 13c, 3 for 10c and 6 for 25c.

Women's Colored Border, 3 for 25c, 2 for 25c, each 15c, 25c to 40c.

Women's Pure Irish Linen, corner embroidered, 25c to \$1.50. Women's Pure Linen, handmade Armenian lace edges, at \$1.00, \$1.25, \$1.35 to \$1.75

Women's Pure Linen, with Madeira hand work, each, 35c, 50c

Women's Maltese Lace and Other Lace Handkerchiefs, each 75c, \$1.00 and \$1.35.

Pure Irish Linen Handkerhiefs. Regular 10c. Wednes-

#### Mourzeuk Rugs FOR VERANDAHS, SUN-ROOMS AND SUM-MER COTTAGES.

Heavy quality, designs and colors that cannot be procured elsewhere, Combination of light green with a darker band of yellow figures, light drab with brown, red or green colors in a bold design; also gold brown, green and blue coloring and large medallion centres; reversible, and will stand very hard wear. Sizes:

4.6 x 6.0 ... 5.00 6.0 x 9.0 ... 9.00 4.6 x 7.6 ... 5.50 7.6 x 10.6 ... 13.50 6.0 x 7.6 ... 7.50 9.0 x 12.0 ... 18.50

New Parquetry Floor Cloth, 50 rolls, in three of the most useful widths, light oak and dark oak coloring, some bordered on one side, 18 inches wide, 30c yard; 22 1/2 inches wide, 40c yard; 27 inches wide, 50c yard.

New Tapestry Rugs, Oriental, floral and chintz colorings for bedrooms, dining-rooms and living-rooms. Sizes:

6.9 x 9.0 ... 7.75 9.0 x 9.0 ... 10.25 7.6 x 9.0 ... 8.50 9.0 x 10.6 ...11.95 7.6 x 10.6 ...10.25 9.0 x 12.0 ...13.50 An Odd Lot of Wilton Run-

ners, sizes from 3.0 x 6.0, regular \$10.25, for \$7.75, to 3.0 x 15.0, regular \$23.75, for \$17.50. New Stair Oilcloth, canvas and painted back. Canvas back, 18 inches wide, yard, 19c; painted back, 18 inches wide, yard, 23c; painted back, 27 inches wide, yard, 33c,

### Today's Specials in Gloves and Hosiery 50c Silk Boot Hose

Women's Hose, manufacturers' "seconds"; white and a variety of wanted colors. Regular 50c. Cannot fill phone orders. Wed-

at 29c

Women's Black Lisle Hose, barbriggan sole. Wednesday, 39c, pairs \$1.10.

Girls' 1-1 Ribbed Cotton Stockings, white and black. Sizes 5 1/2 to 10. Wednesday ........25 

### Reduced Prices Today on Boots and Shoes From Our Regular Stock for Immediate Wear

200 PAIRS MEN'S CALF BUTTON BOOTS, \$3.35.

Made on English recede toe; double weight, oak tanned soles; gunmetal calf, button boots, with calf upper; low flat heels. Sizes 6 to 11. Today's market value \$4.50. Wednesday ..... 3.35 MEN'S WHITE CANVAS OXFORDS.

100 pairs, British made, straight lace style, made of heavy white duck, with black corrugated rub-

WOMEN'S DOROTHY DODD COLONIALS, \$2.49. 300 pairs Women's Patent Colt Colonials and Strap Slippers, with plain black cloth, and patent heel foxings. Goodyear welt soles, leather Spanish heels; made on this season's best shape; trimined with neat black jet button ornament; widths C, D, E. Sizes 2½ to 7. Regular \$4,50. Wednesday ...... 2.49

GIRLS' ROMAN SANDALS.

Made of white duck; seven straps; on College Girl toe shape; flexible McKay sewn soles; heels; neat tailored bows. Sizes 8 to 10½, \$1.45; sizes 11 to 2, \$1.65.

BAREFOOT SANDALS. With welt and stitched down soles, in tan, black and white. From 59c to \$1.45.

### To Top off the Summer Outfit, a Cool, Crisp Straw or Panama is the Correct and Comfortable Thing

We offer a big choice in this season's smartest English American shapes. Sailor or boater shapes in split and sennit braids, at \$1.50, \$2.00 and \$2.50.

Panamas in telescope, tourist, negligee and the ne pine shapes, \$3.00, \$4.00, \$5.00, \$5.50, \$6.50, \$7.00

\$15.00. Also a full range of White Felt and Canvas Ou Hats, Tweed Caps for the golfer, and all sorts of good st

in sailor and other shapes for the children.

# To Catch My Lady's Fancy --- Smart Summer Styles at Summer Sale Prices Today

### 200 Summer Hats

Panamas, Leghorns, Tuscans, Milans, which are the best and most asked for summer braids; original and very tastefully trimmed with white wings, flowers, ribbon and bands. Usual values \$4.75 to \$5.50. Wednesday ..... 3.95

### 30 NEW YORK MODELS.

Light summery hats that would sell regularly for \$15.00, and some at \$20.00. Good styles and most of them whites. Wednesday .... 10.00



Women's Sport Coats Of striped silks, jersey, two-toned velvets, corduroys and self shades, in fancy weaves; latest New York designs; full swagger coats, plain or with soft pleats, belt-ed or with sash; large sailor or convertible collars. Formerly \$27.50 to \$37.50. Wednesday, \$19.50; formerly \$16.50 to \$22.50, Wednesday, 13.50. WOMEN'S IMPORTED SILK SKIRTS, \$12.50 AND \$15.00.

The newest styles and pretty combinations of plaids, checks or stripes in black and white, rose, amethyst, green, navy or wine; also overplaids or stripes; made with extra fulness and beautifully matched gores; wide belt. Were \$16.50 to \$18.50, Wednesday, \$12.50; were \$20.00 to \$25.00, Wednesday, \$15.00.

NEW TAFFETA SUITS, \$22.95. 

### Sports Apparel for Young Women DISTINCTIVE GARMENTS THAT WILL HELP TO ESTABLISH INDIVIDUALITY IN YOUR SUMMER WARDROBE.

Sport Suits, light and cool, in Palm Beach cloth, jersey silk, heather cloth, pon-

Sport Coats, of chinchilla corduroy, silk and wool jersey.

Sport Skirts, particularly appropriate for golf and tennis; white corduroy and white gabardine.

Sport Dresses are shown in a wonderful variety of dashing styles. ALL PRICED REASONABLY. Visit the Misses' Department Wednesday, and look over them.

# New Panamas for Sports Wear \$1.95 and \$2.25

Just in from New York, about 10 good sailors, both the flat and roll brim, close fitting styles, which only require a scarf or a band as a trimming. A splendid selection, \$1.95 and \$2.25.

Bands to trim them, 35c to



# Children's Wear

Sweater Coats for Children, 85c. 120 only, of heavily brushed wool, high neck style with smart collar, patch pockets and pearl buttons; colors navy, gray, white, royal, cardinal, camel, rose and brown in the lot. Sizes 2 to 6 years. No phone or mail or-

Children's Dresses of excellent quality blue and white or pink and white striped percale, smart collar, cuffs and wide belt of fine white rep. Sizes 2 to 6 years. Regular \$1.00. 

# Today's Noteworthy Sale of Fancy Linens

\$3,000.00 Worth of Satin Damask Tray Cloths, Tea Cloths, Luncheon Cloths, Luncheon Serviettes, Spoke Hemstitched and Scalloped Edges—All perfect goods fresh from the mills, at 20 to 25 per cent. less than today's values. Every piece warranted all

pure linen. Luncheon Cloths, size 45 x 45 inches, hemstitched. Priced at \$1.95, \$2.50, \$3.95. Size 54 x 54 inches. Priced at \$1.95, \$2.50, \$2.95, \$4.50 and \$4.95 each.

Napkins to match cloths. Size 15 x 15 inches. Priced at \$4.50, \$4.95 and \$5.75 dozena

Scalloped Luncheon Cloths, dainty designs. Size 45 x 45 inches, \$1.95,

\$2.45 \$3.50 and \$3.75 each. Napkins to match. Size 15 x 15 inches, \$4.95 and \$7.50 dozen. Scalloped Tray Cloths. Size 18 x 27 inches, 60c and 85c.

\$2.50 Bed Spreads at \$1.98, fancy chintz, pretty colorings of blue and green, mauve and green, red and green, all fast colors. Size 70 x 90 inches. Wednesday ...... 1.98
Hundreds of Remnants, and mill

ends of factory cotton, lengths from 1½ yards to 7 yards. Wednesday, Half Price.

### Women's Combinations Half-Price 25c to \$2.75

"Seconds" From Canadian Mills. Some have a spot of oil, a small darn or drop stitch; others are slightly off color. They are made of fine cotton, lisle, silk and lisle, wool and pure silk; low neck; no and short sleeves; plain and fancy yokes; the drawers are tight or umbrella knee, lace trimmed. Sizes 34 to 42. First quality, 50c to \$5.50. Wednesday, "seconds" at 25c to \$2.75.

# Cut Glass Water Sets \$6.95

Perfectly cut designs on finest of ty clear even blanks, popular bus signs. Sets consist of large in pint pitcher and six water gluednesday, set .....

#### MARKE Telephone Adelaide 6100 MEATS.

MEATS.

Sirioin Steak, Simpson quality. We nesday, special, per ib.

Round Steak, Simpson quality. We nesday, special, per ib.

Shoulder Pot Roast, prime beef, ib.

Stewing Beef, lean and boneless, p. ib.

Brisket Bolling Cuts, best beef, ib. Family Sausage, our own make, lb. The state of the s

6.000 packages Redpath's Grant Sugar, in 5-lb. pkgs., 3 pkgs. Oglivie's or Purity Flour, 4-ba 2.000 stone Fresh Rolled Oats, 2,000 stone Fresh Rolled Oat stone
Finest Canned Corn, Peas or 3 tins
Canned Pork and Beans in Sauce, Simcoe brand, 3 tins
Choice California Prunes, 3 the Fray Bentos' Corned Beef, 1-11
Macaroni or Spaghetti, 3 packs
Choice Pink Salmon, 3/2-ib. fitins tins
Telfer's Soda Biscults, tin
Holland Rusks, 3 packages
Crisco, per tin
Pure Orange Marmalade, 1 Pure Orange Marmalade, Harva 16-oz. jar Hoibrook's Kippered Herring, and in tomato, per tin Fancy Japan Rice, 3 lbs... Maita Vita, 3 packages Finest Canadian Cheese, per lb. 1,000 lbs. Fresh Roasted Coffee, the bean, ground pure of the chicory. Wednesday, lb. 1,000 lbs. Special Blend of Tea of c cellent flavor and fine quality. Sp cial. 3 lbs.

FRUIT AND VEGETABLES

Choice California Sunkist Oran per doz. Choice Grapefruit, 3 for ..... New Potatoes, measure Bermuda Onions, per 1b. FLOWERS.
Finest Geranium Plants, in bloom.

doz.

Spireas, in bloom, each

Finest selection of choice Cut Flo

moderate prices. Wedding B

and Floral Designs made on

The SIMPSON TO