

Not for a Minute

Would you ever dream of consigning your priceless furs and fur garments to a dark corner in the attic when they may be thoroughly cleaned and stored in our IDEAL COLD STORAGE PLANT, at a cost of 3% of their valuation. Telephone Main 7841 and have the driver call.

McCall and Pictorial Patterns

The directions are so simple to follow and the results are so gratifying—the cost will be trifling.

Pattern Counter—Second Floor.

SIMPSON'S

Telephone Main 7841

Market Adel. 6100

These Jewelry Specials Today

\$3.00 and \$3.50 Beads at \$1.95
FANCY COLORED HEAD NECKLETS, regularly \$3.00 and \$3.50. Today, extra special value at \$1.95
PEARL STUD EARRINGS, regularly 75c pair. Today, extra special value at 49c
Cut Jet Hat Pins, 19c
Bright or dull finish. Regularly 50c each. Today, extra special value at 19c
CUFF LINKS for soft cuffs, pearl or colored enamel. Regularly \$1.00. Today, extra special value at 49c
 Simpson's—Main Floor.

Tropical-Weight 2-Piece Suits for Young Men, Today Special \$25.00

Toiletries and Drug Sundries

1,440 bottles COCONUT OIL, 37c size, special .19
 DR. CHARLES' FLESH FOOD, regularly 47c, special .39
 HUDNUT'S MARVELOUS CREAM, regularly 78c, special .57
 HUDNUT'S VIOLET SEC CREAM, regularly 78c, special .57
 POND'S VANISHING CREAM, regularly 80c, special .53
 FIVEBS FACE POWDERS, Azura, Safrop, Le Trian, Boisier, Floramyne, all shades, regularly \$1.50, special .129
 MOON KISS TALCUM POWDER, regularly 26c, special .19
 NON-SP. DEODORANT, regularly 68c, special .59
 PEAR'S FULLER'S EARTH, regularly 26c, special .19

Soap Special

CASTILE SOAP, 6-oz. cake, regularly 13c, special 8 for .27

Hair Brush Special

Just the thing for the summer cottage, regularly 25c, special .19
 SANITARY APRONS, regularly 25c, special .19
 SANITARY NAPKINS, 6 in. package, regularly 50c, special .39
 VACUUM BOTTLES, regularly \$1.39, special .119
 BATH GLOVES, regularly 40c, special .29
 BATH OR FLESH STRAP, regularly 75c, special .37
 BATH SPRAYS, regularly \$2.00 and \$2.50, special, half-price.

Simpson's—Main Floor.

High-Class Dining Furniture

At Moderate Prices—5th Floor

Extension Tables, \$35.00
 Solid oak, heavy pedestal base 45-inch top, extends to 6 feet. Today .35.00
EXTENSION TABLE, quarter-cut oak, heavy platform base, 45-inch top, extends to 6 feet .44.25
Quarter-Cut Oak Buffet
 Colonial design, heavy top, shaped drawer fronts, large cupboard. Has large plate mirror. Today .82.00
Solid Oak Buffet
 William and Mary design, turned legs, with stretchers. Three cupboards, shaped plate mirror .71.00
Buffets
 Heavy colonial design, has plank top, 58-inch case, shaped drawer fronts, large cupboard. Fitted with plate mirror .106.00
Dining-Room Chairs
 Quarter-cut oak frames, box seats, high shape panel backs, full leather seats .60.00
DINING-ROOM CHAIRS, quarter-cut oak, high backs, shaped panels, shaped legs, box frames, slip seats in genuine leather. Today, set .70.00
DINING-ROOM CHAIRS, black walnut, Queen Anne design, high panel backs, full leather seats. Set .77.00
 Simpson's—Fifth Floor.



Suitable for Wear to Business or for Vacationing

The hot spell brings the need of cool suits forcibly to mind, and here are the suits you'll want.

Cool Summer Suits that are smartly developed of a medium gray, tropical weight beach cloth. Single-breasted, two-button, semi-fitted sacque with patch pockets. Trousers are well proportioned and finished with five pockets, belt loops and cuff bottoms. Sizes 33 to 38. Just 35 of them in an 8:30 sale today, at .25.00

50 Men's and Young Men's Gabardine Raincoats, Today, \$20.95

They are made of fawn gabardine in Trencher style, with convertible collar, all-round belt and raglan or set-in sleeves. This is just the coat for the holiday journey, as it answers both as a raincoat or a top coat for cool evenings. Sizes 33 to 42. 50 on sale, 8:30 this morning, at .20.95
 Simpson's—Main Floor.

Men's \$2.00 to \$3.00 Laundered White Shirts \$1.39

These are cool shirts for wear now. The well-known "Tooke" brand. Material is fine, smooth, even thread shirt-muslin. The styles are open front coat style, open front closed skirt, open back, open front and back. Made bands or cuffs. Sizes 14 to 18. Regularly \$2.00, \$2.50, \$3.00. Today .1.39

Men's \$1.75 Chambray Work Shirts, \$1.29

Made from good quality blue chambray with collar attached, one pocket, double sewn seams. Full yoke. Sizes 14 to 17. Regularly \$1.75 .1.29

Boys' 50c Jerseys, 39c

Cotton Jerseys, made with long sleeves. White with sky collar, also plain white. Sizes 26 to 32. Regularly 50c. Today .39
 Simpson's—Main Floor.

Men's Pullover Jerseys, \$7.50

With V-neck—made from imported all-wool English yarn. A big variety of colorings—club stripes, and all the wanted combinations of colorings. All sizes. Today .7.50

Slip Seat Covers for Ford Touring Cars Reduced 1-3 Today

These are well made Slip Covers of serviceable material in light and dark colors. Easily adjusted and removed for washing purposes.

The set consists of slip covers for both the front and rear seats of the car.

Styles and sizes to fit practically all makes of cars. All to be sold today at exactly one-third off the regular price.

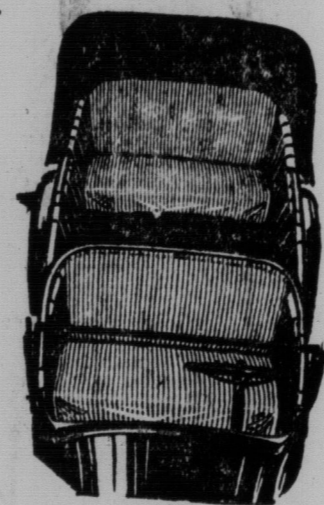
The following prices are for Ford cars only—

Regular \$7.00 Sets. Today, set .4.65
 Regular \$9.00 Sets. Today, set .5.90
 Regular \$10.50 Sets. Today, set .6.95

Reversible Seat Cushions, Special, 98c Each

200 of these well-made Cushions for chairs, offered at this sharply cut price for today.

They are well padded and have outer covers in a big selection of dainty chintzes. Regularly \$1.25. Today, each .98
 Simpson's—Fourth Floor.



In the Sale of Electric Fixtures Today

Homekeepers are responding to the big values, and saving much on their purchases. The fixtures are substantially built in authoritative designs, and handsomely finished. Attend the sale today, Sixth Floor.

3-Light Fixture, \$7.95

Has 12-inch plate and old white glass shades. Attractively finished in Flemish. Regularly \$10.65. Sale special, regular at .7.95

PICTURE ILLUSTRATED, \$25.00

The graceful arms are extremely slim, and the tassel is very effective. The long, slender stem has most beautiful outlines. Silver finish. Regularly \$32.50. Sale special .25.00

6-ROOM HOUSE SET OF FIXTURES AND SHADES, \$36.75—This set offers unsurpassed value at the price. Regularly \$44.00 if bought piece by piece. Sale special, complete .36.75
 Simpson's—Sixth Floor.

800 Rolls High Quality Wall Paper 50c Roll

21 Inches Wide—8-yard Roll

Conventional and floral designs colored in the newest effects and shades for libraries, dens, halls, dining-rooms and living-rooms.

DAINTY-STRIFE PAPERS FOR BED-ROOMS, SPECIAL VALUE, 17c SINGLE ROLL—In pretty shades of pink, blue and yellow on light gray and cream grounds. CUT-OUT BORDERS, yard, 6c, 7c, 8c.

Special Ceiling Papers, 15c Roll—Geometrical designs in silver mica on white and cream backgrounds, suitable for all rooms.

1000 Quarts R. S. Co. High Grade Paints 89c Qt.

Order Your Supply Early—Main 7841.
QUALITY GUARANTEED FOR INSIDE OR OUTSIDE USE.
 Simpson's high-grade paint is ready mixed for use—gives a durable, glossy surface. Choice of outside white, inside white, cream, light buff, buff, drab, pearl gray, medium gray, light slate, light blue, navy, golden brown, medium brown, dark red, pea green and dark green.

CREOSOTE SHINGLE STAIN, \$1.35 GALLON—Stains and preserves woodwork, for fences and shingle roofs. Range of attractive shades, including dark green, extra dark green, red, buff, gray and brown.
SPECIAL STAIN BRUSHES, black bristles, rubber-set and bound with nickel ferrule, 4 inches wide .1.48

500 LBS. DECO PREPARED WAX LB. TIN, 39c—Easily applied and polished, for floors and furniture.
LIQUID GRANITE VARNISH FOR FLOORS, PINTS, 95c; QUARTS, \$1.70—Clear crystal varnish that dries hard and glossy.
 Simpson's—Sixth Floor.

4-Yd. Wide Linoleum \$1.39 Square Yard

Large shipment just arrived of splendid, well seasoned linoleum. Printed in good colors in attractive designs, suitable for any room, and in a width that will cover without joint. Four yards wide, at square yard .1.39

Heavy Passage Oilcloth

Strong painted back quality, suitable patterns for stair or passage, with heavy glaze finish.
 18 inches wide, at yard .50
 22 inches wide, at yard .60
 27 inches wide, at yard .75
 36 inches wide, at yard .90

Inexpensive Brussels Rugs

Sturdy Jute Brussels Rugs imported from Dundee. Attractive colorings in Oriental and conventional patterns.
 Size 6 ft. 9 in. x 9 ft., today at each .23.50
 Size 9 ft. x 9 ft., today at each .30.75
 Size 9 ft. x 12 ft., today at each .41.00

Japanese Matting, Special, 43c Yard

Woven from Japanese rice straw in natural plain shades, suitable for summer use. 36 inches wide. Today, special, yard .43

Diamond Rubber Door Mats, \$1.25 Each

Regularly \$1.50.

Heavy Rubber Mats, suitable for vestibule, bathroom or kitchen. Size 18 x 30 inches. Regularly \$1.50 each. Today special .1.25

Simpson's—Fourth Floor.

Framed Pictures 98c

Big assortment of framed pictures in color and series of landscapes, etc., in oak, gumwood and gilt frames. Suitable for bedrooms, halls, living rooms or dining-rooms. Sizes 8 x 16, 12 x 22, 14 x 18 inches. Regularly \$1.49 to \$2.50. Today .98

Framed Pictures, \$1.95

Beautifully colored landscape scenes framed in fancy gilt frames with gilt mat. Sizes 9 1/2 x 19 1/2 in. inside. Regularly \$2.50. Today 1.95
 Simpson's—Sixth Floor.

Taxi Wagons \$3.45

Hardwood boxes, size 28 inches long, 12 inches wide, nicely striped and varnished. Steel axles, solid wooden wheels and handle to steer.
 Simpson's—Sixth Floor.

Boys' Homespun Suits \$15.75

Beautifully made and intelligently styled gray homespun suits for summer wear. Distinctively styled in a single-breasted model, with yoke back, having triple knife pleats extending to waist, vertical pockets. All-round belt. Perfect fitting, with a full chest, tapering waist and flare skirt effect. Bloomers have belt of self material and governor fasteners. Sizes 6 to 15 years, 24 to 36. Today, extra special value at \$15.75

Boys' Wash Suits at \$1.69

Blue and tan linenette washable suits for the little chaps' solid comfort. Made in junior Norfolk model, with white collar, cuffs and belt with white bone buckle fasteners. Sizes 2 1/2 to 8 years. Today special .1.69

Boys' Khaki Bloomers at \$1.00

Made with belt loops, strap and buckle fastener at knee. Sizes 6 to 14 years, at .1.00
 Simpson's—Second Floor.



\$1.75 Jardinieres Today \$1.15

300 only, Heavy Brass Jardinieres with three ball feet, dull finish. Hold 6-inch pot. Today only .1.15

Cut Glass Lemonade Sets, \$1.98

One large jug and six tumblers, with three star or grape cluster decorations. Today only .1.98
 Simpson's—Basement



Screen Doors and Windows

(Phone Main 7841).
SCREEN DOORS, oak grained finish, four sizes, 2 ft. 6 in. x 6 ft. 6 in., 2 ft. 8 in. x 6 ft. 8 in., 2 ft. 10 in. x 6 ft. 10 in., 3 ft. x 7 ft. Today, each .2.25
OTHER DOORS at \$3.25 and \$3.95 each.
FITTINGS FOR SCREEN DOORS, hinges, hook eye, pull and screws. Set complete .35

Adjustable Window Screens

No.	Height.	Closed.	Open.	Price.
60	10	18	28	.35
61	11	20	32	.35
62	14	18	28	.40
63	14	22	36	.50
64	14	22	36	.40
65	18	18	28	.30
66	18	22	36	.35
67	18	22	36	.44
68	22	28	44	.48

9-Piece Aluminum Set \$14.95

This 9-piece set of Aluminum Utensils is made of the most used and most serviceable material, consisting of teapot, tea kettle, preserving kettle, double boiler, covered saucepan, lipped saucepan, bread or cake pan, 2 pie plates. Set complete. \$14.95
 Simpson's—Basement.

Splendid Gift Books

WEDDING AND BIRTHDAY GIFT BOOKS.
 A more appreciative and appropriate gift could not be found than a good book. Here are suitable titles for bride or groom.
 Rudyard Kipling's Poems, inclusive verse, 1885-1918, handsome volume, gilt top, with bookmark, boxed .50.00
 Now It Can Be Told, by Sir Philip Gibbs, a book of permanent human values, cloth .3.50
 Mr. Punch's History of the Great War should be in every library, with 170 cartoons, by famous Punch artists, new edition just ready .4.00
 Cardinal Mercier's Own Story .4.50
 Canada's Hundred Days, by J. F. B. Livesey, not a war book Department—Main Floor.

PLAYING CARDS.

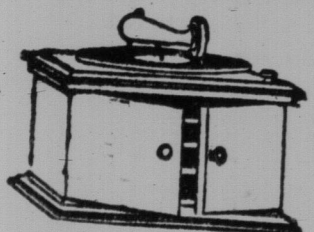
Steamboat Playing Cards, pack .30	Bijou Playing Cards, gilt edge, tartan backs .75
Columbia Whist Playing Cards, pack .45	Congress Playing Cards, gilt edge, fancy backs, pack .75
Picket Playing Cards, pack .45	Nile Fortune Telling Cards, pack .75
Pinochle Playing Cards, pack .45	Poker Chips, per hundred 1.50
Bicycle Playing Cards, pack .45	
Yours Playing Cards, fancy back, pack .50	
Army and Navy Playing Cards, pack .55	

JUST PUBLISHED.

New up-to-date book of Toronto views. Just the book for sending to out-of-town or overseas friends. Copy .50
 Stationery Dept.—Main Floor.

The Victrola IV—

(For the Camp or Summer Home.)



Complete With 10 Good Records, \$50.00

Though compact in size, this victrola is big in performance. It has a full, rich tone, and the cabinet work and mechanical parts are strongly built to stand the outdoor usage.

This instrument plays all records that any other phonograph will play, and plays them correctly.

\$1.00—Each—\$1.00.

Dance Records

216082—That Naughty Waltz; White Others Are Building Castles.
 216137—Omer, fox trot; Blues, fox trot.
 216141—Somebody, one-step; I Like To Do It.
 216136—Nallo, fox trot; Just Another Kiss, waltz.
 16817—Torry, fox trot; Alcoholic Blues, fox trot.

Hawaiian Records

216100—My Isle of Golden Dreams; Missouri Waltz.
 216096—Hawaiian Nights Waltz; Hawaiian Moonlight.
 18232—On Beach at Waikiki; My Lhaui Girl.
 216111—Hokea-Hula; Kihima Waltz.
 65348—Aloha Oe (vocal); Kiu Home (vocal).

Simpson's Victrola Dept.—Sixth Floor.

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