

SIMPSON'S

We Pay Freight and Express
We pay transportation charges to any station in Ontario on purchases of \$10.00 or over.

SIMPSON'S

Store opens at 8.30 a.m.

Telephone Main 7841, Connects With All Departments.

Store Closes at 5.30 p.m.; Saturday at 1 p.m.

Today--An Event Extraordinary!



Silk Shirt Sale

Beautiful Silk Shirts, Arrow, Tooke and Forsythe Qualities, Formerly Priced at \$6.00, \$7.00 and \$8.00--Going Today--

\$3.98

You can see what a splendid chance this is, coming as it does, right in the nick of time for hot weather wearing.

From every standpoint these silk shirts will please you.

In style, they are supreme, with a wide variety of sizes and patterns.

In fit they will be a constant delight to you, because they are tailored to conform to natural body lines.

In wear they will serve you exceptionally well, for there is quality stitched into every detail of their make-up.

Men who seek distinction in shirts who appreciate the refined effect of correct dress—know the superior advantages of silk shirts.

These silk shirts are notable for perfect blending of exclusive designs and richness of colors with authentic style and genuine worth of material.

They are coat shirts with double French cuffs—also, some white with satin stripe. Sizes 14 to 17. Formerly \$6.00, \$7.00 and \$8.00 values. All one price today, \$3.98.

They are the very perfection of silk shirt making and represent the greatest economy and best value.

The test of time and service—long wear and rough usage—will convince you that these silk shirts are as good as they are cracked up to be.

The neckbands of these silk shirts measure exactly as marked—no shrinking or warping in the tub—no change in size or shape.

Wear these silk shirts with collar of same size mark and the collar will set right—your neckwear will be always comfortable.

The August Furniture Sale Offers These Attractions Today

Buy Through the Home-Lovers' Club if You Prefer.

- 6 only, Odd Sample China Cabinets, genuine walnut, double glass doors, shelves, grooved for plates. Reg. \$29.00 to \$45.00. August Sale, \$22.95.
- 9 only, Sample Side Tables—fumed or Jacobean finish. Solid quarter-cut oak, good drawer and shelf space. Reg. \$16.50 to \$32.00. August Sale, \$6.95.
- 6 only, Ladies' Dressing Tables, samples, in genuine walnut and mahogany veneer. Period design, finely finished, triple swing mirrors. Used on floors as samples. Reg. \$26.25 to \$38.00. August Sale, \$15.95.
- Odd Wood Beds—Genuine veneered mahogany, walnut and ivory white enamel. Plain and fancy panels. Reg. \$23.00 to \$34.25. August Sale, \$16.95.
- 50 only, Fibre and Jute Mattresses—Full depth border, enclosed in good grade of ticking, deeply tufted; regular sizes. August Sale, \$4.15.
- 8 only, Buffets, solid oak, golden finish, 48-inch case; has cutlery and linen drawer, good cupboard space. Back fitted with large plate mirror. Reg. \$30.00. August Sale, \$16.95.
- 8 only, Odd Sample Chiffoniers, in genuine walnut and mahogany veneer. Also ivory enamel; some with glass; others without. Good drawer space, highly finished. Period design. Used as samples on floor, slightly imperfect. Reg. \$35.00 to \$64.75. August Sale at half price.
- 12 only, Sample Brass Beds—double size. Bright, polette, or satin finish—heavy posts. Special trimmings and mounts. Used on floor as samples; slightly imperfect. Reg. \$22.50 to \$33.00. August Sale, \$16.95.
- 6 only, Odd Easy Chairs—used on floor as samples—slightly soiled. Deep, comfortable seats, fitted with loose Marshall cushion spring. Back and arms soft and comfortable. Covered in good grade of tapestry. Reg. \$45.00 to \$60.00. August Sale, \$31.95.

—Simpson's Fifth Floor.

A New Kodak for the Holiday

The most popular holiday of the year for picture taking is the picnic. Snapshots for the picnickers, the bathers, the summer cottagers and all the regular sports.



- The kodak is undoubtedly the best value in cameras. Easy to operate and fully guaranteed.
- No. 1 Kodak Jr., takes picture 2 1/4 x 3 1/4 inches, single lens, \$11.50.
- No. 1 Kodak Jr., takes picture 2 1/4 x 3 1/4 inches, R.R. lens, \$12.00.
- No. 1A Kodak Jr., takes picture 2 1/4 x 4 1/4 inches, single lens, \$13.50.
- No. 1A Kodak Jr., takes picture 2 1/4 x 4 1/4 inches, R.R. lens, \$15.50.
- No. 1A Kodak Jr., takes picture 2 1/4 x 4 1/4 inches, F. 7.7 lens, \$21.50.
- No. 2C Kodak Jr., takes picture 2 1/4 x 4 1/4 inches, single lens, \$15.50.
- No. 2C Kodak Jr., takes picture 2 1/4 x 4 1/4 inches, R.R. lens, \$17.50.
- No. 2C Kodak Jr., takes picture 2 1/4 x 4 1/4 inches, F. 7.7 lens, \$23.50.
- No. 3A Kodak, takes picture 3 1/4 x 5 1/4, with F.F. lens, \$29.50.

Today--Dine in the Palm Room

To start off the day with an appetizing breakfast means more pep for the day's work.

The delicious tea and coffee, the crisp toast, the luscious fruits, combined with excellent service and cheery atmosphere, make the Palm Room the ideal place to dine.

- Breakfast, 8.30 to 10.00 a.m.
- Dinner, 11.30 a.m. to 2.00 p.m.
- A la Carte Lunches, all hours.
- Afternoon Tea, 3.00 to 5.30 p.m.
- Sixth Floor.

Holiday Furnishings For Men

Men's Outing Trousers, khaki, duck trousers, strong and serviceable; in sizes 36 to 44. Price, \$2.00.

Natural Shade Palm Beach Trousers, well tailored, perfect fitting, in sizes 31 to 44. Price, \$4.50.

Men's Outing and Hot Weather Coats, grey and black lustre coats, well tailored, with deep facing, three side patch pockets and one inside. Sizes 36 to 48. Price, \$4.75.

Grey English Flannel Trousers, well tailored, perfect fitting; sizes 32 to 44. Price, \$5.00.

White English Flannel Outing Coats, well tailored, perfect fitting, unlined; sizes 35 to 44. Price, \$5.00.

Men's Bathing Suits

One-piece Suits—navy, fast dye. Sizes 34 to 42. Suit \$5c.

One-piece Suits—navy with white—orange or red trimmed. All sizes. Suit \$5c.

Two-piece Suits—navy only. Sizes 34 to 44. Suit \$11.15.

One-piece all wool cashmere suits—skirt attached. Sizes 34 to 44. Suit \$2.00.

Elastic ribbed knit all-wool bathing suits—two-piece style. Sizes 34 to 44. Grey with white—navy with white. Suit \$4.00.

Today in Simpson's MARKET

Canada Food Board License No. 6-7861.

- MEATS.**
- 500 lbs. Breakfast Bacon, lean and mild, by the piece, lb. 45c.
- 500 lbs. Shoulder Roast, tender beef, lb. 24c.
- 500 lbs. Choice Lean Corned Beef, lb. 25c.
- 500 lbs. Rack of Veal, lb. 25c.
- 200 lbs. Smoked Filets, lb. 19c.

GROCERIES.

Canada Food Board License No. 6-7861.

- Standard Granulated Sugar, in 5-lb. packages, 2 packages, \$1.05.
- Sweet Wrinkle Peas, per tin, 15c.
- Sunlight, Surprise, Comfort, Borax and Gold Soap, 4 bars, 30c.
- Finest Creamery Butter, R. & S. Brand, per lb., 50c.
- H. A. Oleomargarine, per lb., 34c.
- Finest Canned Corn, per tin, 15c.
- Kellogg's Toasted Cornflakes, 2 packages, 35c.
- Finest Canned Shrimps, tin, 20c.
- Orange Marmalade, 22-oz. jar, 25c.
- Sapphire Sardines, per tin, 25c.
- F. Sauce, bottle, 25c.
- Finest Canned Peaches, tin, 15c.
- Paris Pate, per tin, 12c.
- Mild Cheese, per lb., 30c.
- Choice Red Salmon, tall tin, 25c.
- Aylmer Raspberry and Strawberry Jam, per jar, 25c.
- Clark's Potted Meats, 3 tins, 20c.
- Choice Olives, pimento stuffed, bottle, 22c.
- MacLaren's Jelly Powders, assorted, 2 packages, 25c.
- Wilson Lytle's Malt Vinegar, bottle, 18c.
- Marsh's Grape Juice, bottle, 25c.
- Klovah Lemonade, per tin, 25c.
- Choice Pickles, mixed chow and sour, bottle, 15c.
- Fresh Roasted Coffee, per lb., 35c.

Men---Get Your Outing Suits for the Holiday \$14.95

Two-piece Suits in Styles for Men and Young Men. Any Proportion in Sizes 32 to 48

There'll be a lot of new suits in the holiday parade, and a great many will be Simpson qualities.

These suits are developed in new materials—palm clothes in natural and sand shades. Also cool cloths and tweeds in various mixture patterns. A few home-spuns top off the collection.

They comprise the season's smartest styles for hot weather wearing. Sizes 32 to 48. Today they're priced at just \$14.95.

Men's Panamas At \$2.95

Former Values \$4.00, \$5.00 and \$6.00. A Timely Holiday Opportunity

The hat you bought at the beginning of the season, is it in good shape, or does it show signs of wear?

Any way, when such good panamas are selling for so little, you can afford a brand new one for the holiday.

Fedora and telescope crown shapes.

Men's Straw Sailor Hats \$1.00
Former Values \$2.00 and \$2.50

That's half price and less! And these hats are the latest thing and the greatest thing in English and American shapes. They blow half way to meet you at \$1.00.

A Genuine Holiday Surprise For the Boys—Suits Clearing at \$6.85



And such good suits as they are. The wonder is how the value is possible.

The explanation lies in the fact that they are the remainders of their lines grouped into one special sale lot and marked low enough to compel a decisive clearaway today.

All sizes, but not every size in each pattern. They are developed in handsome tweeds and worsted finished materials. Grey and brown small checks—stripe and mottled effects.

All around belt trench models—pinch-backs and semi-Norfolks. Full-fitting bloomers. Sizes 8 to 17 years. Today, the special clear-price is \$6.85.

Little Boys' \$4.00 Wash Suits, \$2.59

Here is an opportunity to procure the better lines of wash suits at an exceptionally low price. Especially do we direct your attention to the making and also to the materials—oxfords, peggy cloths, chambrays, lawns. Models are Norfolk and William Penn, with short and long sleeves. Colors are blue, grey, pink in plain shades—blue and white stripes, red and white stripes in narrow and wide widths. Not every size in every pattern, but every size is represented. Sizes 2 1/2 to 8 years. Regular value, \$4.00. Today, 8.30, special, \$2.59.

The **SIMPSON** Company Limited