

SIMPSON'S

Toronto's Coolest Shopping Place

SIMPSON'S

Store Closes at 1. p.m Today---A Half Day of Humming Sales!

A Saturday Morning Flurry in Blouses of Crepe de Chine \$2.95

250 pretty Blouses in a profuse selection of designs and wanted colors. Smart newness is evident in the little style touches. All sizes to 44 in the group. Regular \$3.95 to \$5.00 values. Clearing today, \$2.95. No Phone Orders.

Important Military Items

New York Novelty Feather Hats and Turbans for early fall, featuring some of the cleverest small turban and close-fitting styles in the prettiest poque and hackle feather shapes we have ever shown.

The most suitable hats for varied occasions—some have small wings around shape—others have one or two large wings in various color combinations. Black, white, navy, taupe, and in combinations of white and navy. See the showing Saturday morning, \$3.75, \$5.00, \$8.50, to \$10.00.

Another Big Shipment of Velours

Everybody's doing it in New York—wearing the erect pile velour sport hat. A wonderful variety here of all the newest sport shapes and colors. French blue, sand, purple, Kelly green, taupe, rose, pink, navy, black, white and ponce. Today, \$6.50, \$7.50, \$8.50.

Clearance Sale of Women's Ready-to-Wear

50 TAFFETA SILK COATS, in this season's best designs. Formerly \$25.00 to \$30.00. Special, \$14.95.

100 WOMEN'S SUMMER FROCKS, including all the better dresses, in voiles, muslins and novelty fabrics. Formerly \$10.00 to \$16.50. Special, \$6.95.

100 WOMEN'S VOILE, GINGHAM AND MUSLIN DRESSES. All up-to-the-minute in style. Formerly \$6.50 to \$8.50. Special, \$3.75.

50 WOMEN'S SILK SUITS, in assorted styles and shades. Formerly \$35.00 to \$50.00. Special, \$19.50.

25 SILK SUITS, assorted styles. Formerly \$25.00 to \$30.00. Special, \$14.50.

60 IMPORTED NOVELTY WASH SKIRTS. Formerly \$5.00. Special, \$2.95.

115 WHITE REPP SKIRTS, assorted designs. Formerly \$1.95. Special, \$1.39.

75 SILK POPLIN SKIRTS, assorted shades. Newest styles, with pockets. Special, \$4.75.

Madam, a Rare Chance to Buy Queen Quality Shoes \$3.95

Other Stylish Lines Included in the List No Phone, Mail or C.O.D. Orders.

1,170 pairs all told. Some are new samples—the last shipment of our big year's contract. Pumps, Oxfords and colonials—in patent, black kid, gunmetal and different colored kid leathers. Narrow toe shapes—plain vamps, straight and fancy imitation tops. Goodyear welt, flexible McKay and turn soles. Cuban, Spanish and low heels. Sizes 2½ to 6. Regularly \$5.00, \$6.00 and \$7.00. Today, pair, \$3.95.

Men's \$7.00 Boots, Today at \$5.45

Orders placed months ago result in this Saturday offering—1,200 pairs of boots—Blucher, straight, low, in gunmetal, dongola kid, Havana and brown calf leathers. Medium and English recede toe shapes. Goodyear, single slip oak tanned leather and guaranteed Neolin soles. Sizes 5½ to 11. Regularly \$7.00 and \$8.00. Today, pair, \$5.45.

Boys' \$4.00 Goodyear Welt Oxfords \$2.95

Gunmetal and Havana brown leathers, with Goodyear welt, guaranteed Neolin soles and rubber heels. Sizes 1 to 5. Today, pair, \$2.95.

Simpson's Electric Stoves

For hot weather cooking. It does boiling, frying and toasting as satisfactorily as any big stove. Yet it is much cooler to work with. Really you ought to have one. Complete with cord and plug. \$3.50.

Simpson's "Reliable" Electric Iron \$4.50

It is cooler and more satisfactory to use an Electric iron—it is more healthful, too. The cost is trifling compared with the results. You can fully rely upon a Simpson 6-lb. Electric Iron, \$4.50.

Hot Weather Suits

For Men and Young Men

\$10.45

Sale Starts at 8.30 This Morning

Be cool suited and ignore the broiling sun—get one of these Palm Beach, kool cloth or feather-weight tweed suits. Choose them in the most popular hot weather models. Just 50 suits to sell today. Sizes 36 to 44, \$10.45.

Men's Grey and Black Lustre Office Coats

Three outside patch pockets, one inside, and deep facing. Sizes 36 to 46, \$4.75.

Grey Flannel Trousers. Sizes 32 to 42. Price, \$5.00.

Think of \$5.00 and \$6.00

Silk Shirts \$3.79

---and Men, Get This--- They're Arrow and Forsyth Shirts

Silk Shirts are really the most economical. They look better and wear much longer than other shirts. And they're cooler, too! These shirts are made of pure silk and fibre silk materials in the season's smartest styles and patterns. Coat sort, with double French cuffs. Sizes 14 to 17. Regularly \$5.00 and \$6.00. This morning all at one price, \$3.79.

Silk Neckties 50c

Men's new Neckties in the new panel style. Reversible in fancy stripe or cross-bar patterns. Plain colors on reverse side, made of best quality fibre silk. Regularly 75c. Today, 50c.

MISSES' Summer Dresses \$6.95

Regular \$8.50 to \$12.50 Values.

Plain voiles, with white organza collars; excellent quality beach cloth and fancy voiles. Many chic styles and shades. All taken from our regular stock for special Saturday selling. Regularly \$8.50 to \$12.50, at \$6.95.

No Exchanges, No Refunds, No C.O.D. Orders.

Misses' \$2.50 Wash Skirts at \$1.35

Made of fine pique and cotton gabardine. Smart styles with novelty pockets and button trimming. Today, they're down to \$1.35.

No Phone or C.O.D. Orders. Misses' Section, Third Floor, Richmond Street Side.

Men's New Fall Suits \$21.75

Not a bit too soon to pick out your new fall suit. In fact the men who know how clothing prices are soaring will be first to seize this opportunity.

Many rich shades of fawn and grey worsteds in numerous stripes and check patterns, tweeds in the new mixture effects. Distinctively tailored, two and three-button semi-fitted saques for the conservative dresser. All around belts, half belts and form-fitting saques for the young man. Models for all types of figures. Sizes 34 to 46. This morning, \$21.75.

Boys' Blue Tweed Suits \$5.95

Fancy Norfolk and pinch-back models, in a dark blue tweed material that gives splendid wear. Single-breasted, with smart lapels and form-fitting shoulders. Belts at waist, and patch or set-in pockets. Durable twill body lining. Bloomers are lined. Boys 7 to 16 years. Sizes 25 to 34. This morning, special, \$5.95.

Boys' Junior Suits, Special \$3.29

Smart little fancy Norfolk models, for the smaller fellows 3 to 8 years, of serviceable fancy grey mixed tweed—single-breasted, with neat tie-down collar. Tassel cord ties belt at waist. Durable linings. Straight knickers have waistband. Sizes 21 to 26. Today, special, \$3.29.

Boys' Khaki Bloomers \$1.50

Of strong serviceable dark khaki drill material. Belt loops at waist—strap and button at knee. Boys 7 to 16 years, \$1.50. Others cut same style as above, in light fawn and dark colors. Sizes 25 to 34, \$1.75.

Women's Smart Lustre Bathing Suits at \$3.98

Made of finest lustre, with a large variety of dainty trimmings. Some are tunic style, to be worn over tights—others are the three-in-one style, with waist, skirt and bloomers attached. Some have white braid trimmings, military effect—others have trimmings of satin in white, green, orange and red. Also some with novelty sleeves. Regularly \$6.00 to \$10.00. Special, 8.30 this morning, at \$3.98.

Summer Corsets \$1.49

Made of fine batiste, for medium or slender figures. Double boned front and back. Low bust and long hip. Sizes 19 to 26. Pink and white. Special today at \$1.49.

Women's Pink Batiste Nightgowns \$2.25

Short or no sleeves. Some have hemstitched tops, others have val. insertion. Round or V-shaped necks. Silk ribbon draw tapes. Regular \$2.00 value. Today at \$2.25.

Simpson's Saturday MARKET

Phone Adelaide 6100

Canada Food Board License No. 2-7231.

MEATS.
Shoulder Roasts Young Beef, lb. 25c.
Flank Roasts, per lb. 25c.
Thick Rib Roasts, per lb. 25c.
Breakfast Bacon, mild curing, by the piece, special, per lb. 45c.
Front Quarters Spring Lamb, per lb. 24c.
Loins Spring Lamb, per lb. 22c.
Legs Spring Lamb, per lb. 44c.
Bonettes Simoked Cottage Hams, 2½ to 3 lbs. each, special, per lb. 40c.

FISH.
Fresh Whitefish and Trout, per lb. 15c; if delivered, 17c.
Finnan Haddies, per lb. 15c.
Smoked Filets, per lb. 20c.

GROCERIES.
Standard Granulated Sugar, in 5-lb. packages, 2 packages to one customer.
Sweet Wrinkle Peas, per tin, 15c.
Sunlight, Surprise, Comfort, Borax and Gold Soap, 4 bars 25c.
Finest Creamery Butter, R. & S. Brand, per lb. 40c.
H. A. Oilmargarine, per lb. 24c.
Finest Canned Corn, per tin 20c.
Kelllogg's Toasted Cornflakes, 2 packages 25c.
Finest Canned Shrimps, per tin 20c.
Orange Marmalade, 4-lb. pack \$2.00.
Sapphire Sardines, per tin 25c.
H.P. Sauce, bottle 24c.
Canned Peaches, per tin 15c.
Fin. Pine, tin 12c.
Choice Red Salmon, tall tin 25c.
Alymer Raspberry Jam, per jar 25c.
Clark's Ported Mince, 2 lbs. 25c.
Choice Olives, pimento stuffed, per bottle 25c.
MacLaren's Jelly Powders, assorted, 2 packages 25c.
Wilson-Lytle's Meal Vinegar, bottle 15c.
Marsh's Grape Juice, bottle 15c.
Klovah Lemonade, per tin 25c.
Choice Pickles, sour and chow, per bottle 15c.
Fresh Roasted Coffee, per lb. 25c.
Soup Chips, in bulk, 2 lbs. 25c.

A Clearaway Sale!

\$2.00 and \$2.50 Straw Hats Today 98c

If ever you men had a real chance to buy real straw hats at real savings, that chance is here now. You wear these hats the rest of the season, and next summer too.

High-grade American and English hats, in split and sennit braids—finished with black corded silk bands. It means buying them at half and less today at 98c.

\$3.00 Straw Hats---Half price at \$1.50

\$4.00 Straw Hats---Half price at \$2.00

\$4.00 Panama Hats---Half price at \$2.00

\$5.00, \$6.50 and \$8.50 Panamas, \$3.00

Morning Specials in Drugs and Toilet Goods

Violet Talcum Powder, very fine quality, delicately perfumed. Regularly 21c. Special, 2 for 23c.

Houbigant's Ideal Perfume, one of the most popular and lasting odors. Regularly \$2.08 oz. Special, oz., \$1.39.

Face Powder, fine texture, suitable for the most delicate skin. All shades. Regularly 52c. Special, 37c.

Parrish's Chemical Food, an ideal tonic. Bone and tissue builder. Specially suitable for children. Regularly 26c. Special, 2 for 41c.

Beef, Iron and Wine, for general run-down condition and lassitude. Regularly 68c. Special, 2 for \$1.11.

Bathing Caps, stylish and serviceable. Regularly \$1.00. Special, 69c.

War Tax Included

R. SIMPSON DRUGS

"Billie Burke" House Dresses \$2.25

Regularly \$2.95 to \$4.95.

A splendid assortment in white, plain colors, colored checks and stripes offered this morning at this reduced price. Sizes 34 to 44. No refunds, no exchanges and no C.O.D. orders.

New Veils

Comfort Veils—Slip-on, in popular hexagon veiling mesh. Colors black, navy, brown, violet or grey. A good large size. Today, each 15c.

Fancy-made Veils—Hexagon mesh, with finished border of silk, chenille spots; very smart. Navy, black or brown. Today, each, 75c.

New Neckwear

The daintiest collection in neckwear one could imagine. The newest materials in "Aurora" satin and "Arlette" crepes, in rolling shapes, or the new deep square back. An excellent variety. Today, each, \$1.25 up to \$3.50.

Net Fichus—So popular just now, in plain Bretonna nets, or dainty "point d'esprit." Trimmed with narrow ruffles of net or fine val lace. Special display today; each, \$1.00, \$1.50, \$1.50.

The Basement---Today

Tennis Racquets at Half Price—A complete list of sample high-grade American make. Regularly priced from \$2.75 to \$10.00 each. Today, half price, \$1.38 to \$5.00.

Gem Safety Razors—Complete with seven blades, in leatherette covered case. \$1.50 value. Today, 98c.

Hollow-ground Straight Blade Razors—¾-inch square point blade—black handle. Today, 98c.

Shaving Brushes—Bristles set in rubber. Today, 35c.

Razor Hones—The "Barber's Choice." Today, 19c.

Pocket Knives—Samples and odd lots reduced to clear. Today, at 25c, 50c and 75c.

Scissors and Shears—Big and little. Embroidery work, pocket and straight trimmers, 40c, 50c and 60c values. Today, pair, 35c.

Hand Saws—22-inch size—good grade. Today, \$1.10.

Combination Pliers—For auto or garage—slip joint—5-inch size—high grade. Today, 45c.

\$3.50 Hammocks, Today, \$1.98.—About 150 Hammocks—closely woven—pillow and valance. Several colors and combination colors. \$3.25 and \$3.50 values. Today, \$1.98.

Samples of English Vases at 95c

Once a year we secure the samples of Vases from Wilkinson's, Burslem, England. We get them at a fraction of their real worth, and offer them to you in the same way. Here they are today, in various decorations, at, each, 95c.

No Phone Orders, No Refunds or Exchanges.

The SIMPSON Company Limited