

STORE HOURS

Store Opens at 8.30 and
Closes at 5.30 Daily.
Open All Day Saturday,
8.30 to 5.30.

Simpson's

**Fur Storage
Under Ideal Conditions**

Means that each garment is hung on a separate hanger in a great Cold Storage Vault, where dry, ice-cold air is allowed to circulate continually through it. It means that your precious furs are protected against fire, theft and moth. It means, in short—Simpson's.

In the Men's Store Today—85 Suits Marked for a Clearance at \$24.95

Fine-finished Tweeds in Attractive Shades of Gray and Brown

Single-breasted, semi-form-fitting and conservative sacque models, with medium height vests, and well-proportioned trousers finished with 5 pockets and belt loops. Sizes 33 to 44. This morning **\$24.95**

**Men's Silk Neckties
Today, 79c**

\$1.00, \$1.50, \$2.00 and \$2.50 Kinds

These four-in-hand ties are fashioned from dependable silks, which will wear well and keep shape. The designs and patterns are stylish in every detail and come in such a variety of color combinations as to suit every taste. Today, special, each **.79**

**50 MEN'S OUTING
TROUSERS,
TODAY, \$5.50**

Made from a light gray homespun tweed, finished with belt loops and 5 pockets. Hip pockets have flaps with button and hole. Sizes 30 to 44. Today, special at **\$5.50**
Simpson's—Main Floor.

**Men's Arrow Brand
Athletic Combinations
Today, \$1.19 Suit**

Summer-weight athletic underwear, in fine quality, corded material. Sleeveless shirts and knee-length drawers. Sizes 34 to 44. Special today, suit **1.19**
Simpson's—Main Floor.



**The New Straws
and Panamas**
as Sketched by
the Store Artist



Authentic 1920 styles
for every man and
young man.

The Sennet Boater or sailor
shape, with a cable edge brim,
is priced at **3.00**

The Sennet Boater, with the
notched edge brim, is finished
with a brown comfort fitting
sweatband, and priced at **5.00**

The Panama Boater is a
genuine South American quality,
and is priced at **5.00**

The Fedora Panama, with
the curl brim, is of genuine
South American quality, and
priced at **8.00**

The Toyo Panama, with the
flat set brim, is a hat that
offers excellent service, and is
priced at **3.00**
Simpson's—Main Floor.

**Just Now, Many Homes Are Being
Furnished for the Summer Season**

Perhaps you also are contemplating some home outfitting, either for yourself and family or for summer guests. The Simpson Store offers every assistance in this respect through its comprehensive stocks, at moderate prices.

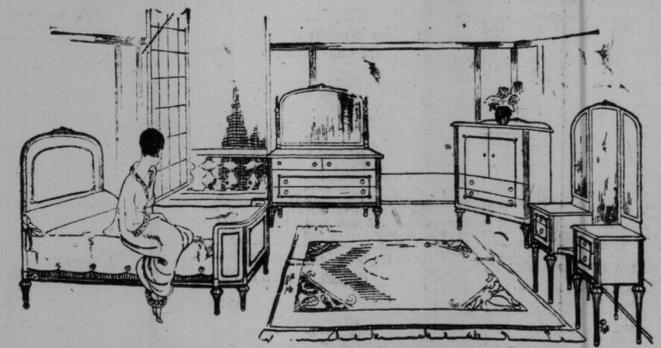
- Prairie Grass Rugs, \$8.95**
Stencilled designs. Size 12' x 9'. Today, special **8.95**
- Hard Wearing Linoleum, \$1.19 Sq. Yard**
Clean, bright, cheerful patterns for kitchens and halls, also neat matting and carpet designs for bedrooms. Size 6' wide. Square yard **1.19**
- Rubber Mats, \$1.39 Each**
The Diamond quality of solid rubber for kitchen or outside use. Size 18 x 30 inches. Each **1.39**
- Cocoa Mat, \$1.39**
Brush quality of a tightly-spun cocoa fibre with securely bound edges. Size 16 x 27 inches. Each **1.39**

Specially Reduced for Today

- \$7.75 MATTRESSES AT \$5.95.**
100 only mattresses, wood fibre centre with jute felt. Covered in art ticking. Regularly \$7.75. Today **5.95**
- Mattresses, white cotton felt,** built in layers, not stuffed. Has well stitched border with roll edge, deeply tufted. Regularly \$22.50. Today **18.75**
- Pillows, all clean feathers.** Size 19 x 26 inches, in art ticking. Today, special, per pair **2.99**
- Brass Beds, 2-inch posts and top rails, with heavy ball corners, five 1-inch fillers, double size only. Regularly \$37.50. Today **32.45****
- Mattresses, all felt, in layers.** Has deep border with roll edge, covered in good ticking. Regularly \$15.75. Today **10.95**
- Bed Spring, all metal frame,** with strong link weave fabric, helical ends. Regularly \$6.00. Today **4.95**

**2000 Rolls Wall Paper on Sale Today
at Reduced Prices**

- LARGE ASSORTMENT OF PRETTY PAPERS FOR BEDROOMS.**
Regularly 50c to 75c—Sale Price, 33c.
Dainty chintz enacts, fancy stripes and floral designs, in complete range of attractive colorings, including blues, pinks, mauve, rose and yellow.
- FOR LIVING-ROOMS, HALLS, DENS AND DINING-ROOMS.**
Regularly 50c to 75c—Sale Price, 37 1/2c.
Verdure tapestries, jaspe stripes, mottled blends and conventional patterns in a wealth of the newest color tones and decorative treatments.
- 89c CHINTZES, TODAY, YARD, 57c.**
One large table loaded with desirable art chintzes, 21 to 36 inches wide, comprising a splendid collection of light and dark color combinations in appropriate designs for any chintz purpose. Regularly up to 89c. Today, yard **57c**
- STRONG CURTAIN SCRIMS, SPECIAL, 29c YARD.**
Choice of white or cream scrim for bedroom or kitchen curtains. Fancy woven borders and tape edges. One-yard wide. Today, special, yard **29c**



**Men's and Boys'
Caps, 79c**

Regularly 95c and \$1.25.
Summer weight caps in plain and fancy materials. One, four and eight-piece top styles. Today special **.79**
Simpson's—Main Floor.

Men's Rings, \$3.95

Solid 10k. gold Signet Rings, heavy weight, regularly \$6.50 to \$10.00; Bloodstone Rings, regularly \$8.00 to \$10.00, and Society Emblem Rings—Masons, Oddfellows, etc., regularly \$6.50 to \$9.00. Extra special today **3.95**
Simpson's—Main floor.

Tourist Trunks \$9.95

Canvas covered Tourist Trunks, two straps, tray, metal bottom. Large size. Good sturdy make. Size 32, 34 and 36-inch. Regularly \$10.50 to \$12.50. Today **9.95**

Special at \$1.00

FRAMED PICTURES. In sepia and color prints. Wide assortment of subjects. Sizes 11 x 14, 12 x 16 and 16 x 20 inches. Regularly \$1.49 and \$2.50. Today **1.00**
Simpson's—Sixth Floor.

**250 Crisp-Looking Wash Suits for
Wee Lads \$1.69**

"Billy Boy" and "Oliver Twist" models. Plain white, blue stripes, also plain shades with contrasting color, collar and cuffs. Sizes 2 1/2 to 8 years. Today, special **1.69**

Boys' Khaki Bloomers at \$1.25

240 pairs. Exceptional value. Boys' khaki drill bloomers in a serviceable dark shade, full fitting. Three pockets, belt loops. Strap and button fastener at knee. 6 to 14 years **1.25**
Simpson's—Second Floor.

**Madeira Scarfs and Centre Pieces,
\$3.95 Each**

Regularly \$5.00 to \$7.00
About 200 in this lot—showroom samples—some slightly soiled. All pure linen, hand-embroidered centrepieces, 24 x 21 inches round. Scarfs, 18 x 52 inches. Regularly \$5.00, \$6.00 and \$7.00. Rush price today, each **3.95**

Round, Scalloped Table Cloths, \$2.59 Each

Less than today's laid-down cost price. Size, 64 inches in diameter. Of strong mercerized damask with scalloped edges in a variety of designs. Extra special today, each **2.59**

59c Linen Towelling, 48c Yard

1,000 yards all pure linen crash roller towelling, heavy quality with red striped border, 16 inches wide. Regularly 59c. Today, special, yard **48c**

Extra! Stripe Flannelette, 27c Yard

2,500 yards good strong quality stripe flannelette of medium weight, 29 inches wide. Specially reduced today, yard **27c**
Simpson's—Fourth Floor.

The **SIMPSON** Company
Robert Limited

SUBURBAN
\$6.00 PER
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