

SIMPSON'S *Toronto's Coolest Shopping Place* SIMPSON'S

You Are About to Take a Vacation? Here's News For You!



Take a New Bathing Suit With You

It has been a busy season, but we're well prepared with adequate varieties of good bathing suits to meet all requirements.

Men's Bathing Suits—Made from good quality cotton. They come in navy with white, red or orange trimmed. Popular one-piece style, with skirt. All sizes, 85c.

Men's Bathing Suits—Two-piece style, good quality cotton, navy only. Perfect fitting. Sizes 34 to 44. Suit, \$1.15.

Men's Cashmere Bathing Suits—Made one-piece style, with skirt attached; fine all-wool navy cashmere. Sizes 34 to 44. Suit, \$2.00.

Men's English Worsted Bathing Suits—Made two-piece style.

Navy, with cluster stripes in red or green. Good weight and quality. Sizes 34 to 40. Suit, \$4.50.

Men's Elastic Ribbed Knit All-Wool Bathing Suits—Two-piece style. Sizes 34 to 44. Grey with white, navy. Suit, \$4.00.

Men's Elastic Ribbed Knit All-Wool Bathing Suits—Two-piece style. This suit comes in grey with wide white bar across breast, with white lines at knee and skirt. Sizes 34 to 44. Suit, \$4.50.



A Yacht—A Canoe Cool, Comfortable Outing Shoes

And a Vacation Enjoyed

With our complete stocks to choose from, it is a simple matter to get outfitted here properly. They're all faultless, shoes priced in accordance with our value-giving idea. Come for yours today.

Black or Brown Canvas Boots
Men's Black Canvas Boots, corrugated rubber soles, \$1.39. Low shoes, \$1.19.

Boys' Black Canvas Boots, \$1.19. Low shoes, \$1.09.

Youths' Canvas Boots, \$1.09. Low shoes, 99c.

White Canvas Pumps for Women, Misses and Children With Rubber Soles to Match.

Women's White Canvas Pumps—with rubber or wood covered heels—Prices range from \$1.69 to \$2.50.

Misses' White Canvas Pumps, \$1.49. Misses' White Canvas Pumps—Mary Jane—no heel, 99c.

Children's White Canvas Pumps—Mary Jane—no heel, 99c.

All White Canvas Laced Boots
Men's White Canvas Lace Boots, \$1.69.

Boys' White Canvas Lace Boots, \$1.49.

Women's White Canvas Lace Boots, \$1.49.

Girls' White Canvas Lace Boots, \$1.49.

Children's White Canvas Lace Boots, \$1.09.



Kodaks Play an Interesting Role in Outdoor Activities

Motoring, canoeing, hunting, fishing, golfing, tramping, climbing—every occasion is prolific of picture-taking possibilities.

Eastman Vest Pocket Kodaks Are Popular

They combine every advantage of the bigger sizes—are equally well constructed and take pictures to perfection.

Vest Pocket Kodak (single lens), at \$8.50.

Vest Pocket Kodak (R. R. lens), at \$10.00.

Vest Pocket Kodak (F. 77 lens), at \$15.00.

They're made in Canada by Canadians, for Canadians.

Box Brownies Are Wonderfully Accurate

Because they are so simple and easy to handle, the Brownie enjoys remarkable popularity. No previous knowledge of photography is required, yet surprising good results are obtainable.

No. 1 Brownie, priced at \$2.00.

No. 2 Brownie, priced at \$2.75.

No. 2a Brownie, priced at \$3.50.

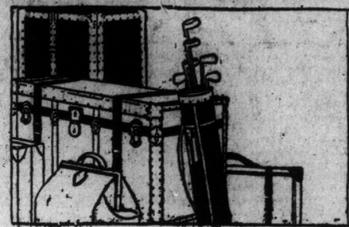
No. 2c Brownie, priced at \$4.50.

Complete Film Supplies, Printing and Developing FILMS for all makes of Kodaks and Cameras for sale in our Kodak Department.

Developing—Many a good picture is spoiled by poor printing and developing. We have real experts doing this work for us and thoroughly recommend our service. We operate on a one-day service. Films brought in today are developed and printed for you by tomorrow. —Kodak Dept., Main Floor.

Luggage That is Safe and Dependable—Moderately Priced

Our complete assortments of superior traveling goods offer the vacationist every advantage of high quality at lowest price.



Deep Black Motor Cases for week ends; chintz lined, leather bound, with dress tray. Size 24", \$10.00; 26", \$10.95; 28", \$11.50.

Fibre Covered Wardrobe Trunk—tourist size; chintz lined. Extra shoe bag. Special, \$31.75.

Matting Suit Cases, linen lined; shirt pocket, bound edges with strap all round. Size 24", \$4.50; 26", \$4.95.

Walrus and Crepe Grain Leather Bags, high handle, leather lined—2 pockets—sewed corners. Size 16", \$7.50; 18", \$7.95; 20", \$8.50.

Smooth Leather Club Bags, deep square ends, double handle, leather lined, 2 shirt pockets, sewed corners; black, brown or russet. Size 18", \$17.95; 20", \$18.50.

Dance to the Superb Music of the Victrola IV, \$34.00

Victrola music is so superb as to take the place of an orchestra, and is so accessible that you can have an impromptu dance at any time.

The Victrola and Victor dance records are a constant invitation to dance—a source of keen, wholesome pleasure.

Victrola music is strong in volume, clear in tone, perfect in rhythm.

The Victrola IV. embodies the superior features of higher priced Victrolas and plays any of the 5000 records listed in the Victor catalog.

Switch on a Simpson Electric Fan And Watch the Temperature Drop

- 6-inch size, Polar Cub - \$ 8.50
- 8-inch size, 1 speed - \$10.85
- 8-inch size, 3 speeds - \$11.75
- 8-inch size, oscillating - \$17.00
- 9-inch size, 2 speeds - \$12.00
- 12-inch size, 4 speeds - \$23.00

Of course it is breeze you want first. Breeze that blows hard or gently at your command, to make life worth living on sweltering days, to bring sound sleep on sultry nights.

Breeze that helps keep your brain clear and your body active. Breeze that makes play enjoyable and work efficient. That's the kind of a breeze you get from a Simpson fan—Sixth Floor.

Men's Summer Underwear Combinations \$1.49 Regular \$2.00, \$2.50 and \$3.00

The biggest purchase of the season from Canada's greatest manufacturer.

They're combinations—closed crotch—French style necks. Natural and white balbriggan—also white lisle thread, porous knit and mesh weaves. Short sleeves and knee length—long sleeves and ankle length—short sleeves and ankle length. Sizes 32 to 48. Regularly \$2.00, \$2.50 and \$3.00. Special today, \$1.49.

2-Piece Underwear, 69c Each Regularly \$1.00, \$1.25 and \$1.50 Each.

Another part of the big underwear purchase. Shirts and drawers in natural and white balbriggan and white lisle. Drawers are ankle length; shirts long sleeves. Sizes 32 to 44. Regularly \$1.00, \$1.25 and \$1.50. Today, garment, 69c.

30c Volumes for Summer Vacationists

Make your selection from the following list before prices advance.

- "At the Villa Rose," by Mason
- "Altar Stairs," by Lancaster.
- "Bobbie Orde," by White.
- "Black Tortoise," by Viller.
- "By the Gods Beloved," by Orczy.
- "Beau Brocade," by Orczy.
- "Bronze Eagle," by Orczy.
- "Brass Bowl," by Vance.
- "Beverly of Graustark," by McCutcheon.
- "Call of the Wild," by London.
- "Cattle Baron's Daughter," by Bindloss.
- "Conquest of Canaan," by Tarkington.
- "Flames," by Hichens.
- "Fighting Chance," by Chambers.
- "Freckles," by Stratton Porter.
- "Grip of the Wolf," by Gerard.
- "Glimpse," by Bennett.
- "Gen. John Regan," by Birmingham.
- "Garden of Resurrection," by Thurston.
- "Girl of the Limberlost," by Porter.
- "Harvest Home," by Lucas.
- "Harvester," by Porter.
- "Heart of the Sunset," by Beach.
- "Iron Heel," by Jack London.
- "Knave of Diamonds," by Dell.
- "Little Shepherd of Kingdom Come," by Fox.
- "Laddie," by Porter.
- "Lavender and Old Lace," by Porter.
- "Lady of the Decoration," by Porter.
- "Monte Carlo," by Stackpole.
- "Master of Craft," by Jacobs.
- "Mrs. Wiggs of the Cabbage Patch," by Rice.
- "Nancy Stair," by Lane.
- "Purple Roope," by Hocking.
- "Pigs is Pigs," by Butler.
- "Pardners," by Beach.
- "Queen of Sheba's Ring," by Haggard.
- "Riverman," by White.
- "Strange Visitation," by Corelli.
- "Stickit Minister," by Crockett.
- "Shorty McCabe," by Ford.
- "Tommy," by Hocking.
- "Trail of '98," by Service.
- "Unto Caesar," by Orczy.
- "Way Home," by King.
- "Waittill Baxter," by Wiggin.

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 Excellent factory site
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