

THE ROBERT SIMPSON COMPANY LIMITED

Store Opens 8.30 a.m. Closes 5.30 p.m.
During June, July and August Store
Closes on Saturdays at 1 p.m., and
There Will Be No Noon Delivery on
That Day.

Here Are Bargains That Are Money-Savers!--Come in Early This Morning

Pretty Summer Hats, Both Trimmed and Untrimmed, at Attractive Prices

An Opportunity for Women and Girls

- 200 Fresh Summer Hats at 3.95
- 500 Untrimmed Shapes 1.00
- 150 Dark Trimmed Hats 1.00
- 75 Ostrich Neckpieces 1.50

200 FRESH SUMMER HATS, AT \$3.95.

Panamas, Leghorns, Milan Tagels and Toucans, all light colors; trimmings or ribbon bands, scarfs, flowers, and hand-made effects. A big variety of hats for misses included. Reg. \$5.00 to \$6.00. Friday bargain..... 3.95

500 UNTRIMMED SHAPES AT \$1.00.

Taken from our regular stock, lisere, tagels, Milan tagels, sailors, turbans, Watteau shapes, and a few tricornes. A good variety of colors such as purple, navy, grey, old rose and black and white. Regular \$2.25, \$2.75 and \$3.00. Friday bargain..... 1.00

FLOWERS.

Two tables of flowers, darker colors. Regular 35c, 50c, 65c and 75c. Friday bargain..... 25

House Dresses at 69c

Percales and gingham, in checks and stripes; grey, blue or black and white; high and low necks, three-quarters and long sleeves, full skirts; sizes 34 to 44. Friday bargain..... 69

PETTICOATS, 49c.

Moire and saten, black only, novelty and knife-pleated flounces; lengths 38 to 42. Friday..... 49

WOMEN'S AND MISSES' TRIMMED HATS, \$1.00.

To clear the remainder of our early trimmed hats. Dark shades, such as navy, purple, browns and a few blacks. Many were \$5.00 and \$6.00. Friday bargain..... 1.00

OSTRICH NECKPIECES, \$1.50.

Black, white, black and white combinations, finished with silk tassels. Were \$2.25. Friday bargain..... 1.50

1000 UNTRIMMED SHAPES AT 50c.

Milan Tagel, a few lisere; some silk lined; small, close-fitting styles and sailors. Regular \$1.25 to \$2.00. Friday..... 50

Handkerchiefs

Women's Belfast Linen Handkerchiefs, 1/4-inch hemstitched borders. Friday, 3 for..... 22

Men's Irish Lawn Handkerchiefs, 1/2-inch hemstitch border. Friday, 4 for..... 25

Men's Belfast Linen Handkerchiefs, 1/4 and 1/2-inch hemstitch borders. Friday, 3 for..... 43

Khaki Handkerchiefs, mercerized, 1/4-inch hemstitch border. Friday, 3 for..... 25

You'll Save From \$2.50 to \$4.00 on One of These English Tweed Suits at \$7.95

REGULAR \$10.50 AND \$12.00.
Greys and browns; new patterns; three-button sacque style. Sizes 36 to 44. Friday..... 7.95

MEN'S TWEED WATERPROOFS, \$8.49.
Two-purpose coats; English tweed, in light gray mixtures, with fancy check back; single-breasted, slip-on style. Sizes 35 to 42. Friday..... 8.49

Boys' Tweed Norfolk Suits

Yoke Norfolk style; small knife pleats from yoke to stitched belt; medium weight English and Canadian tweeds; full cut bloomers. Sizes 25 to 32. Friday..... 2.85

BOYS' NAVY BLUE SERGE SUITS, \$5.95.
Fancy yoke Norfolk style; full cut bloomers; 6 to 16 years. Sizes 24 to 34. Friday..... 5.95

KHAKI CAMP SUITS, \$1.50.
Outing shirt, with soft attached collar and breast pocket; long duck pants. Sizes 7 to 18 years. Friday..... 1.50

Bargains in Hats for Men and Boys

In fine quality split and sennit braids, both medium and high crowns, smooth and saw edge brims, black bands. Friday..... 89

BOYS' STRAW HATS, 29c.
White split straw, curl brim, black silk band. Sizes 6 1/2 to 7. Friday bargain..... 29

CHILDREN'S STRAW SAILORS.
Jack Tar, Turban, Rah-Rah and Telescope crown, curling and droop brims, trimmed with gold lettered bands of navy, black and white... 69

BOYS' LAND AND WATER HATS.
Red, blue and green mottled, with cords to match. Friday... 45
Fancy Colored Hat Bands, big assortment of colors. Regular 25c. Friday bargain..... 15

Pocket Map of Toronto

NEW EDITION.
Giving complete street guide, with map—also including railway and radial time tables and lists of public halls, complete postal information..... 10

Corrugated Boxes for the Soldiers

Just the thing to send your parcels in to the soldiers at the front, strong, yet very light, and ensures your parcel reaching destination in good condition. Various sizes 5c up to... 10



30c Fish Dinner Today

SERVED IN THE LUNCH ROOM FROM 11.30 A.M. TO 2 P.M.
Baked Fresh Restigouche Salmon with Cucumbers
Baked or Mashed Potatoes, Fresh Garden Spinach;
Fresh Rhubarb Pie or Ice Cream;
Bread, White or Brown, with Butter;
Tea, Coffee or Milk.

Men's Balbriggan Underwear

Natural shade, short and long sleeves, knee and ankle length drawers. Sizes 34 to 44. Garment 35

MEN'S WORK SHIRTS.
English and Canadian drill, black and white stripes, collar attached. Sizes 14 to 17. Special..... 50

COMBINATION UNDERWEAR.
Men's balbriggan, natural shade, short sleeves and knee length, closed crotch. Sizes 34 to 44. Special..... 53

MEN'S NEGLIGEE SHIRTS.
Plain and fancy hairline stripes. Sizes 14 to 16 1/2. Special... 39

Screens GREEN DOORS.

Oak grained finish; sizes 2 1/2 x 4 1/2, 2 1/2 x 6 1/2, 2 1/2 x 8 1/2 and 3 1/2 x 7 1/2. Friday..... 89
ADJUSTABLE WINDOW SCREENS 15c TO 40c.

Lawn Hose

Three-ply, with couplings and clamps and sprinkler. 1/2-inch size, 25 ft. length, Friday \$2.25; 3/4-inch size, 25 ft. length, \$2.75; 1-inch size, 50 ft. length, \$3.98; 1 1/2-inch size, 50 ft. length..... 4.98

Hardware

Corn Brooms, four-string, well made, Friday..... 23
Chamois Skins, 35c size, Friday..... 23
Polish Mops, "The National Triangle"..... 27
The Sani-Genie Dusting Mop, Regular \$1.00 size, Friday..... 69
Enamel Lipped Saucepans, 1 1/2, 2, 2 1/2 and 3-quart sizes, white lining, Friday..... 25

Men's "Astoria" Boots and Low Shoes and Women's \$4 and \$5 Low Shoes Among Today's Bargains

500 PAIRS MEN'S "ASTORIA" CUSTOM GRADE BOOTS AND LOW SHOES.

200 pairs only, Oxfords in patent colt, gunmetal and tan calf leathers, in button, Blucher and straight lace, including English recede, round and medium toe shapes, low and military and rubber heels, Goodyear welt leather and rubber soles; all sizes in the lot. Regular \$4.00 and \$5.00. Friday bargain..... 2.79

300 PAIRS MEN'S BOOTS AT \$3.24.

Button and Blucher styles, in patent colt, gunmetal and tan calf leathers. Goodyear welt soles, several different toe shapes, leather and rubber heels; all sizes. Regular \$4.00 and \$5.00. Friday bargain..... 3.24

WOMEN'S \$4.00 AND \$5.00 PUMPS AND LOW SHOES AT \$1.99.

900 pairs; this summer's advanced styles and sample low shoes, broken lots, making up all sizes in Colonial, pumps, lace and button low shoes, in patent colt, gunmetal calf, dongola kid and combination leathers; wide range of toe and heel styles. Regular \$3.50, \$4.00 and \$5.00. Friday bargain..... 1.99

8.30 A.M. SPECIAL BARGAIN. WOMEN'S BOOTS, 99c.

600 pairs Women's Boots. Sizes 2 1/2 to 5; widths A, B, C and D; in gunmetal, patent colt and velvet; button and lace boots; gray cloth tops, plain toe vamps, Cuban and Spanish heels. Regular \$5.00. Friday bargain..... 99

BOYS' BOX KIP BOOTS, \$1.99. Regular \$2.50.

400 pairs, made of box kip and gunmetal leather, Blucher cut, solid standard screw soles, low heels. Sizes 1 to 5. Regular \$2.50. Friday bargain..... 1.99

600 PAIRS GIRLS' BOOTS. Sizes 5 to 7 1/2 and 8 to 10 1/2.

Button and lace boots, just the thing for coming holidays, made of soft dongola kid and box kip leather, good weight McKay sewn or standard screw soles; patent and self tips; low heels. Sizes 5 to 7 1/2, Friday, \$1.19; 8 to 10 1/2, Friday, \$1.29. Sandals and Outing Shoes all at special prices.

Bargains in Summer Silks, Wash Goods and Other Materials

Today's Silk List

\$1.00 Striped Shirting Silks at 79c. 36 inches wide; gray, lilac, navy, pink, white and sky, with new cord effect.

Natural Shantung Silk, free from dressing, extra fine weaves. Regular \$1.00. Friday..... 88

Dress Weight Natural Shantung. Regular 59c to 65c. Friday bargain..... 47

36-inch Colored Jap Silks, every wanted color, with pink. Friday..... 59

Black Silks, Satins and Messalines, including C. J. Bonnets. Regular \$1.50. Friday bargain..... 1.33

Black Silk Taffeta, 36 inches wide. Regular \$1.85. Friday bargain..... 1.24

40-inch Ivory Crepe de Chine, \$1.18—French manufacture, pure silk. Friday bargain..... 1.18

Dress Goods

Shepherd Checks, 33c. 50c values; all sizes of checks. Friday bargain..... 33

Awning Stripe Georgette Crepes, 59c—Special Friday, per yard..... 59

British Serges, 69c—Guaranteed navy and black. Regular 85c. Friday..... 69

English Lustres, 44c—Guaranteed British fast-dyed lustrous; navy, black, cream, gray, cardinal, myrtle, pink, etc. Friday..... 44



Extreme Values in Wash Goods

Plain Ratines, pink, brown, Nell rose, Alice, tan, linen, old rose and black and white checks; widths 36 and 40 inches. Regular 50c and 75c. Friday bargain..... 25

Printed Voiles, floral designs on white and tinted grounds. Regular 18c. Friday bargain..... 9 1/2

Watered Poplins, 36 inches wide. Regular 59c. Friday bargain..... 29

Soiled Ends of Prints, fast colors, 32 inches wide. Friday bargain..... 9 1/2

English Voiles, light and dark grounds, printed designs. Regular 59c. Friday bargain..... 29

Anderson's Gingham, in plain shades, plaids, 28 inches wide. Regular 25c. Friday bargain..... 12 1/2

Black Ground Voiles, with white figures, also plain black crepes, etc. Width 27 and 36 inches. Regular 39c and 50c. Friday bargain..... 25

End-of-Season Sale of Wall Papers Extraordinary Today's Bargain List

EXTRA SPECIAL. 2,000 ROLLS AT 3c.

Walls, Borders and Ceilings, for halls and rooms. Regular 10c to 15c. Clearing Friday, single roll..... 3

FIBRE VENEER PAPER, 5c YARD.

Oak, walnut and mahogany grains; light and golden oak shades; 36 inches wide. Regular 15c yard. Extraordinary bargain price, yard..... 5

35c BEDROOM PAPERS. FRIDAY 5c.

Linen and stripe effects. Regular value 35c. Clearing sale, single roll..... 5

FLORAL BORDERS, 1c YARD.

Festoon of roses, and an enormous variety of other floral treatments. Regular 8c to 15c yard. Friday sale, yard..... 1

\$1.00 DRAWING-ROOM PAPERS, 25c.

Heavily embossed stock, two-tone patterns. Regular \$1.00. Friday bargain, single roll..... 25

HALL PAPERS, 7c.

Canadian Wall Papers. Regular 20c. Reduced to, single roll..... 7

50c FABRIC PAPERS, FRIDAY 12 1/2c.

New textile weave effects, tweeds, home-spuns, grass cloths and narrow stripes; two-tone shades. Regular 50c. On sale Friday, single roll..... 12 1/2

75c WALL PAPERS, 21c.

For living-rooms, halls and parlors. Regular 75c. Clearing Friday, single roll..... 21

35c PARLOR PAPERS, 9c.

Two-tone design. Regular value 35c. Friday sale price, single roll..... 9

BAND BORDERS AND SCENIC BORDERS.

Narrow borders, 1 1/2 in. to 3 in. wide; new stencil designs, also landscape treatments. Regular 8c to 25c. On sale Friday, yard..... 1

CEILING PAPERS, 4c ROLL.

For bedrooms, halls and living-rooms. Regular 10c to 15c. Clearance sale, single roll..... 4

Glass and Chinaware

8.30 A.M. SPECIAL. \$3.00 CUT-GLASS FRUIT BOWLS, \$1.98.

25 only, good quality Cut-glass Fruit Bowls, full eight-inch size, popular three buzz cutting. Regular \$3.00. Friday, 8.30 a.m. special, each..... 1.98

ODD CHINA DINNERWARE.

Regular \$16.00 dozen, French Limoges China Breakfast Plates. Friday, half dozen for..... 2.95

Regular \$6.00, Theodore Haviland Limoges China Breakfast Plates. Friday bargain, each..... 15

Bridal Rose Sugar and Cream Sets. Regular 75c. Friday bargain, pair..... 29

Bridal Rose Covered Sugar Bowls. Regular 35c. Friday bargain..... 15

Bridal Rose Chocolate Pots. Regular \$1.50. Friday bargain..... 69

Bridal Rose Marmalade Jars. Regular 75c. Friday bargain..... 39

Bridal Rose Reception Cups and Saucers. Regular 50c each. Friday bargain, each..... 15

A Bargain Sale of Bowls at Each, 5c—Pink, blue and green printed decoration, good quality English ware, 1/2-pint size. Friday bargain, each..... 4

The Robert SIMPSON Company Limited

Telephone Adelaide 6100 Tonight, 5.30 to 10 o'Clock for Provisions to Go by Early Delivery

THERE WILL BE NO NOON DELIVERY TOMORROW

Meats

1000 lbs. Tikiok Rib Roast Finest Beef, special, per lb..... 18

Best Rib Roast, Simpson quality, special, per lb..... 24

Shoulder Cut Pot Roast, per lb..... 14

Brisket Boiling Cuts, per lb..... 14

Round Steak Finest Yearling Beef, per lb..... 25

Family Sausage, our own make, per lb..... 12 1/2

Best All-pork Sausage, our own make, per lb..... 20

Choice Roast Loin Young Pork, per lb..... 25

York Breakfast Bacon, whole or half, per lb..... 29

York Back Bacon, whole or half, per lb..... 35

York Smoked Ham, whole or half, per lb..... 27

Grocery List

4000 tins Finest Canned Corn, three tins..... 21

Not more than 12 tins to one Customer.

One car Standard Granulated Sugar, in 20-lb. cotton bag, 1/2 bag..... 65

Choice Family Flour, 1/2 bag..... 45

Yellow Cooking Sugar, 6 lbs..... 50

California Seeded Raisins, three packages..... 31

Choice Cleaned Currants, 2 lbs..... 26

Perfection Baking Powder, 3 tins..... 25

Heather Brand Extracts, assorted, 2 1/2 oz. bottle, 3 bottles..... 25

New Orleans Molasses, 2 lb. tin..... 10

Mixed Pastry Spice, per tin..... 7

Canada Cornstarch, package..... 8

Crisco, per tin..... 29

Finest Creamery Butter, per lb..... 31

Finest Shelled Walnuts, per lb..... 45

Choice California Prunes, 2 1/2 lbs..... 25

Choice Rangoon Rice, 4 1/2 lbs..... 25

Finest Pearl Tapioca, 2 1/2 lbs..... 25

English Malt Vinegar, reputed quart, bottle..... 15

Domestic Shortening, 3 lb. pails, gross weight, per pail..... 50

Choice Pink Salmon, tall tin..... 24

Toasted Cornflakes, 3 packages..... 25

500 lbs. Fresh Fruit Cake, per lb..... 27

Fancy Mixed Biscuits, per lb..... 18

2 1/2 LBS. PURE CELONA TEA, 74c

1000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed. Friday, 2 1/2 lbs..... 74

CANDY.

Fry's Chocolate Nougat Bars, regular 5c, 8 for..... 40

1000 lbs. Fruit and Nut Maple Cream, per lb..... 15

1000 lbs. Assorted Gum Drops, per lb..... 10

1000 lbs. After-dinner Mints, per lb..... 15

FRUIT AND VEGETABLES.

Finest Delaware Potatoes, pack 42

Choice California Sun-kist Oranges, per dozen..... 39

Extra Fine Large Pineapples..... 23

New Cabbage, each..... 6

FLOWERS.

Finest Spirea Plants, in bloom, each..... 50

4000 Carnations, assorted colors, regular 40c, while they last, per dozen..... 25

Finest Sweet Peas, assorted colors, bunch..... 15