

# SIMPSON'S

The Palm Room is a Good Place to Dine  
and hundreds of particular people know it. That's  
why it's so popular. Suppose you try lunch  
here today. Charges always moderate.

# SIMPSON'S

Store opens at 8.30 a.m.

Weather Today—Moderate winds, fair and warm.

Telephone Main 7841, Connects With All Departments.

Store Closes at 5.30 p.m.

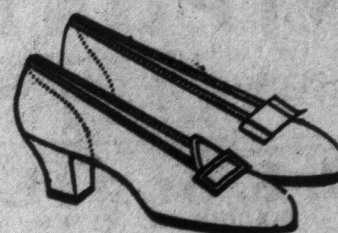
## The Midsummer Sale's 88c Day Opens the Doors to Real Thrift

By "real" thrift we mean substantial savings on wanted merchandise of quality. It is a fortunate store that can offer such amazing values---they'll be lucky shoppers who realize on these opportunities today. It'll pay you to be among the firsters---such prices mean fast selling from 8.30 on.

About 2000 Pairs on Sale--Desirable New Styles

### Women's White Canvas Pumps, 88c

No Phone or Mail Orders for Sale Footwear.



#### Men's White Canvas Oxfords 88c

White Canvas Lace Oxfords, with corrugated black rubber soles—no heels. For bowling or around seashore. Sizes 6 to 10. Today, pair, 88c.

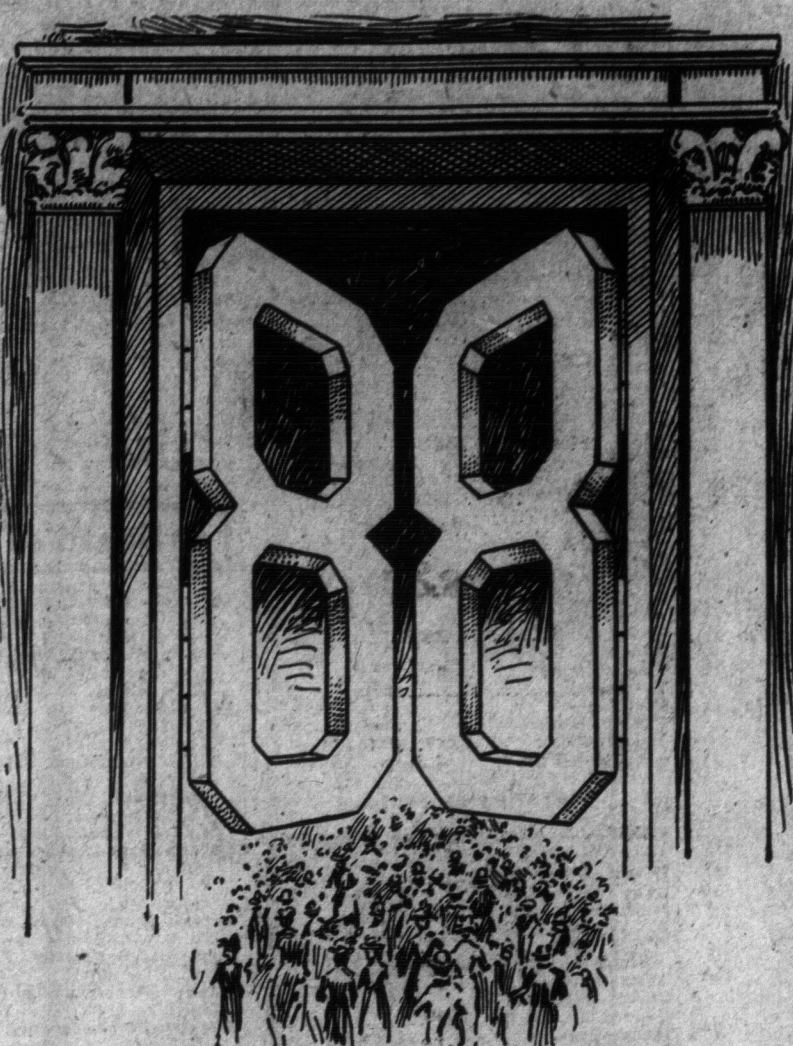
2,000 pairs, British make, bought at about half price by taking all the wholesaler had. There are pumps, colonials and ankle strap slippers, with plain military bows, wood covered and leather high and low heels. All sizes 2½ to 7. Not more than two pairs to a customer. No phone orders. On sale today, per pair, 88c.

**Men's and Women's Bathing Shoes, 88c**  
500 pairs of Women's Blue and White Stripe Duck Bathing Shoes—instep strap; good weight sewn soles. Sizes 3 to 7. Today, pair, 88c.  
200 pairs Men's Black Lace Canvas Bathing Shoes—heavy duck covered soles. Sizes 6 to 10. Today, pair, 88c.



#### Children's Pumps and Boots

1,800 pairs White Canvas Button Boots and Ankle Strap Pumps—good fitting styles—medium weight soles and low heels. Sizes 5½, 8, 8½, 11, 11½ and 2. Not more than two pairs to a customer. Today, one price, pair, 88c.



## CENT DAY

### Double Bed Sheets Clearing 88c Each

Bleached and of good heavy quality. Seldom offered at such a low price. Size 70 x 90 inches. No phone or mail orders; 500 clearing at less than the manufacturer's price. Today, each, 88c.

### Roller Towelling, 5 yds. 88c

Heavy Crash Roller Towelling, 16 inches wide. Red border. Today, 5 yards 88c.

White Turkish Bath Towels, with fringed ends. Today, 2 pairs for 88c.

English Circular Pillow Cotton, with linen finish. 42 inches wide. Regularly 55c yard. Today, 2 yards for 88c.

Hemstitched Pillow Cases, made from a good strong pillow cotton. Sizes 42 x 33 and 45 x 33 inches. Today, pair 88c.

White Nainsook, of fine quality; 36 inches wide. Today, 5 yards for 88c.

Remnants of Heavy Bleached Table Damask. Size 54 x 63 inches. Just the size for the kitchen table. Today, each 88c.

Hand-made Battenberg Lace Scarfs and Centrepieces. Scarfs, size 17 x 5 in., and round centre-pieces, size 30 x 30 in. Today, 2 for 88c.

Damask Table Napkins, in assorted patterns. Size 20 x 20 in. Today, 6 for 88c.

Unbleached Canton Flannel, 27 in. wide. Very suitable for children's wear. 6 yards for 88c.

### 1900 "Monarch" Shirts Today At 88c Each

Broken sizes and counter soiled from our regular stock. Plain and fancy stripes of black, blue, helio, tan. The Monarch is made by the makers of Arrow brand. They're cut from the same patterns and manufactured by the same operators. Double French cuff styles. Sizes 13½ to 18. Regularly \$1.25. Today, 88c.



#### Men's \$1.00 Sandow Work Shirts 88c

Collar attached style—fine quality blue chambray—large roomy bodies—double sewn seams. Sizes 14½ to 16½. Regularly \$1.00. Today, 88c.

#### Boys' \$1.00 Sport Shirts 88c

Plain white or white body—striped collar. Collar can be left either open or closed at neck. Sizes 12 to 14. Regularly \$1.00. Today, 88c.

### Small Men's \$2.00 to \$3.00 Combinations at 88c

The underwear sensation of the season, Tru-knit Brand; 1,500 suits of summer weight combinations. Special purchase from this large manufacturer at a price that would not buy the yarn, let alone the making. In silk lisle, mesh, silkette and elastic rib. Short or long sleeves, ankle length. Size 32 only. Regularly \$2.00, \$2.50 and \$3.00. Today, 88c.

### 88c Opportunities in Whitewear

#### Women's \$1.50 Combinations, 88c.

A popular brand made of fine knit and mercerized cottons. Low neck and no sleeves or short sleeves. Umbrella drawers, lace trimmed. Not all sizes in any one line, but all sizes in the lot. Regularly \$1.50 and \$1.75. Today 88c.

#### Women's Vests, 2 for 88c.

Seconds of Our Regular 75c Lines. Made of fine ribbed cotton and lisle thread, with or without sleeves. Some with dainty lace yokes. A small oil stain or dropped stitch is the only defect. All sizes in the lot. Wonderful value, today, at 2 for 88c.

#### Women's Mercerized Bloomers, 88c.

Made of fine knit mercerized cotton in perfect fitting style, with elastic gathered knee and waist. Today 88c.

#### Women's \$1.75 Nightgowns, 88c.

An odd line in broken sizes. Made of fine cotton in slip-over style. Yokes of

Swiss eyelet embroidery and fine lace insertion. No phone or mail orders. Regularly \$1.75. Today 88c.

#### Women's \$1.50 Corsets, 88c.

Made of fine quality light batiste, with medium bust and long hip. Four hose supporters and dainty lace trim. Sizes 19 to 26. Today 88c.

#### Women's \$1.50 Brassieres, 88c.

Perfect fitting garments of Swiss embroidered cambric. Hooked in front, with deep yokes and band at waist of effective lace. Regularly \$1.50. Today 88c.

#### Women's \$1.50 Drawers, 88c.

Made of fine nainsook, in umbrella style, with Swiss embroidery and lace trimmings. Both styles. Regularly \$1.50. Today 88c.

#### Women's \$1.25 Underskirts, 88c.

Fine cotton and nainsook with trills of clusters of tucks and Swiss embroidery or dainty lace flounces with cotton underlay. Regularly \$1.25 and \$1.50. Today 88c.

### 10k Gold Brooches

A Regular \$1.75 Line of 10k. Gold Brooches. Long semi-bar style, set with pearls and various colored stones. Most of them with safety catches. One price sale, today, 88c.

Sterling Silver Brilliant Bar Pins, Pearl Ear-rings, Enamel Cuff Links, Sterling Top Knitting Needles, Sterling Silver Rings with large colored stones, Festoon Necklets and Black Bead Necklets with black imitation cameo. Regularly \$1.25 to \$2.00. One price sale, today, 88c.

### Today in Simpson's Market

Phone Adelaide 6100

Canada Food Control License 9-029.

#### ANNOUNCEMENT.

1 lb. of fish per person per week we are asked to use. To assure this supply arrangements have been made with the Canadian Food Control for a special shipment of one kind of fish (a different variety each week) to arrive in refrigerated car by fast express. The catch this week was Codfish. Fresh Cod, dressed, headless, per lb., 11c. Fresh Whitefish, per lb., 15c; if delivered, 17c. Fresh Pickerel, per lb., 15c; if delivered, 17c. Pinnan Haddies, per lb., 16c. Smoked Fillets, per lb., 16c.

#### MEATS.

Beef, for stewing; lean, boneless, per lb., 30c. Brisket Cuts, for boiling, per lb., 32c. Rack of Fresh Veal, per lb., 30c. Family Sausage, our own make, per lb., 28c. Cooked Meats in a large variety—thinly sliced and chilled—always ready.

#### GROCERIES.

Monarch Flour, 7-lb. bag, 49c. Fresh Rolled Oats, per stone, 25c. Yellow Cooking Sugar, 5 lbs., 50c. Fremont Brand Pork and Beans, per tin, 20c. Bleached Sultana Raisins, 2 lbs., 35c. Olomargarine, per lb., 32c. Finest Canned Corn, 2 tins 37c. Pure Orange Marmalade, 22-oz. jar, per jar, 32c. Choice Pink Salmon, ½-lb. tin, 12c. Pure Gold Jelly Powders, assorted, 8 packages, 28c. Ono Cubes, 2 tins, 27c. Peanut Butter, in bulk, per lb., 28c. Featherstrip Cocoanut, per lb., 32c. Macaroni or Spaghetti, 2 pkgs., 22c. Pure Strawberry or Raspberry Jam, 4-lb. pail, 98c. Finest Table Syrup, 2-lb. tin, 25c. Kilim, 3 tins, 35c. Canned Haddie, Golden Brand, tin, 24c. Choice Lima Beans, per lb., 22c. Finest Canned Pumpkin, per tin, 16c. Fancy Fatma Rice, 2 lbs., 50c. Telfer's Cream Soda Biscuits, per package, 32c.

#### FRUIT SECTION.

California Valencia Oranges, doz., 45c. 1,000 pecks New Potatoes, small size, per peck, 55c. Choice New Cabbage, each, 12c.

### \$2.00 Card Cases 88c

Silver-finished Card and Vanity Cases with fancy engraved designs. Lined with leather and containing pencil, writing pad, vanity mirror, powder puff and spaces for three sizes of coins. Regularly \$2.00. Today, 88c.

### Hand Bags 88c

100 only, Real Leather Hand Bags, in seal grain and long grain finish. Nickel plated frames. Lined with poplin cord, fitted with change purse and vanity mirror. Regularly \$1.29. Today, 88c.

### Safety Straps

Ideal Strap for Baby's Safety—Strong tanned leather with nickel rings and buckles, side loops to fasten on to high chair, go-cart, etc. One price, today, 88c.

(Baby Carriages, Sixth Floor).

### Odd Pieces Ivory 88c

An assortment of odd pieces of grained ivory goods, including trays, trinket boxes, combs, and many other useful articles. Regularly \$1.00 to \$1.25 for 88c.

### Soaps

#### Toilet Goods

2 bars Castile Soap, 35c each, 70c; 4 cakes Ivory Soap, 7c each, 28c. Together, 88c.

Bathing Caps, assorted styles. Regularly \$1.00. Special, 88c.

Coty's Eau de Cologne. Regularly \$1.04. Special, 88c.

Sachet Powder, assorted. Regularly \$1.04. Special, 88c.

Zenobia Perfume. Regularly \$1.30. Special, 88c.

Peg o' My Heart Toilet Water. Regularly \$1.56. Special, 88c.

Peg o' My Heart Perfume. Regularly \$1.56. Special, 88c.

War Tax Included.

### Basement 88c Sale

#### Screen Doors Slightly Damaged 88c

Four sizes, 2.6 x 6.6, 2.8 x 6.8, 2.10 x 6.10, and 3.0 x 7.0. Some of several grades ranging in price from \$1.50 to \$3.25 each. All one price this morning 88c. (No phone, mail or C.O.D. orders for these doors—no exchanges or refunds.)

#### Window Screens Adjustable Size.

No. 47, 14 in. high, extends from 26 to 44 in. No. 51, 18 in. high, extends from 20 to 32 in. No. 53, 18 in. high, extends from 26 to 44 in. Today any of the above, two for 88c.

Cherry Stoners, the "Roll-man"—superior make—stones cherries quickly and easily. \$1.25 value, today, 88c.

Tennis Racquets—Japanese make—full size—assorted weights. 144 to sell today, each, 88c.

Hot Blast Oil Stoves, two wicks, convenient for summer cottage, camp, etc. Today 88c.

Hammocks, the old-fashioned open cord hammock, handy to take on vacations; occupies little space when rolled up. Today 88c.

#### 10-inch Cut Glass Cream Jugs 88c

Clear, evenly cut floral design; heavy blanks; genuine rich cut glass; 100 only to sell today, each, 88c.

50 only, Brass-Finished Smoking Stands—weighted base—22 in. high. Today, each, 88c.

200 Hand - Painted "Royal Nippon" China Sugar and Cream Sets. Various new floral decorations. Today, the pair, 88c.

200 Hand - Painted "Royal Nippon" China Whipped Cream Sets, consisting of footed cream bowl, ladle and plate. Today, the set, 88c.

\$1.00 and \$1.25 Japanese China, 88c. Pretty, new decorations. Thin Japanese china. Vases, Bon-Bon Dishes, Sugar and Cream Sets, Rose Jars, Nut Bowls, Spoon Trays, Marmalade Jars, Syrup Jugs, etc. Today, choice, 88c.

Simpson's—Basement.

### Laces for 88c

44-inch Black Lace Flouncings, beautiful designs, heavily embroidered in silk. Regularly \$3.50 to \$5.00. Today, yard, 88c.

36-inch Baby Irish All-over Laces, splendid reproductions of the real. Regularly \$2.25. Today, yard, 88c.

### Handkerchiefs

10 Men's Lawn Handkerchiefs for 88c.

15 Women's Lawn Handkerchiefs for 88c.

### Silks

1,500 yards, 33-inch Natural Shantung Silk, 36-inch Ivory Habutai Silks. Regularly \$1.00. On sale today, yard, 88c.

### Wash Goods

1,000 yards Novelty White Voiles, suitable for summer waists and dresses, 36 inches wide. Regular value 59c yard. Today, 4 yards for 88c.

### Women's Panamas 88c

#### They Are Priced for Clearance

Toys, or the creamy Formosans, in the large sizes. Regularly \$1.75 to \$2.25. One price sale, today, 88c.

Fine White Hats of Milan tagel, with lace edges and insertions. Regularly \$2.75 and \$3.50. Today, 88c.

Untrimmed Hats in fine Milan tagels, mostly light colors. Regularly \$3.50. Today, 88c.

Motor Caps and Hats in many assorted styles. Today, 88c.

### Women's Wash Skirts 88c

They are made from good quality repp, gathered at back and finished with single pocket and button trimming. No phone orders. Today's sale price, 88c.

### Tray Cloths 2 for 88c

Hemstitched Tray Cloths, stamped for embroidery. Size 18 x 27 inches. Today, 2 for 88c.

Stamped Huck Towels, in assorted designs. Size 18 x 34 inches. Today, pair, 88c.

Art Needlework Dept., Fourth Floor.

The SIMPSON Company Robert Simpson Limited