

The Robert Simpson Company, Limited

The Store of Fair Valuations

Half the art of selling through a departmental store depends upon the ability to value one's own goods correctly--to buy well and to be able to sell closely, yet give perfect satisfaction.

Every article offered by the Simpson Store is guaranteed, and the whole store stands back of the guarantee. You are assured of safe buying when you do your selecting here.

Clearing of Men's Spring Overcoats

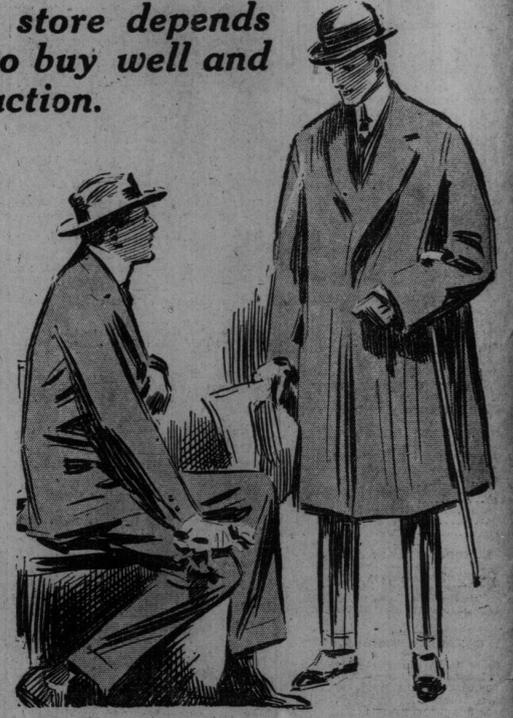
On cold evenings, on the boat or while out motoring, you will need a Light Weight Overcoat. We can supply that need for very little money, quality considered. The materials are English tweeds, in good shade of brown, in almost plain pattern. Cut single-breasted Chesterfield style, with good mohair linings and best workmanship. Overcoats worth \$10.00 and \$12.00. Wednesday 7.95

SPECIAL WATERPROOF COATS, \$7.00.

A Special Waterproof, in either single or double texture English Paramatta cloth, fawn and greenish fawn colors; cut in single-breasted motor and Raglan styles, nicely tailored and fitting well. Special 7.00

One of Our Best Overcoats is made from reliable English covert cloth in fawn; it is unlined, with satin yoke and sleeve lining only; cut single-breasted style with Raglan shoulders; finest workmanship. An ideal English coat. Price 26.00

Dark Gray English Paramatta Waterproofs are popular with men of refined taste. They are cut single-breasted, Raglan style, all seams securely sewn, cemented and stitched, nicely tailored. Price 15.00 (Main Floor)



Soft Hats

In dressy Spring and Summer shapes, fine quality felt, in new colorings of gray, brown, tan and greens. Extra well trimmed and finished. Wednesday 1.50

Men's Straw Sailor Hats, in rough or plain braids, dressy and new shape, light and easy fitting hats. Wednesday ... 1.00

180 Men's Panama Hats, tourist shape, fine even weave, and strong natural bleach fibre. Splendid hat to wear. Wednesday 2.95 (Main Floor)

Fine Quality Rugs

ALLOW REDUCTIONS.

A Number of Single Odd Rugs and Designs that cannot be repeated are reduced for a quick clearance. This is an exceptional opportunity to buy standard quality, fine grade goods at unusually low prices.

Imported Seamless Wilton Rugs—Two handsome Oriental designs, in three very useful sizes:

6.0 x 9.0. Special Wednesday 19.75
9.0 x 10.6. Special Wednesday 29.75
9.0 x 12.0. Special Wednesday 39.75

Seamless English Axminster Rugs—A choice of four or five good designs, in two of the most serviceable sizes. Exceptional bargains:

9.0 x 9.0. Special Wednesday 14.75
9.0 x 10.6. Special Wednesday 15.75

Heavy Thick English Saxony Squares—This is one of the hardest wearing fabrics made. It is a deep luxurious pile, made of specially selected yarn, and comes in beautiful Oriental designs, suitable for dining-rooms and libraries:

9.0 x 10.6. Special Wednesday 35.00
9.0 x 12.0. Special Wednesday 39.50

Extra Special Value in One Design of Pretty Green Chintz in Serviceable Quality English Tapestry Squares:

9.0 x 9.0. Special Wednesday 6.95
9.0 x 10.6. Special Wednesday 7.95
9.0 x 12.0. Special Wednesday 8.95 (Fourth Floor)

Books

We have just received new shipments of the following series of new books by writers of distinction, bringing within the reach of all the results of modern knowledge.

The People's Books, well printed and bound in cloth, new titles, just issued. Our price, each... 15

The Home University Library, a series of which every volume is of living and permanent interest to the general reader as well as the student. Cloth, gilt lettered. Each 25 (Main Floor)

UMBRELLAS

180 Men's and Women's Serviceable Umbrellas, assorted handles. Price to clear, Wednesday 69

240 Men's and Women's Silk and Wool Taffeta Covered Umbrellas. Price, to clear, Wednesday 95

220 Men's and Women's Umbrellas, new handles, rolled gold and sterling silver mounted, silk cased. Priced, to clear, Wednesday 1.88 (Main Floor)

Boys' Two-Piece Suit Special



We are clearing all broken lines and odd ranges from our regular stock, and as a special inducement for holiday buyers we offer High-Grade Two-Piece Suits, smart double-breasted and single-breasted Norfolk styles, or neat two and three-button double-breasted sack styles, of Scotch and English tweeds and worsteds, Spring and Summer newest shades; also a limited number of navy blue suits; some worth \$12.50. Sizes 26 to 34. Special, Wednesday 4.89 (Main Floor)

Boots, Shoes and Pumps

AT SPECIAL PRICES TOMORROW, MEN'S \$2.50, \$3.00 AND \$3.50 BOOTS, \$1.99.

700 Pairs of Men's "McCready" and "Tebbutt" Boots, in box calf, kip and patent colt leathers, laced Blucher style, some are leather lined; all sizes from 6 to 11. Regularly \$2.50, \$3.00 and \$3.50. Wednesday 1.99

BOYS' BOOTS, \$1.59.

Made from strong dongola kid on a neat laced Blucher last, solid leather soles and heels. Sizes 1 to 5, Wednesday, 1.59. Sizes 11 to 13, Wednesday 1.39

MEN'S HIGH-GRADE GOODYEAR WELTED BOOTS AND OXFORDS, \$2.95.

Over one thousand pairs, made on the newest lasts, in tan, black and patents, button or laced styles; every pair Goodyear welted. Sizes 5 to 11. Wednesday 2.95

"FLEETFOOT" TENNIS SHOES, 49c.

Men's, Women's and Boys' "Fleetfoot" and "Toronto" Tennis or Outing Shoes, in blue or white duck, and rubber soles; all sizes, almost half price, Wednesday 49

WOMEN'S \$2.50, \$3.00 AND \$3.50 PUMPS AND OXFORDS, \$1.99.

In all the newest and most popular styles, patent colt, gunmetal, tan Russia calf, suede, vici kid and fancy leathers. Goodyear welted flexible McKay and hand-turned soles; all styles of heels. Sizes 2 1/2 to 7. Regularly \$2.50, \$3.00 and \$3.50. Wednesday 1.99

WOMEN'S \$3.00, \$3.50 AND \$4.00 BOOTS, \$2.45.

High-Grade Goodyear Welted Flexible McKay and Hand-Turned Boots, in button, Blucher, and Balmoral styles, made on the most up-to-date lasts, in patent colt, gunmetal, vici kid, tan Russia calf and fine white canvas; high, medium, or low heels. Sizes 2 1/2 to 7. Regular \$3.00, \$3.50 and \$4.00. Wednesday 2.45 (Second Floor)

SUIT CASES

Black Walrus Grain Suitcases, steel frame, good lock and clasps, leather riveted corners, strong handle, two leather straps all around, full linen lined. Regular price \$3.00 and \$3.50. Sizes 24 inches and 26 inches. Wednesday, special 2.25 (Sixth Floor)



Men's Pyjamas \$1.00

800 Suits of Pyjamas, in odd lots from our regular selling makes, are broken in sizes, hence this clearing price. Not all sizes in any one of these lines, but a good selection to choose from, English flannel-ette, French and American cambric and percales, madras, chambray and soisettes. Regularly \$1.25, \$1.50, \$2.00 and \$3.00. Wednesday, a suit 1.00

"W. G. & R." ATHLETIC COMBINATIONS, \$1.25.

These are made from a fine fancy nainsook, in plain white only, the chief feature about them being the new closed crotch, which is an elastic rib balbriggan strip (made on a spring needle machine), put in crossways, which gives with every movement of the body, and means solid comfort. Athletic combinations are the coolest in Summer. Sizes 34 to 44 a suit. Wednesday 1.25 (Main Floor)

Twilled Sheetting 33c Yard

Bleached, heavy English make, free from dressing, 80 inches wide. Clearing Wednesday, yard 33

Checked Glass or Tea Towelling, 23 inches wide, splendid drying quality. Special Wednesday, per yard 10

Bleached English Longcloth, 36 inches wide; a good general purpose cotton, done up in 12-yard lengths. Special Wednesday 1.25

Pure Linen Damask Table Napkins, pretty bordered designs. Size 22 x 22 inches. Special Wednesday, dozen ... 1.98

White Crib Flannellette Blankets, with pink or blue borders. Size 36 x 54 inches. Clearing Wednesday, pair 79 (Second Floor)

The Grocery List

- 2000 stone Fresh Rolled Oats.....Per stone .38
- Choice Side Bacon, peameal, half or whole...Per lb. .22
- Post Toasties 3 packages .25
- Choice Pink Salmon, 1/2-lb. flats 3 tins .25
- Canned Lombard Plums, in heavy syrup 3 tins .25
- Finest Canned Tomatoes 3 tins .25
- Canned Corn 3 tins .25
- Canned Peas 3 tins .10
- Shirrit's Marmalade 2-lb. jar .28
- Eastfrut—A cooking compound 3-lb. ball .42
- Finest Cooked Ham Per lb. .33
- Choice California Prunes 3 lbs. .25
- Finest New Cheese Per lb. .18
- Telfer's Cream Soda Biscuits 3-lb. box .24
- "Lemo" Lemonade Syrup 3 tins .25
- Crossed Fish Brand Sardines 2 tins .24
- Cowan's Prepared Icings, assorted.....3 packages .25
- St. Charles Milk Per tin .10

FRESH ROASTED COFFEE, PER LB. 25c.
1000 lbs. Fresh Roasted Coffee in the bean, ground pure or with chicory. Wednesday per lb. 25 (Basement)