

Come to Simpson's Today for These Attractive Values

Delicious Summer Breakfasts in the Bright and Airy Palm Room

We always have an abundance of Imported Fresh Fruits and Canadian Berries. In addition to an interesting Club Menu the following "ready-to-serve" Combination Breakfasts are offered:

- At 15c** — Toast of Rolls, Marmalade, Fruit or Stewed Fruit, Tea or Coffee.
- At 25c** — Any Cereal with Cream, Fried Ham or Bacon, or Eggs any style, Toast of Rolls, Tea or Coffee.
- At 30c** — Fried Ham and Eggs or Bacon and Eggs, Toast of Rolls, Fruit, Tea or Coffee.
- At 35c** — Fried Ham and Eggs, or Bacon and Eggs, Hashed Brown Potatoes, Toast, Fruit, Tea or Coffee.

In the Men's Store Cool Flannel Coats and Trousers Are Moderately Priced



Today's list in the Men's Store includes Trousers, Separate Coats, Vests, Shirts, Straw Hats and other furnishings. If you want to look summer and dress comfortably for sport, outing or business occasions, the Simpson's Men's Store is the place to come for your outfit.

English Flannel Trousers
Men's Hot Weather Trousers, made of light weight gray English flannel. Have five pockets, belt loops, side straps and cuff bottoms. Sizes 30 to 44 waist **3.00**

Imported Flannel Coats
Unshrinkable material; rich cream shades, for wear on the bowling green, for tennis or cricket; single or double-breasted, with patch pockets. Sizes 36 to 44. Wednesday **4.50**

Men's Wash Vests
Plain white ducks and black and white fancy patterns; detachable buttons. Sizes 34 to 42. Regular \$1.50, \$2.00 and \$2.25. Wednesday **1.00**

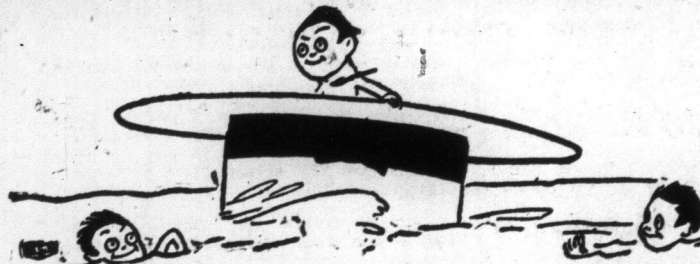
Men's Duck Shirts
For summer outing wear; collar attached; reversible style; laundered collar can be worn; white, tan and gray. Sizes 14 to 18. Wednesday **.75**

Men's Balbriggan Underwear
Men's Balbriggan Underwear, shirts and drawers. natural shade; two-thread Egyptian yarn. Sizes 34 to 44. Wednesday, each **.50**

Boys' Cotton Jerseys
Boys' Cotton Jerseys, cool and comfortable; white, with colored collars; sleeveless; ages 3 to 15 **.25**

Men's Sweater Coats
Men's Sweater Coats, all-wool, rib knit, for camping and outing; made with close fitting collar, pockets; a variety of colors and styles. Sizes 34 to 44. Wednesday **5.00**

Men's Cool \$1.50 and \$2.00 Sailors Will Float Out Today at \$1.00



English make, sailors, in fine split brim; medium crown and brim; all sizes in the lot. Regular \$1.50 and \$2.00. Wednesday **1.00**

Men's Basswood Hats
Fedora and negligee shape; fine, even braid. Wednesday at **.50**

Children's Wash Hats
In white duck, pique and linen; also a few ratine. Selling Wednesday at **.29**

Boys' Tweed Suits, \$3.85
150 single-breasted yoke Norfolk suits, with pleats to belt and patch pockets; full fitting bloomers. Dark gray tweeds with pin stripes. Sizes 25 to 33. Wednesday **3.85**

New Cut Glass Vases \$2.95
Excellent quality; new corset shape; 8-inch size; pretty new daisy cut design; brilliant, clear, even finish. Wednesday **2.95**

NEW MARKET TELEPHONE ADEL 6100

- MEATS.**
- Round Steak, Simpson quality, Wednesday, special, per lb. 24
 - Minced Shoulder Steak, per lb. 15
 - Chuck Roast, prime quality, per lb. 17
 - Young Pork Chops off Loin, per lb. 25
 - All Pork Sausages, our own make, lb. 20
 - Smoked Ham, lean and mild, whole or half ham, per lb. 27
 - Breakfast Bacon, select, sliced, per lb. 30
 - H. A. Pure Lard, 3-lb. pails, gross weight, per pail 57
 - Finest Cooked Ham, per lb. 42
 - Jellied Ox Tongue, per lb. 42
 - All Lunch Tongues, per lb. 25
 - Pressed Pork, per lb. 25
 - Pressed Veal, Ham and Tongue, per lb. 25
 - Headcheese, 1-lb. moulds, per lb. 12
 - Chipped Dried Beef, per lb. 45
- GROCERIES.**
- 5-lb. packages Redpath's Granulated Sugar, in 5-lb. packages, 3 packages 95
 - Ogilvie's or Purity Flour, 3-lb. bags 45
 - 2,000 stone Fresh Rolled Oats, per stone 45
 - Finest Canned Corn, Peas or Beans, 3 tins 25
 - Pork and Beans, in Chili Sauce, Simpson Brand, 3 tins 25

- FRUIT AND VEGETABLES.**
- Finest White New Potatoes, peck 39
 - New Beets, bunch 5
 - New Carrots, bunch 5
 - Fresh Cauliflower, each 15
 - New Lemons, good size and juicy, dozen 22



MEN'S GOODYEAR WELTED BOOTS, \$24

720 pairs Dengola Kid and Gunmetal Leather Boots, in Blucher and straight lace styles, light weight Goodyear welt sole, English, recede and medium toe shapes, military and flat heels. Sizes 6 to 11. Regular \$4.00. Wednesday **3.24**

Boys' Patent and Gunmetal Oxfords, \$2.00-48 pairs Boys' Blucher Oxfords, made of patent calf and gunmetal leather, neat mannish last, good weight McKay sewn soles and flex heels. Size 2.69 11 to 2. Wednesday **2.69**

Girls' Roman Sandals—Made of patent leather on neat full fitting last, turn sole, heel, four instep strap vamp, trimmed with neat tailored bows. Sizes 8 to 10, \$1.50; sizes 11 to 2, \$1.45.

Summer Felt Hats

Many colors and styles that are considered correct by New York women. We have enlarged the section devoted to sports hats in order to give these felt hats the special showing they deserve. You will find, arranged according to price, the largest assortment of summer felts shown anywhere; colored stripes, two-toned panel effects, bright solid colors such as melon, chartreuse, Paddy green, Copenhagen, tan and white; large sailors with hemp edgings; felts with bright colored crowns and leghorn brims, etc.; hats for golfing, motoring and boating, and general wear far into next fall. **\$1.50, \$2.75, \$3.50, \$4.50, \$5.00, \$6.50 and \$7.50.**

200 Smart Ready-to-Wear Hats at \$2.95

Trimmed Panamas, Leghorns, Wanchows and Milan Tagels; large sailors in light colors and weights, for misses and women; trimmings, and flowers, ribbons and white wings. Regular \$5.00. Wednesday 2.95 at.....

Women's Bathing Suits \$4.50

The famous "Athletic" suit, three garments in one; fine navy lustre in a variety of smart styles. Sizes 34 to 42 bust.

BATHING SUITS AT \$3.35.
Navy lustre tunic, white collar and piping, with Annette Kellerman knitted tights. Sizes 34 to 42 bust.

WOMEN'S NIGHTDRESSES, \$1.00
Made of very fine crepe; slip-over style; neck and sleeves bound with white or black silk; silk solettes; lengths 56, 58, 60 in.

\$2.50 CORSETS AT \$1.75.
"D. and A." model, in fine white brocade coutil. Sizes 19 to 26.

WOMEN'S VESTS AT 17c.
Harvey make; "seconds"; fine ribbed white cotton. Sizes 34 to 46 bust.

Good Parasols at \$3.49

Many of our best parasols in novelty shapes, with range of colorings and smart combinations. No two alike. Regular \$6.50, \$7.50 and \$8.50. Wednesday **3.49**

Regular \$2.50, \$3.00 and \$3.50. **1.49** Wednesday

Paddy Ribbons

4 or 6 inches wide, heavy satin, for middie ties. 30c and 35c.

FANCY BANDINGS
and narrow ribbons, in a clearing before stocktaking. Broken bolts and odd ends. Regular 15c to 30c. Wednesday **5**

Women's Silk Hose

Sky, sand, suede, navy, gray, beige, black and white **.50**

Women's Cotton Hose, black and white. Wednesday **.19**

Children's Hose, ribbed black cotton **.15**

Boys' and Girls' Hose, "Princess" lisle thread and "Hercules" cotton; sizes 6 to 10 **.25**

Women's Black Silk Gloves; sizes 5 1/2 to 7 1/2. Wednesday, per pair **.49**

Women's Long Silk Gloves, 12-button length, opened at wrist, black and white; sizes 5 1/2 to 8 **.75**

SIMPSON DRUGS

- Antiseptic Foot Powder, Regular 25c, Special 19c
- Boric Acid, Regular 25c lb., Special 19c
- Powdered Alum, Regular 15c lb., Special 11c
- Sulphur, finely powdered, Regular 50c, Special 35c
- Finest Table Salt, Ivory Brand, 5-pigs, 25c
- Bluestone, Regular 30c, Special 2 for 41c
- Inset Powder, Regular 25c, Special 19c
- Bay Rum, Regular 50c, Special 40c
- White Hazel, Regular 25c, Special 19c
- Fly Killers, 5c, 10c, 15c, 20c
- Mosquito Cream, Regular 75c, Special 59c
- Thermos Bottles and Kites, all sizes, \$2.00 to \$10.00
- Air Pillows for Soldiers, \$1.25, \$1.50, \$1.75, \$2.00
- Health Medicine Kite for Soldiers, 50c to \$1.00
- Sponges, Regular 10c, 15c and 25c, Special 5c

American Novelty Footwear at Astonishing Reductions on Wednesday

Women's Gray and White Kid Side Lace Oxford, 200 pairs only, American made, of finest quality gray kid and white calf leathers; Gypsy cut, with neatly perforated pointed toe-cap; Goodyear welt soles, and Spanish leather heels. Sizes 2 1/2 to 6 in the lot. Regular price \$4.00. On sale Wednesday at 8.30 a.m. **.99**

Women's \$4.00 Patent Colt, Colonial Pump, from one of the largest shoe manufacturers in Boston; novelty footwear; 300 pairs only, patent colt, Colonial pump, on New York's newest last, with jet ornament; gray and chamois colored suede backs; Goodyear welt and turn soles; covered Spanish heels. Sizes 2 1/2 to 7; widths AA to D. Regular \$4.00. Wednesday **1.99**

Ready-to-Wear—Every One a "Find"

COOL DRESSES FOR WOMEN.
A number of our best selling lines, broken in sizes, but in the best styles of this season; voiles, muslins, linens and fancy fabrics in stripes, floral, spots, plain or combination; flared, tiered, ruffled or gathered skirts, with novelty waist with fancy collar and cuffs. Sizes 32 to 42. Formerly \$7.50 to \$9.00. Wednesday **5.95**

SMART SUMMER SUITS.
Of genuine Palm Beach, in several styles; pleated, belted or semi-Norfolk with full flared skirt. Included in the lot will be found several broken lines and sample suits. Sizes 34 to 40. Formerly \$10.00 and \$12.50. Wednesday **7.50**

30 CREAM SERGE SUITS.
Assorted in styles, well tailored and silk lined. New styles. Formerly \$25.00 to \$27.50. Wednesday **16.50**

WOMEN'S WASH SKIRTS.
A range including the large sizes. Material English rep, flared, gathered back, pockets and belt. Special **1.50**

BLACK TAFFETA SILK SKIRTS, \$4.95.
Flared style with shirred yoke and belt. Regular \$7.50. While they last **4.95**

MISSIE'S SUMMER FROCKS, FASHIONED OF GEORGETTE CREPE.
The newest of models in flesh, rose, blue and white. Cloud-like skirts and quaint bodices, \$22.50 to \$42.50.

WASH DRESSES.
Novelty voiles, plain voiles and linens, in models including simple frilled dresses, prettily trimmed dresses and tailored styles of unusual smartness; \$3.95 to \$19.75.

MISSIE'S TAILORED SPORT SUITS.
Attractive suits of crash, Palm Beach cloth, linen and silverbloom materials, in plain and awning stripes; \$4.95 to \$15.00.

MISSIE'S WASH SKIRTS.
In corduroy, sabbardine, ratine, rep and silverbloom. In white, novelty stripes and awning stripes; 89c to \$7.50.

WASH SILK WAISTS.
Of habutai silk, two smart styles with low or convertible collars, neatly hemstitched. Sizes 34 to 42. Regular \$1.95. Wednesday **1.29**

HABUTAI SILK WAISTS.
50 only, of heavy habutai washing silk, taken from our show tables because slightly soiled and mused. Assorted sizes. Regular \$2.95 and \$3.95. Wednesday **2.00**

No phone or mail orders can be filled.



Black Silks at Cut Prices

A pre-inventory clearance of odd pieces of rich, deep black silks and satins.

- 36 to 38-inch Black Duchesse Paillettes, weaves known for good wear. **1.10**
- Black Silk Taffetas, 28 in. wide, 200 yards fine quality Swiss taffeta. Regular \$1.38. Wednesday \$1.19; 150 yards of \$1.50. Wednesday \$1.23.
- Black Duchesse Satins, several finishes and weights. Regular \$1.50 to \$1.38 \$1.44. Wednesday **1.38**
- Black Suiting Satins, from the best French makers. Regular \$1.69. **1.44**

On sale.....

The materials for cool, new frocks are to be found in our Wash Goods and Silk Sections.

The Wash Goods

2 cases mill ends ginghams, plain chambrays, nurse cloths; widths 27 and 36 inches. Regular 15c and 25c. Wednesday **.8**

No phone or mail orders.

Hand Bags

Small, medium and large bags for sports, shopping and evening wear.

- STRIPED SPORT BAGS.**
With drawing or frame, purse and mirror; \$1.35, \$1.95, \$3.00, \$3.50, \$4.50 and \$6.00.
- SHOPPING BAGS.**
All leathers and all sizes, from 8-inch seal grain at 50c each, to the large over-land bags in panther and vachette leather at \$18.00.
- EVENING OR DANCE BAGS.**
Made of silk, trimmed with lace, all the dainty shades; 75c, \$1.00 and up to \$6.00.

Notions

600 dozen Boot Laces, black only, 36 inches long, best French laces. **.20** Wednesday, dozen.....

2,000 boxes Best English Hair Pins, waved and straight, 150 to box. Wednesday box **.5**

800 pairs Hose Supports, sew-on style, best frilled elastic, white only. Regular 19c pair. Wednesday, pair **.10**

Belting, 2 inches wide, heavy cord, black and white. Regular 10c. Wednesday, yard..... **.5**

Wash Laces

Nottingham Laces, including all widths of Valenciennes and torchons for every purpose; many lines are very much under-priced. Yard, 2c to 50c.

Towels, 2 for 25c

Big range of huckabacks to choose from, hemstitched and a few hemstitched. Regular 30c, 35c, 40c and 50c pair. Wednesday, pair..... **.25**

(No phone or mail orders.)

Odd Bath Towels, 55c. Each—Large heavy brown linen Turkish bath towels; size 20 x 38 inches. Wednesday **35** each.

White Flannelette Bath Towels, pink or blue borders; size 64 x 80 inches. **1.23** Wednesday, pair.....

Bleached Sheets, plain weave, size 2 x 2 1/2 yards, hemmed. Wednesday, per pair..... **1.69**

Sheeting, fully bleached, plain weave, 72 inches wide. Wednesday, per yard **.34**

3,000 yards Longcloth at Less Than Mill Price. A good general purpose cotton; 36 inches wide. **.10**

White and Black Striped Violella, complete range of stripes. On sale Flannel Section, 4th Floor, yard..... **.60**

Cameras and Kodaks

"Promettee" Junior No. 1—Takes pictures 2 1/2 x 3 1/4, with pack films; very handy in size. "Promettee" Junior No. 2—Takes pictures 2 1/2 x 3 1/4. **7.00**

"BROWNIE" KODAKS.
No. 0, \$1.25; No. 1, \$1.00; No. 2, \$2.00; No. 2A, \$2.00; No. 3, \$4.00; No. 2 Folding Auto-graphic, \$6.00.

New Pocket Kodak, \$7.00, \$11.50, \$22.50.

NEW BOOKS FOR SUMMER READING.
"Action Front," by author of "Between the Lines" **1.25**

"Desmond's Daughter," by Mrs. W. G. Dyer **1.25**

"Kitchener's Mob," by James Norman **1.50**

"Canada's Future," by E. A. Victor **1.50**

"The Fall of a Nation," by Thomas Dixon **1.50**

"The Lightning Conductor," Discover America," by Williamson **1.25**

"We," by Gerald Stanley Lee **1.25**

"The Problems of the Commonwealth," by Curtis **1.50**

Electric Accessories

Three-light Ceiling Fixture, in rich finish, with pencil prism. Special **11.00**

Mission Ceiling Fixture, in brush brass or Finnish finish, with square lantern. Special Wednesday **11.50**

GAS MANTLES
Welsbach and "Special" upright or inverted; double weave. Wednesday 2 for **.25**

Temporary bachelors! Try our Summer Breakfasts—new menus, new prices. 8.30 to 10.30 a.m.

The **SIMPSON** Company Limited

ROYAL HAMPTON
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room, barber shop,
of C. G. Street
FOR LEASE AT \$1
E. H. WILK
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