

# SIMPSON'S

*Dine Where Your Preferences Are Respected*

In Simpson's Palm Room. Here, 'mid an atmosphere of refinement, high above the busy street, you can enjoy perfect food, excellently served at a moderate charge. Express elevator runs direct to sixth floor.

# SIMPSON'S

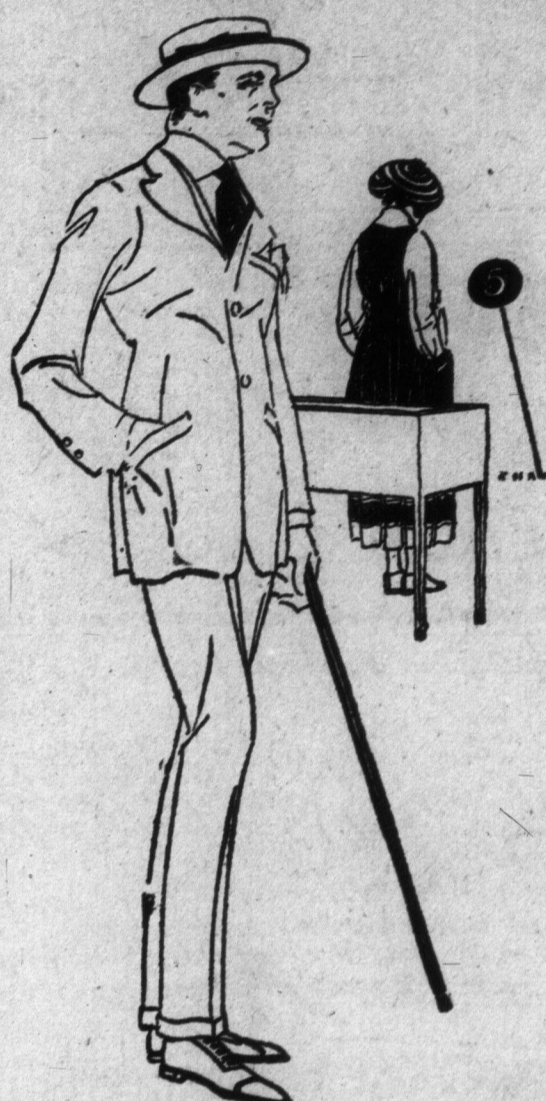
Store Opens at 8.30 a.m.

Weather Today—Moderate winds; mostly fair and warm; thunderstorms in some localities.

Telephone Main 7841, Connects With All Departments.

Store Closes Today at 1 p.m.

## Of Course These Summer Suits Are Too Good to Be Sold at \$16.50



*But the First 48 Men Who Get to the Men's Store Today Can Buy Them at That Price*

The suits are much better than the low price would indicate. In fact we couldn't possibly go out today and buy similar suits at anywhere near \$16.50.

In the interest of your better appearance we urge you to come and see them.

They are 2-piece suits developed in imported mohair suitings—an ideal summer material—cool, light and durable.

Pattern is a dark ground, with hairline and pin stripes—white and colored. Sizes 36 to 46. What a lively sale it will be when men come in to pick their suits today at \$16.50!

### A Cleanup of Arrow, Tooke and Forsythe Shirts Today at \$1.25

It's the final clean-up of incomplete stocks, including the "\$1.39 Sale" shirts. Any of these shirts is worth \$1.50 to \$2.00. The savings are clear. Colors represent nearly everything in blues, helio, tan, greens and black. Two and three-tone effects. Cluster stripes and plain white. Collar attached, sports or separate collar styles. Complete sizes 14 to 18. Regularly \$1.50 to \$2.00. Saturday clean-up, \$1.25.

### Men's Silk Lisle Combinations--600 Suits-- Worth \$1.50, Reduced to 79c Today!

*They're Tru-Knit Brand Known Near and Far as Supreme in Value*

The importance of this offering cannot be over-estimated—it is most extraordinary and is made possible through fortunate buying. They're White Silk Lisle Underwear, specially purchased from a Canadian manufacturer at a price which enables us to sell them below wholesale cost today. Tru-knit underwear is famous for its superior quality. The garments are fresh from their boxes. Sizes 34 to 44. Regularly \$1.50 garment. Today, garment, 79c.

#### Today in Simpson's Market

- Canada Food Control License No. 2-029
- No Telephone Orders and No Delivery for These Specials.
- 100 pails Swift's Silver Leaf Pure Lard, 5-lb. gross weight. Special, \$1.65.
  - 200 lbs. Breakfast Bacon, sliced. Special, lb., 44c.
  - 200 lbs. Minced Shoulder Steak. Special, lb., 45c.
  - 500 lbs. Shoulder Roasts, tender beef. Special lb., 25c.
  - 200 lbs. Smoked Boneless Filets for your Sunday breakfast. Special, lb., 15c.
- GROCERIES.**
- 2,000 tins Finest Sweet Wrinkle Peas, regular 25c, while they last, per tin, 15c.
  - Sunlight, Surprise, Comfort, Borax and Gold Soap, 4 bars, 20c.
  - Finest Creamery Butter, R. & S. Brand, per lb., 15c.
  - Oleomargarine, H.A. Brand, per lb., 24c.
  - Finest Canned Corn, per tin, 19c.
  - Kellogg's Toasted Cornflakes, 2 packages, 25c.
  - Canned Shrimps, per tin, 20c.
  - Orange Marmalade, 22-oz. jar, per jar, 35c.
  - Crossed Fish Brand Sardines, per tin, 24c.
  - H.P. Sauce, per bottle, 25c.
  - Finest Canned Peaches, Hygiene Brand, per tin, 15c.
  - Paris Pate, per tin, 12c.
  - Finest Mild Cheese, per lb., 30c.
  - Choice Red Salmon, tall tin, 22c.
  - Aylmer Strawberry and Raspberry Jam, per jar, 25c.
  - Clark's Potted Meats, assorted, 3 tins, 20c.
  - Choice Olives, pimento stuffed, per bottle, 22c.
  - MacLaren's Imperial Jelly Powders, assorted, 3 packages, 25c.
  - Wilson, Lytle's Malt Vinegar, per bottle, 15c.
  - Lobster Butter, per tin, 25c.
  - Fresh Roasted Coffee, per lb., 38c.

### Men's \$2.00 and \$2.50 Straws Today at \$1.45

From the best English and American makers, and sold at \$2.00 and \$2.50 all season. Sennit and split braid styles. Plain and notched edge brims. Reduced for immediate clearance. No phone or C. O. D. orders. Regularly \$2.00 and \$2.50. Today, 8.30 a.m., \$1.45.

### \$5.00 Panamas \$2.95 Today

Genuine South American Panamas, in fedora, telescope and negligee shapes. Open curl and pencil curl brims. Trimmed with fancy silk and plain black corded silk bands. Regularly \$5.00. Today, 8.30 a.m., \$2.95.

### The Best of Our Men's Genuine Palm Beach Suits at \$15.00

This ought to put summer suits on a lot of men. Shades that resist the dust and dirt—tans, greys, light and coffee browns; natty and two and three-button models; soft roll lapels, and single-breasted. Sizes 35 to 40. Today they're \$15.

### Men's Outing Trousers, \$4.50

Cream flannel and white with black stripe. Unshrinkable materials. Sizes 30 to 40. For \$4.50.

### Grey Linenette Coats, \$1.75

Light, cool and durable. Unlined—three patch pockets. Sizes 35 to 46. At \$1.75.

### 86 Big Boys' Can Get Suits Today for As Little As \$6.95

Regular \$5.95 and \$6.95 Rich Stripe

### Silk Blouses \$4.95

Tailored striped Silk Blouses are triumphantly returning to greater popularity than ever, and here are lovely models of heavy habutai silk greatly reduced in price for today. A wonderful variety of candy stripes in dainty colorings on white grounds. Roll or flat collars. Sizes 34 to 42. Regularly \$5.95 and \$6.95. Midsummer Sale, today, \$4.95.

This is news of more than passing importance to mothers these days. The suits are developed in brown novelty tweeds with green stripes—brown chevots with hairline stripe—grey with flaked pattern—grey novelty check—diagonal tweed—grey mixtures, and a few navy blue serges. Semi-Norfolk and pinch-back styles. Sizes 31 to 35, or 13 to 17 years. Today, 8.30 a.m. special, \$6.95.

### Huck Towels 3 Pairs 95c

They are good quality huck towels for bedroom use—hemmed ready for service. Red borders on all of them. Housewives will snap them up fast today at the Midsummer Sale price of 3 pairs for 95c.

### Small Boys' Wash Suits \$1.39

Oliver Twist models—white coat with green pants—collar and lapel to match pants—blue and white striped gingham coat with blue pants—blue and white striped galatea in one-piece model. Also middy style in good colors and variously trimmed. Sizes 3 to 8 years. Today, all one price, special, \$1.39.

### 1,200 Pairs Women's Low Shoes Today at \$3.95

QUEEN QUALITY, DOROTHY DODD and OTHERS—Gunmetal, black kid, patent leather, white kid and canvas—Oxford ties, plain and fancy strap pumps and slippers, colonials with black jet and leather covered buckles and other fancy ornaments. Wide and narrow plain and imitation toecaps. Goodyear welt and flexible McKay and turn soles—Cuban and Spanish heels. Sizes 2½ to 7. Today, pair, \$3.95.

### Men's Boots at \$5.45

Brown calf, gunmetal velour calf, vici kid and patent leather. Wide and narrow toe shapes—blucher and straight lace styles. Medium and heavy weight and Neolin fibre guaranteed soles. All Goodyear welt sewn—military and flat heels. Sizes 5½ to 11. Today, pair, \$5.45.

### Men's Oxfords at \$4.95

Havana brown and gunmetal Oxfords, with guaranteed Neolin soles—rubber heels and smart English recede toe. Sizes 5½ to 10½. Today, pair, \$4.95.

### Women's White Boots \$5.95

Odd lines of white kid, calf and reinocloth boots—high, straight and circular tops—plain vamps, straight and wing toecaps. Goodyear welt and turn soles. Wood-covered Spanish and low leather heels. Sizes 2½ to 8. Widths AA to D. Reg. \$7 to \$12. Pair \$5.95.

### Boys' Boots at \$4.95

Havana brown leather, English recede toe last. Neolin soles. Goodyear welt sewn and solid rubber heels. Sizes 1 to 5½. Today, pair, \$4.95.

### Ankle Strap Pumps

Girls' White Ankle Strap Pumps, 99c—White ankle strap pumps. Sizes 5 to 8. Neat wide toe—white tailored bow—medium weight leather soles. Today, 99c.

### In the Basement Today

- Lawn Hose, Dunlop warranted make, ¾-inch, size (inside), with couplings and clamps, 50-foot lengths, today, \$1.98; 25-foot lengths, today, \$3.25.
- Deluge Sprayers, for spraying trees, bushes, etc.; green japanned finish. Small size, today, 49c. Large size, today, 59c.
- Scissors and Shears, embroidery, pocket, work scissors, straight trimmers. All one price, this morning, 35c.
- Tennis Racquets, full size, assorted weight, at a fraction of real worth each, 65c.
- Hammocks with pillow and valances, several colors; 144 to sell today, each, \$2.69.
- New Perfection Oil Cook Stoves, 1918 model, with glass tank and brass burners; 25 only, 3-burner size. Today, \$21.50.

**Store Closes Today at 1 p.m.**

No Non Delivery

The Robert SIMPSON Limited