value they are at today's sale price.

Low Priced at \$3.95

They are fashioned from beach cloth, in at-

tractive styles, with pretty collars, vestees, nov-

elty pockets and buttons to give them chic. Tan,

(Misses' Section, Third Floor, Richmond St. Side.)

Smart and Moderately Priced

MISSES' SILK POPLIN SUITS

at \$17.50

delightfully smart, youthful style, makes these suits most attractive at their moderate price.

Well-tailored, and finished with novelty pockets and button trimming. Silk-lined. Colors navy, brown, taupe and black. Price \$17.50. (Misses' Section, Third Floor, Richmond St. Side.)

A lovely, lustrous material, combined with a

pink or blue. On sale today, \$3.95.

could not begin to sell these jaunty frocks pockets.

genuine bargain today at 98c.

at such a low price.

Simpson's---Big Savings Today in Every Department

Than Mill Price

Bleached Sheeting, 70 inches

wide. Splendid quality for

making good strong sheets,

1,000 yards to clear today,

Table Cloths priced for quick clearance. Made from service-

able quality damask. Size 64 x

64 inches. Hemmed ready for

use; \$1.75 value. Today, \$1.25.

—Large size, with hemmed ends; \$1.25 kind. Today, pair,

WHITE, HEMMED CROCHET BEDSPREADS—Large size, \$2.25 value. Today, \$1.75.

10k. Gold

Baby Lockets, \$1.85.

Baby Lockets of solid 10k.

gold, complete with 10k. gold

chain. Regularly \$2.74. To-

10k Gold Bib Holders, plain and engraved. Regularly \$2.00. To-day, \$1.39.

Single Pearl Rings, 14k gold. Large whole pearls of finest quality. Regularly \$6.00. Today, \$3.95.

Embroideries Greatly Reduced

in white and white with a touch

of color. Good range of pat-

terns. Up to \$3.00 a yard. To-

day, yard, \$1.49.

Handsome Swiss Flouncings,

Plain, engraved or pearl set

Huckaback Bedroom Towels

yard, 45c.

day, \$1.85.

A special purchase of plain

Men's 2-Piece Suits \$15 Sheetings



Developed in a rich light grev Eureka cool cloth, a tropical weight fabric which resembles a homespun, only it has a much smoother surface. This

fabric is unshrinkable, washes and launders like linen: 3-buttoned singlebreasted sacque style, un-Ifned—four patch pockets, fastened with pearl buttons. Sizes 35 to 44, at \$15.00.

Men's and Youths' Khaki Duck Trousers, \$1.95.

A summer-time necessity are these Knockabout Trousers of durable material. Sizes 26 to 44. Today at 8.30 a.m., \$1.95.

Men's \$1.00 Work Shirts, 79c.

Of grey and white hairline stripe chambray and English Oxford shirting, with collar. One pocket, strongly sewn. Made with full yoke. Sizes 14 to 17. Regularly \$1.00. Today 79c.

Boys' 50c Pull-Over Sweaters, 39c.

Of grey union yarn-elastic ribbed knit-roll collar. Sizes 26 to 32. Regularly 50c. On Men's \$1.00 Negligee Shirts, 75c.

Made from good quality shirting cambric—coat style—neat striped patterns—hairline and cluster effects. Laundered stiff cuffs. Sizes 14 to 17. Regularly \$1.00. On sale to-day, 75c.

Boys' Wash Suits \$1.50

Suits for the little fellow's comfort less days. White Indian Head, blue chambray, with white collar, cuffs and belt; grey chambray, with striped collar, cuffs and belt, in Tommy Tucker models; blue chambray and white and blue striped gingham, in middy models. Sizes 2½ to 8 years—\$1.50.

BOYS' AND YOUTHS' KHAKI BIB OVERALLS. Regulation

Half Price

Children's White Dresses

Regularly \$2.00 to \$8.00-Today, 98c to \$3.98.

Broken lines from regular stock. Dozens of lovely designs to choose

FINE LAWNS, SILK MULLS, EMBROIDERED VOILES, MULLS AND STRIPED DIMITIES.

Trimmed with Swiss embroideries, fine lace, silk ribbons, hand-smocking and colored stitching.

Sizes 2 to 6 years in the lot, but not in any one style. No refunds, no exchanges, no C.O.D.'s. Regularly \$2.00 to \$8.00. Today, 98c to \$3.98.

Lingerie Waists \$1.39

The Kind You Usually Pay \$1.95 for

Sheer voiles, in plain or fancy designs; 20 smart and popular styles, ranging from the simple convertible collar effect to the ornate and dressy fichu and handkerchief fronts. All sizes to 44. Regularly \$1.95. Clearing today at \$1.39.

Silk Petticoats Half Price

35 Light-colored Silk Taffetas, Messaline and other fine silks-remains of many regular numbers. Being odd sizes, we are clearing them at half price. Regularly \$5.50 to \$10.50. No phone or mail orders. Today, \$2.75 to \$5.25.

Savings on Wash Goods

Wanted Weaves for Hot Weather Suits, Frocks and Short

Skirts at Bargain Prices.

WHITE SNOWFLAKE VOILES-36 inches wide. Regularly 75c.

SILK STRIPE VOILES-Rose shade, with neat single stripes of

FINE CORD WHITE PIQUE-42 inches wide. Less than mill cost

SILK AND COTTON WASTINGS-36 inches wide. White, with

PRINTED GINGHAM ZEPHYRS-32 inches wide, in over thirty

WHITE MERCERIZED POPLINS-Seconds, with very slight im-

1000 yards only of our 95c Natural Shantung Pongee on sale, 79c.

IVORY HABUTAI SILKS at three keen prices, in 36-inch width; special finish. Regularly 79c, yard 69c; regularly 89c, yard 79c; regularly 89c, yard 89c; regularly 89c; regul

36-INCH IVORY PONGEE SILKS, splendid wearing and washing qualities, in various weights. Regularly \$1.69. Today, yard \$1.49.

White Bedford Cords, also white with black hairline stripe; 40 in. wide. Regularly \$1.00. Today, yard 79c.
Navy Lustres, 59c—40 inches wide, in "Bradford Dye" qualities.

Today, yard 59c.
English Serge Suitings, 54 inches wide. Men's wear, navy and black.
Very special, today, yard \$2.50.

Oriental Silks and Wanted Summer Dress Goods

perfections. 30 inches wide. Today, yard 49c.

DURO GINGHAMS—Present price is \$1.00 per yard, but we have a little old stock in stripes. 30 inches wide. Today, yard 50c.

neat stripe of blue, green and rose. Regularly 75c. Today, yard 49c.

Women's 'Laird Schober' \$15 Pumps \$10.95

Dumay Pumps --- Positively the Best Fitting Styles We Have Ever Offered

No Exchanges, No Refunds, No C.O.D.'s on Reduced Ready-to-Wear.

When we tell you they are high-grade suits, chosen from much higher priced stock,

Other attractive features are the rippled, double or loose panel peplums, fancy over-

At 98c-Two excellent styles in good quality repp. Buttoned to hem with pearl but-

At \$2.95-A par-

ticularly smart, neat fitting style, developed in white beach cloth, gather-ed back, and new style hip newlests.

style hip pockets; separate belt, and button trimming.

Tub Skirts 69c

For Misses'

High-grade Repp Skirts,

with shirred back, separate

belt, fancy pockets and pearl

button trimming. Extra spe-

(Misses' Section, Third Floor, Richmond Side.)

cial value, today, 69c.

beautifully tailored from heavy natural shantung silks, you will know what a splendid

The Wash Skirt Season is at Its Height and

Here Are Four Tempting Values for Women

tons, or plain and finished with novelty patch pockets. Regularly \$1.50 and \$1.75. A

Misses' Tub Dresses with button trimming, single patch pockets

Low Priced at \$3.95

If it were not for a special purchase, we life the special purchase, we life the special purchase, we life the special purchase and set in life the special purchase and set in life the special purchase are special purchase.

collars and button trimming. The sizes are broken, so shop early. Today, \$15.75.

Easy to fit on and does not slip at the heel. Made in grey kid, brown kid, white kid with buck collar to match. Hand-turned soles, Spanish covered wood heels. Widths AA to D. Sizes are $2\frac{1}{2}$ to 7, but not in every color. Regularly \$15.00. Just for Tuesday, per pair, \$10.95.

Queen Quality Pumps \$5.95

Regularly Priced at \$7.00. Styles 632 or 532. Patent colt and glazed kid leathers—square throat pumps. Lightweight Goodyear welt soles—high and Cuban heels. Widths AA to D. Regularly \$7.00. Today, pair \$5.95.

NEW COOL FOOTWEAR FOR WOMEN—Island duck—narrow and medium toe shapes—light flexible McKay sewn soles—medium high covered heels. Widths B, C and D. Today, pair \$3.00, No 'Phone or Mail Orders.

8-Inch Electric Fan \$9.95

Boys' Troc-Mocs, \$2.95. Made of brown leathers, blucher lace style, with Troc-Moo wear-proof soles. Sizes 13 to 2. Regular \$4.00. Today \$2.95.

White canvas, neat round toe, lightweight Goodyear welt leather soles, low heels; sizes 6 to 10. Regularly \$4.00. Today \$2.95.

Wall Papers

23c Roll.

Imported tapestries, chintzes, soirettes, conventional designs and

fabric weaves, in newest color effects. For living-rooms, bedrooms, halls and parlors. Regularly 40c to \$1.00. Today, single roll,

Millinery

Women's Pumps, \$1.25.
White Canvas Pumps, plain or with ankle strap, light weight soles, low and high leather heels. Sizes 2½ to 7. Today, pair \$1.25.

Men's Oxfords, \$5.00.

fibre Goodyear weit soles, solid rubber heels. Sizes 5½ to 10. Regularly \$6.00. Today, pair \$5.00.

guaranteed rubber

"Victors."

Another Big Sale of Trimmed Panamas at \$1.95

Fine quality White Toyo Panamas, in the large sports styles. Banded with white silk cord ribbon. Special value, to-

day, \$1.95. UNTRIMMED PANAMAS AT 87c—Just received another lot of these sports Panamas, in a variety of shapes. On sale today, 87c.

OUTING AND CAMPING HATS. 29c, 39c AND 49c.—A splendid assortment of styles, in linen, rating and toweling. The best outing shapes. Today, 29c, 39c and 49c. FELT SPORTS HATS 95c-Mannish crusher styles, in white and color. Today 95c.

TWO SPECIALS

For One Day Only

sale today, yard, \$1.95.

today, yard, \$2.95.

\$2.50 Ivory Silk Suiting Shantungs, 36 inches wide. On

Also \$3.50 Ivory Khaki

Kool, 36 inches wide. On sale

These fans will operate successfully on any big lighting circuit. They produce a fine strong breeze-will keep going day after day and all night. Better still, the cost of running one is a mere trifle. Best of all, they are low priced. Women's White Cotton

Gloves 19c Pr.

What woman would be without a stock of fresh, neat, cool gloves when they are obtainable today at only 19c a pair?

Especially when they are of fine quality cotton, perfectly finished, with 2-dome fasteners and strongly sewn seams. Sizes 6 to 8. Be early at the Glove Counter for best choice and correct size. Regularly 29c. On sale today,

Bathing Caps
CAPS. Regularly 25c, at 19c,
CAPS. Regularly 35c, at 29c,
CAPS. Regularly 50c, at 39c,
CAPS. Regularly 65c, at 49c,
CAPS. Regularly 75c, at 59c,
CAPS. Regularly 75c, at 59c,
Special 23c,
1000 Wash Cloths (first quality).
Regularly 15c, Special, 2 for 25c,

New Ceiling Paper in circle pat-tern, in silver mica, on white and cream backgrounds. Today, single

Baby Carriages \$33.75

Regularly \$40.00 and \$42.50. White enamel—old ivory and grey enamel—reed bodies and hoods—some styles have reversible gears—light and comfortable.

A Chance for Women to Buy **BATHING SUITS \$2.48**

Mohair Jersey Surf Cloth and Satin. Tunic and two-piece styles. Black or navy with pretty trimming. Many at half

Think of the opportunity-right at the height of the bathing Broken sizes from regular lines we can't duplicate is the reason for the big reduction.

They are tremendous value and will likely go out with a rush, Shop early. Regularly \$3.50, \$4.50, \$5.00 and \$5.75.

Today \$2.48.

Women's Ribbed Cotton Combinations, made low neck and short sleeves or sleeve-less. Umbrella lace trimmed knee. Regularly \$1.50. Today,

Corsets at Half Price — Pink and white low bust models with long hip and novelty lace trimming. Sizes 19 to 28. Regu-larly \$3.00. Today \$1.49.

Basement Economies for Today's Shoppers Screen Doors very serviceable. Today \$6.49.



Today, per yard 49c.

larly \$1.50, yard \$1.24.

silk 1/2-inch apart. Today, yard 49c.

in England. Today, yard 49c.

Oak grained finish-4-inch frame bracketed corners two sizes, 2' 8" x 6 8", and 2' 10" x 6' 10". To clear today, each, \$1.69.

We also have some doors-2' 6" x 6' 6", and 3' x 7', at \$1.95 and \$2.75 each.

8 SIZES OF AD-JUSTABLE WIN-DOW SCREENS From 14 x 26 to 24 x 60 inches. Reduced to clear today. GALVANIZED STEEL ICE

BOXES—Rustproof. Size 16 x 16 x 28 inches. Water-tight ice com-

49c; large size, today 59c.

HOT BLAST OIL STOVES-Two wicks - serviceable for summer cottage or camp use. Today \$1.25. 00 DELUGE SPRAYS, for spraying plants, trees, shrubs; green japanned finish. Small size, today

> Bath Sprays, \$1.75. K N ICKERBOCK-ER AND BATH WEAR-EVER ALUMINUM PRE-SPRAYS-Com-SERVING KETTLES, with alumplete with tube, ready to attach to inum cover, 6-qt size. The cover bath faucet. On sale is worth 50c. Today, complete today at \$1.75.

\$1.75.

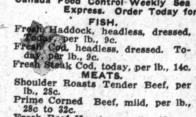


covered stone crocks for preserving. To clear today \$1.29. CUT GLASS FRUIT SETS. \$3.69. Seven-piece cut glass fruit sets, floral decoration, six small

nappies and one large bowl Today \$3.69. CUT GLASS WATER SETS. \$4.95-Seven-piece water sets. exceptional value—floral design —six tumblers and one large jug. Today \$4.95.

SIMPSON Links

SIMPSON'S MARKET-PHONE ADELAIDE 6100. Special for 9c Pound Today



Fresh Beef Hearts, per lb., 15c.
Fresh Veal, for pot pie, per lb., 23c.
Family Saussge, our own make, per lb., 28c.

GROCERIES.

Standard Granulated Sugar in 5-lb. GROCERIES.
Standard Granulated Sugar, in 5-lb.
packages, 2 packages \$1.06.
Finest Damson Plums, per tin, 15c.
200 lbs. Finest Creamery Butter, 200 lbs. Finest Creamery Butter, per lb., 50c.
Five Roses Flour, 24-lb. bag, \$1.70. Seedless Raisins, per lb., 16c. Magic Baking Powder, 1-lb. tin, 34c. Choice Prunes, per lb., 18c. Dalton's Flavoring Extracts, assorted, 3 bottles 27c.
Choice Red Salmon, ½-lb. tin, 19c. Purity Oats, large package, 30c.

Canada Food Board License No. 9-029. Canada Food Control Weekly Sea Fish Special by Rush Refrigerator Express. Order Today for Early Delivery Tomorrow. Fresh Haddock, headless, dressed,
Toda, per lb., 9c.
Fresh Cod, headless, dressed.
Today, par lb., 9c.
Fresh Steak Cod, today, per lb., 14c.
MEATS.
Shoulder Roasts Tender Beef, per lb., 28c.

Fresh Steak Cod, today, per lb., 14c.
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Shoulder Roasts Tender Beef, per lb., 28c.

Fresh Steak Cod, today, per lb., 14c.
MEATS.
Shoulder Roasts Tender Beef, per lb., 28c.

Fresh Steak Cod, today, per lb., 14c.
MEATS.
Shoulder Roasts Tender Beef, per lb., 28c.

Fresh Haddock, headless, dressed, Orange Marmalade, 4-lb. pail, 83c.
Shredded Wheat or Grapenuts, per package, 14c.

MacLaren's or Ingersoll Cream
Cheese, large package, 25c.
White Beans, 2 lbs. 29c.
Grape Juice, bottle, 23c.
Japan Rice, 2 lbs. 25c.

Grape Julice, bottle, 23c.
Japan Rice, 2 lbs. 25c.
Reindeer Prepared Coffee or Cocca, per tin, 28c.
Roman Meal, large package, 28c.
Pure Raspberry and Strawberry
Jam, 4-lb. pail, \$1.02.
Peanut Butter, in bulk, per lb., 28c.
Holbrook's Malt Vinegar, bottle, 25c.
Carnation Milk, large tin, 16c.
FRUIT SECTION.
Choice New Potatoes, peck, 39c.
(Limit, 1 peck to each customer.)
New Beets, 6 bunches, 18c.
New Carrots, 4 bunches, 18c.
California Valencia Oranges, per dozen, 55c.
CANDY SECTION.
Assorted Chocolates, milk coated, per lb., 40c.
Lady Caramels, per lb., 29c.
Salted Peanuts, per lb., 29c.

This Table for \$20.95



illustrated, Extension Table, 45-inch top, solid quarter-cut oak, fumed or golden finish. Heavy square barrel platform base. Coloniai feet. Extends to 6 feet. Regular price \$27.50. August Sale price, \$20.95.

Extension Table of solid quarter-cut oak top, deep rims, pedestal base, shaped feet, easy running slides; fumed or golden finish. Regular price \$26.50. August Sale price, \$18.75.

This Table for \$11.95



illustrated, Extension Table, solid oak, fumed or golden finish, pedestal base, deep rims. Extends to 6 feet. Regular price \$16.25. August Sale price, \$11.95.

Extension Table, 48-inch top, quartered oak, round barrel, with heavy posts and feet, double locks, dividing pedestals. Extends to 8 feet. Regular price \$39.00. August Sale

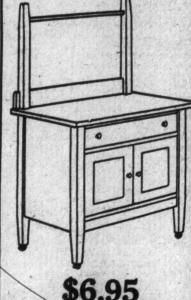


Just \$17.25 for This Dresser

As illustrated, Dresser, empire mahogany, dull finish, three large drawers, shaped standards, extra well constructed. Regular price \$22.50. August Sale price \$17.25.

Dresser, in genuine quarter-cut oak, polished finish, full shaped fronts, wood trimmed, shaped standards, oval mirror, bevelled. Regular price \$30.00. August Sale price \$24.00.

Odd Chiffoniers in genuine black walnut and mahogany veneer, large cases, period designs, good drawer space, extra well finished; back fitted with large plate mirror; only six to sell. Regular price \$42.25. August Sale price \$21.95.



\$6.95 for Washstand

As illustrated, Washstand, base of solid mahogany, one drawer, deep cupboard, dull finish. Fumed or golden finish. Regular price \$12.75. August Sale price \$6.95.

Eve of O BITTERE

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