

SIMPSON'S

Dine Today in Simpson's Palm Room
By virtue of its excellent food and service for the moderate charge, the Palm Room has become to an unequalled degree the rendezvous of the discriminating.

SIMPSON'S

Store opens at 8.30 a.m.

Weather today—S.W. winds; warm; thunderstorms in many localities.

Telephone Main 7841, Connects With All Departments.

Store Closes at 5.30 p.m.

"As Between Hot Weather and a Cool Temper"

The man in the woolen suit these days is not as cool and comfortable as he might be. Woolen clothing is not only heavier and hotter than fabrics of Palm Beach and cool cloths, but in addition it absorbs the moisture of a humid day and has the effect of a hot wet blanket.



Lightweight suits are coming into their own. There are hundreds of such suits today where there was one a year or two ago.

Next summer will witness the same increase. In a little while every man will have at least one such suit for extremely hot weather.

Simpson hot weather suits are as fashionably tailored as the most costly woolen suits and nothing is smarter.

Suits for Men and Young Men

Developed in light grey, cool cloth. The style is unlined, single-breasted, with three buttons, patch pockets, with flaps. Complete sizes from 35 to 44. Ideal suits for hot weather wearing and moderately priced at \$15.00.

Palm Beach Suits for Stout Men

These are designed to give style and comfort to these men who think they're hard to fit. Sand shade suits of Palm Beach cloth, single-breasted, three buttons, patch pockets. Sizes 39 to 48. Price \$16.50.

Palm Beach Suits for Young Men

These come in medium grey shade. Pattern is a narrow striped effect. They're the popular trencher models with all around belt. Sizes 33 to 39. Splendid values for the modest sum of \$15.00.

The Shirt Sale is Going Fast and Faster... Better Get Yours Today

Arrow Shirts
\$1.39
4 for \$5.50



It's the talk of the city, buying "Arrow Shirts" for so very little these troublous times.

Enthusiastic crowds are making short work of the avalanche of shirts which started the sale—two, three and four to a man often.

When will we hold another such sale? We do not know. There's no telling what conditions will be a few months hence. It is to your best interests to buy all you can afford—today.

They're all "Arrow Shirts"—that means "real" shirts. The Arrow label distinguishes shirts of the very highest class—newest styles—perfectly designed and tailored.

Every line, stitch and seam bespeaks class. The patterns embody everything from quiet, subdued tones to the bold striking effects, as well as plain colors.

Complete sizes from 13½ to 47. Different sleeve lengths as you please. Get your share of these fine shirts today at \$1.39 or 4 for \$5.50.

Today---Serge Suits and Tweed Suits for Big Boys---\$6.95

A Clearance of Up to \$11.50 Values---97 Suits---Sizes 13 to 17 Years

A look at the suits will convince boys and parents of boys that the price of \$6.95 is really remarkable for such qualities.

Tweeds—good looking and serviceable—make up a goodly number in the lot. Patterns are attractive grey stripes and mixed effects—brown stripes and fancy weaves.

Blue serges also are featured in semi-Norfolk, pinch back, all around belt models and French styles.

Not all sizes in each style and pattern, but all sizes as a whole. Sizes 31 to 35, 13 to 17 years. Today, \$6.95.

SIMPSON'S MARKET
Phone Adelaide 6100
Canada Food Control License No. 4-229

- MEATS.**
Shoulder Roasts Tender Beef, lb., 25c.
Blade Roasts, per lb., 25c.
Best Cuts Brisket Boiling Beef, per lb., 25c.
Best Round Steak, per lb., 25c.
Veal, for pot pie, per lb., 25c.
Breakfast Bacon, mild, sliced, lb., 50c.
Pammy Sausage, our own make, per lb., 25c.
- FISH.**
Fresh Whitefish, per lb., 15c; if delivered, 17c.
Fresh Haddock, headless, dressed, per lb., 11c.
Fresh Cod, headless, dressed, lb., 11c.
Best Finnan Haddies, per lb., 15c.
Smoked Fillets, per lb., 20c.
Shredded Salt Cod, per package, 12½c.
- STANDARD GRANULATED SUGAR, in 5-lb. packages, 2 packages, \$1.00.**
2000 tin Damsen Flours, special, per tin, 15c.
Finest Creamery Butter, per lb., 50c.
Five Roses Flour, 24-lb. bag, \$1.70.
Seedless Raisins, per lb., 15c.
Magic Baking Powder, 1-lb. tin, 24c.
Crisco, 1-lb. tin, 25c.
Choice California Prunes, per lb., 18c.
Dalton's Flavouring Extract, assorted, 2 bottles, 27c.
Choice Red Salmon, ½-lb. tin, 19c.
Finest Oleomargarine, per lb., 22c.
Yellow Cooking Sugar, 5 lbs., 50c.
No-Egg, whites, package 20c; yolks, 15c.
Quaker Cornflakes, 3 packages 35c.
Purity Oats, large package, 35c.
Orange Marmalade, 4-lb. pail 50c.
Shredded Wheat or Grape-nuts, per package, 14c.
MacLaren's or Ingersoll's Cream Cheese, large package, 25c.
White Beans, 2 lbs., 25c.
Grape Juice, per bottle, 25c.
Japan Rice, 2 lbs., 25c.
Reindeer Prepared Coffee or Cocoa, per tin, 25c.
Roman Meal, large package, 25c.
Pure Strawberry and Raspberry Jam, 4-lb. pail, 50c.
Peanut Butter, per lb., 25c.
Elliott's Malt Vinegar, bottle, 25c.
- FRUIT SECTION.**
California Valencia Oranges, Sun-kist Brand, per dozen, 65c.
Choice New Beets, 6 bunches, 25c.
Choice New Carrots, 6 bunches, 25c.

Some Good Buying Chances 'Today' for you Madam!

These Are Just a few of the Dozens of Specially Priced Things for Today's Shoppers. Every Item is a Money Saver

Special---Women's Wash Suits

Today, \$5.50 and \$7.95

Here are suits that will give splendid warm weather service and look as smart after laundering as before. They are fashioned in a variety of styles from linen, line, beach cloth and novelty weaves in white, natural and striped designs. Low priced at \$5.50 and \$7.95.

Women's Wash Skirts, \$1.59

A worth-while bargain this—white drill skirts in a smart style, featuring a broad duck down front, novelty pockets and belt and pearl button trimming. Regularly \$2.25 and \$2.50. Today \$1.59.

Women's Silk Coats, \$21.50

Taffetas, satins and moires make up this excellent collection.

Better class coats, exemplifying the season's smartest modes. Strictly tailored and dressy styles; with pretty overcollars, novelty girdles and chic button trimming. On sale, just for Tuesday, at \$21.50.

Misses' Silk Suits

Popular Prices of \$25-\$27.50

They are cleverly fashioned from soft taffeta in a variety of really charming styles. Their straight, youthful simplicity is relieved by ripples and pleats, smart stitchings and chic buttons. Wonderful value at \$25.00 and \$27.50.

Junior Girls' Dresses

Half Price

Regularly \$4.50. Today, \$2.25. Regularly \$7.50. Today \$3.75. These lovely frocks are slightly soiled. Fine lawns, dimities and voiles in charming styles, adorned with smocking, hand embroidery, clusters of tucks and lace. Colors maize, pink, blue and white. Sizes 6 to 12 years. No exchanges, no refunds, no C.O.D.'s.

Embroidery Flouncings Half Price

Beautiful embroideries for summer dresses—splendid choice of patterns—all imported cloths in Swiss, batiste and organdy; 50 per cent. below regular values. Just for Tuesday, yard, \$1.18. **Silk Knitted Hat Bands, 50c.** Plain and combination shades—in stripes, fringed ends—fine for sailors, Panamas. Regularly 75c and \$1.00. Just for Tuesday, 58c.

Handkerchiefs—800 doz., Men's Lawn Handkerchiefs

¾-inch hemstitched borders, 3 for 25c.

Gold Pendants Half Price

60 Pendants and Chains, of 10k. and 14k. gold, in a great variety of designs; set with pearl, ruby, sapphire, peridot and diamond. Regularly \$2.75 to \$16.50. Midsummer Sale, today, \$1.37 to \$8.50.

Gloves and Stockings

WOMEN'S FIBRE SILK STOCKINGS, with high silk leg, and deep lisle thread top; sheer thin weave. Black and white. Sizes ½ to 10. Today, 59c.

WOMEN'S "KATSER" SILK GLOVES—Black and white and new shades. Fine quality treco weave. Two dome fasteners, and double tipped fingers. Pair, 85c.

ROCK RIB COTTON STOCKINGS FOR BOYS. Good weight and holeproof. One and one seamless rib cotton. Sizes 7 to 10. Today, 59c.

BOYS' AND GIRLS' STOCKINGS, of finest English union cashmere yarn. Black ribbed finish. Knitted close and seamless, with double knee. Sizes 4 to 12. Today, 25c.

Notions

ODD LINES OF SUIT BUTTONS, in black and colors. Regularly 75c to \$1.00 doz. Midsummer Sale, dozen 25c.

DEXTER KNITTING COTTON, in black only. Regularly 15c. Midsummer Sale, ball 5c.

KNITTED DISH CLOTHS. Midsummer Sale, 2 for 25c.

ASBESTOS IRON HOLDERS. Midsummer Sale 5c.

WOODEN COAT HANGERS. Midsummer Sale, 3 for 14c.

KINDERGARTEN BRACKETS, in wooden boxes. Large assortment of beads. Midsummer Sale, 2 boxes for 25c.

Women's \$7.00 to \$12.00 White Boots Down to \$5.95

No Phone, Mail or C.O.D. Orders on Sale Footwear. Odd lines of white kid, calf and reign cloth boots. Made with high straight and circular tops—plain vamps—straight and wing toecaps. Goodyear welt and turn soles—wood covered Spanish and low leather heels. Several styles—in all amounting to 200 pairs. Sizes 2½ to 7; widths AA to D. Values from \$7.00 to \$12.00. Today, \$5.95.

Women's Latest Gunmetal Oxfords \$3.95 Pair

Light-weight Gunmetal Oxfords, on narrow toe last, with imitation wing tip. Light-weight sole, medium Cuban heel. Widths C and D. Sizes 2½ to 7. Today, \$3.95.

White Canvas Shoes \$1.99

About 300 pairs of Women's White Canvas Pumps, with turn soles—Spanish and Cuban wood covered heels. Sizes 2½ to 7. Today, \$1.99.

Lingerie Blouses \$1.39

Regular Prices \$1.75, \$1.95 and \$2.25. A big table of fashionable lingerie blouses offered today; mostly white, with some dainty shades of maize or flesh. Materials, styles and trimmings will delight you. All sizes to 44. Regularly \$1.75, \$1.95 and \$2.25. Just for Tuesday, clearing price, \$1.39.

The SIMPSON Company Limited