

Breakfast in the Palm Room
—will give you rest for the day's work. The seasonable fruits, the crisp toast, the delicious hot coffee—combined with excellent service and a cheery atmosphere—are a delight. Prices moderate.

SIMPSON'S

Let the Connoisseur Shop for You
—and thus solve all difficulties with regard to purchases for travelling, the camp—or, in fact, for anything you may wish to obtain. It is so convenient. Drop a line today with your order or inquiry.

Store Opens at 8.30 a.m.

Telephone Main 7841, Connects With All Departments.

Store closes at 5.30 p.m.; Saturdays at 1 o'clock.

Every Straw and Panama Hat in Our Fine Stocks

Men's \$2.00 and \$2.50
Summer Combinations
\$1.49

A manufacturer's clearance of broken lines and overmakes. Balbriggan in white and natural, also mesh. They come in short sleeves and knee-length and short sleeves and ankle length. Sizes 32 to 48. Regularly \$2.00 and \$2.50. Today, \$1.49.

Reduced for Clearance Today

And the best of it is there's plenty of fine summery weather coming to give you ample opportunity to wear these hats. As a good dresser, you'll appreciate the economy of this timely opportunity today. Every straw and Panama in this collection is an up-to-the-minute, smart, natty style. They're hats that would have sold readily before now had the hot weather started at the regular time.

\$2.00-\$2.50 Straw Hats \$1.00

All well-known English and American makes, in split and sennit braid styles. Plain and notched edge brims. Today, Clearing Sale, \$1.00.

Men's \$4.00 Panamas \$2.00

Fedora and telescope crown shapes, with plain and pencil curl brims. Excellent value at this low price. Today, Clearing Sale, \$2.00.

\$3.00 Straw Hats \$1.50

Extra fine qualities in this season's most popular styles. All are fitted with comfortable fitting sweatbands. Today, Clearing Sale, \$1.50.

S. America Panamas \$3.00

Fine, evenly woven Panamas, in several snappy styles. All guaranteed hats—the very best of them at that. Today, Clearing Sale, \$3.00.

Men's Blue Serge Suits at \$25.00

Good news for the man looking for a really good blue serge suit at a very moderate price.

They're developed in medium weights, finely finished serge. Single-breasted—3-button, soft roll lapels. Carefully tailored in every particular to ensure nattiness in coat, vest and trousers. Sizes 36 to 44. Moderately priced at \$25.00.

Men's White Coats, \$1.29—For waiters, butchers, chefs and anybody requiring a white coat. \$1.75 to \$3.00 values. Slightly soiled. Sizes 34 to 44. Special this morning at 8.30. While they last, \$1.29.

At the Height of the Season, We're Ready With Plenty of Bathing Suits

Men's One-piece Bathing Suits—Navy, fast dye. Sizes 34 to 42. Suit, 65c.

Men's Bathing Suits—Made from good quality cotton. They come in navy with white, red or orange trimmed. Popular one-piece style, with skirt. All sizes, 85c.

Men's Bathing Suits—Two-piece style, good quality cotton, navy only. Perfect fitting. Sizes 34 to 44. Suit, \$1.15.

Men's Cashmere Bathing Suits—Made one-piece style, with skirt attached; fine all-wool navy cashmere. Sizes 34 to 44. Suit, \$2.00.

Men's English Worsted Bathing Suits—Made two-piece style. Navy, with cluster stripes in red or green. Good weight and quality. Sizes 34 to 44. Suit, \$4.50.

Men's Elastic Ribbed Knit All-Wool Bathing Suits—Two-piece style. Sizes 34 to 44. Grey with white, navy with white. Suit, \$4.00.

Men's Elastic Ribbed Knit All-Wool Bathing Suits—Two-piece style. This suit comes in grey with wide white bar across breast, with white lines at knee and skirt. Sizes 34 to 44. Suit, \$4.50.



Some New Books That Make Interesting Reading

- Winged Warfare, by Major Bishop, \$1.50.
- The Rough Road, by W. J. Locke, \$1.25.
- Willow the Wisp, by Archie McKinnie, \$1.25.
- The Invisible Enemy, by James Shell, \$1.25.
- The Unpardonable Sin, by Rupert Hughes, \$1.25.
- The Revellers, by Louis Tracy, \$1.25.
- The Girl from Keelers, by Harold Bindloss, \$1.25.
- The U.P. Trail, by Zane Grey, \$1.50.
- The "Wire Devils," by Frank Packard, \$1.25.
- French Windows, by John Ayscough, \$1.50.
- Oh, Money, Money, by Eleanor Porter, \$1.50.
- Baree, Son of Kazon, by Jas. Oliver Kenwood, \$1.25.
- A Minstrel in France, by Harry Lauder, \$2.00.
- The Cost of Naval Papers, by Bennett Coppertone, \$1.25.
- Outwitting the Hun, by Pat O'Brien, \$1.25.
- The Romance of Western Canada, by R. G. McBeth, \$1.50.

Superior Furniture at Special Prices in the August Furniture Sale Today

Today will be Economy Day in Dining-room Suites. The three suites illustrated are indicative of the big savings offered; many other equally attractive values are obtainable. It is the quality you get in Simpson furniture that makes these values so pronounced.



As illustrated, 8-piece Dining-room Suite complete, consisting of buffet, extension table and set of chairs. Buffet—selected oak, 48-in. case, heavy square posts, good drawer and cupboard space; mirror on back with raised panels each side. Chairs—selected oak, box frames, block corners; seats upholstered in genuine leather; set consists of 5 small and 1 arm chair. Extension tables—oak; 42-inch top; heavy barrel-shaped feet; extends to 6 feet; supplied in fumed or golden finish. 8 pieces complete. Regular value, \$80.25. August Sale price, \$55.10.



As illustrated, 8-piece Dining-room Suite, complete. Regular price \$101.75. Buffet—genuine quarter-cut oak; fumed or golden finish; dolly, cutlery and linen drawers, plank tops, heavy colonial pillars; massive design. Extension table—quarter-cut oak top; heavy square pedestal; plank-form base; extends to 6 ft. Five small and one arm chair, selected quarter-cut oak, shaped top rails, panel backs, slip seats upholstered in genuine leather; 8 pieces complete. Regular value, \$101.75. August Sale price, \$76.25.



As illustrated, 8-piece Solid Quarter-cut Oak Dining-room Suite, fumed or golden finish. Regular value \$91.75. Buffet—colonial design; heavy raised panels in front; sliding tray in cutlery drawer; large shaped bevelled mirror. Extension table—45-inch top; octagon barrel; deep rims; heavy shaped feet. Chairs—heavy backs; shaped legs; movable seats; upholstered in genuine leather. Set consists of 5 small and 3-arm chair; 8 pieces complete. Regular value, \$91.75. August Sale price, \$69.95.

Buy Through the Home-Lovers' Club

The service is extended to customers who wish the convenience of suitable terms in the purchase of home furnishings. It enables homekeepers to furnish homes either completely or partly at the least outlay.

Club membership costs you nothing extra—no fees, dues, interest or the like. It is similar to a charge account, only the Club payments are spread over a period arranged to suit you. The Club Secretary will gladly explain further particulars.

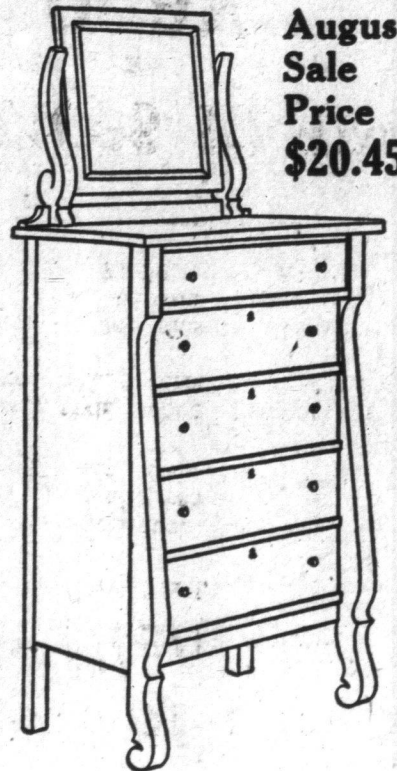
And These

Extension Table, solid oak, fumed or golden finish, pedestal base, deep rims, extends to 6 feet. Regular value, \$17.75. August Sale price, \$12.35.

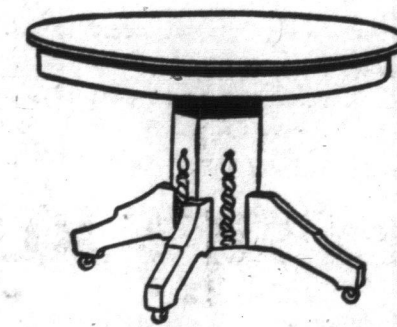
Buffet, solid oak, fumed finish, 2 cutlery and 1 long linen drawer; good cupboard space, large plate mirror. Regular value, \$24.00. August Sale price, \$15.25.

Buffet, solid quarter-cut oak, fumed or golden finish, 3 top drawers shaped, good cupboard space, long linen drawer. Regular value, \$29.75. August Sale price, \$23.65.

Dining-room Chairs, walnut finish, full box frames, William and Mary design. Set consists of 5 small and 1 arm chair. Slip seats upholstered in genuine leather. Regular value, \$29.75. August Sale price, \$16.50.



As illustrated, Chiffonier, genuine quarter-cut oak, fumed finish, Colonial design, 5 large drawers. Extra quality. Regular value, \$32.00. August Sale price, \$20.45.



As illustrated, Extension Table, solid oak, fumed finish, 44-in. top, deep rims, extends to 6 ft. Regular value, \$20.50. August Sale price, \$11.75.

Silk Moire Hand Bags, \$1.95

Reduced from \$2.50 and \$3—Latest Styles.

All this season's styles. Fine quality moire silk, neatly lined with fancy brocade. Colors black, navy, purple, brown and green. Fitted with vanity mirror and change purse.

Also a number of large shopping bags in black and colors. Regularly \$2.50 and \$3.00. Today, \$1.95.

Women's Bathing Suits, \$3.48

Made of Cotton Taffeta—Regular \$5.00.

Tunic styles in twelve chic designs. Long or short-waisted, sleeveless or little wing sleeves. Black with gold, green, red and fancy figured trimmings. Regularly \$5.00. Today, \$3.48.

Women's Bathing Caps, Half Price—Regularly 25c to \$3.50, at 13c to \$1.75. Pure green rubber in scores of pretty styles, featuring plain diving, fancy frilled or sun shades.

Women's Silk Gloves 69c

Regular \$1.00 and \$1.25—Kayser Quality.

Double tipped fingers. Backs heavily embroidered. Black, sizes 5 1/2 to 7 1/2; white, sizes 5 1/2 to 6. Regularly \$1.00 and \$1.25. Today, 69c.

Women's Silk Boot Hose—in black, white and grey. Extra spliced heel and toe; deep garter top. Sizes 8 1/2 to 10. Excellent value, 75c.

500 Pairs Women's White Canvas Pumps at \$1.99

No Phone, Mail or C.O.D. Orders. 500 pairs of Women's White Canvas Pumps, with turned soles; Spanish and Cuban heels; wood covered. Sizes 2 1/2 to 7. Today, pair, \$1.99.

Men's Oxfords \$4.95. 245 pairs Gunmetal and Havana Brown Dongola Kid and Patent Leather Oxfords. Wide and narrow toe shapes. Goodyear welt soles; military and low heels. Sizes 3 1/2 to 10. Today, pair, \$4.95.

Polishes and Sundries. Arch Supports—Men's sizes only. Regularly \$1.00. Today, 79c. Tan Beauty Cleaner. Regularly 25c. Today, 19c. Bostonian Cream, in tan. Regularly 25c. Today, 19c. Women's Silk Laces—Grey, black and brown. Pair, 10c.

Children's Black Kid Boots, \$1.39. McKay sewn soles—full-fitting round toe shapes and low heels. Sizes 4 to 7 1/2. Today, pair, \$1.39.

Special Today—Hand Embroidered Crepe de Chine Blouses, \$3.29

A most notable value. The crepe is brilliant quality pure silk, while the becoming style has convertible high or low collar, is fastened with large heavy pearl buttons, and finished with hand embroidered floral designs in contrasting tones. Colors, flesh, maize and white. Sizes 34 to 44. Specially priced for today, \$3.29.

Girls' \$1.00 Undershirts, 79c

Made of fine quality white nainsook, with deep flounce of embroidery and nainsook underlay. Sizes are 2 to 8 years, with waist-band attached, and 10 to 16 years with band. Regularly \$1.00. Today, 79c.

White Pique Carriage Covers, with "baby" prettily embroidered across centre—scalloped edges. Size 26 x 36 inches. Regularly \$1.25. Today, 95c.

The SIMPSON Company

Robert Simpson Limited

\$7500—
Detailed, solid built bath, also sun room hardwood on two floors. Appl. H. W. L. King St. East.

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