

SIMPSON'S

Looking for an Ideal Place to Dine?
Then here ends your search, for Simpson's Palm Room is everything you could wish for—cool, quiet and attractive. The food is excellent, the service efficient and the charge moderate. Express elevator runs direct to Sixth Floor.

SIMPSON'S

Store opens at 8:30 a.m.

Weather Today—Moderate southerly winds; fine, with high temperature.

Telephone Main 7841, Connects With All Departments.

Store Closes at 5:30 p.m.; Saturday at 4 p.m.

A Clearance is Ordered, So--- Men's Summer Suits Are Down to \$17.95 Today

They are incomplete stocks of best selling grades that will not be inventoried. There is no alternative but to mark them at a price to effect immediate disposal.

These suits combine the four fundamentals of style, service, comfort and wear. Each and every one of these things is essential to genuine suit value.

They're developed in tweeds and fancy worsteds—light grey and fawn. Three-piece models—some lined, others quarter lined. 2 and three buttons—single breasted—trenchers and belters. Sizes 33 to 46. Only 95 suits to go today at \$17.95.

Visit the Basement Today

Every thrifty house-keeper will find dozens of worthwhile savings on wanted things that save time and energy in the home.

The merchandise is all Simpson quality and that means something.

Today in Simpson's MARKET

Phone Adelaide 6100
Canada Food Control License
No. 9-029.

- Meats.**
Sewing Beef, lean, boneless, lb., 28c.
Brisket Boiling Beef, per lb., 30c.
Best Round Steak, per lb., 38c.
Veal Chops, loin or rib, per lb., 38c.
Family Sausage, our own make, per lb., 28c.
- Fish.**
Finnan Haddies, per lb., 16c.
Smoked Pillets, per lb., 30c.
Kipperd Herring, per pair, 12½c.
Shredded Salt Cod, per pair, 12½c.
- Groceries.**
2,000 lbs. Oleomargarine, per lb., 22c.
Finest Canned Peas, 2 tins, 29c.
Monarch Flour, 24-lb. bag, \$1.69.
Orange Marmalade, 4-lb. can, 38c.
Yellow Cooking Sugar, 5 lbs., 50c.
Choice Rice, 3 lbs., 36c.
Quaker Oats, large package, 30c.
Herrings in Tomato, per tin, 18c.
Pure Cocoa in bulk, per lb., 24c.
Finest Gold Dust Cornmeal, 7 lbs., 59c.
Vegetable Soup, Dominion Brand, 2 tins, 27c.
Fels Naptha Soap, 3 bars, 24c.
Sunlight, Surprise, Comfort, Borax and Gold Soap, 4 bars, 30c.
Lenox Soap, 5 bars, 34c.
Simpson's Big Bar, per bar, 14c.
Ammonia Powder, 3 pkgs., 25c.
Old Dutch Cleanser, 3 tins, 28c.
Sapolio or Bon Ami, per cake, 12c.
Lax, 3 pkgs., 25c.
Canada Laundry Starch, per pkg., 12c.
Babbitt's Cleanser, 5 tins, 25c.
Blue, 2 pkgs., 30c.
Soap Chips in bulk, 2 lbs., 25c.
Toro Tablets, 6 pkgs., 25c.
Cleanall Soap, 6 pkgs., 25c.
Comfort Lysol, per pkg., 10c.
Gold Dust Washing Powder, large package, 28c.
2000 lbs. Pure Celona Tea of uniform quality and fine flavor, black or mixed. Today, lb., 51c.
- Poultry Food.**
Scratch Feed, 5 lbs., 27c.
Baby Chick Feed, 5 lbs., 27c.
Cracked Corn, 5 lbs., 28c.
Mica Grit, 5 lbs., 10c.
- Fruit Section.**
California Lemons, per dozen, 35c.
California Valencia Oranges, doz., 55c.
New Cabbage, each, 12c.

Men's Genuine Panamas Worth \$5, \$6.50, \$8.00 Today at \$3.35

For panamas of such genuine worth that's a remarkable price. They comprise the nattiest styles of today—fedora, panama and telescope shapes.

The real season has just commenced, so you see the importance of the value.

Some trimmed with fancy colored bands, others have plain black corded silk bands. Today \$3.35 takes these panamas worth up to \$8.50.

Today---Scrim Curtains at \$1.19 Pair

Special purchase. Good value today at \$2.00 a pair. White, ivory and ecru, neatly trimmed with narrow lace, insertion and edging. Sill length, 2½ yards. Special today, pair, \$1.19.

500 Window Shades, Each 59c.

Strong opaque cloth, mounted on reliable spring rollers, complete, ready to hang. Standard size, 37 inches wide and 70 inches long. White or cream. Today, each, 59c.

50-inch Shadow Cloths, \$2.25.

Imported shadow cloths, 50 inches wide. Newest effects, in light, medium and dark color combinations. Correct for side draperies, slip covers and light upholstery. Today, yard, \$2.25.

Reversible Bedroom Rugs.

Inexpensive Wool and Fibre Rugs, woven in small designs, for bedroom or living-room. Shades of green, blue and old rose.

- Size 6.0 x 9.0. Each . . . \$ 8.25
- Size 9.0 x 9.0. Each . . . \$11.75
- Size 9.0 x 12.0. Each . . . \$15.00

Round and Oval Rag Rugs.

Japanese Braided and Plaited Rugs—reversible—will lie flat on hardwood floors.

- Round, 3.0 x 3.0. Regularly \$4.95. Today, \$3.95.
- Oval, 1.6 x 3.0. Regularly \$2.75. Today, \$1.95.
- Oval, 2.0 x 4.0. Regularly \$5.25. Today, \$3.95.
- Oval, 2.6 x 5.0. Regularly \$6.75. Today, \$4.95.

Heavy Printed Oilcloths (Seconds) 59c Square Yard

About 30 rolls well-seasoned Oilcloth, in tile and block designs. Different widths. A few rolls slightly imperfect in the printing, but all good for hard wear. Special today, square yard, 59c.

Washable Bath Mats—Heavy cotton quality—pretty tile designs, in green and white. Size 3.0 x 5.3. Regularly \$4.75. Special today, \$3.49.

An Amazing Purchase of Tru-Knit Combinations Up to \$3.00 Kinds, Today at \$1.49

2576 Suits Altogether---They're \$1.65, \$1.75, \$2.00, \$2.50 and \$3.00 Qualities

That this famous maker has our best interests at heart is perfectly obvious. Here is a striking example of the remarkable opportunities he puts our way every now and then.



They're all perfect garments, comprising incomplete lines, cancelled orders and surplus production. Egyptian balbriggan—mesh—white lisle—porous knit and so on.

Sizes 32 to 50. Short or long sleeves—knee, ¾ and full

length legs. See how soon you can get here today for these combination suits, at just \$1.49.

He turned over his entire floor stock of underwear at a remarkable price concession which we couldn't resist.

These Trousers \$3.50 Because They're Odds

And if you have a perfectly good coat and vest at home, you can complete a suit and save. Grey and black stripes, worsted finished material. Strong and durable. Sizes 32 to 44. \$3.50.

Men's Hot Weather Coats, \$4.75.

Mighty handy coats these. Fine grey and black lustre with deep facings. 3 outside patch pockets and one inside. Sizes 36 to 48. \$4.75.

Little Fellows 2 to 8 Years Are Wearing Tub Suits These Days

Mothers know the convenience and economy which results from dressing the little boy in a durable suit that looks attractive, is easy to clean and gives remarkable service. Our assortments offer splendid choosing from new and better styles at moderate pricings. For example:

Oliver Twist model, white coat with blue pants. Good looking, well made suits of splendid materials. Sizes 3 to 8 years, \$1.50.

Plain grey chambray in Tommy Tucker model—grey and white striped. Collar, cuffs and belt. Sizes 3 to 8 years. \$1.50.

Grey and black check gingham in Tommy Tucker model with white collar, cuffs and belt. Sizes 3 to 8 years. \$1.50.

White galatea middy—yoke front and back—emblem on sleeve, black sailor bow at neck. Sizes 3 to 8 years. \$2.00.

Blue and white striped Oxford Middy suit—navy blue sailor collar trimmed with 3 rows white braid blue sailor bow at neck. Sizes 3 to 8 years. \$2.00.

Blue chambray middy suit—collar and cuffs trimmed with 2 rows of white braid, faced with white lace at neck. Sizes 3 to 8 years. \$2.50.

White with blue striped galatea in double breasted effect—junior model. Blue collar and belt, with emblem on chest. Sizes 3 to 8 years. \$2.50.

White pique in fancy yoke model—deep lie-down collar, edges trimmed with blue piping—fancy silk scroll on lapels. All around belt. Sizes 3 to 8 years. \$2.50.



Boys' Overalls \$1.25

These blue chambray overalls save time, save clothes and save washing. Slip it on the boy (just takes ½ minute), and he is dressed for romping and playing. At \$1.25. Blue and white stripe or small grey and white pick material at \$1.50.

Khaki, brown or black drill, at \$1.75. Sizes 2 to 6 years.

15c, 1 c, 20c and 25c Mouldings Today, Foot 9c

1,500 best gilt ¾ and 1-inch Antique Gilt Moulding, choice patterns. Some have gold burnished pressed wood tips, suitable for water colors, supplement pictures or hand-colored prints. Regularly 15c, 18c, 20c and 25c. Today, per foot, 9c.

Framed Pictures Regularly \$1.25. On Sale Today 79c

Choice color pictures on white mounts, showing beautiful landscapes. Framed in 1-inch antique gilt—size 12 x 16 inches. Today, 79c.

About Travelling Goods

Reliable Trunks, with heavy leather straps, covered with waterproof canvas, heavy wood slats and brass dome corners, strong lock and bolts, neatly lined, with divided trays. Today, sizes 22-inch, \$1.75; 24-inch, \$2.00; 26-inch, \$2.25; 40-inch, \$6.95.

Suit Cases, \$5.95.

Covered with keratol—leather corners—heavy leather straps—swing handle—brass lock and fasteners—lined lined, with pocket. Today, size 26 inches only, \$5.95.

Club Bags, \$5.95.

Walrus grain—high double handle, sewed on—leather corners—good lock and catches—dark brown lining, with pockets. Today, size 16 inches, \$4.95; size 18 in., \$5.50; size 20 in., \$6.95.

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