

Simpson's Page of Summertime Needfuls

If you are about to make your getaway to some favorite holiday resort in response to the lure of the great outdoors, you'll likely be interested in the things grouped here by way of suggestion. The page mentions merely a few items picked at random from our splendid stocks. An attentive perusal may be the means of adding to the enjoyment of your summer outing.

Nothing Like Swimming to Keep a Man in the Pink of Condition

An exhilarating plunge has the best tonic beat to a frazzle. It is the magic elixir that rejuvenates the tired body and fagged-out brain as nothing else can.

It has the unqualified endorsement of eminent physical instructors everywhere as being the most beneficial exercise obtainable.

Swim morning, noon or night—but swim! You'll get more fun and health out of it than anything else we know.



The Bathing Suits That Men Want Are Here in Splendid Variety

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 Worsteds 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.

And We're Always in the Swim With the Boys

Boys' Bathing Suits, carefully made of good quality cotton, in plain navy; one-piece style. Sizes 22, 24, 26, 28 and 30, to fit boys 3 to 15 years. Suit, 50c.

Boys' Bathing Suits, fine cotton fabric; one-piece skirt style. Navy, with white, cardinal or orange trimming. Sizes 22 and 24 only. Suit, 65c.

Sweater Coats Are Mighty Handy on Vacation Days

Men's Sweater Coats—Warren make—the very best English spun all wool yarn—fancy knit with storm collar—two pockets. Colors are grey, maroon, maroon and black, white, also white with colored trimmed front. All sizes. Each \$10.00.

Men's Sweater Coats—Made of good quality yarn—fancy knitted with shawl collar. Colors grey, maroon, brown, navy, royal, grey and dark grey, grey and navy, grey and cardinal. Sizes 36 to 42. \$5.00.

Boys' Sweater Coats—Good quality yarn—fancy knit. Shawl collar—two pockets. Colors maroon, grey, brown. Sizes 26 to 32. \$3.00.

Dine in Simpson's Palm Room

Because it is held in distinctive favor by the discriminating—both for its a la carte service and special luncheons, which mark a striking innovation in view of its superiority for the charge.

Canada Food Board License Number, 10-4322.

Breakfast, 8.30 a.m. to 10.00 a.m.
Dinner, 11.30 a.m. to 2.00 p.m.
Afternoon Tea, 3.00 to 5.30 p.m.

Lunches a la carte throughout the day.
—Sixth Floor.

Boys' Cotton Jerseys 35c

Of cotton material in plain white, white with sky, white with cardinal, white with navy; long or short sleeves. Ages 2 to 15 years. 35c.

Boys' Cotton Jerseys for warm weather. Navy or navy with sky, navy with cardinal; long sleeves or short sleeves. Sizes to fit ages 2 to 15. 39c.

Outing Shoes for All of the Family

With our complete stocks to choose from, it is a simple matter to get outfitted here, properly. They're all faultless shoes priced in accordance with our value-giving idea. Come for yours today.

Black or Brown Canvas Boots

Men's Black Canvas Boots, corrugated rubber soles—sizes 6 to 11—\$1.39. Low shoes, \$1.19.
Boys' Black Canvas Boots—sizes 1 to 5—\$1.19. Low shoes, \$1.09.
Youths' Canvas Boots—sizes 11 to 13—\$1.09. Low shoes, 99c.

—Simpson's, Second Floor.

White Canvas Pumps for Women, Misses and Children With Rubber Soles to Match.

Women's White Canvas Pumps—with rubber or wood covered heels—sizes 2½ to 7—\$1.69 to \$2.50.
Misses' White Canvas Pumps—sizes 11 to 2—\$1.49.
Misses' White Canvas Pumps—Mary Jane—no heel—sizes 11 to 2—99c.
Children's White Canvas Pumps—Mary Jane—no heel—sizes 4 to 10—89c.

All White Canvas Lace Boots

Men's White Canvas Lace Boots, sizes 6 to 11, \$1.69.
Boys' White Canvas Lace Boots, sizes 1 to 5, \$1.49.
Women's White Canvas Lace Boots, sizes 2½ to 7, \$1.49.
Girls' White Canvas Lace Boots, sizes 11 to 2, \$1.49.
Children's White Canvas Lace Boots, sizes 6 to 10, \$1.09.

Summer Time is Kodak Time and We're Ready for You

Wherever you hie for your vacation—to the country or seashore, lakes or mountains—you will appreciate the added enjoyment which picture taking throws your way.



Motoring, canoeing, hunting, fishing, golfing, tramping, climbing—every occasion is prolific with picture taking possibilities.

Eastman Vest Pocket Kodaks Are Popular

They combine every advantage of the bigger sizes—are equally well constructed and take pictures to perfection.

Vest Pocket Kodak (single lens), at \$8.50.

Vest Pocket Kodak (R. R. lens), at \$10.00.

Vest Pocket Kodak (F. 77 lens), at \$15.00.

They're made in Canada by Canadians, for Canadians.

Box Brownies Are Wonderfully Accurate

Because they are so simple and easy to handle, the Brownie enjoys remarkable popularity. No previous knowledge of photography is required, yet surprisingly good results are obtainable.

No. 1 Brownie, priced at \$2.00.

No. 2 Brownie, priced at \$2.75.

No. 2a Brownie, priced at \$3.50.

No. 2c Brownie, priced at \$4.50.

Complete Film Supplies, Printing and Developing

FILMS for all makes of Kodaks and Cameras for sale in our Kodak Department.
Developing—Many a good picture is spoiled by poor printing and developing. We have real experts doing this work for us and thoroughly recommend our service. We operate on a one-day service. Films brought in today are developed and printed for you by tomorrow.
—Kodak Dept., Main Floor.

"A White Tent Pitched by a Glassy Lake is the Summer Home for Me"

Thus from the pen of a noted Canadian poet. Others without number have similarly commented upon the joy o' living in a tent during the balmy days of summer.

Pitch your tent where you may in gloriously wooded Canada, with its rushing rivers, peaceful streams, glittering lakes, towering mountains and fertile plains, you'll enjoy the vacation of a lifetime at the minimum of expense.



\$19.18 Buys a Splendid Tent Here

Expertly constructed from specially finished English duck in a capacious size—12 ft. long, 9 ft. 6 ins. wide and 7 ft. 6 ins. high. Complete with all necessary poles, ropes and pegs. Special value at just \$19.18.

If You Believe in the Wonderful Power of Music

Nothing But a Victrola Will Satisfy You

If you believe in the power of music to elevate your thoughts and broaden your intellect—to stir your imagination and quicken your emotions—to soothe your mind and lighten your toil—you can appreciate what it would mean to own a Victrola.



Victrola VI., \$49.00.



Victrola IX., \$91.00.

Three styles illustrated, but there are other types just as popular. The least expensive Victrola plays the most elaborate opera with the same clear tone of the more expensive ones. The summer home is more complete when there is a Victrola to entertain you.

We will be pleased to demonstrate any of the instruments you may wish to hear.

Home-Lovers' plan of payments spread over an arranged period if desired.

Victrola Dept., 6th Floor.



Victrola IV., \$34.00.

Flags Of the Allies

Handy little ones for autos, summer cottages, tents and so on.

Size 4 x 6 inches, 3 for 10c.

Size 7 x 11 inches, 2 for 15c.

Size 12 x 18 inches, 25c each.

Hammocks Worth \$5 and \$5.25 At \$3.98

That's a comfortable saving. And the choosing is splendidly varied—nearly every desirable color combination and design.

Think of the hours of solid comfort such a hammock means at the home or summer home. Of course they'll fast disappear at the greatly reduced price of \$3.98.

—Basement.

The Robert SIMPSON Company Limited