

Today at Simpson's --- A Grand Display of Summer Hats

Women's Smart Silk Suits at \$25.00

One of navy taffeta has a rippled peplum, white silk overcollar and smoked pearl button trimming. Price \$25.00.
A double rippled peplum, a long tuxedo collar, and an ornamental buckle distinguishes another suit of fine silk poplin; all the new shades. Price \$35.00.
Soft chiffon taffeta is seen in a very stunning model; also a jaunty irregular peplum, and novel button-trimmed collar. Today's selling price \$40.00.

Women's Handsome Silk Coats

The silk coat has returned to high favor for the summer season and the models we are showing are so charming and varied as to beggar all description.
There are satins, taffetas, moires and heavy silk poplins. Graceful designing, artistic girdles, rich embroidery and often collars and trimming of marabou add to their loveliness. Priced from \$27.50 to \$60.00.

Women's Cotton Gabardine Skirts

The quality of the material, the many smart designs, and the clever tailoring combine to make these skirts splendid value at their moderate prices. They have novelty pockets and belts and are finished with pearl button trimming or twist stitching. Priced from \$5.50 to \$7.95.

Women's Wash Satin Skirts

Wash Satin Skirts From New York—Truly suggestive of May-time are they in their apple green, apple-blossom pink, and dainty white colorings. So practical, too, as they launder to look like new. High-collared girdles and novelty pockets are attractive features. Priced from \$12.95 to \$22.50.

Women's Dainty Summer Dresses Just in From New York

They will be out of their boxes for the first time today; and so smart, summery, and altogether lovely are they, that you will be glad summer days are right at hand when you see them. There are floral foulard and shadow-checked voiles in the daintiest of tones often combined with white voile. And gingham galore in every conceivable color combination.
The sleeveless coat effect bolero, surplice bodices, waistcoats and Quaker collars are a few of their many enchanting features. Priced from \$5.00 to \$20.00.

Drugs and Toilet Goods Special for Today

- Colorite Hat Dye, bottle 25
- Diamond Dyes, all shades, 2 for 10
- Sunset Soap Dye, package 15
- Drummer Dyes, package 10
- Dolly Tints, package 10
- 15c Package Chloride of Lime 10
- Special, 2 for 25
- 8c Package Copperas, Special, 2 for 15
- Saniflush, tin 25
- 20c pound Powdered Borax 25
- Special, 2 for 35
- 50c Apollo Syrup of Figs, Special 27
- 26c Antiseptic Healing Ointment 27
- Special, 2 for 27
- War Tax included.

Breakfast In Simpson's Palm Room

Gives you a thrill of satisfaction because you hardly expected such home-like cooking and service down town. You may have simply coffee and rolls or a breakfast. 5.50 to 10 o'clock.

OTHER MEAL HOURS ARE:
Dinner, 11.30 to 2 o'clock;
Afternoon Tea, 3 o'clock to 5.30; Luncheon a la carte throughout the day.

The SIMPSON DRUG COMPANY Limited

Irresistible Suitings and Dress Goods

There are guaranteed British serges of the old standard grades and guaranteed dyes.
Men's Wear Serges, made from the finest soap scoured Botany wools in the men's cloth finish that does not shine easily; 56 and 58 inches wide; color range and navy's and blacks. Per yard \$5.00 and \$6.00.
Fine English Worsted Serge, pure wool in neat shades of navy's and blacks; 54 inches wide. Per yard, \$3.50 and \$4.00.
Fine Broadcloths, chiffon and velour finish, French and British makes; 50 and 54 inches wide; in a wide

Introducing New York's Most Recent Favorites

Exclusive Dress Hats from Moorehead and Jardine, Earle, Joseph, Peggy Hoyt, Bendel. Smart Sports Hats from Burgess and Rawak.

More beautiful summer hats just reached us from New York's leading designers of high-class millinery—making for today one of the most inviting displays we have ever shown. There are exquisite French lace hair hats, simply and fetchingly adorned with rare flowerets or bits of ostrich—white milans in tailored styles with novelty feathers, broad wings, etc.—dressy milans with georgette brims—liseret hats with rich appliqued flower crowns, and great drooping leghorns combined with georgette and piquantly enwreathed with field flowers.

The Sports Hats hold high favor this season; Sports Hats of the novel pineapple straw with strictly tailored bands, and hats with great rich scarfs wrapped around their high crowns. A noteworthy feature of the display is that the prices are so varied as to suit every purse.

65 Smart New Leghorn Hats Priced Special at \$10.00

High-Class New York Sailors \$4.50 to \$15.00

Produced by our best designers for wear now and later. Specially priced today, \$10.00.

In fine milans, porcupine, pineapple and other new straws. Priced from \$4.50 to \$15.00.

Demonstration All This Week Bon Ton Corsets

Miss Longdon is an expert corsetiere direct from the Salon du Bon Ton, New York. Her wide and varied experience in fitting corsets makes it possible for her to understand every individual need in corseting. Light boning and low bust, with rubber tops, are among the new features. Come in today.

Telephone Main 7841 for appointment.



Wonderful Values in Philippine Hand-Made Lingerie

Hand-Made Nightgowns at \$2.75—Fine nainsooks in slip-over styles with round or V-shaped necks, threaded with baby ribbon. Regular \$4.50. Today, \$2.75.

Hand-Made Nightgowns at \$2.25—Hand scalloped necks and exquisite embroidered floral and eyelet designs combined with hand drawn work. 10 adorable styles. Special value today at \$2.25.

Hand-Made Envelope Chemise, \$2.98—Made of beautiful fine materials with hand scalloped necks and arms. Full bottom, scalloped to match top. Regular \$4.50. Today, \$2.98.

Hand-Made Corset Covers \$2.75

Regularly \$4.00, \$4.50, \$5.00 and \$6.00. Twelve handsome designs with hand scalloped necks and arms, and charming design in floral and eyelet work; tucked backs and gathered sides. A limited quantity selling today at \$2.75.

Today Will Be a Good Day to Buy Wash Goods at Simpson's

The weather for these fabrics is due here and now, and the present stock of beautiful summery things cannot be duplicated.

White English Plaques with a fine cord; 40 inches wide. Away below mill cost. Today, per yard, 49c.

Duro Nurse Cloth at 59c—We also have some designs in stock at 85c, and cannot purchase any more to sell under \$1.00. The designs at old prices are all staple, 30 inches wide. A bargain at, per yard, 59c.

Scotch Gingham in stripes, checks and plain shades; fast colors; 27 inches wide. Yard, 38c.

Silk Check Voiles in dainty shades of green, blue, grey, pink, white, with overcheck of contrasting colors in silk; 40 inches wide. Per yard, \$1.00.

Palm Beach Suitings—See our special and shade and all other leading colors; 36 inches wide. Per yard, 59c.

Women's Boots From Stock Today \$2.90

The boot illustrated has the appearance of a \$6.00 boot, and is of extra good quality, for so small a price. Made of high-grade donkey kid, or patent cow leathers, with long plain vamp; high tops; lightweight flexible McKay sewn soles; high Spanish and Cuban heels. Sizes 2 1/2 to 7. A stylish boot of splendid value. Today, \$2.90.

An Unusual Value in Women's Low Shoes \$4.95

Included in this lot are Queen Quality, Dorothy Dodd and many other good makes, at greatly reduced prices; 800 pairs of pumps, colorials, strap slippers and Oxford, in black kid, brown kid and calf, gummetal, patent cow, white canvas, white kid and white Sea Island duck; smart, good-fitting lasts; Goodyear welt and hand-turned soles; Cuban, Spanish and wood-covered heels. Sizes 2 1/2 to 7 in the lot. Today, \$4.95.

High-Grade Boots for Men at \$5.45

High-grade Boots for Men, which means a saving of about \$2.00 a pair. The leathers are Havana brown, and mahogany calf, gummetal, patent cow and donkey kid leathers; made in Bucher and straight lace; medium wide and English recede toe lasts; Goodyear welt leather and guaranteed rubber fibre soles. Sizes 6 to 10. Today, \$5.45.

No Phone, Mail or C.O.D. Orders on Sale Footwear.

8.30 a.m. Sale of Men's Trousers \$2.65

Well tailored and strongly made of firm finished tweed, in greys and browns, in mixtures, stripes and plain shades; finished with belt loops or back strap, in sizes 32 to 46. On sale 8.30 this morning at \$2.65.

Youths' Trousers, of a dark grey worsted, with neat black stripe effect. Sizes 27 to 31. Price \$2.75.

Men's Trousers, of a medium grey tweed mixture, smart and serviceable. Sizes 32 to 44. Price \$3.50.

Men's Trousers, of a navy blue worsted, made with five pockets. Sizes 32 to 46. Price \$3.75.

Men's Trousers, of a light grey and black tweed mixture, well tailored. Sizes 32 to 44. Price \$4.00.

Men's Trousers, of an imported English pick and pick worsted, in a medium grey shade, well tailored. Sizes 32 to 44. Price \$5.00.

Men's Trousers, of an imported English worsted, in a medium grey, with lighter grey silk stripe, well tailored. Sizes 32 to 44. Price \$7.00.

The SIMPSON Company Limited



Art and Milanese Silk Sweater Coats in 180 Styles No Two Alike

A Tremendous Sale Today

Showroom Samples From a Leading Manufacturer of Exclusive Sweater Coats. No Two Alike

\$11.50 to \$45 Coats at \$8.95 to \$31.75

180 Handsome Silk Sweater Coats—every one different—every one a triumph in the art of exclusive sweater designing. New sleeveless coats, coats with vestees, sleeveless middies and middies with sleeves, three-quarter coats, regulation coats. Entirely new colors and color combinations, including rich stripes and oriental tones. Sizes 38 to 42 in the lot. No phone or mail orders. On sale at 8.30 a.m. today at following prices:

- \$11.50 Coats at . . . \$ 8.95
- \$12.00 Coats at . . . 9.45
- \$12.50 Coats at . . . 9.95
- \$13.50 Coats at . . . 10.85
- \$14.00 Coats at . . . 11.25
- \$15.00 Coats at . . . 11.95
- \$16.00 Coats at . . . 12.85
- \$17.00 Coats at . . . 13.85
- \$18.00 Coats at . . . 14.39
- \$18.50 Coats at . . . 14.95
- \$19.50 Coats at . . . 15.49
- \$20.00 Coats at . . . 16.25
- \$21.00 Coats at . . . 16.95
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- \$25.00 Coats at . . . 19.65
- \$26.50 Coats at . . . 20.25
- \$30.00 Coats at . . . 22.50
- \$32.50 Coats at . . . 24.95
- \$35.00 Coats at . . . 26.50
- \$40.00 Coats at . . . 28.95
- \$45.00 Coats at . . . 31.75

No Phone or Mail Orders and no Refunds or Exchanges.

New Suit Arrivals in the Misses' Section

Our semi-tailored model of navy serge has slightly fitted back, rippled peplum, and military braid trimming. Price \$55.00.

A very smart suit of navy serge boasts a cream poplin waistcoat that develops into a dressy over-collar. Price \$65.00.

Stunning indeed is a suit with dressy pony coat. The long flared peplum at the back is banded with rows of braid, and the over-collar is of khaki-kool. Price \$72.50.

Misses' Handsome Capes

Charm, grace, youthfulness—these are but a few of the features that spell smartness where Misses' New Capes are concerned. There are navy blue serges, serge and satin, shepherd's checks, and rich velours, in new shades. One adorable wrap of navy serge shows a reversible vest, navy serge on one side, cream serge on the other. It may be worn to show either, as desired. Price \$47.75. Others range from \$25.00 to \$75.00.

Misses' New Skirts Distinctive in Design and Fabric

That fashion favors the separate skirt this season is shown by the host of lovely fabrics and designs she has used in their creation. In the Misses' section you will find fine serges in colors and white, plain striped and plaid taffetas, wool plaids, fusing foulards, novelty satins, and the popular Baronet satin. Priced from \$10.00 to \$25.00.

Charming New York Frocks for Misses

Exquisite creations are these, yet boasting such a simplicity as to make them adorable. There are foulards in small spot patterns of navy and white, made in graceful draped styles; colored foulards, with unique designs in white; and lovely models combining foulard and georgette in the most fetching ways imaginable. Each shows some new feature in fashioning. Priced from \$25.00 to \$45.00.

Great Blouse Values This Week

Notwithstanding the ever upward trend of prices on all piece goods, we are securing special below-price lines of good blouses from many reputable makers—some of whom are overstocked—others who need cash. Whether the blouses are of crepe or voile, our advertised lines from day to day will bear comparison with values of years ago.

Specials for Today

\$3.50 Heavy White Habutai Silk Blouses at \$2.50

A heavy brilliant white wash silk of undoubted wearing quality. Made in a most graceful style. The open front has a hemstitched panel on each side and is fastened with large pearl buttons. Finished with a huge fichu collar, the front of which is very heavily embroidered and edged with Venise lace. All sizes to 42. Worth \$3.50, but marked for special selling today at \$2.50.

Featuring Skirt Lengths of Novelty Silks

Separate skirt lengths are a distinct feature with a big demand for striped and checked taffetas. Today we are featuring the most exclusive designs, priced at \$2.50 per yard. 2 1/4 yards is required for present style skirts, making the price quite reasonable—\$6.25 for the skirt length.

Baronet Satins have had instant success, particularly for skirts and the new capes. They are shown in most exquisite plain tones and combination colorings of stripes. Width 40 inches—the price \$5.50 per yard. As this is the price quoted by most of the New York stores for the same quality our price is remarkable. Foulards have wonderful selling—and the designs we are showing are adorable. Black and white, navy and blue, taupes, and greens and browns. Prices range from \$2.50 to \$3.50. Beautiful Stripe Effects in Swiss Chiffon. Foulards have wonderful selling—and the designs we are showing are adorable. Black and white, navy and blue, taupes, and greens and browns. Prices range from \$2.50 to \$3.50.

Better Quality Sheeting

Specially Priced for Today

When the slightest reduction on the price of cotton materials nowadays is noteworthy, an offering such as this should not be missed by any thrifty woman.

Again, this bleached English Sheeting is 90 inches wide, an important feature. An excellent quality, worth \$1.35 per yard. Clearing today, per yard, 90c.

White Flannelette Blankets of best Canadian quality. Size 70 x 84 inches. Pink and blue borders. Special value, per pair, \$2.85.

Bleached Irish Mercerized Table Damask. Widths 58 and 62 inches. Today, per yard, 83c.

Hundreds of Wash Cloths of lovely soft absorbent quality. Special value at 6 for 25c.

Checked Glass or Tea Towelling, 22 inches wide. Today, per yard, 29c.

White Figured Irish Huckaback Towelling of soft quality, 18 inches wide. Per yard, 39c.

Striped English Flannelette, fast colors, 35 inches wide. Per yard, 39c.

Hand-Made Cluny Scarfs, size 18 x 54 inches; pure linen centres trimmed with heavy lace. Today, each, \$2.95.

Bordered Crash Roller Towels, 17 inches wide, 2 1/2 yards in each towel. Splendid value, each, 49c.

Boys' New Wash Suits

A brand new collection of individually styled wash suits, in those materials mothers know to be extremely serviceable. These models are all new this season, and each suit has been made with unusual care throughout. Here are a few of the styles:

Wash Suits of white middie, with blue collar, cuffs and border, black tie, knickers. Sizes 2 1/2 to 8 years, \$1.25.

Wash Suits, of natural linen shade, with green collar and belt, knickers. Sizes 2 1/2 to 8 years, \$1.50.

Wash Suits of Palm Beach, with green collar, cuffs and belt; Norfolk style, yoke back and front; box pleats, extending from yoke to bottom; knickers. 2 1/2 to 8 years. Today, \$2.00.

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