Summer Costumes for the Holiday

Linen Suits, Muslin Dresses, Linen Skirts, Covert

Coats. Summer Waists-Dresses, Coats

and Blouses for Girls.

S IMPSON'S Cloak Department will be the centre of summer holiday preparation to

our customers are preparing to go away for the hot wea-

summer holiday preparation to-morrow. So many of

\$1.75, Saturday 98c.

velvet collar, trimmed with gilt but-

for wear at picnic or excursion par-

ties; sizes 10, 12 and 14 years; regular selling price \$2.75, Saturday \$1.98.

IMPORTED \$6 NET WAISTS \$1.98

100 Waists, fancy Brussels net, elabo-

ate hand braided voke in one style

another is made with yoke and front of

fine Battenberg; both styles finished

with clusters of tucking back and front

long sleeves with lace ending, white only

\$4.00 WHITE WAISTS \$1.95

1000 Fine White Lawn Walsts, fronts

of all-over lovely Swiss embroidery

heavy guipure or fine Val. insertion, also lovely Soft Mull Waists, clusters

pretty design of hand embroidery-

several new styles of sleeves, dainty

\$4.00. Very special Saturday \$1.95.

lace edging on collar; regular \$3.00 to

\$6.00 SILK AND SILK MOIRE UN-

DERSKIRTS \$2.95

90 Underskirts of fine quality taffeta

silk and silk moirette, brown, Alice

and sky; also in black and white stripe

effects; some are made with deep ac-cordeon pleated frills and underpieces,

others with fancy stitched self-strap-

of fine tucking back and front,

regular value \$6.00, Saturday \$1.98.

No phone or mail orders.

ons, a stylish and desirable garment

J. WOOD,

THE SIMPSON COMPANY. Mostly fair; decidedly warm, showers probable.

THE SIMPSON COMPANY, FRIDAY, LIMITED JUNE 25,

Men's Best Summer Saturday for Outfitting

Open until 5.30 to-morrow-buy your holiday suit---get some summer shirts---you can't wear heavy underwear any longer--get a straw hat, too--come to the Men's Store and let-us fit you out for real good old summer time.

Special Value in Men's Two-Piece Suits

Men's High-grade Fancy Imported English Tropical Worsteds, in rich dark olive and brown stripe, medium greys and tan shade; coats cut in two-button single-breasted sack model, quarter lined with fine alpaca, shrunk duck and canvas fronts, perfect fitting and carefully tailored and finished in every detail, pants finished with belt strap, roll bottoms, etc. Extra special value

15.00

Men's Two-piece Outing Suits, made from Hewson's soft finished homespun tweeds, a cool, all-wool, smooth fabric, makes comfortable garment for hot weather; the colorings are light, medium and dark greys, also tans and browns, with fancy invisible stripe, coats single-breasted, made up quarter lined and trimmed with best ma-

Men's Flannel Finished English Tropical Tweed Two-piece Suits, in light grey and fawn mixed ground, with neat green and darker grey stripe pattern, made up newest single-breasted sack style, quarter lined, made to fit perfectly, made with canvas and haircloth fronts to prevent coat from sagging, \$10.00.

Men's Summer Weight Saxony-finished English Tweed Two-piece Suits, in elephant, grey and olive brown shades, with subdued colored stripe effect, cut, tailored and finished in newest style, pants have roll bottom and belt straps, \$12.00.

Men's White Duck Pants, made from extra quality material, finished with roll bottoms and belt keepers, \$1.00. Men's White All-wool English Cricketing Flannel Pants, thoroughly shrunk and well made, finished with rol; pottoms and beit keepers. Special value, \$3.50.

Men's Light Grey Homespun Trousers, showing faint green or grey stripe effect, finished and tailored in latest style, \$3.00. Men's Extra Quality Imported Medium Grey English Flannel Trousers, with neat stripe pattern, made up in latest cut, with roll pottoms and keepers for belts and side strap buckles, \$3.50. Boys' Extra Quality Imported English Worsted Two-piece Suits, in a rich olive brown shade, showing a self and an indistinct fancy colored stripe alternately, made double-breasted style, with neat fitting collar and long roll lapel, fancy cuff on sleeves, pants bloomer style, with strap and buckle at knee and holders for belts; sizes 27 to 33, \$5.00.

Boys' Two-piece Norfolk Suits, made from a strong wearing Canadian tweed in a dark brown and olive stripe effect, showing fancy colored over-check, plain knee pants; sizes 25 to 28, 83,00,

BOYS' WASH SUITS.

. Boys' White Duck Sailor Blouse Suits, made with sailor collar, trimmed with five rows of white soutache braid, pants bloomer style; sizes 6 to 10 years, \$1.25.

Boys' White Drill Man o' War Suits, made with extra detachable navy blue drill collar, trimmed with three rows of white tape braid, pants made regulation style, with wide bell bottoms; sizes 3 to 10 years. \$1.75.

Footwear for Saturday Selling

Two Thousand Pairs of Underbought Boots—Half Are Men's, Half Are Women's—Values \$3.50 to \$4.00. Saturday's Price \$2.49

S ATURDAY this store will hold a brisk sale of Boots and Shoes. It is the last full-day Saturday of the Summer, as we close at 1 o'clock during July and

We have secured factory balances of well-known branded shoes, whose regular values are standard throughout the country. They will serve to make the last Saturday of June noteworthy to at least 2000 people-men and women. Note the little lot of Prospectors' Boots also.

1000 pairs of Men's Boots and Oxfords, made from tan Russia calf, box eatf and dongola kid leathers, Blucher cut, medium and heavy solid oak tan Goodyear welted soles, straight last, medium and narrow or swing toes; all sizes 5 to 11; regular values \$3.50 and \$4.00. On sale Saturday

LADIES' BOOTS.

1000 pairs of Ladies' Boots, Oxfords and Pumps, made from patent colt, vici kid, tan Russia calf, and gun metal leathers, Blucher, lace, button, and one, two and three-eyelet ties, Goodyear welt and hand-turned soles. All sizes 21-2 to 7. All popular widths. Special clearing price, Saturday

50 pairs Hunting or Prospecting Boots, 10-inch leg, bellows tongue to top. To clear, \$2.49.

In the New Wash Goods Dept.

ther. Everybody is expecting to go somewhere on Dominion Day. Our programme for Saturday includes a large number of underbought Linen Suits. The maker simply used up his material on hand and turned the Suits over to us at bare cost without charging for the making. Just 120 of these. But read the full list. Saturday brims with holiday best for choosing shades to be found anywhere. It always has plenty of neutral light; yet, save in the early morning, is perhaps the daintiest part has plenty of neutral light; yet, save in the early morning, is perhaps the daintiest part has plenty of neutral light; yet, save in the early morning, is perhaps the daintiest part has plenty of neutral light; yet, save in the early morning, is perhaps the daintiest part has plenty of neutral light; yet, save in the early morning, is perhaps the daintiest part has plenty of neutral light; yet, save in the early morning, is perhaps the daintiest part has plenty of neutral light; yet, save in the early morning, is perhaps the daintiest part has plenty of neutral light; yet, save in the early morning, is perhaps the daintiest part has plenty of neutral light; yet, save in the early morning, is perhaps the daintiest part has plenty of neutral light; yet, save in the early morning, is perhaps the daintiest part has plenty of neutral light; yet, save in the early morning, is perhaps the daintiest part has plenty of neutral light; yet, save in the early morning, is perhaps the daintiest part has plenty of neutral light; yet, save in the early morning has plenty of neutral light; yet, save in the early morning has perhaps the daintiest part ha color to the perfection of nicety in a light like this. Come and see. We offer to-morrow:

Of her quaint personality.

Of her quaint personality.

Colors—Plain blue, tan, green, grey a fine Swiss net in shirts only; sizes in the lot 24 to 42. Special Saturday, 44 of Gretchen Collars, and of Gretchen Collars, and of Gretchen Collars, and of Gretchen Collars. LADIES' \$7.50 LINEN SUITS \$4.95

120 Suits, material is fine linen, in mauve, blue, sky, natural and white shades, strictly tailored coats, 32 in. long, semi-fitting backs, trimmed with buttons; sizes 10, 12 and 14 years, Saturday \$1.45.

Girls' Summer One-piece Dresses, of fancy striped, dotted and checked buttons flare skirts trimmed with buttons; sizes 10, 12 and 14 years, Saturday \$1.45.

250 pieces Suitings of various kind buttons, flare skirts trimmed with but-tons; regularly \$7.50 values, Saturday \$4.95. prints, checked ginghams in fancy de-signs and grey, blue, fawn and pink chambrays, trimmed in a great varito clear at a ridiculous price, cotton voiles in plain colors and checks, drape de luxe, a beautiful mercerized material; mercelda, a pretty material, highly mercerized, light and dark ety of styles, with fancy strappings folds, all are this season's goods and imported from New York; sizes grounds, etc., nothing in the lot worth ess than 25c. Special Saturday 8c. White Figured, Striped and Checket 10, 12 and 14 years; regular \$1,50 and Muslins, Pretty designs for children's Girls' Smart Reefer Coats, of importfrocks, pinafores and aprons, fully of navy cheviot, double-breasted fronts, leached, 27 inches wide; regular 150

Simpson's Special Nainsook, 36 in wide; this is a famous cloth of ours, known all over the Dominion; you

and blouses.

less than 20c. Saturday, special, 10c.
Dainty High-class Scotch Zephyrs
in all the fashionable large checks of green, mais, sky, pink, mauve, etc.;

regular 29c, 19c. 100 Pieces of Pretty Figured Muslin, dainty floral designs, fancy stripes, large and small spots and every color imaginable; these are regularly 15c to

30 pieces only, Black Figured Spot Mustins, fast dye, regular 15c,

No phone or mail orders.

25c Quality from Switzerland -an end of a Manufacturer's Output

Y OU know Gretchen, the mong them a special pur- 17 1-2. chase-

25c Collars for 10c. 50c and 60c Collars for 25c. 50c Mull Jabots for 25c. Others at varied prices. Come to Simpson's if daintiness is an attraction to econ-

\$22.50 Muslin Robe for \$7.50

Trimming Dept., near James St. Door White Embroidered Muslin and Lawn Robes, usually \$18.50, \$20.00, \$22.50 to clear at \$7.50.

White and Natural Color Linen Coats and Shaped Skirts, usually \$12.50, \$15.50, \$18.50, to clear at \$7.50. 6 only, White Lace Coats, sold all season at \$10.50, marked to clear \$3.98.

3 very handsome Hand-made Lace and Battenburg Coatees, regular \$27.50, \$35.00 and \$37.50, marked at \$12.00.

\$4.50 Cushions for \$1.48 Art Needlework Dept., near James St.

145 new Rest Cushions, covered with the richest English silk and fine wool brocades, all made in our own work-rooms and guaranteed good wear, sizes 18 x 26 inch. Regular prices \$2.75, \$3.50 and \$4.50, to clear Saturday at \$1.48. Special Colored Holland Laundry Bag, nicely embroidered in holland, sky, pink, navy and butcher. Usual 25c

24 only, very handsome, Japanese Piano Drapes, travelers' samples worth from \$3.50 to \$4.50 each. Saturday, to

\$3.50 to \$1.50 Fountain Pens 75c

1,000 Fountain Pens, balance of shipment of 2,500. These pens are regularly sold at \$3.50 to \$1.50. made by a leading manufacturer. special reasons we cannot give the name. At same time Simpson's guarantee is at back of every pen. On sale Saturday at 75c each. At new Stationery Department.

Groceries for Saturday

2,000 lbs. Fresh Creamery Butter, White Clover Brand, per 1b., 25c.
Toasted Corn Flakes, 3 packages, 25c Burlington Brand Pork and Beans, in Chili Sauce, large flat tin, 3 tins 25c. Canned Pitted Cherries and Green Gage Plums, in heavy syrup, per tin,

lb. jar. 25c. Fancy Mixed Biscuits, 2 lbs. 25c. and vanilla flavors, per brick, 15c, Cannot deliver Ice Cream bricks.

We Expect to Sell Nearly 1,000 of Our Increasingly Famous Dollar Shirts To-Morrow

AST Saturday we sold nearly 600 of those Dollar Shirts, which men are talking about. Since then the hot weather has arrived. Next week the great Summer holiday season commences, with Dominion Day as a starter. We feel justified in a firm belief that the fame of our Dollar Shirts has spread sufficiently, by now to make Saturday touch the one thou-

sand mark. Our schedule calls for a total of 2000 for the week. We expect to do it, and more, too. The news is spreading—help it along. You'll do your friends a favor by "putting them wise" to the splendid value we give this Summer at One Dollar per shirt.

Dutch Collars 10c Each our BIG SALE OF DOLLAR SHIRTS | wool-an imported French garme Cloths—Madras, zephyrs, cambrics, percale, Oxfords, cashmerettes, vest-

Designs—Stripes, spots, figures and in pure white, a very cool, light-weight summer garment, at 75c. OU know Gretchen, the Dutch maid. Her collar with pockets, bands only, and without

SPECIAL 2,500 Negligee Shirts for men, spots, stripes, checks, etc., medium, light or dark shades, cuffs detached, sizes 14 to 16 1-2. Saturday, 50c.

SHIRTS FOR THE SUMMER OUT splendid range to choose from.

At 75c-English cellulars, vestings, cashmerettes, in whites, stripes, etc., reversible collars and pockets. At \$1.00-A large range of white vestings and mercerized effects, fine white cellular (or net) and many others.

SPECIAL OUTING SHIRTS For Saturday 900 White Duck Shirts, the kind that others:

match those white trousers, the same that's used for cricket, bowling, etc., reversible collars and pockets, 14 to 18. Special Saturday, 69c. MEN'S SUMMER UNDERWEAR

rics for summer wear. For example: "Zummerknit," fine mercerized Shirts or Drawers, in shades of ecru. blue or pink, made very cool, splendid wear-ing garments, at \$1.00.

all the styles and light-weight fab-

Regular 50c for 25c.

700 Four-in-Hand Neckwear, in the new open end Derby and closed styles; these are broken lines from regular, stock, and the variety of patterns, colorings, etc., is very large; regular 50c, Saturday, 25c.

Fifty cents is a popular price for a good silk cravat, four-in-hand style; at this price we show about 150 patterns,

Wash neckwear in the new open end

Derby style is the novelty for negligee

wear this summer, in stripes, spots, figures, plain white and colors, splendid value at 25c.

FOR SATURDAY

ize at 50c.

fore colorings to each. We special

Bathing Suit time. We have a com-plete stock of splendid values; we'll mention three lines—there are many Men's Imported Two-piece Bathing

Suits, in plain navy and trimmed on the neck and shoulders with white, splendid value at \$1.00 suit.

Heavy English Worsted Wools Twopiece Bathing Suits, navy with red
stripes; this is the kind you've been
looking for; per suit, \$2.50.

A GENERAL INDUCEMENT.

70 only, English Cashmere Bathing Suits for men, 2-piece style, navy, trimmed with red or white. Saturday, "Manchauffee's" very fine natural \$1.89 suit.

Straw Hats for Holiday Time

KIEXT Thursday is Dominion Day-do your holiday shopping to-morrow. We will be open all day. Buy yourself a new hata straw or a soft felt. You owe it to your friends to make a summer showing now that summer is really

Men's Extra Fine American Make Straw Hats, in the popular wide or medium brim sailor style, in very fine split or sennit braids, easy fitting, leather cushion sweatbands; regular \$2.50 and \$3 00. Saturday, special, \$2.00,

Other grades of Straw Hats in sailor, fedora and neglige styles, split and rustic braids, Saturday at 50c, \$1.00 and \$1.50.

Men's Soft Hats, newest summer there is solved faum of the straw and linen headward, in sailors, turbans and Jack Tar styles; also Tam O'Shanters and outing hats, in duck and pique, special, at 25c, 35c, 50c and 75c.

shape; colors fawn, grey, green or brown, Saturday, \$1.50 and \$2.00.

Boys' Straw Boater Hats, fine plain CHILDREN'S SUMMER HATS Boys Straw Boater Hats, fine plain white braid, black silk bands, Satur-Children's Summer Hats—A splendid day, special, 25c.

The Victor Shoe for Men

A Few Facts That Go With Victor Shoes SOLE LEATHER-Victor soles are made of genuine Scotch oak bark tanned leather. The finest in the world.

UPPER LEATHER.—The very best selected from tan-ners who excel in the different leathers. COVERING - Mercerized finish, cotton duck, woven specially for shoe lining.

REE HIDE

HOOKS AND EYES-Absolutely fast color, will not

COUNTER AND TOE—Box, solid grain sole leather.
PROCESS—Made only by the famous Goodyear welt
made. Price \$4.00, \$4.50, \$5.00. ous Goodyear welt process, better than hand

The Last Saturday for Selling June Whitewear \$1.25 Petticoats, | Saturday, 45c-Fine cambric, umbrella

striped effects, one-piece style, trim-med with folds of colored chambrays, No phone or mail orders.

flounce of lawn, 2 clusters of tucks. insertion of Valenciennes lace, lengths 38, 40, 42

\$2:50 Petticoats Saturday at 8 o'clock, \$1.50-Fine cotton, 17 flounce of lawn, finished with tucks and deep ruffle of heavy fine embroid-

Cannot promise to fill phone or mail

\$6.50 SUMMER DRESSES \$3.95

200 Summer Dresses, of fine muslin

signs, fine checked ginghams, in a great

in white, fancy printed and floral de-

variety of the light, fashionable color-

ings, made in princess jumper, one and two-piece dresses, trimmed with Swiss

embroideries, Val. lace or insertions; regular \$5.00 to \$7.50, Saturday \$3.95.

LADIES' COVERT COATS, \$3.95

pockets and sleeves trimmed with self-

LADIES' SUMMER SKIRTS

Ladies' Summer Skirts of good quali

ty striped Madras, in blue and white,

grey and white, fawn and white shades, flare gore style, cut very full

and trimmed with fold of self around

Separate Skirt of splendid quality

white linen, a 13-gore flare style; this

skirt is easily laundered, Saturday \$2.50.

FOR THE GIRLS

Cloak Department; use new elevators,

Queen-street side of new building.)

(Girls' Section in the west end of

Girls' Sailor Blouses of good quality

white sateen, deep square cut collar

and tie of cadet or navy sateen, trim-med with white soutache braid; sizes

10, 12, 14 and 16 years, Saturday 28c.

No phone or mail orders filled.

\$5.00. Saturday only \$3.95.

button, Saturday \$1.75.

Summer Coats, of covert

effects, double-breasted front

tons, regularly selling at

ery, dust frill, French band. CORSET COVERS 75c Corset Covers. Saturday at 8 o'clock, 48c—Fine Nainsook or lawn. 2 dainty styles, trimmed with lace in-

\$3.00 and \$3.50 Night Dresses, Sat urday at 8 o'clock \$1.75-2 beautiful day \$1.00-Fine sheer lawn, empire styles in fine nainsook, empire styles, trimmed with finest embroidery bead-row frills of fine Val. lace, deep hem; ings and wide silk ribbon, 3-4 sleeves, sizes for 6 months, 1, 2, 3 years. exquisite garments, sizes 56, 58, 60

DRAWERS

Saturday, while style, small tucks and ruffle of goods, they last 75c—both styles, lengths 23, 25, 27; sizes Fine cotton deep for women 38 to 44 bust measure.

CORSETS 360 pairs D. and A. Corsets, Saturday at 8 o'clock 75c pair-Fine white batiste, in the new long back and long

unboned skirt model, fine steel boning 4 wide side steels, medium bust, lace and ribbon, 4 plain elastic garters, sizes 12 to 26 inches. WOMEN'S VESTS 45c Women's Summer Vests for 19c.

The season cannot offer another such chance as this; by no means should you overlook this opportunity of laying in

a full supply. 2000 Ladies' Summer Vests, superfine white ribbed cotton, high neck with long or short sleeves, low neck with short or no sleeves, shaped bodies, finery yoke and Val. lace frills, tucked ished with beading and slik ribbon back, silk ribbon draws; sizes 32 to 44 sizes 30 to 44 bust measure, regular

INFANTS' WEAR \$1.50 Infants' Short. Dresses, Satur-\$3.00 Child's Coat, Saturday \$2.00-Fine cream cashmere, daintily trimmed with silk braid and silk embroid-65c Drawers, for extra large women, ery, sateen lined, length 22 inches,

A Radical Clearing of Trimmed Hats Planned Saturday ATS worth from \$10.00 all the way to \$30.00!

Cool Silks at the Price of Cotton

V OU can wash these silks, too—just like the regular

print. Come and see what you can do in the Silk De-

partment before you decide upon your summer frocks

4000 yards of Summer Silks, in stripes, checks, broken plaids, and small figures, in beautiful assortment of choice colorings, such as mauve, sky, pink, Copenhagen, Alice, reseda, brown, navy, black and white, stylish, cool silks for summer wear, recommended to you for their wearing and washing qualities; selling regularly at 39c and 50c yard. Special on Saturday

wash goods, and they cost no more than a good

200 of them are Simpson Hats; over fifty of them have been taken over with A. E. Rea & Co. stock. All are to go at \$5.00 each, to-morrow.

Many of them are original models; the average price of any hat in the big lot is \$10.00 to \$15.00, while many of them run to \$25.00 and \$30.00 each of them run to \$25.00 and \$30.00 each. Children's and Infants' Headwear at 25c

Hundreds of Bonnets, Caps and Hats, in Swiss embroidery, embroidered silk, and tucked silk; goods are in perfect condition; just cleared to us by a large manufacturer; also some white and colored Milan shapes, rustic sailors with streamers; regular prices of these goods would be 50c, 75c, 85c to \$1.25. Saturday, 25c.

Come early for these. Hot Holiday, Short Sleeves, Long Gloves 49c

And worth \$1.25! Why? How? They are pure silk—a glove importer's over-stock. We had 2000-we have 800 pairs left. Come Saturday

morning. Women's Finest Imported Pure Silk Long Gloves, in the 10t are black, sky pink, grey, mousquetaire, opening at wrist, and black with jersey wrist, double tipped fingers, perfect fitting; all sizes; regular \$1.25. Saturday, per pair, 49e.

Books Two New Copyright Novels, at 25c

"The Heart of a Child," by Frank Danby. Two powerful novels.

Carnations, all colors, 35c.

Fern Pans, well filled, each 35c.

On sale new Book Department. Fresh Cut Flowers Peonies, pink and white, per dozen,

spliced sole, heel and toe. All sizes. Special Saturday morning, per pair, 25c.

150c Lisle Stockings 29c Women's Fancy Lisle Thread Hose, each, bound in illustrated paper covers neat new stripes; also the new boot (English edition).

"The City," by Frederic Carrel, author of "The Adventures of John Johns."

style, fancy tops with black feet and ankles, best quality fine imported "warm weather hose." Regular 35c and 50c. On sale Saturday, pair, 29c. Colored Summer Socks

Men's Fancy Colored Socks, newest natterns and styles for summer wear. finest imported lisle thread, double Telephone direct to Department.

One car California Valencia Oranges, good size, per dozen, 85c. Maconochie's Pickles, mixed chow and walnuts, pint bottle, 22c. Redpath's Loaf Sugar, 4 lbs. 25c. Bluebell Jelly Powder, assorted fla ors, 4 packages 25c. Crosse & Blackwell's Marmalade, 2 Candy, 200 lbs Candied Pineapple, regular 40c per lb., 25c.
Ice Cream Bricks, pints, strawberry