

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager

PROBS.

N. and E. winds; cool, with some local showers, but for the most part fair.

SIMPSON

How to Keep Cool

Keeping cool is one of the easiest things an aeronaut does—he doesn't have to worry about light summer clothing. His suit is a one-piece affair, in which he gets far too cool for comfort.

We cannot offer you a one-piece Summer Suit, unless you're satisfied with overalls, but we do direct your attention to the Two and Three-Piece Summer Suits for sale here Wednesday as the lightest, and yet most substantial, suits to be found.

English Tropical Worsteds Suits, in dark navy blue and brown, with white pin stripes, three-button single-breasted sack models; these suits will retain their shape; sizes 36 to 44 **19.00**

Men's Two-Piece Summer Suits, made from a lightweight English Saxony finished tweed, grey ground, with white and faint colored thread, stripes alternately; two-button single-breasted sack style; half lined; pants semi-pegtop, with roll bottoms, and built for a belt; sizes 34 to 44 **9.50**

SHIRTS AND UNDERWEAR.

Men's Outing Shirts, with detachable double soft collar; made close-fitting style, double turn-back cuffs, large and roomy; all sizes 14 to 17. Regular \$1.50. Wednesday **.98**

Men's Bathing Suits, combination style; some button on shoulder, others button down front; small, medium and large sizes. Regular 75c. Wednesday **.50**

HATS FOR CHILDREN.

Children's Straw Turbans, fine quality white or the new unbleached braids; dome or square crowns; neatly trimmed. Special prices **.50, .75 and 1.00**

Children's Wash Tams, in white duck, drill or pique, tan or pale blue drill, also cream serges. Extra good values, **.25, .35 and .50**

Boys' Straw Sailor Hats, in white Canton braids, black silk bands. Splendid values at **.25, .35 and .50**



Practical Parachutes

We're going to have an Umbrella Sale to-morrow, and we would like volunteers to demonstrate just how strong these forty-five and ninety-five cent umbrellas are, by using them as parachutes from the top of the City Hall tower. However, most of our customers would prefer to take our word for it, that these umbrellas will stand any reasonable strain.

It is a known fact that summer is the proper time of the year to buy furs, that is if you take your purchases into consideration. Perhaps you didn't know that the same thing applies to umbrellas. Well, here is the proof. There are four days on which it will be possible to buy umbrellas (good umbrellas) at practically half price. Wednesday is the first day, and here are particulars from the department:

245 Women's Umbrellas, mercerized tops, strong steel rod and frame. Sale price **.45**

459 Men's and Women's Umbrellas, taffeta, also silk and wool tops; some have tape edge; assortment of handles; good strong steel rod and frame. Wednesday **.95**

84 only Women's Umbrellas, fine silk mixture tops and tape edge; handles in pearl and gold, beautifully chased, ebony, sterling silver and rolled gold mounted; silk cased. \$5.00, \$5.50 and \$6.50 lines. Wednesday, sale price **3.69**

Gloves and Hosiery

Women's Long Lisle Thread Gloves, black, white, grey; good quality; all sizes. Regular 35c and 50c. Wednesday, per pair **.19**

Women's Wrist-Length Pure Silk Gloves, black, white. Regular 50c. Wednesday **.35**

Women's Plain Cotton Hose, black, white, tan; all sizes. Regular 20c. Wednesday **.12 1/2**

Wall Paper

The showing of Wall Papers on the Sixth Floor is one of the best in Canada. Facilities for seeing it are such that a customer is able to form an accurate idea as to what the paper will look like on the walls, and that is half the battle. The experience of our experienced decorators will help you in your choice, and prices and papers are so comprehensive that not one person out of a thousand could fail to get exactly what they want.

Lace Curtains

We have specially planned to make Wednesday one of our busiest days in Lace Curtain selling, and, recognizing the attractiveness of price, we have selected several of our choicest designs in Nottingham and Swiss, and marked them at prices which will make it doubly worth while to purchase on Wednesday.

Nottingham Curtains, of excellent designs, including conventional, scroll and floral effects; fine wearing qualities; well finished; 52 inches wide, 3/4 and 3 1/2 yards long. Worth \$1.00. Wednesday, per pair **.78**

Nottingham Curtains, of high quality, in an assortment of patterns exclusive to this store; among the designs shown are many new floral, stripe, block, conventional and insertion effects; some plain centres, Nottingham and fish net; exceptionally fine weave and highly finished; 52 to 60 inches wide, 3/4 and 3 1/2 yards long. Worth \$2.50. Wednesday, special, per pair **1.89**

Swiss Curtains, in an array of designs, which must be seen to be fully appreciated; richly designed effects; 52 inches wide, 3 1/2 yards long; a beautiful curtain attractively priced. Worth \$4.00. Wednesday, per pair **3.29**

Swiss Applique Curtains, in a variety of richly designed patterns; deep all-over insertion effects; heavy motif corner, plain, floral or figured centres; 50 inches wide, 3 1/2 yards long; exceptional value at Wednesday's reduced price. Per pair **3.98**

For Verandah and Summer Cottage

We are showing in our Carpet Department, Fourth Floor, a range of Floor Coverings for Wednesday that are specially adaptable for summer use and comfort.

A splendid showing of Crex Mats, in scroll and Grecian key bordered designs; a very durable and clean wearing floor covering; self greens and browns.

18 in. x 36 in.35	3 ft. x 6 ft.	1.35	8 ft. x 10 ft.	7.00
24 in. x 48 in.60	4.6 x 7.6.	3.00	9 ft. x 12 ft.	9.75
27 in. x 54 in.75	6 ft. x 9 ft.	4.75	9 ft. x 15 ft.	11.50

3000 yards Japanese Matting, in greens, reds, blues and natural colors; 1 yard wide; the designs are well assorted, and can be used in any part of the home. These goods sell regularly for 25c per yard. Wednesday, half price **.12 1/2**

Japanese Mats for Verandahs, etc., a closely woven mat, very suitable for seats for summer evenings. Special Wednesday **3 for .10**

A Fine Tablecloth for the Bride

Our Second Floor Department of Linens and Staples is a most popular place these days for June brides and their well-wishers. The first item here will give you a good idea of the values you may find:

A Beautiful-Fine Satin Damask Tablecloth, round, scalloped edge; very handsome new round bordered designs; 81x81 inches; a most suitable gift for the bride; 50 only at, Wednesday, each **3.75**

BEAUTIFUL ENGLISH NAINSOOK.

36 inches wide, snow white pure finish, fine round thread; a delightful cloth for fine undergarments, etc.; 750 yards at Cotton Counter, Wednesday, per yard **.12 1/2**

200 FIGURED HUCKABACK TOWEL LENGTHS, 45c EACH.

Pure linen, finest dew bleach, all new handsome designs, 24x40 inches, enough for a good, large bedroom towel, and you can put your own work on it; stripes, figures, bordered designs. Wednesday, per length **.45**

SOILED WHITE QUILTS.

With the big lot of quilts handled every day at the Simpson Store, a few are bound to get soiled; we have about fifty, which we will sell Wednesday. American crochets, English satins, light weights for summer use. A trip to the tub and they will be as good as new. Regular to \$2.75 each. Wednesday **1.53**

(No mail or phone orders.)

STRIPED AWNING DUCKS.

All ready for the awning season, fancy stripe ducks, in blue, green, red, etc.; 30 inches wide. At Shirting Counter, Simpson Store. Per yard, Wednesday **.25**



Wedding Presents of Beautiful Cut Glass and China

Most people are at their wits' ends nowadays to find a suitable wedding present at a price that is not extravagant. If you haven't thought of the solution yet, we'll tell you what it is—come to the west end of our new Basement.

One naturally associates a Basement with such excellent and useful commodities as bacon, tea kettles, etc. A piece of bacon may be cut from the primest porker that ever owned a curly tail, but it isn't exactly pretty or artistic. But in the Basement is one of the most attractive and beautiful departments in the store. The Art Section of the China Department is an education and well worth a visit. Even though you haven't a cent to spend on china, one of the staff would be delighted to show you round.

Here are some examples for Wednesday's selling:

Cut Glassware, conspicuous for its beauty of design, depth of cutting, excellence of finish and moderate price.

Lemonade or Water Set, 7 pieces, tankard shape jug, sapphire design. Per set **7.50**

Fern Pot, rich, deep, flaring cut, full of sparkling color, gem design. Wednesday **5.95**

30 only 8-inch Bertie or Fruit Bowls. Our regular \$6.00 bowl, underpriced for Wednesday **3.98**

Japanese China Tea Cups and Saucers, encrusted gold decoration. Wednesday **.25**

100 Teapots, Royal Doulton Ware, good assortment of designs. Wednesday **.79**

The **SIMPSON** Company Limited