

Telephone Main 7841

1898--TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR--1919

Market Adelaide 6100

Store Hours 8.30 to 5.30. Close Saturday at 1 p.m.

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Simpson's Friday Bargains

Women's Suits and Capes Half Price! \$50.00 Dresses at \$37.50; Misses' Wash Suits \$10.95 and \$12.75

Crepe de Chine and Stripe Silk Waists \$2.95

Charming designs in white, flesh, maise, peach and candy striped, and heavy white habutai silk, with wide pastel shade stripes. All made to sell at \$3.95 to \$5.00. Marked for early clearing today at \$2.95.

Lingerie Waists \$1.95

Sheer white voiles, in at least 20 delightful designs. Also white and colored striped voiles, chiefly in plain tailored styles, with convertible collars. Every size from 34 to 44 in the lot. Regularly \$2.50 to \$2.95. Friday bargain at \$1.95.

Simpson's—Third Floor.

Friday Prices on Footwear

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

Men's Stock Oxfords \$5.45.

Havana brown velvet, gunmetal calf and soft dongola kid oxfords. Stock lines broken in sizes, but all sizes in the lot. \$7.00, \$8.00 and \$9.00 values. Friday bargain \$5.45.

Men's Box Kip Boots \$2.65.

Blucher cut on full fitting last with medium toe. Standard screw and sewn solid leather soles. Sizes 5 1-2 to 10. Friday bargain, pair \$2.65.

Big Boys' Box Kip Blucher Boots \$1.75.

A strong boy's boot, made of box kip leather, with McKay sewn soles. Sizes 4, 4 1/2 and 5. Real Friday bargain at \$1.75.

Simpson's—Second Floor.

Stockings and Gloves--Bargains

Children's 40c Ribbed Stockings, 29c—Black and white cotton. Fine one-and-one ribbed seamless leg. Sizes 5 to 10. Friday bargain 29c.

Women's 85c Silk Stockings, 50c—Manufacturers' seconds. High silk leg. White only. Sizes 8 1/2 to 10. Friday bargain 50c.

Women's Cotton Hose, 33c—Black and white. Sizes 8 1/2 to 10. Friday bargain 33c.

Children's 20c Cotton Socks, 12 1/2c—White cotton, with pink, mauve and blue striped tops. Odd sizes. No phone orders. Friday bargain 12 1/2c.

Men's Cotton Socks 19c—Tan, grey, mauve and natural shades. Sizes 9 1/2 to 11. Friday bargain 19c, 3 pairs 55c.

Women's 85c Silk Gloves 69c—Black and white only. Perfectly finished, with double tipped fingers. Odd sizes. No phone orders. Regularly 85c. Friday bargain, 69c.

Simpson's—Main Floor.

Bargains in Children's Wear

Infants' \$1.50 Short Dresses 98c. Fine quality white nainsook. Dainty hemstitched Swiss embroidery yokes with edges of fine lace on neck and sleeves. Deep hem on skirt. Sizes 6 months to 2 years. Friday bargain 98c.

\$2.50 to \$3.00 Boys' Wash Suits \$1.49. Made of fine chambray in copen blue, tan or grey pinhead effect. The coat has pockets and striped collar, cuffs and belt. Sizes 2 to 5 years. Friday bargain \$1.49.

Children's \$3.50 to \$5.00 White Dresses \$2.25. Made of cool white French batiste, finished with exquisite solid embroidery, fine val lace edgings. Sizes 2 to 6 years in the lot. Friday bargain \$2.25.

Infants' 65c Vests 39c.

Button front vests with high neck and long sleeves. Made of fine ribbed white cotton. Sizes 9 months to 3 years. Regularly 65c. Friday bargain 39c.



Women's High-Class Suits at Half Price

That Should Bring an Enthusiastic Crowd of Shoppers in Sharp at 8.30 a.m. Today. A glance at the original prices will assure you that they represent our finest stocks—and portray the cleverest modes of the season.

- \$100.00 Suits at \$50.00
- \$85.00 Suits at \$42.50
- \$75.00 Suits at \$37.50
- \$65.00 Suits at \$32.50
- \$57.50 Suits at \$28.75
- \$45.00 Suits at \$22.50
- \$35.00 Suits at \$17.50

Fine gabardines, tricelines and serges in tailored, belted, Russian and box designs. Many are individual models from leading New York designers—others are stunning reproductions. Leading shades and black. No exchanges, no refunds, no C.O.D.'s on these suits. Today, half-price.

Women's New York Capes Half Price

So comprehensive the assortment that there are literally scores of styles from which to choose at the low half-prices today. Mostly of serge in navy, sand, French blue or black. No exchanges, no refunds, no C.O.D.'s on these coats. Today, half-price.

Girls' Raincoats. Sizes 6 to 15 years, in navy only. Regularly \$3.50. No exchanges, no refunds, no C.O.D.'s on these capes. Friday bargain, \$2.49. Simpson's—Third Floor.

Girls' Middie--Bargain at 95c. Made from good quality middie cloth. In regulation style, with three-quarter sleeves and breast pocket. Sizes 6 to 14 years. Friday bargain, 95c. Simpson's—Third Floor.

Women's and Misses' \$50 Dresses Today \$37.50

Just arrived from New York—a special purchase of stunning high-class models—to which we have added dresses from regular \$50.00 stock—offering in all a noteworthy collection at a real bargain price.

Georgettes—tulle—crepes de chine and satins—alone or in effective combination—made bewitching by novel tunics, drapes, vestees, exquisite embroidery and beading, pin tuckings and buttons. All the fashionable shades well represented. No exchanges, no refunds, no C.O.D.'s on these dresses. Sizes assorted. Shop at 8.30 a.m. for choice. Friday bargain, \$37.50.

Women's \$10.50 Voile Frocks \$6.95.

Dainty patterned voiles in a variety of chic styles to which organza collars, vestees, ruffles and tucks add charm. No exchanges, no refunds, no C.O.D.'s on these dresses. Genuine Friday bargain at \$6.95.

Women's Silk Poplin Skirts \$3.95.

Extraordinary value in these cool, practical skirts. Many smart belts and button trimmings. Colors navy, brown, sand, taupe and black. No exchanges, no refunds, no C.O.D.'s. Friday bargain, \$3.95.

Also Smart Wash Skirts \$3.95.

Made from extra good quality beach cloth, with cunning pockets and button trimmings. Colors copen, mauve and tan. No exchanges, no refunds, no C.O.D.'s. Extra value today at \$3.95. Simpson's—Third Floor.

Misses' Wash Suits \$10.95 and \$12.75—Today

Developed in beach cloth, cotton poplin and cotton cord in lovely shades of pink, blue, lavender, tan and white. An excellent assortment of belted models prettily button trimmed, featuring patch pockets. No exchanges, no refunds, no C.O.D.'s on these suits. Friday bargain, \$10.95 and \$12.75.

Misses' Better Coats \$19.50

Broken lines from stock fashioned of serge, cheviot, velour, tweed and novelty weaves in straight line, pleated full back or semi-dolman models. Leading shades. No exchanges, no refunds, no C.O.D.'s on these coats. Regularly \$32.50 and \$45.00. Each a real Friday bargain at \$19.50.

Simpson's—Third Floor.

Girls' and Children's \$11.50 to \$15.75 Coats at \$7.95.

Serges, tweeds and chevots trimmed with materials of contrasting colors and novel textures. Colors blue, brown, henna and tweed mixtures. Sizes 6 to 15 years. No exchanges, no refunds, no C.O.D.'s. Formerly \$11.50 to \$15.75. Friday bargain, \$7.95.

BARGAIN! 1500 Women's Toyo Panamas 99c Each



Just secured—a large number of these fine quality Toyo Panama shapes; 12 of the season's smartest sport designs, in an unusually good white bleach. Exceptional quality. No exchanges, no refunds, no C.O.D.'s on these shapes. Rousing Friday bargain at 99c.

Large Size Panamas, \$1.29—All they need is a soft drape or sash to make them immensely smart and dressy. Extra value today, \$1.29.

Elastic Silk Bands, in fancy colors for Panamas. 35c value. Today, 25c.

Ready-to-Wear and Sports Hats—Mushroom saltators, and close-fitting styles, in interwoven braids, Isere, and fancy colored straws. Regularly \$7.50 to \$12.50, at \$3.75 to \$6.25.

100 Untrimmed Leghorns \$2.49—Splendid variety of shapes, in good quality leghorn. Suitable for sports or dress wear. Regularly \$3.50 to \$5.00. Friday bargain, \$2.49. Simpson's—Second Floor.

Women's Vests at 59c—Cool summer vests of fine ribbed cotton, finished with lace yokes, pretty beading and tubular edgings. Sizes 34 to 44. June White Sale, Friday bargain, 59c.

Friday Bargains in the June White Sale

\$1.50 to \$1.75 Underskirts, 89c—Made of fine white cotton, trimmed with pretty lace or Swiss embroidery and cotton underlay. June White Sale, Friday bargain, 89c.

White Cotton Drawers, 59c—Wide umbrella style, of fine soft white cotton, finished with frill of lace or embroidery. June White Sale, Friday bargain, 59c.

Bathing Caps 25c. Jaunty Jack Tar style, which will give complete protection. All the newest colors, including blue, red, Paddy, canary and black. Friday bargain, 25c.

Women's Combinations, 79c—Made of fine ribbed cotton, with low neck and no sleeves, finished with dainty beading. Wide lace trimmed or light knee drawers. Sizes 34 to 44. Friday bargain, 79c.

Splendid Value in Camisoles, \$1.69—Excellent quality Jap silk, in a delicate pink shade, trimmed with pretty lace insertions and pointed panels. Today, \$1.69.

All-over Aprons, 69c—Good-wearing striped print, with extra deep armhole and neatly bound edges. Some of dark checked gingham, have extra wide bib extending over the shoulders. Friday bargain, 69c.

White Cotton Drawers, 59c—Wide umbrella style, of fine soft white cotton, finished with frill of lace or embroidery. June White Sale, Friday bargain, 59c.

Sample Neckwear at 15c—Organdy Collars, in lace-trimmed and embroidered designs. Square and round shapes. Regularly 25c, 35c and 60c. Today, 15c.

Novelty Silk Strapping Ties, finished with shirring or ball. Splendid range of fancy colors. Friday bargain, 15c.

25c VEILINGS 5c YARD—Colored Veiling, in fancy meshes and spots. Green, brown, white, black and grey. 25c veilings. Today, yard, 5c. Simpson's—Main Floor.

\$2.25 and \$2.50 Nightgowns, \$1.69—Slipover or buttonfront styles, made of soft white cotton. Short or three-quarter sleeves. Lace or embroidery trimming. Regularly \$2.25 and \$2.50. June White Sale, Friday bargain, \$1.69.

Women's Vests at 59c—Cool summer vests of fine ribbed cotton, finished with lace yokes, pretty beading and tubular edgings. Sizes 34 to 44. June White Sale, Friday bargain, 59c.

Women's Bathing Suits \$4.95. Patented one-piece garments with bloomers attached and tunic style with dainty collars. Trimming in contrasting colors. Black and navy only. Friday bargain, \$4.95.

25c Damsk Table Napkins, \$1.98 Dozen—in a variety of good designs. Size 20 x 20 in. Regularly \$2.50. June White Sale, Friday bargain, dozen, \$1.98. Simpson's—Fourth Floor.

17-inch Camisole Embroideries, in neat open-work patterns, 1-2-inch wide. Regularly \$2.25. 18-inch Swiss Flouncings, in dainty baby patterns. Open-work scalloped borders. Today, yard, 52c. Simpson's—Main Floor.

Clearing Trimmed Hats at Half Price—Two big tables of seasonable smart hats, showing the latest shapes and trimmings.

Regularly \$6.50, at \$3.25. Regularly \$10.00, at \$5.00. Regularly \$12.50, at \$6.25. Regularly \$15.00, at \$7.50.

Extra! Ready-to-Wears at \$1.19—A vast assortment of short lines and odds and ends of different banded sports and ready-to-wears. Regularly \$2.75 to \$3.50. Today, \$1.19.

700 Bleached Sheetings, 40c Yard—48 in. wide. Regularly 70c. June White Sale, Friday bargain, yard, 40c.

400 White Nainsook, 88c Yard—Fine quality, 40 in. wide. Regularly \$1.19. June White Sale, Friday bargain, yard, 88c.

100 Stuffed Flannellets, 10c Yard—Blue, lawn and grey stripes, 20 in. wide. Regularly 20c. June White Sale, Friday bargain, yard, 10c.

25c Damsk Table Napkins, \$1.98 Dozen—in a variety of good designs. Size 20 x 20 in. Regularly \$2.50. June White Sale, Friday bargain, dozen, \$1.98. Simpson's—Fourth Floor.

17-inch Camisole Embroideries, in neat open-work patterns, 1-2-inch wide. Regularly \$2.25. 18-inch Swiss Flouncings, in dainty baby patterns. Open-work scalloped borders. Today, yard, 52c. Simpson's—Main Floor.

Self-stripe Taffetas, in cardinal, pink, blue, navy, old rose and sage. 5 in. wide. Friday bargain, yard, 49c.

White Gros Grain Ribbons, 1 to 1 1/2 in. wide. Yard, 15c to 40c.

Picot Edge Gros Grain Ribbons, 1/2 to 2 1/2 in. wide. Twenty light and dark shades. Yard, 25c to 50c.

Black Taffeta Ribbons, 4 in. wide. Friday bargain, yard, 15c.

Wash Ribbons, in bunches of five yards, three widths and colors. Blue, pink and white. Today, 15c, 20c and 25c. Simpson's—Main Floor.

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Bargain! Men's Suits \$17.75

Sizes 36 to 44. Single-breasted, 2 and 3-button, soft roll, semi-fitted jackets. Developed in attractive tweeds in neat stripe, check and mixture effects. Medium height vest—trousers finished with 5 pockets, belt loops. Sizes 36 to 44. Today, \$17.75.

Youths' "First Long Trousers" Suits \$16.95.

Many of the suits are a special purchase, and others are odd sizes and broken lines from regular stock, selling regularly at \$18.50, \$20.00 and \$22.00. Smart, fine finished tweeds in the most wanted shades of brown and grey. Trencher and form-fitting models for men. Medium height vests, trousers finished with 5 pockets, belt loops and cuff buttons. Sizes 32 to 36. Friday bargain at \$16.95.

Regulation Bib Overalls \$1.50.

300 pairs. Strongly made from a medium weight black denim. Sizes 32 to 44. Friday bargain, \$1.50.

Working Trousers \$2.75.

200 pairs in serviceable dark shades—finished with side, 2 hip, watch pocket and belt loops. Sizes 32 to 44. Friday bargain at \$2.75.

Men's Straw Hats \$1.19.

A large assortment of Straw Hats in sailor and fedora styles. Canton, Yaddo, sunset and Manila straws. Plain black and fancy colored bands. No phone or C.O.D. orders for these hats. Regularly up to \$3.00. Friday bargain, \$1.19.

Children's Straws 49c.

Navy and black Rah Rah and turban styles, also Jack Tar shapes, in natural straw. Regularly 75c to \$1.50. Today, 49c.

75c and 95c Caps at 49c.

Tweed and silk caps in a big assortment of shapes and colors. Today, 49c. Men's Hat Department.

Men's 50c Balbriggan Underwear at 39c.

Balbriggan Underwear—natural shade. Single thread spun yarn. Shirts and drawers to match. Sizes 36 to 40 only. Regularly 60c. Friday bargain, 39c.

Men's 75c Delpark Brand Underwear at 49c.

Athletic Underwear, "Delpark" brand. Made from fine quality nainsook materials. Shirts have long sleeves, drawers are knee length. Sizes 34 to 44. Regularly 75c. Friday bargain, 49c.

Men's 50c Coatsleeve Suspenders at 25c.

Special purchase! 2 or 4-point style. Regularly 50c. Friday bargain, 25c.

Men's Duplex Suspenders, 35c

—Medium or heavy webbing—cast-off cord. Regularly 60c. Friday bargain, 35c. Simpson's—Main Floor.

Boys' Bloomers 95c---Today

Sizes 24 to 35. Regularly \$1.50. 300 pairs boys' cotton tweed bloomers, in a blue hairline stripe pattern. Full fashioned, belt loops, strap and buckle at knee. Sizes 6 to 17 years. Friday bargain, 95c.

Boys' Washable Suits at 95c.

White lawn wash suits in light hot weather weight, made in Tommy Tucker model, made to belt in either tan or blue, knicker pants. Sizes 3 to 6 years. Friday bargain, 95c.

Kiddies' Romper Overalls at 59c.

Khaki knee length overalls, just the thing for the kiddies' play time, bib front and back with shoulder straps, pocket and bottom of legs trimmed with red. Sizes 3 to 6 years. Friday bargain, 59c. Simpson's—Main Floor.

Boys' Khaki Overalls 98c.

Ankle length, made with two pockets, bib in front, suspenders to go over shoulders. Sizes 4 to 12 years. Regularly \$1.15 and \$1.25. Friday bargain, 98c. Simpson's—Main Floor.

Get Your Bathing Caps Today

Divers' frill caps, butterfly, tight band and many different styles and colors. Frill, 15c, 25c, 35c, 50c, 60c, 70c, \$1.00.

Face Chamols or Powder Puff Free with each box of Apollo Face Powder at 50c.

Cake of La France Soap Free with each Celluloid Soap Box at 25c.

35c bottle M. S. C. Shampoo (Cocconut Oil) Free with each Hair Brush at \$1.00. Simpson's—Main Floor.

New Hair Bow Ribbons 49c Yard.

Self-stripe Taffetas, in cardinal, pink, blue, navy, old rose and sage. 5 in. wide. Friday bargain, yard, 49c.

White Gros Grain Ribbons, 1 to 1 1/2 in. wide. Yard, 15c to 40c.

Picot Edge Gros Grain Ribbons, 1/2 to 2 1/2 in. wide. Twenty light and dark shades. Yard, 25c to 50c.

Black Taffeta Ribbons, 4 in. wide. Friday bargain, yard, 15c.

Wash Ribbons, in bunches of five yards, three widths and colors. Blue, pink and white. Today, 15c, 20c and 25c. Simpson's—Main Floor.

Women's Pullover Sweaters at \$1.69.

All-wool knit in fancy weaves, with plain ribbed waistline, neck, sleeveless style. Colors, canary, sage, rose, mauve, emerald and pearl grey. Sizes 36 to 44. Friday bargain, \$1.69.

Pure Silk Shawls 69c.

Exquisite silk design, with deep silk lace edges. Sizes from 24 to 36 inches square. Colors, cream or black. Regularly \$1.50 to \$2.25. Friday bargain, 69c. Simpson's—Third Floor.

In Simpson's Market Today

FRESH LAKE AND SEA FISH. FRESH-COUGHT TROUT, dressed, per lb. 15c. FRESH-COUGHT TROUT, dressed, per lb. 15c. FRESH-COUGHT MACKEREL, per lb. 15c. CHOICE SMOCKED HADDIES, per lb. 12c. SALT COD, in 1-lb. blocks, per lb. 18c.

PRONTQUARTERS YOUNG LAMB, per lb. 24c. LOINS YOUNG LAMB, flank off, per lb. 28c. LEGS OF YOUNG LAMB, per lb. 28c. CHOICE ROUND STEAK ROAST, per lb. 28c. BLADE ROAST YOUNG BEEF, per lb. 28c. SHOULDER ROAST YOUNG BEEF, per lb. 28c. COTTAGE HAMS, smoked, 5 to 6 lb. each, per lb. 44c. PULP BEEF (DIPPING), our own rendering, per lb. 44c. MAPLE LARD, 5-lb. tin, gross weight, each \$1.19. BASSFISH, 5-lb. pairs, gross weight, each \$1.00.

GRONCHERS. Finest Corned Beef, 3 lbs. tin, 50c. Finest Corned Ham, 5 lbs. tin, 80c. (Only 5 lbs. to a customer.) Finest Corned Corn, tin, 30c. One per Dozen Granulated Sugar, 10-lb. bag, \$1.10. Yellow Sugar, 5-lb. bag, 50c. California Raisins, 2 1/2 substitute for currants, lb. tin, 25c. 500 packages Seed Raisins, per package 10c. Finest Cooking Molasses, tin, 14c. Choice Family Flour, 24-lb. bag, \$1.15. Perfection Baking Powder, 3 lbs. tin. Finest Creamery Butter, lb. 56c. Cornmeal, peck, 40c. Crisco, 1-lb. tin, 25c. Pearl Tapioca, 2 lbs. tin. Dainton's Extracts, assorted, 3 bottles, 25c. Choice White Beans, 3 lbs. tin, 25c.

ORANGE Marmalade, No. 4 tin, 50c. Pineapple, tin, 50c. Quaker Oats, large package, 50c. Hammered Jam, No. 4 tin, \$1.00. Peaches, 2 lbs. tin, 40c. Fruit Cake, lb. 30c. Mixed Raisins, 40c. Choice Rice, 3 lbs. tin, 35c.

TEA SECTION. 3000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed, lb. tin, 40c.

FRUIT SECTION. California Valencia Oranges, Sun-kist Brand, dozen, 40c. New Potatoes, peck, 70c. Onions, 3 lbs. tin, 35c.

CANDY SECTION. Summer Fruits, assorted flavors, per lb. 25c. Fruit and Nut Fudge, lb. 25c.

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