

Friday Bargains in the Midsummer Sale at the Simpson Store

Bargains in Suits Friday \$5.95

Misses' and Women's Suits, made from serges, in black, brown and navy; silk lined and finely tailored. Friday bargain, each 5.95

SHORT BARGAINS IN LINEN COATS, 95c.

75 Only Coats, some slightly soiled, but in good condition. These coats sold at three, four and five times the price; natural or white shades. Friday bargain, each 95c

WASH SUMMER DRESSES, \$5.95.

The better grade; the materials are the newest washable fabrics; the styles the latest, and the colors are pretty and harmonious in combinations. Friday bargain 5.95

WASH SKIRTS AT 79c.

Clearance of Skirts from a well-known manufacturer; all clean and well tailored, in rep, pique, cordeline, ratine and duck; a variety of neat, plain gored styles that will launder easily; sizes well assorted. Splendid Friday bargain 79c

GIRLS' COATS, \$1.98.

Wide variety of styles and colorings; ages 6 to 14 years. Friday 1.98 (Third Floor)

Big Reduction on Colored Duchesse Satins

\$1.25 qualities, in 36-inch rich, weighty satins, with lovely sheen, in a splendid color range that includes Alice and navy blues, sapphire, turquoise, purple, helio, pale reseda, Paddy, light and dark gray, champagne, tan, gold, tango, sky, rose, pink, brown, ivory, cream, etc. Sale price 88c

1000 Yards of Fine Weaves in Natural Shantung Silks, 33 and 34-inch, and every yard a bargain at 36c

Black and Ivory Habutai, 36 inches wide; a keen price on this grade; now in constant demand for waists, dress and slip linings. Per yard 48c

THREE VALUES IN BLACK.

200 Yards Only of Black Satin Paillette, 36 inches wide. Regularly \$1.10, for 84c

Black Duchesse Satin, in 36-inch, and Black Paillette, in 38-inch. Good \$1.25 numbers. On sale 96c

Black Satin Mousseline, 39 inches wide; a firm, bright satin, that we can recommend for its lasting qualities. On sale, per yard 1.33 (Second Floor)

French Dress Fabrics 53c

A comprehensive assortment of all-wool dress fabrics, in new weaves and colors, such as crepe de chine, ripple crepe, san toys, epingle cords, poplins, taffetas, etc., in a superb range of shades, 42 inches wide. Regularly 75c and 85c. Friday, bargain price, per yard 53c

CREAM SERGES AND PENCIL STRIPES, 49c.

This represents a big clean-up bargain from recent sales, all regular 65c, 75c and 85c cloths, in all-wool, soap shrunk qualities, in fine, medium and wide twill serges and smart dainty pencil stripes, 42 to 50 inches wide. Friday, per yard 49c

ENGLISH DIAGONAL SERGES, 73c.

In a good range of staple shades; all guaranteed fast unfading dyes and best London shirking; perfect tailoring cloths for ladies' and misses' suits, separate coats and skirts; 52 and 54 inches wide. Regularly \$1.00. Friday, per yard 73c

IMPORTED ENGLISH SERGES.

Very popular and fashionable are these fine Botany Wool Serges for light, cool summer suits, coats and capes, that are all the craze at London, Paris and New York; in fine worsted finish, and pure indigo dye, which we guarantee absolutely fast, permanent dye; 54 inches wide. Regularly \$1.25 and \$1.50. Friday, per yard 1.10 (Second Floor)

Wash Goods Specials

A SPECIAL SHOWING OF WHITE FABRICS.

28-inch White Crepes, even weaves, for waists, dresses, etc. A rush price, each 10c

40-inch Piques, just 600 yards, in white and cream. Regularly 35c. Friday special 19c

40-inch Ratine Striped Crepe, in white only. Regularly 50c. Friday special 27c

42-inch Fine Sheer Crepe, of French manufacture; a delightful fabric for summer wear. Regularly 59c. Friday special 39c

42-inch Velour Piques, in three different size cords; a lovely soft-finished material. Friday 75c

40-inch Ratines, in all plain shades, also white. Friday 49c (Second Floor)

\$1.50 Petticoats 95c

Women's Petticoats of cotton messaline; emerald, navy, tango, brown, Copenhagen, king's blue and black. One style has knitted-pleated flounce with pleated trim; another style with flounce of novelty crimping, finished with knife-pleating. Lengths 35 to 42. Regularly \$1.50 95c (Third Floor)

Laces, Handkerchiefs, Embroideries

Wash Laces, 2 to 3 1/2 inches wide, in machine torchon. 5c, 7c, 8c and 10c laces. Special Friday, per yard 3c

Girls' White Lawn Handkerchiefs, hemstitched borders, with narrow Valenciennes lace. Special Friday, 6 for 20c

Men's Handkerchiefs, purest of Irish linen, full size, narrow hemstitch borders. Special Friday, 3 for 22c

Cambric Corset-cover Embroideries, fine quality of cambric openwork pattern, 17-inch wide; a large assortment of new patterns. Special Friday 23c yard, instead of 33c. (Main Floor)

Bargains in Rugs at \$9.00

BIGGEST BARGAINS OF THE SPRING SEASON.

English and Domestic Brussels Rugs, 9.0 x 9.0. Regular qualities; some priced as high as \$14.50 each. Friday, each 9.00

"Ideal" and "Cawnpore" Summer Rugs, sizes 7.5 x 12.0 and 8.3 x 11.6. Regularly \$12.50 and \$12.95 values. Friday, each 9.00

English and Domestic Brussels, 6.9 x 9.0 and 6.9 x 10.6. In good designs and colors. Regular prices up as high as \$13.50. Friday, each 9.00

All-wool and Wool Fibre Rugs—Sizes 9.0 x 12.0 and 10.6 x 12.0. Regular values from \$10.50 to \$15.00 each. Friday, each 9.00

A good Oriental design in Imported Wool Rugs, 9.0 x 10.6. Regularly \$12.75. Friday 9.00

English Wilton Rugs, small Oriental and self color designs, in useful small sizes, 6.9 x 7.5 and 6.9 x 8.0. Regularly priced at \$12.00 and \$14.50. Friday, each 9.00

Hall and Den Sized Rugs at \$9.00—These are English Wiltons of fine quality and the best designs, in the three following sizes: 4.6 x 6.0, 4.6 x 7.5 and 4.6 x 9.0. Priced from \$11.50 to \$12.75. Friday 9.00 (Fourth Floor)

Thousands of articles selected for their timeliness and sterling values are offered in Friday's List of Bargains. Come for them at 8.30 a.m.

Store Hours: 8.30 a.m. to 5.30 p.m. Saturdays, closing at 1 p.m. No Noon Delivery on Saturday.

Linens and Staples---Fourth Floor

Great Clearing of Flannelette, 5c Yard—5000 yards of Striped Flannelette, 32 inches wide and splendid wearing quality. Regularly 9c and 10c yard. Rush price Friday, yard 5c Cannot accept phone or mail orders.

Soiled Bed Spreads, Greatly Reduced—In moving to our new department on the Fourth Floor, a lot of our Bed Spreads became soiled and mused. Included in these are white honeycomb crochets and English satin spreads, all double bed sizes. Regularly \$1.75 to \$3.00. For 8.30 business Friday, we are clearing these at 1.39 Cannot accept phone or mail orders.

Plain English Pillow Cotton—44 inches wide, will launder nicely. Regularly 17c yard. Bargain, Friday, yard 12 1/2c

Large Bed Sheets at \$1.45 Pair—Bleached English sheets, good heavy quality, in plain or twilled weave; two sizes, 80 x 100 inches, or 90 x 100 inches; hemmed ready for use. Regularly \$1.75 and \$2.00 pair. Bargain Friday, pair 1.48

Good Serviceable All-Linear Crash Roller Towelling, 17 inches wide. Clearing Friday, per yard 8 1/2c

Fine Bleached English Longcloths, 36 inches wide, done up in 12-yard lengths. Regularly \$2.25. Bargain, Friday, 12 yards for 1.69

Good Table Cloths at a Greatly Reduced Price for Quick Selling—Beautiful satin double damask table cloths, in a range of handsome oval designs and finished with a deep spoke-hemstitched hem. Size 2 x 2 1/2 yards. Regularly \$6.00. Bargain, Friday 3.95

Largest Size Flannelette Blankets, \$1.29 Pair—Best Canadian quality, in white only, with pink or blue borders. Size 70 x 84 inches. Rush price, Friday, pair 1.29 (Fourth Floor)

Furniture Items

Library Table, made of solid quarter-cut oak, in golden finish, has centre drawer and book shelves on each side. Regularly \$13.50. Special 10.50

Genuine Leather Arm Chair, upholstered all over, has deep seat, high back and wings. Regularly \$24.50. Special 19.50

Couch, the frame is in golden finish, well upholstered, tufted, and covered in leatherette. Regularly \$12.75. Special 10.65

Telescope Folding Camp Cot, the frame is made of kiln-dried hardwood, steel and duck; can be folded and carried under arm. Special 2.75

Folding Camp Cot and Mattress, the frame is made of hardwood; spring is woven steel wire; mattress well filled, and covered in good ticking. Special 1.98 (Fifth Floor)

Clean-up Prices for Millinery

Hats that have been slightly damaged in sending to our mail order customers, odd lines purchased at low prices from manufacturers, hats made in our own workroom; all these are grouped together to make a millinery day only. A condensed list with regular prices and Friday price:

Trimmed Hats, Regularly \$2.50 and \$3.25. Friday 1.00

Trimmed Hats, Regularly \$3.50 and \$5.00. Friday 1.95

Shapes that have been damaged in sending to our mail order customers. Sold regularly \$1.25 and \$1.75. Friday25

Shapes, fine white Milan, all good mid-summer styles. Regularly \$2.00. Friday 1.00

Shapes, in Tangeis, Milan silk Henna. Regularly \$1.50, \$2.25 and \$3.50. Friday 1.00

Flowers, a big assortment. Regularly 50c to \$1.00. Friday25

Mounts, 30 dozen white opestry, with three ostrich tips at base. Friday 1.00

CHILDREN'S SECTION.

A big manufacturer's clean-up of samples and small lots, all clever styles in shape and trimmings. Regularly \$1.00, \$1.25, \$1.50. Friday 50c (Second Floor)

Electric Fixtures

7-ROOM OUTFIT, \$14.95.

Two collections of Electric Light Fixtures; complete sets with glassware, which will be installed in position within the city limits without any extra charge; lamps not included; insulation joints are necessary when fixtures are connected to gas pipes, and are charged for extra. The outfits include 11 pieces; all of our usual quality. The fixtures in one set purchased separately would cost you \$38.00. Friday 24.00 The second collection would cost you \$25.00. (Fifth Floor)

Toilet Goods

Olive Oil and Cucumber Toilet Soap, Special, 6 cakes for 17c

Kirk's Witch Hazel Toilet Soap, Special, 5 cakes for 25c

Puritan Corymbals Talcum Powder, finest Italian talcum, 1 lb. tin. Special 21c

Yale's Face Cream, Regularly 50c. Special 25c

Toilette, in tin, white and pink. Special, each 25c

Toilet Paper, in packages, 1,000 sheets to each package. Special, 9 for 18c

Crown Smelling Salts, Regularly 65c. Special 39c

Hair Brushes, solid backs, with 11 rows of pure bristles. Special 39c

Perfection Brushing Eyebrow Tooth Brush, with pure bristles. Special 43c

Simpson's 15c Leader Tooth Brush, with pure bristles. Special 10c

White Celluloid Clocks, with reliable movements. Special, each 39c (Main Floor)

Moire Silk Hand Bags

In the new shape, with strap or hanger handle, covered frame, lined with corded silk in delicate shades, fitted with change purse and hanging mirror. Friday special 2.50

German-silver Card Case, in oxidized and polished finish, leather card compartment, coin holder, powder puff, memo tablet and mirror. Size of case 7-inch by 4-inch. Friday special 1.25 (Main Floor)

Boots and Shoes Specials

Children's Slippers, 85c. Ankle and Instep Strap Slippers, made from selected patent cloth, and neat little sandals and ankle strap slippers, made from fine champagne kid; medium and light-weight soles. Sizes 2 to 7. Regularly \$1.25 and \$1.50. Friday 85c

Summer Pumps, 95c—Comfortable Summer Pumps, made from fine white poplin, new recede toes, white Cuban heels and medium weight flexible soles, sizes 2 1/2 to 7. Regularly \$1.25. Friday 95c

Bathing Shoes, fine white duck, bound and trimmed with navy blue or red, flexible cord soles, women's sizes, 3 to 7. Regularly \$2.50, \$3.00 and \$3.50. Pumps and Oxfords, \$1.50—Patent cloth, fine vic, gummetal and tan Russia calf and hand-tanned leather, button and low heels, sizes 2 1/2 to 7; these are all high-grade shoes that sell regularly for \$2.50, \$3.00 and \$3.50. Friday 95c

Goodyear Welted Oxfords for Men, \$1.99—Button and lace styles, in patent cloth, tan Russia calf and gummetal calf; the lasts are new and popular, with narrow, medium and wide toes, every pair is made by the Goodyear welt process, sizes 6 1/2 to 10. Regularly \$4.00 and \$4.50. Friday 1.99

Strong Boots for Boys, \$1.99—Neat, easy-fitting, leathery boots, strong box hip leather, heavy double soles, solid leather throughout, sizes 1 to 5, Friday \$1.99; sizes 11 to 13, Friday \$1.99.

Tennis and Cutting Shoes for men, women and children in great variety. (Second Floor)

The Groceries

One our Standard Granulated Sugar, in 30 lb. cotton bag. Per bag 45c

Choice Family Flour, 1/2 bag 25c

Choice Pink Salmon, 3 lbs 25c

Choice Haddock, 5 lbs 25c

Finest Fresh Fruit Cakes, per lb 25c

Finest Mixed Berries, 3 lbs 25c

One our Choice Baked Apples, sweet and seedless, per doz. 35c (Basement)

GANDY SECTION.

600 lbs. Ganong's Cream Coconut Cakes, regularly 25c. Per lb. 25c

1,000 lbs. Imported Turkish Delight, Regularly 20c. Per lb. 20c

1,000 lbs. Fresh Walrus Maple, Special, per lb 10c (Main Floor and Basement)

\$7.95 Sale of Men's Suits

Beautiful English tweeds, in the new shades of gray and brown, of neat and attractive patterns. Every suit is beautifully tailored and will give most satisfactory service. Made in single-breasted, three-button style, with single-breasted vest and fashionable trousers. The linings are twill mohair. Sizes 34 to 44. Values \$10.00, \$12.00 and \$15.00. Big values Friday 7.95

500 Pairs of Men's Tweed Pants at 95c—Made from strong, service-giving tweed, in dark grays and browns, in good stripe patterns. Every pair is neatly tailored, and will give entire satisfaction. Sizes 34 to 44. To clear 95c

Men's \$10.00 Waterproof Coats to Clear at \$7.95—This guaranteed waterproof coat is made from a double texture English paramatta cloth, in a greenish-fawn color, is 50 inches long, single-breasted, close-fitting collar, all seams securely sewn, cemented and stitched. An excellent coat. Sizes 34 to 44. To clear 7.95

(Main Floor)

Bargain Furnishings for Men

Men's Combinations, short or no sleeves, knee length, athletic style, closed crotch, in pure white nainsook and open mesh materials; sizes 34 to 44. Regularly \$1.00. Friday to clear, a suit 50c

Men's Neckwear, in large, wide shapes, pure silk, and a few mercerized wash ties in the lot. Regularly 35c and 55c. Friday 19c

Men's Belts, of leather, some with ring sides, others one inch wide, in tan, gray and black; sizes 28 to 42. Regularly 50c. Friday 33c

Men's Heavy Black and White Stripe Drill Work Shirts, extra large and roomy, double seam throughout, yoke and pocket of strong, serviceable material; sizes 13 1/2 to 18. Regularly 89c. Friday 69c

Men's Two-Piece Effect Bathing Suits, in plain navy blue only, long skirt, very serviceable for the beaches or summer resorts, sizes 32 to 42. Regularly 75c. Friday 49c (Main Floor)

Men's Straw Boater Hats

Samples and balances, extra fine brads and in the popular rough or smooth brads, drapery shapes and extra fine finish. Regularly \$2.50 and \$3.50. Friday bargain 95c

Men's Negligee Shape Straw Hats, in medium or large crown and extra fine canton and split, brads, black silk bands. Regularly \$1.50 and \$2.00. Friday bargain 95c

Men's Panama Hats, in large or small shape, full crown or indented, extra fine quality and best finish. Regularly \$5.00 hats. Friday, price 2.99

Children's Straw Hats, fine quality imported canton brads, smooth shapes of middy and Jack Tar, extra fine and navy silk bands. Regularly 75c. Friday 50c (Main Floor)

Men's Silk Hats, samples and balances of linen, some are slightly soiled on sweatbands, 15 hats in this lot. Regularly \$3.50 and \$4.50. Friday bargain 2.50 (Main Floor)

Boys' Clothing Bargains

Boys' Blue Chambray and Natural Linenette Suits—Single-breasted with Russian and military Russian styles, with belt at waist and bloomers. Neatly made and strongly finished. Sizes 10 to 14 years. Friday bargain 95c

Boys' Blouse Shirt Waists—Full cut, fine poplin, neatly made from light and dark shades. Collar attached with bar fastener for tie. Sizes 9 to 14 years. Friday bargain 49c

Youths' Summer Suits, \$6.95—Regularly \$11.00 and \$12.50. Only 45 suits at this exceptionally low price. Smart single-breasted coat and Norfolk style, with long cuff bottom trousers. Splendidly tailored from extra fine quality tweed, in fine cheviot finish. Sizes 11 to 16. Friday bargain 4.95

Boys' Paramatta Raincoats, \$2.95—Single-breasted style coats, made from double texture paramatta, in dark olive shades. Collar is cut, lined and cemented. Sizes 27 to 32. Friday bargain 1.95 (Main Floor)

Fancy Needlework

All our stamped goods that have been showing on counters during the past few weeks, including every conceivable article for working in stamped complicated styles, are turned out for quick sale on Friday at Half Price.

500 balls of our famous "Bear Toss." Regularly sold at 15c. Friday, per ball 7c (Third Floor)

Steamer Trunks \$2.98

Waterproof, canvas covered, iron bound steamer trunk, hardwood with sheet iron bottom, brass bumper corners, brass lock and bolts, lined with tray. Size 32-inch, regularly \$3.90; 34-inch, regularly \$4.50; 36-inch, regularly \$5.00; 40-inch, regularly \$4.20. All sizes Friday 2.98

MATTING SUIT CASE.

Strong and light weight Matting Suit Case. Leather corners, extra handle, brass lock and catches. 24-inch, regularly \$3.40; 26-inch, regularly \$3.60. Friday 2.50 (Sixth Floor)

30c and 35c Teapots 15c

100 only Gibson's English Teapots, slightly chipped. Regularly 30c and 35c. Friday each 15c

30c COMFORTS, 19c.

Good quality English ware; pretty decorations. Regularly 30c. Friday 19c

Splendid quality German China; pretty decorations. Regularly 35c. Friday, each 25c

40c JARDINIERS, EACH 23c.

English Majolica Jardiniers; to fit 6 and 7-inch pots. Regularly 40c. For, each 23c (Basement)

Gray Graniteware 25c

Replace the pieces you want in a hard-wearing graniteware, water pans, teakettles, dipnans, tipped saucepans, covered saucepans, Berlin pots, rice or cereal boilers, etc. Friday bargain, each piece 25c

Preserving Kettles, in clean-looking three-coated graniteware, the kind that wears in 10, 12 and 14 quart sizes. Friday bargain 39c; in 4, 6 and 8 quart sizes, Friday bargain 25c.

Brooms, 33c—600 only 4 and 5 string sewn lung, full corn, houses of carpet brooms. Regularly 45c and 50c. Friday bargain 25c

400 Gas Plates, \$1.35—This special shipment of 2-burner gas plates, specially made to give first-class service at the least expense, worth \$1.50. Friday bargain 95c

One-burner gas plate style. Regularly \$1.25. Friday bargain 95c

Table Cutlery in the Basement—This late shipment of best quality Sheffield steel table and dessert knives must be cleared immediately. To do so we have reduced the price nearly half, worth \$3.00 a dozen. Friday bargain, half dozen 1.50

Hardware Specials—600 only good strong Garden Digging Spades, solid steel blades, "D" handles, worth 75c. Friday bargain 45c (Basement)

The Robert Simpson Company, Limited