

SIMPSON

Store closes at 5.30 p.m. Saturday at 1 p.m. during June, July and August

H. H. Fudger, President.

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PHONE NUMBER MAIN 7841. We have fifty lines to Central.

SIMPSON

Two Thousand Earrings

At Half Price and Less. 59c Flat Pearl Earrings, regularly 99c, Thursday .29. \$1.00 Pearl Earrings, same as above, pear-shaped drops, Thursday .39. \$1.50 Sterling Silver Earrings, with fancy chain drops and pearl protected settings, many neat designs, regularly \$1.50, Thursday .75. \$1.50 Coral and brilliant-set Earrings, gold-filled and sterling silver, gilt mountings, regularly \$1.50, Thursday .69. 1 lot of Assorted Earrings, pearl settings and fancy mountings, regular 25c, 35c and 50c pair, Thursday, clearing, one price, pair .19.

NOTIONS

EXCEPTIONAL PRICE INDUCEMENTS. Boot Lace, in black, 38 and 45 inch. Per dozen .5. Mending Wool, in black and colors. Regularly 3 for 5c, for .5. Ironing Wax, with wooden holder, 3 for .5. Bees Wax, Per cake .5. Silver Key Chains, Regularly 10c. .5. Uneda Dustless Duster, Regularly 25c. 10. Uneda Drying and Cleaning Pad, Regularly 10c. Simpson's Special Pin Sheet, 3 for .5. Simpson's Leader Safety Pins, assorted sizes, 2 for .5. Pin Cubes, black, white and colors. Regularly 25c. 15. Taffeta Binding, black and white. Regularly 25c. Clearance of odd lines in Back Combs, Barrettes and Large Bone Hair Pins. An odd lot at each .5.

Black, Fancy & Natural Color Silk

REGULAR 50c BLACK SATIN MARVEL LEUK FOR 35c PER YARD. A purchase of 1,000 yards—perfect in weave and dye, most satisfactory in wear. Thursday .39. Black Duchess Pailette, 36 and 38 inches wide, on sale \$1.10 per yard; skein-dyed black. Thursday .39. NATURAL COLOR SHANTUNG SILK, 34 INCHES WIDE, PER YARD 44c. Light and heavy weaves, with clear, bright finish, cool and serviceable. Regularly 59c, for per yard .44. STRIPED, CHECKED AND PLAIN SILKS, good wearing, inexpensive dress silks, in Swiss and English Peau de Soies. A good color range, with wide variety of checks and stripes. Most of them were 60c per yard. Sale price .38.

Wash Goods

On Sale To-morrow, on 2nd Floor. A special line of Printed Dimitry, pretty, small designs, fancy figures and stripes, in pink, sky, mauve, etc. Regular value 25c, Thursday .15.



Vudor Porch Shades

The best of sun protectors for verandahs or porches. Our second large consignment gives evidence of the popularity of these sunshades. Well made, with stained lasting colors, giving perfect satisfaction in operation, they enable you to make your porch or verandah a delightfully cool, enjoyable refuge for the summer. Better than duck curtains; more economical, and easier to adjust. Put up these shades of dark green, olive green and seal brown now and be ready for the hot weather next month is sure to bring. 4 ft. wide by 7 ft. 8 in. long, at .25. 6 ft. wide by 7 ft. 8 in. long, at .36. 8 ft. wide by 7 ft. 8 in. long, at .49.

Summer Furniture

Arm Chairs, made of reed, and finished green, brown or light, of good size, built for comfort, roll arms. Price 6.00. Arm Rockers, made to match above. Price 6.50. Arm Rockers with high back, roll arms and fancy filling, made of reed and finished dark green or rich brown. Price 4.85. Arm Rockers, large size, comfortable and durable, finished arms with close-filling, heavy-roll arms with close-filling, finished dark green. Price 8.00. Willow Arm Chairs and Arm Rockers, with roll arms and wicker rush seat and back, comfortable and very desirable. Specially priced at 4.40.

Snap-Shots at the Big Values of The Simpson Store

The glimpses at the store that we can give here are intended merely to outline the day's opportunities. The store makes each day notable for a list of exceptional values backed by huge staple stocks at the closest possible prices. Buy early and lighten the week's end rush.

Picnic Goods

Table Napkins, 25c per 100. Picnic Plates, 4c and 5c dozen. Sandwich Papers, rolls of 24, 5c per roll. Drinking Cups, the very best, 6 for 15c. Paper Dollies, in boxes, containing 6 dozen, assorted sizes, 40c per box. Pie Dish Collars, pink and white, 25c per dozen. Coarse Paper Towels, with soap for each, 10c per pkg. of six. Place Cards, Guest Cards, Birthday Cards, and Post-Cards, in great variety, all at low and popular prices. (Stationery Dept., Main Floor)

Dozens of Splendid Values in the June Whitewear Sale

Thursday's sale specialties will carry on the buying fervor in the June White Sale. Thousands of beautiful garments are underpriced this month, and many are double discounted. Phone orders are promptly filled and satisfaction guaranteed on every sale. Women's White Balbriggan Combinations, fine quality, low neck, no sleeves, umbrella knee, trimmed with wide lace, beading and draw tapes in neck. Sizes 32 to 42 bust. Regularly 50c a suit, Thursday, each .35. Matched Bridal Set of 4 dainty pieces, fine Nainsook, trimmed with handsome blind embroidery and Val lace, ribbon draws and bows. Set consists of gown, drawers, petticoat and corset cover. Sizes 32 to 42 bust. Regular price \$13.50 a set, Thursday, a set 6.75. Princess Slips of Nainsook, waist and skirt trimmed with lace insertions and edges, embroidery medallion on front of waist, beading and silk ribbon. Sizes 32 to 42 bust. Thursday sale price 2.25. Half price for Petticoats of cotton, with deep flounce of handsome embroidery, dust ruffle of lawn, French band, fitted hips, lengths 36 to 42 inches. Regularly \$3.95 each, Thursday, each 1.95. Flannelette Night Dresses, for cool nights in the outing season, white flannelette, semi low neck, elbow sleeves, insertions and frills of silk embroidery. Sizes 32 to 42 bust. Regularly \$1.65 each, Thursday, each 1.29.

CLEARING GIRLS' SAMPLE DRESSES A New York maker's sample line of Girls' Dresses, bought at half what they usually cost us, will go to-morrow at the same difference of price. 300 Girls' Sample Dresses, for ages 6 to 14 years, also a number in junior, sizes 13 to 17 years of age, fine prints, gingham and plain chambrays and white ducks. Many pretty styles to choose from. All the best colors and patterns in the lot, Thursday half price.

Lingerie Dresses Half Price

A well-known manufacturer's sample line, all in the newest styles, some of all-over embroidery, others trimmed with lace insertions and novelty touches. Materials are French lingerie, muslins and embroideries; shades are white, white with touches of colored embroidery, etc. Women's and misses' sizes up to bust 40. Regular prices were \$10.00 to \$25.00. Thursday \$5.00, \$6.00, \$7.25, \$9.00, \$10.00 and \$12.50.

SERVICABLE COATS \$5.95. A limited number of sample coats and odd sizes in broken lines. This lot comprises natural shades shantung silks, natural shade tweeds, black broadcloth and poplins, serges in brown and navy, etc., all in a variety of the season's styles. Thursday special value at \$5.95.

This in the Lunch Room THURSDAY AFTERNOON, 5.00 to 5.30. Our Regular Afternoon Tea at 15c. Crushed Pineapple Fruit Sundae, With Cut Cake, 15c. CENTS.

Cut Rate Books

1,000 Books, including Fiction, Art Series, Days with the Poets, and What is Worth While Series. Regularly up to 35c. Thursday 15c each. Frontier Boys and Alger Series, Regularly 25c and 45c. Special Thursday, 2 for 25c. Books for the summer resort, for rainy days, English copyright fiction, Regularly 45c. Thursday, 2 for 35c. Novels by popular authors, published at 5s. 2s. 6d., 11.25 and \$1.50 American. Thursday 25c each. Story Picture Books for the children at greatly reduced prices. (Book Dept., Main Floor)

Morning Sale of Men's Two-piece Suits

Thursday morning we put on sale Men's Two-Piece Outing Suits of superior quality, made in the new single-breasted style. The material used in these suits is an English tweed, plain blue and plain grey with hairline striped patterns. Very dressy and serviceable cloths. The trousers have cuffs and belt straps, and the tailoring is the very best. Sale price 9.00. Sale of Men's Hairline Trousers—Made from a medium shade of English hairline cloth, a kind that wears well, gives good style, and is well-sewn. Sale price 1.98. SMART RUSSIAN SUITS FOR BOYS. Of English tweed, in light tan, with a fancy thread stripe. Made on a New York style, buttoning up the side to the shoulder. Box-pleats down front and back. Neatly trimmed with silk braid. Brass buttons and tan leather belt. Bloomer pants, with elastics at the knees. Sizes 2 1/2 to 6 years 6.50. Boy's Scarlet Blazer, of English flannel, trimmed with scarlet and white fancy silk cord; patch pockets. Sizes 26 to 33 2.75. Delayed Season Prices on Straw Hats. Straw Hats for boys, straight or curling brims, fine white Canton braids, black silk bands. Thursday .50. Boater or Neglige shape Straw Hats for men, very fine split brims, black or fancy silk bands. Specially good value, Thursday 1.00. Panama Hats, fine even weave, popular style, fine quality trimmings. Thursday, special 2.95.

Two Glove Values

Women's Long French Kid Gloves, mousquetaire, soft, pliable skin, in the lot there are 12, 16 and 20-button lengths. Black, tan, and white. All sizes, but not in any one shade or length, \$2.50 value. Thursday 1.79. Women's Wrist Length Real Silk Gloves, 2 pearl clasps, double tipped fingers, heavy stitched back, nice weight, black, tan, and white, 5/8 to 7/8. 50c regularly. Thursday, pair .39.

Women's Panamas Almost Half Price

A big consignment of real Panamas, bought from a large commission house at very low price. Thirty dozen in the lot, in eight different styles of crowns and brims. A fine quality that, if bought to sell regularly, would have to be 5.95 marked \$9 and \$10.50. Thursday price .79.

Embroideries Bargains

27-inch Flouncing, new patterns, fine quality of Swiss, eyelet and floral patterns, scalloped border. One of our 50c qualities. Thursday .34. 45-inch Flouncing, effective open-work, eyelet patterns, on fine quality Swiss, conventional designs, work 20 inches deep, one of our \$1.00 qualities. Thursday .68. Cambric Corset Cover Embroideries, good quality of cloth, pretty floral patterns, 17 inches wide. Our regular 28c and 23c qualities. Thursday, per yard .17. Plauen Laces Beautiful quality and designs, in ivory, Paris, ecru and white. Bandings, insertions, all-overs and net-top-laces, about one hundred pieces, in fine flat Venise, ratine, guipure d'art, Irish guipure and filet. Prices from 50c yard to \$6.00. Special showing Thursday morning. Saxony Nets, in pretty embroidered patterns, small spots, sprays or conventional design, for yokes and half-sleeves, in summer dresses, usual selling prices 75c and 85c yard. Thursday .43.

Two Waist Prices

A limited number of Black Lawn Waists, in sizes 34 to 44, at 98c. These Waists have low square neck, group tucking, and three-quarter sleeve. They are finished with rows of black lace insertion. This price and the time of the year should be arguments enough to bring you early. Thursday, 8 a.m. .98. A Black Sateen Waist of exceptional value is of new design, with set-in sleeve, high tucked collar, patch pocket and French cuffs. For the early buyer on Thursday .79.

Women's Satin Pumps \$2.95

Finest quality American Satin Pumps; light, flexible, hand-turned sole; high covered New York heel; dainty chiffon rosette on new short vamp; colors pink, pale blue, yellow, mauve, black and white; made with or without ankle strap; sizes 2 to 7; C and D widths. (See special showing.) Thursday 2.95. MEN'S HIGH-GRADE OXFORDS, \$2.95. Men's tan Russia calf, gun-metal, patent colt and vicid kid Oxfords, in all the newest styles for summer wear; every pair made on the Goodyear welt; new short vamps; high and low heels; sizes 5 to 11. Regularly \$3.50, \$4.00 and \$5.00. Thursday 2.95.

THE CARPETS

Union Rugs, suitable for bedrooms, in a large range of designs and colors— 7.6 x 9.0 . 3.85 9.0 x 10.6 . 5.35 9.0 x 9.0 . 4.60 9.0 x 12.0 . 6.15 IMPORTED ART RUGS in delicate blues, greens, pinks and greys; some with plain centres, others with a small figured ground. Sizes— 7.6 x 9.0 . 6.35 9.0 x 10.6 . 8.95 9.0 x 9.0 . 7.65 9.0 x 12.0 . 10.25 JAPANESE STENCILED MATTING SQUARES in a large variety of designs and colorings— 18 x 36 in. . 12 6.0 x 9.0 . 1.20 27 x 34 in. . 20 9.0 x 9.0 . 1.70 36 x 72 in. . 30 9.0 x 10.0 . 1.80 6.0 x 6.0 ft. . 75 9.0 x 12.0 . 2.20

Sanitol Package Given Away

Thursday and Friday, with every purchase of any Sanitol Tooth or Toilet Preparation listed below, it is a dainty, individual travelling jar of Sanitol Pure Cold Cream, snow white, very grateful after the dust, wind and smoke of a journey: Sanitol Tooth Powder, special . 20 Sanitol Tooth Paste, special . 20 Sanitol Face Cream special . 20 Sanitol Face Powder, special . 20 Sanitol Talcum Powder special . 20 Sanitol Liquid Shampoo, special . 20 Sanitol Hair Tonic, special . 20 Toilet Dept.

40-piece Tea Set

Of the famous Crown Carlsbad ware, gold stippled china, Thursday 4.98. Decorated Fireproof Teapots, in mat blues, gold and floral finish, Thursday .50. Limoges' China Dinner Set, translucent white china, rich, deep glaze, Greek key border design, shaded green, with genuine coin gold finish. Regularly \$71.40. Thursday 49.50. 100 Brass Jardinieres to clear Thursday 2.98.



JUST THE SHIRTS

For Summer Wear

500 only, Men's Outing Shirts, with separate soft lounge collar and several broken lines of outing shirts, with reversible collar attached, English cashmerettes and cambrics, striped chambrays and repps, all sizes in the lot, regularly 75c, \$1.00, \$1.25 and \$1.50, for Thursday .59. BOYS' WOLSEY UNDERWEAR AT LOW PRICES. 200 garments of Boys' Pure Natural Wool Underwear; shirts and drawers; all first quality goods, and ready to wear. Sizes 22 to 32. Regularly \$1.25. Thursday, a garment .59. CLEARING BROKEN LINES OF MEN'S NEGLIGE SHIRTS. 1,000 Men's Negliges, in a good variety of designs and styles, cambrics, zephyrs, chambrays, and percales, broken lines from our regular stock, a good range of sizes. Be here promptly at 8 o'clock if possible, for best selection. No phone or mail orders filled; no dealers supplied. Sizes 14 to 18. Regularly 75c, \$1.00, \$1.25 and \$1.50. Thursday .59.

Crepe Kimono Gowns, WERE \$3.00, FOR \$1.95. Long Kimono Gowns of "Serpentine" Crepe, beautiful floral and bordered effects, in several different styles, some with large satin collar and cuffs, others in Empire effect, satin edging, navy, Copenhagen, pink, helio, black, sky and grey. Sizes 34 to 42. Regularly \$2.50 and \$3.00. Thursday 1.95. HOUSE DRESSES, WERE \$2.25, FOR \$1.50. Women's House Dresses of fine American percale, small check pattern, 3/4 sleeve and square Dutch neck, trimmed with edging of linene and pearl buttons, light blue or black. Sizes 34 to 44. Regularly \$2.55. Thursday 1.50. SATIN PETTICOATS, \$2.95. Straight-hanging Petticoats of heavy satin, black, navy, emerald, brown or chanticleer red, made with accordion-pleated flounce, lengths 36 to 42. Thursday 2.95. Clearance of Odd Towels. All pure linen Huckaback Towels, large sizes, hemmed or hemstitched, with very pretty damask borders. Some slightly imperfect in hemming. Good towels at a very low price. Regularly \$1.00 and \$1.25 pair. Thursday, each .39. (Phone Line Dept.—2nd Floor)

Optical Goods

Specially priced for Thursday. Large size reading glass, with ebonyized handle . 75. A fine eye protector, slightly tinted, for motorists, cyclists, and tourists, excellent for use on the boats . 1.25. Smoke Spectacles, with curved lenses . 1.19. Have our Opticians examine your eyes. Glasses all styles and prices, up-ward from \$1.50. The Groceries. 2,000 lbs. Dairy Butter . Per lb. 25. Smoked Rolls of Bacon, lean and mild, half of whole . Per lb. 17. Malta Vita Breakfast Cereal . 3 packages 25. 500 tins Apples, gallon s. . Per tin 25. Choice Fresh Pineapples . Per dozen 1.50. Salt in 5-lb. bags . 2 bags 14. Edwardsburg or Beehive Table Syrup, 5-lb. pail . 28. Fresh Flaked Wheat . Per stone 45. Imported Macaroni . 3 packages 25. Imported Pure Orange Marmalade Tickers, 2-lb. jar . 25. English Marrowfat Peas . 3 packages 25. Finest Canned Peas, best quality . Per tin 17. Choice Red Salmon . Per tin 18. Maggi Soups, assorted . 6 packages 25. Choice Manzanilla Olives . Qt. Gem Jar 26. 35c ASSAM TEA, 25c. 500 lbs. fine full-bodied Assam Tea, of uniform quality and fine flavor. A 15c tea anywhere. Thursday, per lb. .28.

The Robert SIMPSON Company Limited