

SIMPSON H. H. FUDGER, President, J. WOOD, Mgr.

Steal a March on September



FRACTIONAL PRICES ON WOMEN'S DRESSES, SKIRTS AND SUITS

WOMEN'S \$6.95 DRESSES FOR \$1.68.

175 Women's Wash Dresses, in a variety of one-piece styles, some with square yoke and collar of braided net, others trimmed with lace insertions or pipings; some of the skirts are made with the new yoke and panel front; others gored and semi-pleated; materials are fine muslins, mulls, ramlie and silk finish rajah; in the lot are the following colors: Rose, natural, champagne, sky, white and mauve. These skirts sold regularly at \$5.50 and \$6.95. Friday \$1.68.

WOMEN'S \$3.95 SKIRTS FOR \$1.49.

A collection of 180 Women's Separate Wash Skirts, of splendid qualities of Indian Head' suitings and linen, in white, also of imported repp in cadet; made in a variety of styles; some flare overs, others pleated; some have the flounce effect, others finished with lace insertion; a large range of sizes from 37 to 42 front measurements, to select from. These skirts sold regularly at prices ranging from \$2.50 to \$3.95. Friday only \$1.49.

GIRLS' SCHOOL SUITS FOR \$2.19.

68 Girls' Smart School Suits, of good quality imported repp, in white, sky or pink; has neat semi-princess dress, with strappings over shoulders, trimmed with lace insertion; skirts are pleated and trimmed to match; coats are semi-fitting, and finished with buttons. Sizes 10, 12 and 14 years. Sold regularly at \$4.50. Friday \$2.19.

SEASONABLE DRESS GOODS DISCOUNTED

DRESS GOODS BARGAINS.

1,000 yards All-wool Colored Suiting, from one of the best makers of this class of dress goods in England. These suitings are self colors with hair-line black stripes and white stripes; full range of the new fall colors. We recommend this quality for smart, dressy, tailored suits and dresses, spot proof and sponged. Regular value 75c. 44 inches. Friday 50c.

3,000 yards English Cheviot Serges, French All-wool Poplins, English Coating Twills, French All-wool San Toys, French Stripe San Toys. All pure wool qualities and fast dyes; full range of colors to choose from, scarlet, reds, Burgundy, Maline blue, Copenhagen blue, sax blue, new greys, new browns, new taupe, new greens, etc. 42 and 44 in. wide. Regular 65c and 75c. Friday 50c.

1,200 yards San Toys, Panamas, Poplins, Coatings, Cheviots, Venetians, Volles, Taffetas, Worsted, Henriettes, guaranteed our fast unfading blacks, in light, medium and heavy weights, for fall and winter wear; exceptional good value. 44 to 52 inches. Regular 85c to \$1.00. Friday 63c.

1,500 yards French, English and German De-laines and Chalkies, black and whites, navy and red spots, navy and green spots, cream grounds, with colored flowers, pine patterns, Dresden effects, stripes, etc. These are our choicest qualities and fast dyes. Regular 40c, 45c, 50c. Friday 35c yard.

500 yards Black Spun Glass, good substitute for silk, as it does not cut; this quality we sell regular at 25c yard. Friday 19c yard.

500 yards Beautiful Rich Brocade Lining, in a new design; we can match any shade in this special lot; bright silk finished quality and fast dyes. 49 inches. Regular 50c. Friday 33c.

THREE ITEMS OF INTEREST IN SILKS

1,000 yards French Satin De Chine and Swiss Peau de Soie, in a lovely range of shades, white, ivory, cream and black included. Regular value 65c. Friday price 48c.

500 yards Rich Liberty Satins, in black only; this quality specially adapted for scarfs. Regular value \$1.00. Friday price 75c.

1,000 yards of C. J. Bonnet's Rich Black Double-faced Peau de Soie Dress Silk; a guaranteed quality; stamped on the selvedge, wear guaranteed. Regular \$1.00. Friday price 88c.

1,000 yards Rich Black Satin de Chine, Satin Paillette, Peau de Soie, Gros Grains, Satin Duchesse, Satin Merveilleux, Satin Moires; qualities we recommend for wear. 20, 22 and 26 inches wide. Regular prices \$1.25, and \$1.35. Friday price 97c per yard.

CLEARANCE OF WASH GOODS

White Mercerized Brocade Vestings, 30 pieces only, at a very special price; nice, clean, fresh goods, and entirely new patterns; nothing nicer for waists. Regularly 25c. Friday 15c.

A quantity of Plain Colored Serpentine Crepe, in deep pink, old rose, wisteria and purple; splendid for kimonos; a small lot of striped French printed cambrics, odd pieces of cotton Shantung, etc. All regularly 25c. To clear Friday 11c.

A small lot of pretty Organdies and Cotton De-laines; special patterns for kimonos, etc. Regularly 15c and 20c. To clear 8c.

TRIMMINGS AND NEEDLEWORK, Main Floor

12 Elegant White and Ecru Lace Robes, all shaped, ready to make up; these are samples just cleared from a big German maker; the designs are all different, therefore each purchaser would have an exclusive garment. Regular selling price would be \$14.50, \$16.50, \$18.50 and \$20.00. A big Friday bargain at \$9.50.

6 only Elegant Black Sequin Over Dresses, to be made in the new tunic style. Regular price \$12.50. Friday bargain \$7.50.

100 Very Handsome Real Lace Runners, 18 x 54 inches, in several designs. Regular \$1.25 and \$1.50. Friday bargain 80c.

18-inch square Real Lace Table Centres, in three different designs. Regular 25c each. Friday bargain 2 for 25c.

18-inch Hand Embroidered Centres, with scalloped border. Very special value. Friday 25c each. Stamped Pure Linen Tray Cloth, wide hem-stitched border, 18 x 27 inches. Special Friday 23c.

Tapstry Cushion Tops, 18 new designs. Regular 25c. Friday bargain 19c.

WHITEWEAR AND CORSETS

WOMEN'S UNDERWEAR.

Ladies' Combinations, fine ribbed white cotton, low neck, no sleeves, umbrella style drawers, with lace frill. Sizes 32 to 38 bust measure. Regular value 50c. Friday bargain 25c.

Ladies' Vests, fine ribbed cotton, low neck, with short or no sleeves, beading and ribbon. Sizes 32 to 38 bust measure. Regular value 20c. Friday bargain 10c.

Children's Vests, fine ribbed cotton, high neck, long sleeves, buttoned front. Sizes 2 to 12 years. Regular value 25c. Friday bargain 12 1/2c.

WHITEWEAR.

Night Gowns, fine nainsook, slip-over style, yoke has embroidery medallions, with Val. lace frills, elbow sleeves, with embroidery frill. Lengths 56, 58, 60 inches. Regular value \$1.25. Friday bargain 89c.

Corset Covers, fine nainsook, tight fitting, puff sleeves, embroidery, silk draw ribbon, Val. lace frills. Sizes 32 to 44 bust measure. Regular value 75c. Friday bargain 49c.

Drawers, fine nainsook, insertion and frill of wide fine Val. lace. Sizes 23 to 27 inches in both styles. Regular value 85c. Friday bargain 45c.

Maid's Aprons, heavy white lawn, embroidery bib and bretelles, wide ties. Regular value 65c. Friday bargain 39c.

\$2.00 CORSETS, FRIDAY \$1.25.

200 pairs Women's Corsets, fine white coutil, medium high bust, very long front, back and hips, extra deep skirt extension, four strong garters, filled with all rustproof steels, wide side steels, lace, ribbon and ribbon bow trimmed. Sizes 18 to 28 in. Regular value \$2.00. Friday bargain \$1.25.

RIBBON REMNANTS

200 yards only Rich Persian Trimmings, in a beautiful combination of colorings, in neat scroll pattern, suitable for dress or suit trimmings, 1 inch wide. Regular 35c yard. Friday 19c yard.

Ribbon Remnants, the ends from our best selling lines, of plain and fancy ribbons, 1/2-yard to 3-yard lengths, in all widths and colors. Friday half price.

IN THE DRUG DEPARTMENT

Beef, Iron and Wine. 40c bottle. Friday 25c.

Bland's Iron Pills, plain or improved, 100 in a box. Regular 20c. Friday 10c.

Lemon Kall, genuine English, 1-pound packages. Friday 20c.

Foot Powder, a positive relief for tired, aching and perspiring feet. 20c tin. Friday 10c.

Straw Hat Cleaner. Regular 10c. Friday 5c.

Rubber Sponges, all sizes, 40c to \$1.50.

Rubber Sponge, Hand and Bath Brushes. Regular 50c, 60c, 75c and \$1.00. Friday 25c per cent. off.

Hot Water Bottles, an assortment. Regular \$1.25, \$1.50 and \$1.75. Friday 98c.

FIFTH FLOOR, WALL PAPER

1,900 rolls Wall Paper, in neat design, walls and ceilings. Regular 5c to 8c. Friday 3 1/2c.

1,550 rolls Paper for bedrooms and sitting rooms, in greens, blues and light shades, floral and stripe effects. Regular to 25c. Friday 9c.

1,350 rolls Imported Papers, in neat designs and exclusive colorings, for parlors and dining rooms. Regular to 50c. Friday 24c.

50c PALMS FOR 35c

Palms, Boston Ferns and Rubber Plants. Regular 50c each, for 35c.

Hardy Ferns. Regular 15c, for 10c.

Plant Food, per packet 15c and 25c.

Here are the Central Attractions in a store-ful of New Merchandise, with a new Friday Price - interest attached to Every Item.

\$2.95 for Real Lace Waists Just Arrived from Brussels

(Waist Department, Third Floor.) Clearing a big lot of Real Lace Waists and Blouses, in Bruges, Renaissance, Battenberg and Point de Plandre. These are a clearance from two big Brussels houses. Regular prices would be \$4.50, \$4.85, \$5.75, \$6.50 and \$7.50 each. A big Friday bargain at \$2.95 each. Three counters full of New York Waists, in shirt and dressy styles, box pleats, headings, real Cluny lace, and many other styles and trimmings. Regular prices \$1.50, \$1.98 and \$2.45. Friday to clear 98c. Clearing six counters for new goods, middles, long and short, colored print; sailor waists, colored print, drill and vesting waists; a very mixed collection, but a good assortment of sizes in the lot. Regular \$1.00 and \$1.50. Friday to clear 50c. (No phone or mail orders.)

Hand-made Princess Lace Dutch Collars 29c

Hand-made Princess Lace Dutch Collars, the style most in demand at the moment. Regular 50c, 75c and \$1.00. Friday 29c. 95 dozen very fine Plauen Lace Dutch Collars, in white and Paris. Regular 50c. Friday 29c. 200 Ladies' Collars, in Valenciennes Dutch Collars. Regular 25c and 35c. Friday 15c.

Men's \$5.00 Boots, made in England, To-morrow \$2.49

400 PAIRS MEN'S BOOTS MADE BY A. E. MARLOW, NORTHAMPTON, ENGLAND. Regular \$5.00, Friday Bargain 1/2-price, \$2.49. "English leather wears like iron." 120 pairs Men's Boots, tan Russia calf, Blucher style, heavy soles, Goodyear welt, all sizes 6 to 11, D and E widths. Regular \$5.00, Friday bargain 1/2-price \$2.49. 120 pairs Men's Boots, victor kid leather, Blucher style, heavy sole, reinforced shanks, Goodyear welt, all sizes 6 to 11, D and E widths. Regular \$5.00, Friday bargain 1/2-price \$2.49. 180 pairs Men's Boots, buff calf, dull calf Blucher tops, heavy sole, reinforced shanks, Goodyear welt soles, all sizes 6 to 11, D and E widths. Regular price \$5.00. Friday bargain 1/2-price \$2.49.

All this Fine Verandah Furniture goes at Half-Price To-morrow.

Solid Oak Arm Chairs, roll seat, with slat back, green finish. Regular selling price \$4.75. Friday bargain \$2.39. Solid Oak Arm Chairs, ditto seat, with slat back, green finish. Regular selling price \$4.35. Friday bargain \$2.18. Solid Oak Arm Chairs, slat back and seat, green finish. Regular selling price \$5.00. Friday bargain \$2.50. "Habitant" Small Chair, in ash, light green finish, rush seat. Regular selling price \$3.00. Friday bargain \$1.50. Ash Chair, with rush seat and slat back, light green finish. Regular selling price \$2.75. Friday selling \$1.38. Ash Rocking Chair, with rush seat and slat back, light green finish. Regular selling price \$3.35. Friday bargain \$1.68. Rush Seat Chairs, with solid hardwood frames, brown finish. Regular selling price \$4.00. Friday bargain \$2.00. Rush Seat Arm Chairs, with solid hardwood frames, brown finish. Regular selling price \$5.50. Friday bargain \$3.25. Rocking Chairs, with slat seat and shaped back, green finish. Regular selling price \$4.00. Friday bargain \$2.00. Verandah Swings, solid oak frames, with closely woven rush seat and back. Regular selling price \$11.00. Friday bargain \$4.75. Note: There is but a limited quantity of each article. No telephone orders taken.

The Home Stretch in the Hosiery Sale

Women's Seamless Cotton Hose, black, tan. Regular 20c. Friday, pair 12 1/2c. Women's Imported Lisle Thread Hose, black, tan, colors. Regular 30c. Hosiery Sale price Friday, pair 15c. Women's Finest Lisle Thread Hose, silk embroidered, laces and plain Hates, in all the newest colorings. Regular 40c, 50c. Hosiery Sale price Friday, pair 25c. Women's Plain Black All-wool Cashmere Hose. Regular 20c. Hosiery Sale price Friday, pair 10c. Women's Plain and Ribbed Black Cashmere Hose, fine all-wool. Regular 50c. Hosiery Sale price Friday 25c. Infants' and Children's Socks, all imported lisle thread, fancy patterns and colors, newest things in this summer's wear. Regular 20c, 25c. Hosiery Sale price Friday 10c, 3 pairs 25c. Girls' Lisle and Cotton Hose, black, white and fancy, broken lines. Regular 25c. Hosiery Sale price Friday, pair 10c. Boys' and Girls' Ribbed All-wool Black Cashmere Stockings, English made. Regular 25c. Hosiery Sale price Friday 15c, 3 pairs 50c. Men's Fine Imported Lisle Thread Socks; in the lot are silk embroidered, laces, stripes, checks, and black, tan and all the newest colorings. Regular 45c. Hosiery Sale price Friday, pair 15c. Women's Plain Black Cashmere Socks. Regular 20c. Friday, pair 12 1/2c. Women's Real Kid Gloves, French made, two dome fasteners, black, tan, brown, grey, navy, green, mode. Regular 75c. Friday, pair 49c. Women's Long Silk Gloves, Jersey wrist, black, grey. Regular 75c. Friday 35c.

The SIMPSON

Probabilities Moderate to fresh N. to W. winds; showers and thunderstorms.

By Shopping at SIMPSON'S To-morrow



LOW-PRICED FLOORCOVERINGS

ENGLISH TAPESTRY CARPET.

A special line of good, serviceable colorings, and the designs are suitable for parlors, dining rooms, bedrooms and halls. 5-8 and 2-4 borders to match. Friday 73c per yard.

SCOTCH PRINTED LINOLEUM.

In block, tile, Oriental, floral and parquet designs, good, useful colors, and a well oiled cloth. Friday 37c square yard.

REMNANTS OF LINOLEUM.

In good colors and designs, enough for bathrooms, vestibules and small halls. To clear Friday at 22c square yard.

Japanese Matting, in greens, reds, blues, etc., well woven, with cotton warp, one yard wide, and reversible. Friday 16c per yard.

IN THE CURTAIN DEPARTMENT

Nottingham Lace Curtains, in the season's best patterns, dainty conventional, scroll and floral effects, strong thread, firmly woven, heavy edges; will give excellent wear, and looks well; 3 and 3 1/2 yards long, 52 and 54 inches wide. 250 pairs only on sale at reduced price. Special Friday at, per pair 98c.

CURTAIN STRETCHERS AT HALF-PRICE.

500 Curtain Stretchers, fitted with unbreakable fixtures, non-rusting pins, adjustable 2 to 4 yards long, 1 to 2 yards wide, folding 4 inches square by 6 feet long, making it easily stored when not in use. These stretchers are good value at \$1.50. An interesting price Friday, only 75c.

500 Window Shades, all fine quality oil opaque, cream and green, trimmed with insertion, 37-inches wide by 6 feet long, mounted on good spring rollers, complete with brackets. Extra value at Friday's sale price 39c.

Bedroom Boxes, the coverings are of cretonne and saten, in a wide range of patterns, cloth lined, fitted with roller bearing castors, 36 in. long, 20 in. wide, and 17 inches high: one hundred to select from, and every box well upholstered. Worth \$3.00. Friday extra special at \$1.98.

TABLE CLOTH "SECONDS." 75c

70 only seconds in Damask Table Cloths, size about 2 yards square. These cloths are worth regular up to \$1.75. To clear Friday 75c each.

300 dozen Huckaback Towels, all linen, two sizes, 19 x 38 inches, fringed ends, 18 x 36 in., hemmed ends. Very special Friday 25c pair.

Flannelette Blankets, size 64 x 80 in., in grey or white, with pink or blue border, fine, soft nap, and very strong. Friday \$1.13 pair.

1,000 yards Irish Checked Tea Toweling, 23 in. wide, good drying towel. Friday 8 1/2c yard.

300 All Linen Guest Towel Lengths, in a very fine lot of patterns; enough in each length for one towel. Friday 19c each.

Twilled English Sheets, full bleached, double bed size, torn ends, and extra value at, Friday \$1.28 pair.

Factory Cotton, 36 in. wide, good weight, free from specks, will make good pillow cases or any household use. Friday 9c yard.

600 yards White Flannelette, 32 in. wide, good, firm weave, and a very soft finish. Friday 9 1/2c yard.

TOILET REQUISITES

Shell Brand Castile Soap, 2 1/2-lb. bar. Friday 21c.

Dr. Charles' Face Powder, in flesh and white. Regular 50c. Friday 25c.

24 dozen Kleenwand Tooth Paste, in collapsible tubes. Regular 25c. Friday 2 for 25c.

Violet Talcum Powder. Regular 20c. Friday 2 for 20c.

Shaving Brushes. Regular 15c and 25c. Friday 10c.

100 dozen Tooth Brushes. Regular 15c, 20c and 25c. Friday 10c.

Violet Ammonia, for the bath. Regular 15c. Friday 10c.

Arbest Toilet Rolls. Regular 7c. Friday 6 for 25c.

(Phone direct to Toilet Department.)

GROCERIES IN THE BASEMENT

700 bags Choice Family Flour, 1/4 bag 70c.

Choice California Seeded Raisins, 3 packages 25c.

Choice Currants, cleaned, 3 1/2 lbs. 25c.

Yellow Cooking Sugar Crystals, 9 1/2 lbs. 50c.

Canada Corn Starch, package 7c.

New Orleans Molasses, 2-lb. tin 10c.

Perfection Baking Powder, 3 tins 25c.

Finest Featherstrip Cocoa, per lb. 15c.

Choice Rangoon Rice, 7 lbs. 25c.

Finest Pearl Tapioca, 4 1/2 lbs. 25c.

MEN'S AND BOYS' CLOTHING AT SAVING PRICES

Men's Fine Quality English Tweed Suits, in dark grey and brown grounds, with neat self and fancy colored thread stripes; cut in the latest single breasted sack style; splendidly tailored, with broad shoulders, and neat shaped lapels. Sizes 34 to 44. Regular up to \$13.50. On sale Friday at \$7.95.

MEN'S RAINCOATS.

Regular Price \$8.50 and \$10.00, on Sale Friday at \$6.95.

Men's English Covert Cloth Raincoats, a smooth finished material, in rich dark grey or olive fawn shades; made up in single breasted style; full length. Sizes 34 to 42. On sale Friday at \$6.95.

BOYS' THREE-PIECE SUITS.

Regular Prices \$4.50, \$5.00, \$5.50 and \$6.00, on Sale Friday at \$3.49.

Boys' Fine Quality English Homespun and Tweed, Three-piece Suits, in light or dark grey and brown grounds, with neat self and colored stripes and checks, single and double breasted styles, finished with good quality linings and trimmings. Sizes 28 to 33. On sale Friday at \$3.49.

BOYS' SHIRT WAISTS.

Regular Prices 65c and 75c, on sale Friday at 50c.

Boys' English Print, Oxford and Madras Cloth Shirt Waists, in a large assortment of light and dark colors, including plain blue, blue with fancy colored stripes and checks, and white grounds, with fancy stripes and figures. Sizes 6 to 14 years. On sale Friday at 39c.

TWO SHIRTS FOR THE PRICE OF ONE

In the Wanless building there are hundreds of \$1.50 and \$2.00 first quality Men's Neglige Shirts selling at \$1.00 each. The quality of these shirts is the best. A roomy, well made shirt, each of which has a well-known trade mark, which guarantees its make-up. Well assorted colors and designs. Sizes from 14 to 17. All \$1.50 and \$2.00 shirts. Sale price \$1.00 each.

All our best Wash Neckwear in plain whites, fancy stripes, spots and figures, plain colors, etc., Derby and open end models. Regular price 25c each. Friday bargain 2 for 25c.

Men's White Cotton Night Robes, made from good strong white twill cotton, lay-down collar style. Sizes 15 to 19. Regular price 75c each. Friday bargain 50c each.

Men's Balbriggan Combinations, the comfortable one-piece underwear that gives satisfactory wear. Sizes 34 to 46. Regular price 75c. Friday bargain 50c per suit.

Men's Plain and Ribbed Wool Sweater Coats, well made, perfect fitting coats, two handy pockets, in greys, grey trimmed red, grey and navy or navy and red. Sizes 34 to 42. Regular price \$1.50 each. Friday bargain \$1.00 each.

Men's Elastic Web Suspensives, white kid or cord ends, extra good trimmings. Regular price 50c. Friday bargain 29c pair.

HATS FOR MEN AND CHILDREN

Men's Black and Brown Stiff Hats, new and up-to-date styles. Regular \$1.50, \$2.00 and \$2.50. Friday 98c.

Men's Curling Brim Straw Sailor Hats, fine white braids. Regular \$1.00. Friday 39c.

Men's Panama Hats, extra fine and close weave, best finish. Regular \$5.00. Friday \$2.75.

Children's White Duck and Drill Tam o'Shanter, also a few linen and pale blue colors. Regular 25c and 35c. Friday 15c.

Boys' and Girls' Navy Serge Varsity Caps, good quality and well lined. Friday special 9c.

A little lot of odds and ends in Boys' and Children's Fancy Caps. Regular 50c. Friday 29c.

CHINAWARE IN THE BASEMENT

2,000 Soup and Meat Plates, neat floral designs, good porcelain body. Friday 4c.

Rockingham Teapots, fine hard glaze, fireproof. Friday 13c.

Booth's Silicon China Dinnerware, 20 sets only, 100 pieces, making a full and complete dinner and tea service, dainty green floral festoon decoration, with rich gold finish. Friday bargain \$15.00.

Jardinieres, rich assortment of designs and colors. Values up to 95c. Friday 49c.

Sugar and Cream Set, in rich cut glassware, deep flaring out; a wealth of sparkling color. Friday special \$2.50.

Covered Butter Dish, American pressed glassware, near out design. Friday 10c.

Brass Candelsticks, solid cast heavy weight, octagon shape, best English make. Friday special 69c.