Today at Simpson's--500 Women's Coats Much Reduced

Millinery of Striking Summer Newness Today $4.85

Summer Hats with black hair lace, tulle facings, fine natural Leghorns, large or medium sizes. Fine white Milan tagels, lace hair edges, black and white effects in Milan tagel. Every one trimmed differently, representative of the more expensive hat. Very special today at **4.85**

New Matron Hats, $3.95
Offering the largest selection of the season, all well fitting and becoming styles in the soft hand-made effects that matrons appreciate. Friday bargain **3.95**

Mourning Hats, $3.25
Made in several different qualities, all good styles of turban and other small effects. Regular $4.00, $4.50 to $5.00. Today **3.25**

Small Hats for Motoring, $1.75
Come in small sailor shapes of fine Manilla, in brown, navy or tan with fur felt underbrims. Regular $3.50 each. Today **1.75**

Hats for Small Children at 95c
A special clearing of many hats in many styles, mostly in fine white Milans or Milan Tagel. Regular $1.50, $1.75 to $2.25. Today ..... **.95**

Clearing of Muslin Bonnets at 25c
Many styles in fine tucks and hemstitched edges, some embroidered. Regular 45c and 50c each. Today .. **.25**

Bleached Panamas, $1.29
They are good shapes and white bleached. A limited quantity at .. **1.29**

Novelty Ribbon Hat Bands at 50c—Are all ready to put on hat; novelty designs.

New Lot of Fine Panamas at $1.95

New and different shapes in large sizes and well finished. Very special today **1.95**

1000 New Untrimmed Hats at 95c

A splendid new line of shapes, and mostly in white, black and white, or black, are in straight or rolling sailors or drooping shapes, some with lace edges, others with wired crepe edges; these will soon be picked up. Regular $2.00 to $2.50 each. Today **.95**

Store Closes Saturday at 1 o'Clock---No Noon Delivery on Saturday

$4.95 for $10 Coats, $6.95 for $15 Coats, $9.95 for Coats to $18.50, $14.75 for Coats to $30

Every woman who needs a sport coat, motoring coat, dressy coat, long coat or short coat will find it in this sale offering.

From the lowest priced coat at $4.95 to the modest maximum of $14.75, each coat is a price marvel.

Besides the remainder of our own stock they are a clearance purchase of manufacturers' season-end lots. Beautiful materials in check, plaid, stripes and plain colors, designed into striking models with pleats, pockets and belts, or coats of smart plain tailoring. For now, during vacation, or in the early fall, these up-to-date coats will be a boon of usefulness. Sizes 32 to 42, at each price.

Regular $10.00 Coats, checks, plaids and stripes, in seasonable materials and smart designs **4.95**

Regular $15.00 Coats, in various materials and in styles of exceptional character **6.95**

Regular $16.50 to $18.50. Several attractive numbers at this Friday bargain price **9.95**

Regular $25.00 to $30.00 Coats, broken sizes and clearing lines; new styles and charming materials .. **14.75**

Friday Bargains of Surpassing Importance in Skirts, Suits, Dresses

Women's Summer Dresses, $12.95
Striped, floral and combination designs, in muslin and voiles; also Outing Dresses, in gabardine with large novelty spots. A wide range—all the newest shades. Sizes 34 to 42. Friday bargain .. **12.95**

Women's Summer Silk Suits, Friday, $18.50
All new goods and styles, made of reliable quality imported taffetas. Assorted shades. Regular $25.00 to $30.00. Special for today's selling at **18.50**

Women's Silk and Serge Dresses $14.95

Formerly $20.00 to $30.00.

60 only, this season's models in broken lines from our regular stock, in taffetas, messaline and serge. Skirts are pleated, tunic and flare. Waists are made in many novelty designs as well as coat effects. Colors are green, taupe, wine, biscuit, grey, Copen, navy and black. Today **14.95**

Women's Tub Skirts, Today at 95c
English repp, white, assorted styles, pockets and belts. Regular $1.50. Special at **95c.** And regular $2.00 White Skirts, for today at **1.50**

Women's Up-to-Date Skirts, Today, $4.95
Manufacturers' overmakes, new goods, variety of smart styles. Excellent materials, include serges, poplins and granite cloth, in black, navy, tan, Copen and brown. All stock sizes. Regular $6.50 to $8.50. Today .. **4.95**

Misses' Suits Today at $12.50

Regular $22.50 and $25.00 Values

Wanted suits taken from regular stock. Well-tailored and all nicely lined styles, showing belt, novelty collars and pockets. Skirts tailored—some have smart pockets. Shades navy, black, black and white checks, also a few light shades. In Misses' Section.. **12.50**

Misses' Dresses, Today $3.98

Fancy Voile Dresses in stripes and checks, also styles in plain chambray, button trimming and novelty pockets; shades grey, tan, pink and white. Misses' Section, today **3.98**

Special Values in Misses' Wash Skirts, 95c
A wonderful assortment, made of extra fine quality repp, detachable button front, novelty pockets; other styles with two pockets and button trimmed; all well tailored. Friday bargain price ..... **.95**

Girls' Wash Dresses, 69c
500 Girls' Wash Dresses in striped and checked ginghams, also plain chambrays, made in straight lines with box-pleated skirts, patch pockets and short sleeves; collar and cuffs of white repp; sizes 6 to 14 years. Special at ..... **.69**

Misses' Middy Suits, Today $2.49

Made with contrasting trimming on collar and cuffs, breast pocket, separate skirt with detachable button front; sizes 14 to 18 years. On sale today **2.49**

Men's Tweed Suits $9.95

Friday Special—Regular Value $15.00.

Made of dependable tweeds in desirable shades and patterns in browns, greys, etc. Stylishly tailored in single-breasted young men's or men's styles. Surprising values like these are sure to be picked up in a hurry. Sizes 34 to 44. Today ... **9.95**

Munition Dusters, Special Value
Made of strong, hard-wearing, greenish-fawn material, cut single-breasted to button to chin, detachable buttons. Sizes 36 to 44. Today .. **1.75**

Men's Tweed Trousers, $1.95
Made from strong tweed cloths, in browns and greys, in stripe patterns, finished with three pockets. Sizes 32 to 44. To clear **1.95**

Men's Raincoats, Special, $6.95
Are made from double texture fawn paramatta cloth, cut loose, roomy, yet stylish, with close-fitting collar; seams sewn and cemented. Sizes 34 to 46. Today ... **6.95**

Suit Cases $2.98

Fibreite, extra deep, some have straps, strong handle, brass lock and bolts, linen lined, with pocket. Sizes 24 and 26-inch. Regular $3.50 and $3.75. Today at **2.98**

Bundle Lots of Wall Papers Today, 49c

Clearance of balance of Wall Papers and Ceiling, four to ten rolls to a bundle. Regular 8c to 25c single roll. Clearing at 8.30 today, per bundle ..... **.49**
(No phone or mail orders.)

Imported Oatmeal Wall Papers 14c

30 inches wide, 6-yard rolls, heavy duplex stock, five decorative colors—brown, tan, buff, blue.

Scenic and Cut-out Borders, 2c Yard

Large selection of widths and colorings to use with oatmeal papers on living-rooms, halls or dining-rooms. Regular 8c to 25c yard. Today, per yard ..... **.2**

50c and 75c Wall Papers 29c

Blends, tapestries and conventional patterns, for living-rooms and halls, new and up-to-date coverings. Regular 50c to 75c. Sale price, today, single roll ..... **.29**

R. S. Co. Ready Mixed Paints

For inside or outside use. Quality guaranteed.

CREAM	PEARL	TERRA COTTA	APPLE GREEN
LIGHT BUFF	SILVER GREY	INDIAN RED	RESEDA
DRAB	GREY	TAN	WILLOW GREEN
OLD IVORY	SLATE	SIGNAL RED	DARK GREEN.
BUFF	SKY BLUE	GREEN TINT	INSIDE WHITE
BROWN	PINK	PEA GREEN	OUTSIDE WHITE

½ Pints, 20c. Pints, 35c. Quarts, 65c
½ Gals., $1.20. Gals., $2.30.

Misses' High-Class New York Coats $14.95

Regular $22.50 and $25.00 Values---Navy, Serge, Poplin, Velours

Only 100 of these choice coats, button trimmed on collar, pockets and belts, smartly lined, made of extra fine quality serges and poplins; shades navy, black, green and tan. In the Misses' Section today at **14.95**

Girls' Coats Today $3.75

Regular Value $7.50

100 only, in tweeds and navy serges, belted, pockets and button trimming. Sizes 8 to 14 years. Today **3.75**

Well-Made Club Bags $2.98

Walrus grain, leather corners, English steel frame, reliable lock and catches, dark lining with pocket. Sizes 16 and 18-inch. Regular $3.50 and $3.75. Today **2.98**

Factory Clearance of Tourist and Steamer Trunks---Rush Price $4.95

Sizes 32, 34, 36, 40 inches. Some fibre covered, fibre bound; some fibre covered, metal bound; others canvas covered. All with trays, some with two leather straps. All exceptional values—ranging in value regularly up to $10.00. No phone orders. Rush price today, 8.30 a.m. **4.95**

Friday Baby Carriage and Wheel Toy Values Extraordinary!

Toy Wheelbarrows
Wooden boxes, painted red, metal covered wheels, strong braces. Extra special ..... **.49**

Velocipedes

Red enamel metal frames, nickel finished spokes and Kelley handle bars, adjustable spring seats, extra heavy rubber tires; three sizes,

$8.50 $9.00 and $9.50

Marathon Sulkies
Red enamel seats with leatherette pad, black japanned steel rails and foot rests, long handles and rubber tired wheels. **$1.86**

This Baby Carriage $25.00

6 only, Baby Carriages, regular $28.50 to $33.50, for $25.00—Reed bodies, white enamel, French grey and natural finishes; some have corduroy upholstering and reversible gears, heavy rubber tires. Regular $28.50 to $33.50. On sale today **25.00**

This Carriage Today $15.85

10 only, Baby Carriages, $15.85—Reed bodies and hoods, natural and brown finishes, repp upholstering, foot wells and reclining backs. Three-quarter size. Extra special today **15.85**

Boys!

Tweed Suits Today $4.85

Regular $6.50, $7.50 and $8.00 Stock Suits.

92 suits, specially reduced for a quick rush sale today. Every suit splendid value. Smart pinch-back styles and Norfolk models. Shades of rich greys and browns. Sizes 25 to 35. Friday bargain, at.. **4.85**

Boys' Grey and Brown Fancy Tweed Raincoats, $5.95
Regular $8.50, $9.50 and $10.00 values. Full cut slip-on Raincoats, well tailored of neatly woven tweeds; collars convert to fit close up to chin. Seams are well cemented and stitched. Sizes 25 to 35. Friday bargain at **5.95**

Boys' Eton Norfolk Wash Suits, 95c
Marked specially for this Friday sale. Wide assortment of neat stripes and plain linen, white with blue collar and cuffs, and solid white tennis linen suits. Sizes 2½ to 8 years. Friday bargain ..... **.95**

Boys' Khaki Bloomers, 95c
Cut full from strong khaki duck in a rich medium shade, finished with belt loops and strap, with button at knee. Sizes 6 to 16 years. Friday bargain ... **.95**

Friday Bargains in Rugs

$85.00 English Wilton Rugs, fine weave and quality, handsome Oriental design; shades of green, old rose and fawn. Size 9 x 12 ft. **69.50**

$55.00 Imported Seamless Wilton Velvet, in a small conventional pattern, handsome border; size 9 x 12 ft. **39.75**

$65.75 Seamless Wilton Rug, excellent quality, fringed ends, Persian trellis and floral design, and shades of green, cream and pale rose coloring; size 9 x 12 ft. **49.75**

$41.00 Strong Wilton Rug in handsome Oriental design, shades of blue, cream and tan coloring; size 9 ft. x 10 ft. 6 in. **29.75**

$56.26 Reliable English Wilton Rug, plain green centre and handsome border or Indian design with shades of rose and black. Size 9 ft. x 10 ft. 6 in. **46.25**

$39.75 Heavy Wilton Rug, shades of deep claret, with small conventional pattern in green and fawn; size 6 ft. 9 in. x 10 ft. 6 in. **29.75**

English Wilton Rugs Reduced
English Wilton Rug, in several different designs, chiefly in small conventional patterns, with handsome border effects, and a good variety of colors. Sizes:

9.0 x 10.6,	reg. $44.25,	special 38.95
9.0 x 9.0,	reg. $37.25,	special 31.95
6.9 x 10.6,	reg. $33.50,	special 28.95
9.0 x 12.0,	reg. $19.95,	special 17.25
9.0 x 10.6,	reg. $16.95,	special 15.25
9.0 x 9.0,	reg. $15.25,	special 13.95
7.6 x 9.0,	reg. $12.25,	special 10.95

Seamless Scotch Tapestry Rugs
Reliable and sturdy Scotch Tapestries, woven in one piece; plenty of designs and colors. Sizes:

Half Price for Nairn's Extra Heavy Scotch Oilcloth
About 200 rolls of Nairn's extra heavy varnish-coated Oilcloth in one design only, wood block pattern, and in four widths, the majority of which have border on one side only; for room use in surrounding rugs, etc.

54" wide,	special,	running yard .69
36" wide,	special,	running yard .49
27" wide,	special,	running yard .29
18" wide,	special,	running yard .19

The Robert SIMPSON Company Limited