

SIMPSON Store Closes 5.30 p.m.—Saturday 1 p.m. During June, July, and August.

H. H. FUDGER, President J. WOOD, Manager

Phone Number Main 7841 We have 50 lines to Central.

SIMPSON

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Bargain Day For Dresses

Women and young girls will find many excellent dresses in this collection. Made of silks, satins, lingerie, and voiles. Waists attractively trimmed with pretty insertions and pipings; high or low collars, long or short sleeves. Colors are navy, brown, grey, cheviot, black, and a variety of stripes and checks. Were regularly \$12.00 to \$20.00. Wednesday..... \$9.45

WASH DRESSES.

Dresses of repp, English prints, and dainty muslins. Waists trimmed with pipings and insertions; some with large collars inlaid with plain materials. Skirts plain, gored, and trimmed to match. Colors blue, fawn, tan, and stripes. Wednesday..... \$3.95

CHIC NORFOLK SUITS.

Smartly tailored, are these Handsome Suits, with stitched straps and belt to match. Coats lined throughout with silk. Skirts have the raised waistline. Colors are navy, grey, and tan. Suitable for women and young girls. Splendid value..... \$14.85

GIRLS' COATS.

Made of shepherd's check, and cut on a stylish model, single-breasted, collar inlaid with piping and contrasting shades of red, blue, or light blue; cuffs to match collar; fancy button trimmings. Sizes 8 to 14 years. Wednesday price..... \$5.00

COATS—HALF-PRICE.

Odd sizes, together with a collection from our best selling lines. Made of all-wool serges in navy, and black whipcords, tweeds, and Shantung silks, and Panamas in navy. Cut in a variety of becoming styles. Regular values \$11.50, \$14.50, \$17.50, \$22.50, and \$27.50. Wednesday bargain, half-price, \$5.75 to \$13.75

WOMEN'S SKIRTS OF TWEED.

Made of all-wool imported tweed, in shades of grey and brown; tailored in the latest fashion; high waistline. Made with slashed tunic effect. Special, Wednesday..... \$4.95

The Famous H. and W. Corset Waists and Brassieres

"Miss Hobson," of New York, will be with us another week, demonstrating the many advantages to women, misses, and children of the justly famous H. and W. Corset Waists and Brassieres.

Women who object to the boning or stiffness of corsets will find in the H. and W. products the exact garment they need to shape or support the figure, without the least physical inconvenience or discomfort. Come Wednesday and consult Miss Hobson about it.

H. and W. Corset Waists for Women, in qualities at \$1.25 to \$2.50 each.

H. and W. Maternity Waists, in two qualities, \$2.50 and \$4.00 each.

H. and W. Corset Waists for Misses, in three qualities, 75c, \$1.00, and \$1.25 each.

H. and W. Waists for Children, in two qualities, 75c and \$1.00 each.

Infants' Vests at Half Price

Here is a seldom chance to get double value for your money on Infants' Merino Vests. They are our regular qualities, including some that are slightly imperfect or counter-soiled.

Clearing 500 Infants' Vests, white merino, wool and cotton mixture, styles include Rubens, Brownie, and button front effects; our regular unshrinkable quality; sizes for infants 3 to 18 months. Regular price 25c each. Wednesday..... 2 for 25c

Little Girls' Summer Coats

Come early and make sure of getting one, if interested. Clearing 210 Little Girls' Coats. New York makes, fine tan color pongee, lined throughout with satin, trimmed with black on collar, cuffs and pocket, black buttons, very stylish and perfect fitting for ages 1 to 6 years. Regular price \$3.50 each. Wednesday, to go for, each \$1.39

Cream Serges at Remarkably Low Prices

We are showing a fine range of these all-wool English and French cream serges, in fine, medium, and wide wale, made from the best and cleanest scoured yarns, guaranteed thoroughly soap shrunk and unspottable. In weights specially adapted for smart tailored suits, coats, dresses, or separate skirts, 42 to 54 inches wide. Prices range from yard..... 50c to \$1.50

Cream Serges with Black Hairline Stripes, Per Yard, 96 Cents

A special purchase of these popular suitings enables us to offer you very exceptional value. These goods are very scarce, and we were very fortunate in procuring the shipment. Made from best grade yarns by one of the most exclusive English serge manufacturers. In three widths of stripes. Guaranteed thoroughly shrunk and spot-proof. 42 and 54 inches wide. Per yard..... 96c

Three Silk Specials

500 yards Black and Ivory Japanese Silk, good heavy quality, firm, even weave, taffeta finish, will launder perfectly, guaranteed to give satisfactory wear, 36 inches wide. Wednesday special, per yard..... 46c

300 Yards Only, Black Duchesse Mouseline Satin, an elegant quality silk, bright soft, lustrous finish, deep, full black, guaranteed perfect in weave and Lyons made, a bargain, 40 inches wide. Wednesday special, per yard..... \$1.53

300 Yards Wash Two Foulard Silks, guaranteed to launder satisfactorily, correct for summer gowns, will not crush. For wear they cannot be equalled. Come in light grounds, with beautiful contrasting colored stripes, also grey grounds, with white stripe, 40 inches wide. Wednesday special, per yard..... 96c

Men's and Boys' Straw Boater Hats

Medium crown and brim, fine white Canton braids, and black silk bands; sizes 6 3/4 to 7 1/4. Wednesday Special..... 45c

Men's Neglige Shapes

Men's Neglige Shapes, in fine white Canton braids, black and fancy silk bands; a very easy-fitting straw hat, and comfortable to wear. Wednesday, \$1.00

Automobile Caps

Automobile Caps, in fawn, waterproof cloth, plain or leather peaks, new American styles. At \$1.00, \$1.25, \$1.50



To Realize Vacation Dreams a thousand and one little details of dress, furnishing, food, etc., must be worked out satisfactorily.

The Simpson Store offers a very timely aid in both immense variety of suggestion for summer comfort and in prices that help in a most material way toward getting the most out of your money

Bamboo Shades for Verandahs

Seasonable Forch Shades at reduced price. Strong and durable in quality, simple in adjustment, and attractive in appearance; natural or green shades. Prices as follows:

NATURAL. 4 ft. wide by 8 ft., at..... 59 5 ft. wide by 8 ft., at..... 79 6 ft. wide by 8 ft., at..... 85 7 ft. wide by 8 ft., at..... 109 8 ft. wide by 8 ft., at..... 129 10 ft. wide by 8 ft., at..... 139 12 ft. wide by 8 ft., at..... 158

GREEN. 4 ft. wide by 8 ft., at..... 39 5 ft. wide by 8 ft., at..... 59 6 ft. wide by 8 ft., at..... 79 7 ft. wide by 8 ft., at..... 99 8 ft. wide by 8 ft., at..... 119 10 ft. wide by 8 ft., at..... 139 12 ft. wide by 8 ft., at..... 159

WINDOW SHADES, 37c. 50 Standard Hand Painted, Oil-Finished Opaque Window Shades, sizes 27 inches by 70 inches, mounted on Hartshorn rollers. Colors white, cream, and green. Worth 60c. Special at..... 37c

EXTENSION CURTAIN RODS. Double Flat Extension Rods, oval, brass finish, very easily adjusted, considered a neat rod for wash or over curtains. Worth 50c. Special at set..... 25c

VERAILLES CHINTZES. Colonial Soft Verailles Chintzes, used extensively for summer drape; many choice patterns, including the old-fashioned soft colorings on black grounds; full 36 inches wide. Regular price 30c. Special at, yard..... 23c

BUNGALOW CURTAIN NETS. Curtain Nets, in white, cream, and ecru tones, floral or conventional patterns; 48 inches to 52 inches wide. Price from, 35c to 75c yard.

FURNITURE COVERINGS GREATLY REDUCED. Odd lengths of Tapestries, shades, or linen Taffetas, Mofre Silks, and Velours, from two to eight yards in pieces. An opportunity to procure high-class coverings at a nominal cost. To be cleared so as to make room for new stocks. Worth \$1.00, \$2.00, \$2.50, and \$3.00 regularly. Special prices ONE-THIRD TO ONE-HALF OFF.

Wash Goods

COLORS IRISH DRESS LINENS. A purchase of 38-inch Colored Irish Dress Linens, for which our customers have been waiting. This is a small stock of about 50 pieces, in sky, blue, white, linen, grey, and plum. If bought in the regular way the price would be considerably more than tomorrow's bargain. A few pieces only of Fine Quality French Linen, in a wide width, 52 inches. This is a fine draping material, and greatly in demand at the present time. Three colors only, turquoise, linen, and chausagne. Regular value..... \$1.25. Wednesday..... 85c

Full Range of English Printed Galatas, for boys' winter summer suits and blouses, or girls' dresses. About sixty patterns, and a full range of colors. Special value..... 23c

Time to Don Your Two-Piece Suits

We Will Supply You Wednesday at These Prices

SALE OF MEN'S TWO-PIECE OUTING SUITS.

They are well-tailored garments, made from light brown Donegal tweeds, and light grey homespuns. Smart single-breasted, three-button coats, and trousers with cuff bottoms, belt, and side straps. 8.50 Wednesday.....

Material in a Second Two-Piece Outing Suit is Blue Tweed, with color thread stripe, cut single-breasted, three-button style; trousers with belt, straps, and cuff bottoms; best workmanship. Price 12.00

Superior Quality Outing Suits, of fine West of England worsted, in medium grey, with color thread stripe; beautifully tailored; smart single-breasted, three-button coat; trousers with cuff bottoms, side, and belt straps. Price..... 22.00

BOYS' BLOOMER SUITS.

For quick selling. Double-breasted style, with smart, shaped lapels, breast pocket, and centre vent, good, wear-resisting linings; perfectly tailored. Material is an English dark brown tweed; showing a fancy thread stripe. Bloomers cut on the full American style, with strap bottoms. Sizes 26 to 34. Wednesday..... 3.90



Tennis Shoes

Blue or White Duck Tennis or Outing Shoes, reinforced rubber soles and heels. Just the thing for bowling, yachting, tennis, or any outdoor sports. Every pair guaranteed perfect and to give satisfactory wear. Wednesday—

Men's, sizes 6 to 11..... 65c Boys', sizes 1 to 5..... 55c Youths', sizes 11 to 13..... 45c

Sale of Shirts and Soft Collars to Match

Men's Blue Chambray Shirts, with hairline stripes of white, very pretty shirts, made coat style with double French cuffs and a separate collar, patent metal fasteners, with pearl ends, all sizes, 14 to 18. Regularly \$1.00. Wednesday, the set for..... 50c

Bathing Suits at Low Prices

Pure Wool Cashmere Bathing Suits, navy blue, with cardinal or white stripes around knee and bottom of shirt. Wednesday, all sizes..... \$2.50

Heavier Weight Two-piece Bathing Suits, soft finish, in plain navy blue only, all sizes. Wednesday..... \$2.00

Fine Quality Pure Wool Cashmere Bathing Suit, two-piece style, in plain navy only, all sizes. Wednesday..... \$1.50

Pure Wool Cashmere Bathing Suits, combination style, buttons down front, quarter sleeves, all sizes. Special Wednesday..... \$1.00

Brushes, Combs, Mirrors

Real Ebony Hair Brushes, French made, with 13 rows of long, silver bristles. Reduced price..... \$1.00

Princess Unbreakable Hard Rubber Dressing Combs, guaranteed..... \$1.50

Real Ebony Ring Handled Mirrors, with French heavy beveled plate glass, 8-inch glass. Reduced price..... \$1.50

Dehamme-Delettre's Vent Aseptic Tooth Brushes, with pure hand-drawn bristles, guaranteed. Child's size, 20c; ladies' size, 25c; men's size, 35c. Toilet Dept.

Plain Shot-Effect Blends for Best Rooms

The latest and most effective wall covering is a plain blend, made by an expert American firm. The shades are very rich and quiet, and will blend with any style of decorations. Each blend has a pretty suitable trim. You'd better see it.

Aerochrome Blend, made to your order, to suit any color scheme— 5 feet wide, per yard..... \$1.00 7 feet wide, per yard..... \$1.50 9 feet wide, per yard..... \$2.00

Blake Blend, rainbow tints, five feet wide. Per yard..... 60c

Trimmings, Panels, Friezes, and Medallions to blend with any shade. These Blends are for Dining-rooms, Parlors, Drawing-rooms, Dens, Libraries, and Living-rooms.

2,000 Fancy Tea Cups and Saucers

In dainty Japanese China. Wednesday Special..... \$1.25

500 Decorated Jardinieres

600 Decorated Jardinieres, in pretty designs and embossed shapes, all sizes. Wednesday Special, 49c

10-Piece Toilet Sets

10-piece Toilet Sets, in strong English semi-porcelain, with roll rim basins, all pieces in the standard shapes. Wednesday Special..... \$1.00

97-Piece Dinner Sets

97-piece Dinner Set, in the well-known Willow pattern, made by Josiah Wedgwood & Sons, Ltd. Regularly \$18.25. Wednesday Special..... \$14.25



The Grocery List

Table with grocery items and prices: 2,000 Stone Fresh Rolled Oats, Choice Side Bacon, half or whole, Canned Corn, Canned Peas, Chivers' Pure Strawberry Jam, Quaker Puffed Wheat, St. Charles Milk, E. D. Smith's Tomato Relish, Canned Lombard Plums, Kikkoh Custard Powder, Pure Cider Vinegar XXX, Pure Lime Juice, Sovereign Brand, reputed, Pure Choice Manzanilla Olives, Finest Cooked Ham, Tetter's Cream Sodas.

FRESH ROASTED COFFEE, PER LB., 25c.

500 lbs. Fresh Roasted Coffee, in the bean, ground pure, or with Chicory. Wednesday, per lb..... 25c

The SIMPSON Company Limited

Breakfast

Ready To Serve at 8 a.m. Prices from 15c to 50c TRY IT!