Telephone Main 7841 1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919 Market Adelaide 6100

# SIMPSON'S FRIDAY BARGAINS

*Store Hours 8.30 to 5.30 During June, July and August---Store Closes Saturday at 1 p.m. No Noon Delivery Saturday*

RARE BARGAINS IN

## Misses' $38 to $50 Suits $19.95

Broken lines from regular stock of high-grade tricotines, wool poplins, in all the favored shades, black and black and white checks.

Beautifully tailored in the smartest styles and silk lined. No exchanges, no refunds, no C.O.D.'s on these reduced suits. Today, 8.30 a.m., $19.95.

### Misses' Stunning Capes $27.50

A wonderful opportunity for any miss who wants one of the fashionable capes at a reduced price.

Made from navy mannish serges or wool poplins in striking coat styles, with braid and button trimmings and rich contrasting overcollars.

No exchanges, no refunds, no C.O.D.'s on these capes. Regularly up to $40.00. Genuine bargain at $27.50.

Simpson's—Third Floor.

## Bargains in Women's Coats

| $18.50 Coats. | $25 to $30 Coats. | $35 to $40 Coats. |
|---|---|---|
| $12.95 | $18.50 | $22.50 |

Three wonderful assortments—hundreds of coats, capes and dolmans for every occasion—in so many smart styles and beautiful materials that you must see them to appreciate their attractiveness at the three greatly reduced sale prices.

No exchanges, no refunds, no C.O.D.'s, on these coats. Be here at 8.30 a.m. sharp for choice. Today, at $12.95, $18.50 and $22.50.

An Unexpected Bargain in

### Women's Silk Suits at $25.00

Just at the beginning of the silk suit season comes a real bargain in suits of high grade taffeta and silk poplin.

A special purchase of newest styles that would regularly sell at $37.50. No exchanges, no refunds, no C.O.D.'s on these suits. Friday bargain, $25.00.

### Extra! Women's Tub Suits $7.50

Sample suits in a host of perfectly captivating styles for cool summer wear.

Repps, pignes, Indianheads and linenes in white, pink, blue or natural. Sizes 32 to 38 only. No exchanges, no refunds, no C.O.D.'s. Fortunate buy of $10.00 to $12.50 styles. Friday bargain, $7.50.

Simpson's—Third Floor.

## Millinery Bargains

NEW TRIMMED LEGHORNS, $6.95.

In fine Italian qualities in sailor and mushroom shapes, many with pencil curl edge. Trimmed with the latest novelty ribbons, fine cord ribbons and wide taffeta ribbons—French flowers, fancy feathers, etc. Chic color combinations. Friday bargain, $6.95.

### Trimmed Hats $4.45

A wonderful collection at such a low price, featuring striking black hats—a few leghorns—hats of lisere—hair hats—fine hemps.

Pretty ribbon, feather and flower trimmings. Colors black, navy, brown, sand and natural with black. Regularly $6.00 to $8.50. Friday bargain, only $4.45.

Banded Panamas, $2.25—Fine quality Toyo Panama with smooth gloss finish, splendid variety of sailors, mushrooms and close fitting styles. All with silk cord ribbon bands. Exceptional Friday bargain at $2.25.

Fine Straw Shapes, 99c—Scores of styles in the season's best shapes and colors. Would sell regularly from $3.00 to $4.00. Friday bargain, 99c.

Children's Untrimmed Panamas, $2.25—Fine little sports shapes of best quality panama, for children from 6 to 10 years. Friday bargain, $2.25.

Fancy Feathers, clearing today at 49c and 95c.

Simpson's—Second Floor.

## BARGAINS IN SILKS

Thousands of yards of natural Japanese Pongees and Chinese Shantungs. Regularly 95c. Friday bargain, yard, 79c.

Plain and Printed Shantungs and Pongees, in bright natural grounds. Regularly $1.25. Today, yard, 95c.

Natural Kabe Pongees, Fine Quality Shantungs and Ninghais. Regularly $1.38. Today, yard, $1.19.

Suiting Weight Palm Beach Shantungs, 300 yards of regular $1.95 quality. Today, yard, $1.69.

Shirting Silks in an immense selection of the popular stripes, for men's shirts, and tailored waists, full stocks of our $2.00 qualities. Today, yard, $1.79.

$2.50 Black Dress Fabrics, $1.95 Yard—All-wool Poplins, San Toys, Armures and Melrose fabrics, in guaranteed fast deep black only. 40 and 42 inches wide. Friday bargain, yard, $1.95.

Simpson's—Second Floor.

BARGAINS IN

### Moire Silk Handbags at $2.49

Smart styles in pouch shape, with large silk tassels, neatly lined, fitted with change purse and vanity mirror, black, navy, taupe, brown, purple and sand color. Friday bargain, $2.49.

### Children's Purses and Bags 49c

Large variety in leather and silk, black, navy, brown, green, purple, red and grey. Neatly lined. Regularly 75c and 85c. Today, 49c.

## June White Sale

### Whitewear Bargains

**$1.50 Nightgowns 98c.**

Made of fine white cotton in pretty slip-over styles, nearly all have round necks and short kimona sleeves, trimmed with lace or Swiss embroidery. Regularly $1.50 June White Sale, Friday bargain, 98c.

### $2.25 to $2.50 Nightgowns $1.59

Particularly dainty and extra wearing qualities. Made of fine white cotton in slip-over styles, handsomely trimmed with lace and pretty Swiss embroidery. Regularly $2.25 to $2.50. June White Sale Friday bargain, $1.59.

### 1200 Corset Covers 88c

Regularly $1.25 to $1.50.

Of fine white cotton with yokes of Swiss embroidery, dainty lace insertions and edgings. A rare bargain in the June White Sale. Today, 88c.

**Drawers Half Price.**

Extra well made garments in wide umbrella style, of soft good wearing white cotton with full frill of lace or embroidery. All sizes in the lot. Regularly $1.35. June White Sale, Friday bargain, only 68c.

**Women's Vests 59c.**

Made of cool ribbed Egyptian cotton with low neck and no sleeves or short sleeves. Some have lace yokes. Extra special value in the June White Sale, today, 59c.

**$2.25 and $2.50 Underskirts, $1.59.**

Neat fitting garments of fine white cotton with deep flounce of beautiful Swiss embroidery and cotton underlay. June White Sale, Friday bargain, $1.59.

**Combinations 79c.**

Of ribbed cotton or lisle thread. Low neck and no sleeves and wide umbrella or tight knee drawers. June White Sale, Friday bargain, 79c.

### $5.00 to $7.00 Corsets $3.95

A wonderful clearance of broken lines and odd balances from our regular high-class stock, including some of the most noted makers. Models for every figure. Made of brocade, batiste, or coutil with medium or low bust. Some have elastic at bust, also elastic inserts. Sizes 19 to 36 in the lot. Regularly $5.00 to $7.00. June White Sale, today, $3.95.

### Brassieres---Bargain at 79c

Hooked in front models made of strong white cotton with V-shaped yokes of heavy lace. Reinforced under arms. June White Sale, Friday bargain, 79c.

Simpson's—Third Floor.

Bargains in

### White Wash Materials

**Poplin 25c Yard**

White only, cotton poplin, seconds, slightly damaged, 36 inches wide. Half usual selling price. June White Sale, today, yard, 25c.

**Gabardines 49c Yard**

The most popular material for wash suits and skirts, yard wide. Regularly 75c. June White Sale, Friday bargain, yard, 49c.

Simpson's—Second Floor.

### Exceptional Bargains in

WASH SATINS—500 yards of Pink and Ivory Japanese Liberty Wash Satins. Beautiful lustrous qualities. 36 inches wide. Regularly $2.44. Today, yard, $2.19.

Simpson's—Second Floor.

### June White Sale Bargains in Linens and Staples

**Bleached Sheeting, 47c Yard.**

2,500 yards plain weave, fully bleached, heavy quality sheeting, greatly reduced, 68 inches wide. Friday bargain, yard, 47c.

**$1.25 Sheeting at $1.09 Yard.**

1,800 yards better quality, round thread sheeting, extra wide, 2½ yards. Regularly $1.25. Friday bargain, yard, $1.09.

**White Longcloth 24c Yard.**

Exceptionally fine finish, 36 inches wide. Regularly 30c yard. Friday bargain, yard, 24c.

**Damask Breakfast Cloths, $1.29.**

155 only, pretty bordered designs, size 60 x 60 inches. Regularly $1.75. Friday bargain, each, $1.29.

**White Turkish Bath Towels 55c.**

100 dozen, splendid drying quality, maker's seconds, slightly imperfect. Friday bargain, pair, 55c.

Simpson's—Fourth Floor.

Bargains in Summer

### Toilet Goods

Mavis Talcum, 37c size; Mavis Face Powder, 52c size, together, for 69c.

Dorin's Brunette Rouge, 52c; Face Chamois, 15c; together, 59c.

Djer-Kiss Talcum, 37c; Djer-Kiss Face Powder, 68c; Djer-Kiss Rouge, 68c; together, $1.59.

Arlay's Lilac Talc (flesh or white), 52c; Wool Powder Pad, 15c; together, 54c.

Dorina Face Powder, 29c.

M.S.C. Cocoanut Oil Shampoo, 19c.

Apollo Face Powder, 52c; Apollo Vanishing Cream, 26c; together, 69c.

Maillard Talcum, Rose or Violet, 2 for 25c.

Waltz Dream and Rosary Talc, 26c, special, 19c.

Peg o' My Heart Talc, 26c, special, 19c.

Simpson's—Main Floor.

The Robert SIMPSON Company Limited

Bargains in

### Hosiery

**Women's 39c Hose, 35c.**

White cotton, perfectly finished — clean, close weave and seamless. Sizes 8½ to 10. Friday bargain, 35c.

**Women's 75c Hose, 50c.**

High silk leg—perfect finish. Close, clean weave—deep double garter welt. White only. Sizes 9, 9½ and 10. Friday bargain, 50c.

**Children's Stockings, 35c.**

Black and white cotton—fine one-and-one ribbed cotton. Sizes 6 to 10. Friday bargain, 35c.

**Children's Stockings, 65c.**

Silk-finished lisle thread—one-and-one ribbed leg and plain foot. White only. Sizes 6 to 9. 85c value. Friday bargain, 65c.

Bargains in

### Gloves

**Women's Silk Gloves, 85c.**

White and black fine treco silk. Double-tipped fingers. Sizes 5½ to 7½. Friday bargain, 85c.

**Chamoisette Gloves, 79c.**

Fine suede finish fabric in white — light weight. Sizes 5½ to 6. Regularly $1.00. Friday bargain, 79c.

Simpson's—Main Floor.

Bargains in

### Notions

Pin Sheets, 160 brass pins to sheet. Regular price, 7½c. Today, 2 sheets for 9c.

White Twill Tape, 10-yard roll. Regular price 15c. Today, 9c.

Darning Wool, on cards, black and white. Regularly 3 for 10c. Today, 2 for 5c.

Bias Tape, in black and white, 10 yards to bolt. Widths ¼ to ½-inch. Regular price 15c. Today, bolt, 9c.

Black Boot Laces, 45 inches long. Regular price 7c pair. Today, 2 pairs for 9c.

Kitchener Waist and Hose Supports, for children, all sizes. Today, 19c.

Pearl Buttons, two-hole, 14 to 24 line, one dozen to card. Today, 2 cards for 5c.

Silk Hair Nets, turban shape, with elastic. All shades of brown and black. Today, 6 for 23c.

Simpson's—Main Floor.

Bargains in

### Silverware

Rogers' Silver-plated Tea Spoons, 12c Each—Full size tea spoons, bright finish; plain and fancy patterns. Rogers' silver-plated. Regularly $2.50 dozen. Today, each, 12c.

Dessert Spoons to match tea spoons. Rogers' silver-plated. Regularly $3.75 dozen. Today, each, 19c.

Rogers' Silver-plated Table or Vegetable Serving Spoons, also Table or Medium Size Forks. Regularly $4.25 dozen. Today, each, 19c.

**Marmalade Jars, 55c Each**

Genuine Cut Glass Marmalade or Honey Jars with floral decoration. Silver-plated cover and silver-plated serving spoon. Regularly $1.00. Complete, today, 55c.

Simpson's—Main Floor.

*Bargains in*

### Petticoats, $1.95

Moires, satins and taffetines, in numerous smartly tailored styles. Black and all the wanted colors. Sizes 34 to 40. Regularly $2.50 and $2.95. Friday bargain at $1.95.

Simpson's—Third Floor.

Bargains in

### Roller Towelling 5 Yards $1.00

Brown jute, of good, durable quality, 17 in. wide. Today, 5 yards for $1.00.

Hand Crochet Japanese Doylies, 10c Each—White, with cotton centres. Size 10½ x 10½ inches.

**$13.50 and $15.00 Bedspreads, $9.95.**

Size 90 x 108 inches. Natural linen color grounds, with handsome floral wreath, and Dresden border effects, and elaborate centres. Hand stencilled—fast colors. Regularly $13.50 and $15.00. Friday bargain, each, $9.95.

Simpson's—Fourth Floor.

Cool Crepe

### House Dresses $1.95

Two extremely chic styles in white cotton crepe ground, with a variety of light colored stripes. Both have loose belts—one is solid blue, with round collar to match—the other in white, piped with rows of blue. Large pockets and half sleeves. Sizes 34 to 44. Regularly $2.95. Friday bargain, $1.95.

Simpson's—Third Floor.

Women's and Misses'

### Afternoon Frocks $15

One of the Most Remarkable Purchases We Have Made—Comprising $22.50 to $37.50 Styles.

We couldn't imagine better value than these fetching frocks of soft taffeta or taffeta with georgette, in self shades. Latest styles, featuring new bolero effects—new overblouses—many ruffles and beautiful embroidery, in self and Oriental tones. Colors navy, French blue, brown and black. No exchanges, no refunds, no C.O.D.'s on these dresses. Today only, $15.00.

### Gingham Dresses Only $7.95

From New York—chic tailored styles for women and misses, fashioned from excellent plaid and striped ginghams. Snappy pockets and collars—novel girdle or sashes. No exchanges, no refunds, no C.O.D.'s on these dresses. Friday bargain, $7.95.

### 2 Bargains in Women's Skirts

(No Exchanges, No Refunds, No C.O.D.'s on These Items).

At $3.95—Smart Silk Poplin Skirts, of splendid quality and desirable dressy style. Variety of leading shades and black.

At $1.95—Tub Skirts, of fine white repp, with clever pockets and pearl button trimming.

### Bargains From the Girls' Section

$5.50 Silk Dresses, $2.69—Cool, dainty frocks in snowy Jap silk, featuring finest tucking, val. laces and ribbon girdles. Sizes 6 to 12 years. No exchanges, no refunds, no C.O.D.'s on these dresses. Marked to clear with a rush, today, $2.69.

Tub Frocks, $2.95—An unbelievably low price for such pretty well-made frocks, of good quality striped and plaid ginghams—or of pink, blue, green or tan chambrays. Sizes 6 to 11 years. No exchanges, no refunds, no C.O.D.'s on these dresses. Today, $2.95.

Simpson's—Third Floor.

## Bargains in Wash Goods

Lace Voile, 19c Yard—White grounds with group of three neat blue stripes. 36 inches wide. Regularly 39c. Friday bargain, yard, 19c.

Heavy Silk and Cotton Tussah, 78c Yard—Smart for suits or summer motor coats. Yard wide. Regularly $1.25. Friday bargain, yard, 78c.

Apron Gingham, 25c Yard—40-inch, both bordered and unbordered. Strong, serviceable quality. Regularly 35c. Friday bargain, yard, 25c.

2,500 Yards Net, 6c Yard—Black and cream, 18 inches wide. Friday bargain, yard, 6c.

Dress Linens, $1.00 Yard—36-inch, white crash linen for suits, skirts, embroidered frocks, etc. Today, yard, $1.00.

Pongee Linen, 75c Yard—27 inches wide. Navy, sky, pink, rose, taupe and black. Today, yard, 75c.

Flowered Voiles, 75c Yard—Grounds of sky, pink, maize and white, with pretty floral designs. Friday bargain, yard, 75c.

Simpson's—Second Floor.

### Georgette Blouses, $5.95

The Kind That Sell Regularly at $8.95.

A wonderful buy. The georgette is exceedingly soft, heavy and lustrous—the perfect colorings include white, champagne, peach, flesh, maize and white—and there are four of the most charming designs of the moment.

Such appealing features as smart collars, ruffles, deep hemstitchings, grouped pin tucking, vestees, etc. Sizes 34 to 42. Would regularly sell at $8.95, but offering a real Friday bargain at $5.95.

### Lingerie Waists, $1.95

A mixed assortment of "Fashion" Brand Sheer Lingerie Waists. Some are singles—others are in small quantities, but all are superior waists, in the best and latest styles. Well assorted sizes. Regularly $2.95 and $3.50. Friday bargain, $1.95.

Simpson's—Third Floor.

### Women's Patent Leather and White Canvas Shoes, $1.49

No Phone, Mail or C.O.D. Orders on Sale Footwear.

A special purchase from the Ames Holden McCready Co., 4,000 pairs of white canvas low shoes. There are pumps, colonials and strap slippers, also button boots. Wide and narrow toes, high and low heels. The low shoes are trimmed with bows or button ornaments. Turn or McKay sewn soles. Leather and wood covered heels. Sizes 2½ to 7. Today, $1.49.

**Women's Low Shoes, $1.49.**

240 pairs, patent leather buckle colonials, neat fitting, up-to-date lasts, medium weight soles, Cuban heels. Sizes 2½ to 6. Today, $1.49.

**Children's White Strap Slippers.**

250 pairs white ankle strap pumps, wide toe, medium weight sole and low heel. Sizes 5 to 7½, $1.09; 8 to 10½, $1.19, and 11 to 2, $1.39.

**Men's Gunmetal Boots, $2.69.**

275 pairs of these boots at this special price, blucher cut, with dull tops. Neat fitting, semi-round toe shapes, medium weight, McKay sewn soles. Military heels. Sizes 6 to 11. Today, $2.69.

**Men's Oxfords at $4.50.**

Havana brown, gunmetal and patent colt oxfords, blucher and straight lace styles, wide, medium and English recede toes. Leather and guaranteed rubber fibre soles, military and low heels. Sizes 5 to 9 in the lot. Regularly $6.00 and $7.00. Today, $4.50.

Simpson's—Second Floor.

*WONDERFUL BARGAINS IN*

### Infants' Wear Half Price

Manufacturers' Samples and Counter Soiled Garments.

Infants'—Long Dresses, Long Skirts, Short Dresses, Short Skirts, Woollies, Creepers and Pique Coats.

Children's—Nightgowns, Underskirts, Princess Slips, Drawers, Wash Dresses and Rompers.

Sizes, infants to 16 years in the lot, but not in each garment. No phone or mail orders. Regularly 25c to $4.00. Friday bargain, 12c to $1.98.

Children's 50c Drawers, 33c—Made of fine ribbed white cotton, with wide lace-trimmed knee. Sateen band at waist. Sizes 3 to 10 years.

$2.00 and $2.25 Crib Blankets, $1.25—Of soft woolly "Beacon" blanket cloth. Size 36 x 30 inches. All white or white with pink or blue on reverse side. Bought at a sweeping reduction—you benefit. Rare Friday bargain, $1.25.

Simpson's—Third Floor.