

A SHORT, BUT RICH DAY IN SUMMER NEEDS AT SIMPSON'S

Breakfast In the Palm Room

Begin with breakfast in the Palm Room if you are a summer bachelor. Served promptly at 8.30 a.m. Prices 15c, 25c and 35c.

The Store is cool these warm days, and you may shop here in comfort. Plenty of fresh, water-washed air to keep the temperature normal.

Store Hours:
8.30 a.m. to 5.30 p.m.
Closed Saturday at 1 p.m., with no noon delivery.

Showing Exquisite Neckwear for Women, Newest Styles Just in From New York.

Georgettes, Organadies, Batistes, Voiles, Bretonne Nets, Chiffon and Lace.

Novelty Collars, in advanced fall styles in Georgette, organadie and net. Each \$5.00, \$4.50, \$4.00, \$3.00, \$2.50, \$2.00, \$1.75, \$1.50, \$1.25. Splendid showing of special values at \$1.00, 75c and 50c each.

Women's Neckwear 25c
A special purchase, underpriced for 8.30 a.m. selling Saturday.

Large, Round Puritan Collars. Large, Square Back Collars. Square Back Collars, with revers front. Organadie Shawl Collars. Small Organadie Collar, with frill.

Fine French Organadie Collars, in all white, and white with pink, rose, sky or sage. Venetian and Guipure Lace Collars, in white and ecru. Plain and Plaid Windsor Ties.

All one price. On sale Saturday 25c.

150 Sample Waists at Half Price

Imported waists, in Georgette crepe de chine, organadies and sheer voiles; this season's styles; daintiest of colors; size ranges broken. Regular \$5.00 to \$15.00. Saturday half price.

Dressing Sacques 39c

Floral muslin; sky, pink and helio; low necks, three-quarter sleeves. Sizes 34, 36 and 38. Regular 69c and 75c. Saturday 39c.

Moire Petticoats 95c

Light weight, soft finish moire; black, navy, emerald, purple and brown; novelty pleated flounce; lengths 38 to 42. Regular \$2.50. Saturday 95c.

Summer Millinery Clearance

100 SUMMER HATS AT \$3.95. Fresh from our workrooms, Panamas, Leghorns, Wenchows and Milan Tagels. Large sailor shapes, for women and misses; light summery shades and white. Half day special 3.95.

SPORTS HATS, \$1.95. Felts, Milans, silk and hemp combinations and Wenchows; darker shades; good makes 1.95.

PANAMA HATS AT \$1.50. Earlier lines, good shapes and ten styles. Regular \$2.50 to \$5.00. Half day special 1.50.

CHILDREN'S HATS AT \$1.00. Trimmed hats for girls of 5 to 12 years. Sailors, poke shapes, mushroom and close-fitting styles. Regular \$1.95 to \$2.95. 200 only. Half day special 1.00.

OUTING HATS, 95c. Of linen, pique, crepe and striped linen; large sailors. Regular to \$1.75. Half day special 95c.

Hardware
15 Empire Lawn Mowers, 18 and 20-inch sizes, ball bearings; the best Canadian made mower. 6.50 Saturday.
Multiplex Lawn Mower, corrugated, 1/2 or 3/4-inch size; any length required. Saturday, foot 12c and 15c.
Ready Roofing, with nails and cement; 108 square feet in a roll; one-ply, Saturday \$1.25; two-ply, \$1.50; three-ply, \$1.75.

Toilet Requisites
xWilliams' Talcum Powders, all odors, tin 19
xMellbe Foot Powder, box 25
xKoungian's French Bath Balls, bottle 75
xDer Kips Face Powder, box 50
xPrincess Skin Food, jar, 1.25
xJess Arbutus Talcum Powder, bottle 25
xTaylor's Violet and Jap Lily Toilet Water, 4-oz. bottle 40
xFinand's Eau de Cologne, 5-oz. bottle 85
xRoger and Galle's Violette de Parme Perfume, 1 1/4-oz. bottle 85
xKnight's English Violet Scented Buttermilk Toilet Soap, 3 cakes for 25
xIvory Toilet Soap, 22 cakes for 50
xWar Stamps Extra.

Club Bags

Walrus grain Keritot Club Bags, extra large shape, reinforced leather corners, swing handle, good lock and slide catches, full Keritot lined; size 16-in., \$2.50; size 18-in., \$2.75.

Week-End Suit Cases

Made of imitation fibre matting, with reinforced corners, strong handle, reliable lock and catches; one size only, 24 in. 1.19

Men's Wrist Watches

50 only, nickel lever movement, 15 jewels, thoroughly tested and guaranteed, luminous dial and figures, unbreakable front, sterling silver case, leather straps. Regular \$10.50. Saturday 8.50

Wonderful Reductions in Footwear



To get a whole day's business in 4 1/2 hours, these goods have been carefully selected, and prices arranged. Extra salespeople will ensure quick, easy shopping. Come early for best selection.

\$3.50 to \$5.00 Low Shoes, Saturday \$1.99

Newest styles, in Colonials, pumps, Oxfords and instep strap slippers; in patent colt, gunmetal, gray kid, white canvas, with Goodyear welt, McKay sewn and turn soles; several toe shapes, with plain leather and covered wood heels; black cloth, white, gray and chamois suede backs and tailored bows; neat jet button ornaments. Sizes 2 1/2 to 7. Regular \$3.50 to \$5.00. Saturday 1.99

STROOTMAN'S SAMPLES, WOMEN'S LOW SHOES, \$2.49. 65 pairs only, in sizes 3 1/2, 4, 4 1/2; big variety of leathers, and toe and heel styles. Special display. Values to \$5.00. Saturday 2.49

MEN'S LIGHTWEIGHT BOOTS, \$3.24. 1,200 pairs, dongola kid, box calf and gunmetal, Blucher and straight lace boots; light Goodyear welt sole; medium round and recede toe shapes; military and flat heels. Sizes 5 1/2 to 10. Regular \$4.00 and \$5.00. Saturday 3.24

MEN'S GOODYEAR WELT OXFORDS, \$2.95. 300 pairs Low Shoes, in patent colt, gunmetal

and tan calf leathers; medium and recede toe shapes; colored cloth and plain leather uppers; Goodyear welt soles; military and flat heels; most in the small and large sizes. Regular \$4.00 and \$5.00. Saturday for 2.95

BOYS' "ACTIVE SERVICE" BOOTS. 500 pairs, in box kip leather; solid standard screw soles; solid heels and box toes; round toe shape; boots for hard wear during the holiday season. Sizes 11 to 13, \$1.99; 1 to 5, \$2.29.

CHILDREN'S SLIPPERS, \$1.09. 240 pairs, tan Russia calf and black calf strap slippers, with turn soles and instep strap; imitation tip; smart tailored bows. Sizes 2 to 8. Regular price \$1.85. Saturday for 1.09

Sample Bags
400 in leather and silk, finest leathers; many styles, \$3.50 a.m. Saturday at less than half-price, 5.00

NOTIONS. 2,500 Monarch Wash Cloths, 5 for .25

300 pairs Guaranteed Dress Shirts, 30c. Saturday at less than half-price, .49

288 Sanitary Aprons, 35c. Saturday at less than half-price, .49

2,000 boxes Hairpins, assorted sizes, 5c. Saturday at less than half-price, .49

ANCHOR CROCHET. Cotton, all sizes, 7c ball, 80c dozen.

Hat Bows at 49c
Good silk in navy, sage, blue, black and white, tied and wired. 49c

TAILORED HAT BANDS, 29c. Plain shades, stripes or polka dots. Regular 35c. Saturday 29c

6-IN. PURE TAF. Plain shades, bell or the new jap shapes; in silk, silk mixtures, creases and colored chintz. Reg. \$2.00 to \$3.00. Sat. 1.29

Parasols at \$1.29
Plain shades, bell or the new jap shapes; in silk, silk mixtures, creases and colored chintz. Reg. \$2.00 to \$3.00. Sat. 1.29

Post Card Frames
Made from odds and ends of our best selling picture frames, including Ircasian walnut and pressed wood. Regular 35c and 50c. Saturday 1.15

Wall Papers Exceptional Values
New Varnished Tile Papers for Kitchens and Bathrooms, block, conventional and tile patterns, in blue, brown and green. Special for Saturday, single roll 20

Living-Room and Hall Papers, grasscloth and two-tone stripe designs, popular shades of buff, tan, green and brown. Regular 36c. Saturday, single roll 20

Cut-Out Borders, to use with stripe papers in living-rooms; stencil, floral and conventional treatments. Regular 25c. Saturday Sale Price, yard .8

Bedroom Papers, chambrays, floral patterns and stripes, patterns worked in blue, green, pink and yellow on light grounds. Walls, regular 15c. Saturday, single roll 8c; borders to match, regular 5c. Saturday, yard, 1c.

Boys' Palm Beach Suits at \$3.35

Regular \$6.25 to \$7.00. Gray and fawn shades; single-breasted, pinch-back styles; two pairs of bloomers with each suit. Sizes 9 to 16 years. Regular \$6.25 and \$7.00. 3.35 Saturday

Boys' Wash Suits at 49c

75c and 95c Grades. 600 suits, vestee and Oliver Twist styles; straight pants; stripe patterns in brown and white and blue and white; also plain natural linens. Sizes 2 1/2 to 6 years. Regular 75c and 95c. Saturday .49

500 Pairs Khaki Bloomers \$1.00

Boys' Well Made Bloomers; full cut style; dark and medium khaki drill. Sizes 6 to 16 years. Saturday 1.00

Men's Silk Waterproofs

Double texture, rich fawn shade, English made. Loose and roomy with raglan shoulders. Sizes 34 to 46. Saturday 13.50

Youths' Tweed Suits

Youths' Tweed Suits, light weight, black and white pin head check; newest models, close form fitting, with patch pockets. Trousers have belt loops and cuffs. Sizes 32 to 36. Saturday 7.50

Men's Negligee Shirts \$1.25

Fancy Colored Shirts, French cuffs; coat style. Men's sizes 34 to 17 1/2. Regular \$1.75. Saturday 1.25

Duck Shirts

Men's Duck Shirts, white, tan and gray; reversible, turn-down collar, for bowling, tennis and outing wear. Sizes 14 to 18. Special. Saturday 75c

Men's Underwear

Men's Balbriggan Underwear, shirts and drawers, natural. Sizes 34 to 44. Saturday, garment .35

Boys' Sport Shirts

Boys' Sport Shirts, plain white. Sizes 12 to 14. Saturday .75

Today's Provision List

And for Your Own Convenience Please Remember that the Store Closes at 1 o'clock. There is No Noon Delivery on Saturday During the Summer Months.

MEATS
Shoulder Roasts, tender beef, per lb. 18
Brisket Beef, per lb. 15
Thick Rib Roast, per lb. 15
Best Rib Roast, per lb. 15
Finest Porterhouse Roast, centre cut, per lb. 25
Breakfast Bacon, per lb. 20
Breakfast Bacon, mild sliced, per lb. 20
Pure Lard, 1-lb. prints, per lb. 18

GROCERIES
4,000 lb. Finest Creamery Butter, R. 35
Toasted Cornflakes, 5 packages, 25
Lard Sugar, 5 lbs., 25
Finest Canned Corn, Peas or Beans, 1-lb. tin, 15
Finest Canned Shrimps, per 4lb. tin, 25
Shirley's Marmalade, 2-lb. jar, 25
Choice Red Salmon, 2 lbs., 25
Crossed Fish Brand Sardines, 2 lbs., 25
E. F. Sauce, bottle, 25
Feasit Butter, in bulk, per lb. 18

FRUIT AND VEGETABLES
Choice California Sun-dried Oranges, per doz. 25
Finest New Potatoes, per cwt. 40
Green Onions, 2 bunches, 10
Fresh Rhubarb, 2 bunches, 10
All kinds of California and Canadian Fruits at Low Prices.

Optical "Sun Glasses"

Have you ever tried fishing with amber glasses on? If not you do not know the real pleasure that awaits you; no more dizzy headaches; try them. All styles, from \$1.00 to \$2.00. Opticians' prescriptions accurately filled. (Optical Dept., 2nd Floor.)

Waterman's Ideal Fountain Pens

Are fully guaranteed and made in fine, medium, coarse or stub points. Ask to see the special vest-pocket pen for men and satchel pen for ladies. 2.50

Pendents \$4.95

Pre-inventory sale. 9k and 14k gold, set with peridot, amethyst and turquoise matrix. Regular \$9.95 or more. Saturday 4.95

\$50 Diamond Rings Saturday at \$37.50

Very fine diamonds, well cut and brilliant, newest showy Tiffany or Tiffany 18k. gold and platinum crown mountings. Regular \$50.00. Saturday 37.50

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Picnic Supplies

Plates, dozen 3 and 4
White Tissue Napkins, 13c per 100; 200 for .25
Wax Paper, 24 sheets in a roll, per roll .10
Table Cloth and 12 Napkins, set .25
Mapleware Lunch Set, eight people .25

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