

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m. Today

H. H. Fudger, Pres.

J. Wood, Manager

PROBS.—Westerly winds; sea a little warmer.

SIMPSON**To-Day You May Buy**

the kind of house furnishings that make a holiday at home a positive pleasure. Every item in this list for to-day's selling is worthy of attention.

Bargains in Summer Furniture

- Solid Oak Settees, finished in green. Regular \$7.50. Friday 5.40
- Solid Oak Arm Chairs, finished green. Regular \$5.50. Friday 3.95
- Corner Wardrobe Hangers. A clever invention. Regular \$1.50. Friday99
- Verandah Arm Rockers, with woven seat and back. Regular \$2.85. Friday 1.98
- Verandah Nurse Rocking Chairs, woven seat and back, in red, green or natural finishes. Regular \$2.25. Friday 1.49
- Verandah Rockers, in natural, green or red finishes, with woven seat and back. Regular \$1.60. Friday 1.10

A Grand Opportunity to Improve The Home

- English Tapestry Rugs, in one piece, good designs and colorings; 3 x 3½. Friday bargain, \$11.89; 3 x 4. Friday bargain, \$13.89; 3½ x 4. Friday bargain, \$15.89.
- Scotch Printed Linoleum, new designs and colorings. Regular 45c to 60c. Friday, per square yard37
- 30 only Mitre Mats, made from Axminster, Wilton and Brussels carpets, average size 3.9 x 3.9. Regular \$4.00 to \$6.00. Friday, each 1.89
- Japanese Matting, 1 yard wide, every roll a different design. Regular prices 25c and 30c per yard. Friday.... .14
- Remnants and Coco Matting, suitable for mats, or verandah. ½ yard to 1½ yards wide. Regular 45c to \$1.00 per yard. Friday, Half Price.

Make Your Windows Look Nice

- Nottingham Lace Curtains, \$1.37—3 and 3¼ yards long, 52 inches wide, effective designs, plain and figured centres, white and ivory. Good value at \$2.00. Friday 1.37
- Sash Curtains, 16c. 500 yards flat or frilled curtain net, finished with lace and insertion, one yard wide. Worth 25c a yard. Friday16
- Figured Casement at 8c. 1,000 yards Casement cloth, cream grounds, one yard wide. Friday, per yard8
- Tapestry Curtains \$1.98. Special Tapestry Curtains in one and two-toned color effects, reversible, fringe top and bottom, 3 yards long, 40 inches wide. Regular \$2.50. Friday, per pair 1.98
- Bamboo Shades Reduced. Clearing Bamboo Shades, natural color only, fitted with ropes, pulleys and hooks, in the following sizes: 5 ft. wide x 8 ft. drop, 79c; 6 ft. wide x 8 ft. drop, 96c; 8 ft. wide x 8 ft. drop, \$1.28; 10 ft. wide x 8 ft. drop, \$1.60; 12 ft. wide x 8 ft. drop, \$1.92.
- Window Shades at 20c. Oil Opaque Window Shades, cream, green and fawn, mounted on spring rollers, 37 inches wide, 6 feet long, complete with brackets and pull. Worth 45c. Special, Friday29

Friday's China

- Toilet Ware, ewers, wash basins, large size, art colors. Regular \$1.00. Friday49
- Tea Set for 6 people, white English porcelain-ware, fluted. Regular \$1.50. Friday, per set79
- 300 Jardinieres, Regular \$2.00. To clear, Friday.... .75
- Odd Dinnerware at clean-up prices, comprising sugar bowls, tea cups and saucers, gravy boats, bowls, plates. Regular 15c. Friday5
- Dainty English Dinner Sets, 30 only, complete service for 12 people. Up to \$16.00. Friday, Special 7.98
- 102-piece Limoges China Dinner Sets, 6 only. Regular \$34.00. Friday 17.25
- American Clear Pressed Glassware Biscuit Jars. Regular 50c. Friday25
- Tumblers. Bell and straight shapes; table size. Friday, 6 for25
- 100 Odd Pieces Brassware, jardinieres, fern pots, crumb trays, A. D. trays, slightly soiled. Values up to \$3.00. Friday98

Hammocks and Books—A Good Holiday Combination

- Hammocks, pillow head rest and foot spreader; size 36 x 76. Regular \$2.50. Friday (with hammock hooks) 2.29

Books for Holiday Reading

- 500 Volumes, Popular Magnolia Library, Regular 25c each. Friday, 2 for25
- "Woman and Labor," by Olive Schreiner. Published \$1.25. Our price 1.10

Parasols and Umbrellas

- Pure Silk Parasols. Regular to \$6.00. Friday 2.49
- Summer Sunshades. Friday69
- Men's Umbrellas. Friday67
- Men's and Women's Umbrellas, rolled gold and silver mounted handles. Friday 2.29

For Preserving Time

- The Imperial Family Scale, steel enamelled black, clear figures, tin scoop, adjustable. Government tested and stamped, weighs up to 24 lbs. by ounces. \$3.00 value. Friday 1.59
- Preserving Kettles, four-coated, blue mottled perfect enamelware; 12 quarts wine measure. Regular 55c. Friday .37

To-morrow, Dominion Day, Store Closed All Day.**Come Straight to the Simpson Store To-Day**

In a most unique way, the Simpson Store stands for what tourists and visitors need, and what they most heartily appreciate.

Refreshment, Entertainment, Enrichment

In providing the finest retail store in Canada, one object has been to change the character of shopping from hard work to pleasant occupation. All that elegant equipment, scientific ventilation and sanitary appointments can contribute to this end are here.

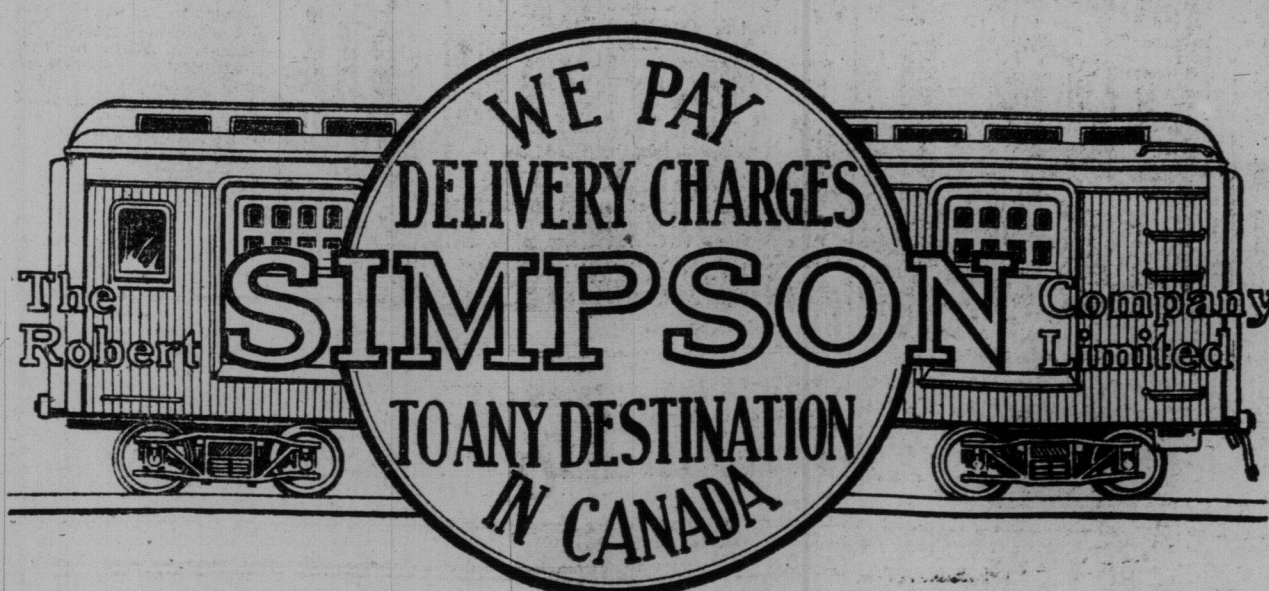
In the Restaurant on the Top Floor you may enjoy seasonable Summer refreshment, while listening to an orchestra concert (between 12 and 2 o'clock) that is quite above the average.

On the Third Floor the Ladies' Rest Room is a boon to thousands of shoppers. Writing materials and other conveniences are provided gratis.

At the West End of the Main Floor you will find the Parcels Check Office, the Telegraph Office and the Long Distance Telephone.

But after all, it's the chance for enrichment that will particularly appeal to store visitors to-day. Walk through the store and you will find on every hand unequalled opportunities for economy on this the last shopping day of June.

Our Summer Sale Catalogue that has just been issued is a collection of buying opportunities that Mail Order Customers will find it hard to match. If you haven't received a copy, come to the Mail Order Department, on the Fourth Floor, to-day, and we will gladly give you one. And don't forget that we pay all charges on everything mentioned in this catalogue. The printed price is all you pay.

**Men's Opportunities To-Day**

Are you all "fussed up" for the holiday? If there's anything incomplete in your holiday attire, let us supply the deficiency to-day. And what about a summer suit? Can you pass up such an opportunity as this—a hundred and sixty light-weight suits go on sale this morning at \$9.95—their average regular price is over \$17, and many as high as \$22.

The Suits are the hot weather kind, and have plenty of good wear about them. These fancy worsteds and cashmere finished chevots will stand a great deal of holiday strain and keep their shape remarkably well, medium greys and browns are the predominating tones, but there are some checks.

Every Suit of the 160 seems to have that distinctiveness about it that only first-class tailors can produce.

Sizes are 34 to 40. Regular values \$18.50 to \$22.00. Friday 9.95

More Clothes for Men and Boys

- Satara Cord Suits, two-piece, a cool summer material 6.50
- Khaki Pants 2.25
- Tweed Pants, built for belt 2.75
- White Flannel Pants 3.00
- Boys' Wash Suits, blue and white stripe, 2½ to 6 years 1.25
- Boys' Blouses, sailor styles90
- Boys' Khaki Pants80

Holiday Shirts and Underwear

- 7,000 Negliges, roomy shirts in neat colors, made of fine cambric. Sizes 14 to 18. Reg. 75c and \$1.00. Friday... .47
- Balbriggan, grey, sky and natural, sizes 34 to 44. Regular 50c. Friday33
- Outing Shirts, manufacturers' samples, sizes 14 to 18. Reg. up to \$2. Friday69

Men's Hats

- 240 Men's Straw Hats, new American shapes, Canton, Milan, Java and sennit braids, at \$1.50, \$2.00 and \$2.50. Friday89
- 75 Men's Panama Hats, mostly large sizes. Friday 1.95
- 200 Men's Panama Hats, extra fine quality, best English and American make, fine weaves and new shapes, good value at 10.00. Friday 5.00
- Land and Water Hats, for men, women or boys. Friday .39
- Men's Linen Hats, in white, tan and slate. Special prices 35c and 45c.
- Men's Caps, golf shape, in tropical weight, all wool worsteds and serges, also silk. Friday 1.00
- Automobile Caps, in silk poplins, yacht or 8-4 crown shapes, leather peaks. Friday 1.00

Hosiery and Gloves

- (Main Floor.)
- Women's Silk Hose, black only, gauze weight. Reg. 75c. Friday50
- Women's Lisle Thread Hose, black, tan and fancy. Reg. 25c and 35c. Friday19
- Women's Cotton Hose, black, tan and white. Reg. 20c. Friday12½
- Girls' Ankle Stockings, tan lisle lace. Reg. 35c. Friday .19
- Boys' and Girls' Black Cashmere. Reg. 25c. Friday, 20c; three pairs for55
- Infants' and Children's Lisle Thread Socks, fancy tops. Reg. 25c. Friday15
- Women's Long Silk Lace Gloves, black only, jersey wrist. Reg. 75c. Friday35
- Women's Kid Gloves, wrist length. Reg. 75c to \$1.25. Friday49
- (No phone or mail).

- Women's Long Gloves, plain black lisle and grey or mode lace, also black or white, wrist length. All sizes. Reg. 35c. Friday 19c, three pairs for50
- Men's Socks, unbleached balbriggan. Reg. 25c. Friday, 10c, three pairs for25
- Men's Lisle Socks, black or colors, also fancy patterns, checks and stripes. Reg. 25c and 35c. Friday 20c, three pairs for55

Boots and Oxfords

- (Second Floor.)
- 700 pairs Men's Blucher style, colt, dongola kid and gun-metal leathers. Reg. \$3.50 and \$4.00. Friday 2.49
- 560 Women's Pumps and Oxfords. Reg. \$3.00. Friday 1.99

Jewelry Bargains

- (Main Floor.)
- 10k gold Signet Rings, 10k gold Gem Ring, any birth month stone setting. Sterling silver Cuff Link and Scarf Pin Sets, any initial engraved. Locket, rolled plate, round shape, room for two pictures. Gold-filled Neck Charms, fine curb pattern. Fine Roman finish Maple Leaf Cuff Link and Blouse Set, complete, fine black silk ribbon fob, safety-charm attachment. Gold-filled, hand engraved Cuff Link and Bar Pin Set. Hand-painted Belt Pins. Fine Filled Pearl Necklets. Gold-filled brilliant set Bar Pin. Child's rolled plate Signet adjustable Bracelet. Rolled plate Signet Scarf Pins, any monogram engraved. Regular up to \$1.50. Friday bargain, one price49
- 500 Nickel Alarm Clocks, regular 65c. Friday39

Trunks, Suit Cases, Club Bags

- (Top Floor)
- 100 Trunks, Suit Cases and Club Bags, in all usual sizes and colors; examine in Department—Sixth Floor—but no phone or mail orders. Regular to \$6.00. Friday 3.95

Garden Hose

- Garden Hose, 50 feet ½-inch hose, with couplings and combination nozzle. Friday 3.79
- 50 feet ¾-inch Hose, fitted as above. Friday 4.29

INVEST

Neat Sherbourne
brick houses: \$475
\$525.
Apply H. H. W.

PROBS: 2

Can

Brilliant Gath
inon Day D
Duke of Co
to His Comin
Rideau Hall
to the Dom
Means.

PRINCE OF
PAY VISIT

LONDON, June 29.—The Dominion Day... announcements... the Dominion Day... attended by 600... was by the Duke... said that the Prince... soon would visit... by Sir Wilfrid... premier, who said... and Mount... alone for Canada... sign his high offi... in his speech th... said: "I can assure... bears the most li... ant recollections... ada. Of the quee... I can only say... coronation cere... present in person... the Prince of... but I think, for... during the past... the footsteps of... grandfathers... The Duke of Co... by the ovation th... he expressed his... ada, and pledged... earnest for the D... pire.

Strathco... LONDON, June 29.—The Dominion... Imperial Institute... plant in many ye... presided. The... chairman's table... of Connaught, Sir... Archbishops of Co... minister, Hon. L... eph Ward, the... Sir Frederick Bor... e. Morris, Sir M... chief Justice... Netherlands min... aid, Lord Mayo... Smithers and Ho... to the coast to... proposed by Sir... rising to respo... naught, who was... ed rounds of che... "For He's a Jolly... pressed himself... the warmth of h... to Queen Alexan... shared his late bo... for Canada. The... the liveliest and... ories of her visi... "The Prince of... only a boy, yet... him I believe he... steps of his fati... I am certain to... the present sove... should make him... all parts of the em... it may fall to my... general of Cana... there."

Pleasurabl... The duke allud... vious connectio... had the honor... with the troops... had the pleasure... years back, retur... no idle expressi... say that for ye... longest affectio... I knew him in... the country again... how keenly I loo... the closer acquai... the present day... this great empir... positions than th... of Canada. No... my dear Mother... come governor-g... py to think that... has been able to... land to undertak... the position. No... duchess herself... the greatest ple... "I tell you,"... The toast to... posed by Lord S... Frid Laurier, wh... had cheers in res... "This gathering... occasion still mo... I tell them that... time that this an... presided over by... for 15 years has... Canada's high co... much acceptance... and people. Lord... notice that his... the orders of his... at an early date... tion. You will... that no words co... convey sense of... Canadian people... for the manner i... charged the dute... and when the di... take leave of th... will say, "His M... again."

Loves Nat... Sir Wilfrid Lau... to make a grac... coming of the Du... remarked, anent... present gathering... experience of Ca... am not speaking... that we are 41... country." An el... rural England fol... ed Laurier, "ever... years of villag... my heart so much... ed in Canada. T... which shares wi... portion of the

Continued on F