

Telephone Main 7841

1898--- TWENTY-FIRST ANNIVERSARY, 'COMING-OF-AGE YEAR--- 1919

Market Adelaide 6100

Simpson's First Bargain Day of Summer

The June White Sale Offerings

\$1.50 to \$2.00 Camisoles, 95c

Made of rich quality Jap silk or crepe de chine. Some with hemstitched tops and designs of embroidery, others with lace yokes. Ribbon or fitted shoulder straps. Colors flesh or white. June White Sale, Friday bargain, .95. Simpson's—Third Floor.

Store Opens 8.30 a.m. Closes at 5.30 p.m. Daily.



Women's \$1.50 Nightgowns 88c

Of fine white cotton in slip-over or button front styles. Trimmed in dainty ways with lace and embroidery. Short kimono or long sleeves. June White Sale, Friday bargain 88c.

Corset Covers, 85c.

Smartly designed from good-wearing white cotton with deep yokes of Swiss embroidery and lace. Some front and back trimmed, others with lace sleeves. All sizes. June White Sale, Friday bargain 85c.

White Cotton Underskirts, \$2.25.

Neat fitting gored style, made from strong wearing white cotton with deep flounce of beautiful Swiss embroidery. Some have lace insertions and cotton underlay. Regularly \$3.00, \$3.50 and \$4.00. June White Sale, Friday bargain at \$2.25.

White Cotton Drawers, 79c.

Good quality soft white cotton in wide umbrella style, with frill of Swiss embroidery. Limited quantity in sizes 22, 24 and 26 only. Regularly \$1.00 and \$1.25. Friday bargain 79c.

Women's Combinations, 89c.

Cotton and lace combinations with low neck and no sleeves or short sleeves. Wide umbrella, or tight knee drawers. June White Sale, today 89c.

Envelope Chemises, \$1.49.

Fine pink or white cotton chemises trimmed in many different ways with lace insertions and edgings, embroidered designs and real Swiss embroidery. Friday bargain \$1.49.

75c to \$1.50 Brassieres, 49c.

Such remarkable values as we have never offered before in these popular garments. Large variety of up-to-date styles made of strong cotton and lace. Some with yokes of embroidery, also bandeau styles in ventilated net. Sizes 32 to 32 in the lot. June White Sale, Friday bargain, only 49c.

An Important Friday Feature of the June White Sale Lingerie Blouses at \$3.95

Regularly \$5.00, \$5.95 and \$6.50.

A delightful assortment of chic "Fashion" Blouses—in many cases are only two or three of a kind. All are made from sheer English voile, in striking tailored or charming fancy styles. Sizes 34 to 44 in the lot. No phone orders. June White Sale, today \$3.95.

Simpson's—Third Floor.

June White Sale of Stamped Nightgowns Lengths 89c Each

Full size—stamped in round, square or V-shaped neck. June White Sale, today, each 89c.

Stamped Linen Tray Cloths at 39c Each.

Pure Irish linen, round thread quality—stamped for scalloped edges, in oval or oblong shapes. Newest designs. Size 18 x 27 in. June White Sale, today, each 39c.

Cushion Forms, 83c Each.

200 Cushion Forms, covered with strong white material, and filled with fluffy cotton. Two sizes—18 x 24 and 22 x 22 in. June White Sale, today, each 83c.

Stamped Huck Towels, 79c Each.

Hemstitched Irish Huck Towels, with fancy damask borders. Stamped for white or colored embroidery work. Extra large size—22 x 40 in. June White Sale, today, each 79c.

Art Needlework Department—Fourth Floor.

Handkerchiefs

Women's Pure Linen Handkerchiefs, today, 5 for 95c.

Men's Pure Irish Linen Handkerchiefs, 3 for 95c.

Women's One-Corner Swiss Embroidered Handkerchiefs, today, 3 for 25c.

Schoolgirls' One-Corner Embroidered Handkerchiefs, today, 3 for 25c.

Boys' and Girls' White Lawn Handkerchiefs, today, 5 for 25c.

Men's Fine Quality White Lawn Handkerchiefs, today, at 5 for 35c.

Men's 20c Khaki Handkerchiefs, today, each, 15c.

Simpson's—Main Floor.

Women's 50c Neckwear at 25c

Friday Bargain in the June White Sale

Pique, Satin, Organdy and Lace Collars, in flat and rolling styles. Plain and lace-trimmed. Today, bargain 25c.

Pique Vests, with small flat collar, fastening with four pearl buttons. Regularly \$1.50. Today 95c.

Pique Collar and Cuff Sets—Plain and button trimmed. Tuxedo shapes. Regularly 75c. Today, bargain, set 49c.

50c Veils, 25c.

Drape Veils in black only. Large flat mesh, with chenille border. Regularly 50c. Today 25c.

In the June White Sale of Wash Goods

Cotton Poplins, 25c Yard.

White and cream only. Seconds with very slight damages. 36 inches wide. Half usual selling price. June White Sale, today, yard 25c.

White Gabardines, 49c Yard.

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

Simpson's—Second Floor.

Children's Wear

Children's White Frocks, \$2.95.

Adorable frocks of Swiss embroidered white batiste, in three styles. All-over solid embroidered yokes and skirts, fine Val lace edgings, and some with broad ribbon-thrued waist-lines. Sizes 2 to 6 years. Regularly \$4.25 to \$5.00. June White Sale, Friday bargain \$2.95.

Girls' \$1.50 Nightgowns, 95c.

Of fine white nainsook, in slip-over style, with short sleeves. Insertions of ribbon-run embroidery, and edge of fine lace. Sizes 6 to 14 years. June White Sale, Friday bargain 95c.

Children's 65c Underskirts, 49c.

Also of fine white nainsook, with waist attached. Deep edge of fine lace. Sizes 6 months to 4 years. Regularly 65c. June White Sale, Friday bargain 49c.

Simpson's—Third Floor.

Friday Bargain Day in June White Sale of Embroideries

10,000 Yards Swiss and Cambric Edgings, 2 to 3 ins. wide. Splendid range of patterns—mostly eyelet designs. Today, yard, 8c, 10c, 12½c and 15c.

27-in. Swiss Baby Flouncings with 2-inch frill. Embroidered in neat, dainty patterns. Yard 85c.

27-in. Embroideries for children's dresses. Embroidered to 12 ins. deep. Today, yard 95c.

Bargains in Wash Laces.

All Styles—All Widths—For All Purposes.

Insertions at, per dozen yards 10c.

Val. and Flet Laces, at 5c, 8c, 10c and 12½c yard.

5-inch Valenciennes Lace, suitable for frills for underskirts. Today, yard 15c.

3-inch Embroidered Net Lace Bandings. Regularly 25c and 35c. Today, per yard 19c.

Simpson's—Main Floor.

Men! Friday Bargain Suits \$17.75

55 Suits for Men and Young Men

Tweed mixture fabric in plain, stripe and check pattern.

Single breasted—2 and 3-button, soft roll, semi and form-fitting saque models. 3-button vests—trousers finished with 5 pockets and belt loops. Sizes 34 to 44. Friday bargain, \$17.75.

Youths' First Long Trousers Suits \$14.75

Developed in serviceable tweeds. Shades of brown and grey. 2 and 3-piece models. Single-breasted—2 and 3-button form-fitting, Norfolk and half-belted models. Sizes 32 to 36. Friday bargain at \$14.75.

Men's Separate Trousers \$1.99

Neat stripe patterns and dark shades. Finished with 4 pockets and belt loops. Sizes 33 to 44. Friday bargain \$1.99.

Youths' Khaki Overalls \$1.25

Strongly made in the regulation bib style from a serviceable khaki drill. Sizes 28 to 32. Friday bargain, \$1.25.

Simpson's—Main Floor.



Bargain! Khaki Shirts 98c

Regularly \$1.75 Each.

Khaki shirts with collar attached. Fine quality soisette material. Breast pocket, buttoned cuff. Sizes 14½ to 17 only. Regularly \$1.75. Friday bargain, 98c.

Men's 65c Athletic Underwear at 49c.

Athletic nainsook shirts and drawers. Shirts have no sleeves, drawers are knee length. Sizes 34 to 46. Regularly 65c. Friday bargain, each 49c.

Men's 50c Balbriggan Underwear at 39c.

Shirts and drawers in natural shade. Shirts have long sleeves. Drawers are ankle length. Sizes 36 to 40 only. Regularly 50c. Friday bargain 39c.

Men's Belts, 25c.

Regularly 35c, 50c and 75c.

Solid leather belts in light or dark tan or brown suede. 1-inch or 1½-inch wide. Nickel or brass buckles. Friday bargain, 25c.

Soft Collars 25c.

Men's and boys' Arrow brand soft collars in plain white, white cord plique, twill and check cloths. Sizes 12 to 18. Friday bargain, 25c.

Men's Invisible Suspenders, 25c.

Two or four-point style. Good little webbing, nickel trimmings. Regularly 50c. Friday bargain 25c.

Simpson's—Main Floor.

Friday Bargain Offering of 2000 Pairs Women's White Canvas Shoes at \$1.49

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

A real opportunity to save on your summer footwear supply. Every pair is fresh, new and unspotted. Choose from a full range of sizes—2½ to 7. White Canvas Low Shoes, in plain Paris pumps—strap slippers and Mary Jane pumps. Wide and narrow toe shapes—Spanish and Cuban heels. Also a quantity of white canvas button boots, on wide toe last, for growing girls. All sizes 2½ to 7. Values \$2.50 and \$3.00. Friday bargain \$1.49.

Women's Patent Colonials, \$1.49.

300 pairs Patent Colonials, with buckle and tongue. Medium weight McKay sewn soles. Cuban heels. Sizes 2½ to 7. Friday bargain \$1.49.

White Ankle Strap Pumps.

250 pairs White Ankle Strap Pumps, wide toe, medium weight sole, and low heel. Sizes 11 to 2. Friday bargain 99c.

Bargain Section Next to Richmond St. Entrance.

Big Boys' Boots, \$1.89.

190 pairs, in large sizes only. Box kip blucher boots, with heavy standard screw soles. A wide, easy-fitting boot. Sizes 4 and 5 only. Friday bargain \$1.89.

Men's Gunmetal Boots, \$2.65.

800 pairs in blucher style. Neat semi-fitting round toe. Medium weight McKay sewn sole, and military heel. Sizes 6 to 11. Friday bargain \$2.65.

Simpson's—Second Floor.

BUY TOILET GOODS TODAY

Men's Tooth Paste, 26c tube, 2 for 50c.

Pears' Fuller's Earth, 19c.

Pears' Violet Powder, 19c.

Orchard Cream, regular 52c, special 27c.

Mozart Talcum, regular 26c, special 19c.

Reckon Tooth Paste, regular 26c, special 15c.

Wash Cloths, regular 7½c and 10c, special, each 5c.

Jergon's Violet Talc (6 oz. can), regular 47c, special 19c.

Eau de Quinine, regular \$1.04, special 75c.

Bulk Perfumes, regular \$1.04, special 75c.

War Tax included.

Simpson's—Main Floor.

Odd Cups 7c Each



Good quality white porcelain cups only. Friday bargain at, each 7c.

Berry Sets 59c—7-piece Glass Berry Set, colonial glassware. Today 59c.

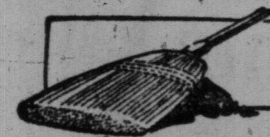
7-piece Lemonade Set \$1.49—Clear glass with 3 cut star decoration. Specially priced at \$1.49.

Kitchen Tumblers in heavy glass. Today, each 4c.

Glass Measuring Cups. Today, each 9c.

Bargains in Household Hardware and China---Today in Basement

Corn Brooms, 59c.



Four string, medium weight, well made, exceptionally good value. Today 59c.

Royal Floor Wax, 48c—A very good grade, made by the makers of "Old English." 1-lb. tins today 48c.

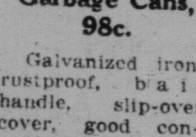
Spruxton Cedar Oil Polish, for furniture, woodwork, polish mops, etc.

12 oz. bottle today 39c.

1 quart can today 69c.

¼ gallon can today \$1.29.

Garbage Cans, 98c.



Galvanized iron, rustproof, 9 x 11 handle, slip-over cover, good convenient size. Today 98c.

Watering Cans, green japanned finish, 2 qt. size 49c; 3 qt. size 69c; 6 qt. size 79c; 10 qt. size 99c.

Sink Strainers, grey enamel, round, today 15c.

Solid Alcohol Stoves, collapsible wire frame, with tin of solid alcohol, today 23c.

Simpson's—Basement.

3 Dinnerware Bargains \$25.00 for \$19.95.



English semi-porcelain with green conventional border decoration, 97-piece composition. Regularly \$25.00, today \$19.95.

At \$22.50.

Good quality English Porcelain Dinner Set, with popular gold band decoration, full gold handles, 97-piece set. Specially priced today \$22.50.

At \$19.95.

Dainty new ivory panel and rosebud dinner service of 97 pieces, in excellent quality English ware, gold traced handles and edges. Today \$19.95.

Convex Kettles,

with cover, 7-qt. size, today 59c.

Step Ladders, 4 ft. size, with shelf. A very convenient household size, well made, today 69c.

Straw Hats 95c Today

Samples of Regularly \$1.50, \$2.00 and \$2.50 Straws For Men.

Travellers' Sample Hats, in a big assortment of shapes. Boater or sailor straws, in sennit and split braids—medium and high crowns. Cantons and Javans in negligee and fedora styles. No phone or C.O.D. orders on these. Friday bargain 95c.

Children's Straw Hats 69c

Jack Tar and turban shapes, with plain and gold lettered bands. Regularly \$1.00 and \$1.50. Friday bargain 69c.

Men's Hat Department—Main Floor.

B-O-Y-S

FRIDAY BARGAINS FOR YOU.

Boys' Stylish Suits, \$8.95.

Brown and grey stripes and mixed effects in wool and cotton and wool mixed tweeds. Popular trencher models with full chest and tapering waist effect. Bloomers are full fitting, with belt of self material and governor fasteners. Sizes 25 to 32, 7 to 14 years. Friday bargains, \$8.95.

Little Boys' Washable Suits at \$1.39.

Made in plain and fancy galateas, lawns, chambray, linen and peggy cloths. Middy, junior Norfolk, Oliver Twist and Tommy Tucker models. Sizes 2½ to 8 years. Friday bargain, \$1.39.

Boys' Sturdy Bloomers, \$1.29.

Made in a blue hairline stripe wool and cotton mixed tweed. Full fashioned, lined throughout, belt loops, strap and buckle at knee. Sizes 25 to 33, 7 to 15 years. Friday bargain, \$1.29.

Simpson's—Main Floor.

Friday Bargains in Silks

Two Great Bargains in Natural Silk Shantung.

1,000 yards of 88c and 95c qualities. Today at, per yard 77c. \$1.25 qualities in plain and printed natural Shantung and Ponzees. Today, yard 95c.

\$2.50 Wash Satin at \$2.19 Yard.

Baby Pink and Ivory Wash Satin—First choice "Uzen" quality. Regularly \$2.50. Friday bargain, yard, \$2.19.

Colored Moire Velours, \$1.95 Yard.

Alice and open, blues, light and mid greys, browns, green, blue and navy. 36 in. wide. Extra value today, yard \$1.95.

Simpson's—Second Floor.

\$2.24 and \$2.50 Silks at \$1.88 Yard.

Swiss and American Chiffon Taffetas, Duchesse Satins and Messalines. Exceptionally wide choice in colors for street and evening wear. Regularly \$2.24 and \$2.50. Today, yard \$1.88.

\$2.50 Taffetas at \$2.24 Yd.

Black Chiffon Taffetas and Duchesse Messalines, 36 inches wide. All skew-dyed blacks. Friday bargain, yard \$2.24.

Simpson's—Second Floor.

The Palm Room

The morning appetite is exacting. Whether you wish rolls and coffee or something more substantial—our food and service will please you. 8.30 to 11 a.m.

Simpson's—Sixth Floor.

The Robert SIMPSON Company Limited

FACT... PROBS... SITUATION... AGREED... MANY... WINNIPEG... AMERSON... SPENT SEVERAL... AWAKE... YESTERDAY... HOLLAND... FESTIVAL... ATTENDED... THE CASTLE... THE VILLAGE... CROWDED... WIRE TO OBTAIN... FAMOUS REFUGEE... IN THE GARDEN... HIDDEN BY THE...