

Telephone Main 7841

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

Market Adelaide 6100

Simpson's—4½ Hours Rush Selling From 8.30 a.m. Till 1 p.m.—Today

8.30 a.m. Specials.

Girls' Coats at \$7.95

Regularly \$11.50 and \$15.75.
Tweeds, velours and serges in an extensive variety of styles that will appeal to small girls—and at a price mother will be glad to obtain such good coats for. Fashioned on straight lines with smart belts, novel pockets and button trimming. Sizes 6 to 14 years. No exchanges, no refunds, no C.O.D.'s on these coats. Today, 8.30 a.m., \$7.95.

Misses' \$20.00 to \$22.50 Coats, \$16.50.
Broken sizes from regular stock—featuring a comprehensive array of chic styles, good materials and favored colors. No exchanges, no refunds, no C.O.D.'s on these coats. Today, special, \$16.50.

New High-Grade Wash Suits for Misses.
—are here in a literally endless variety of cool-looking, attractive styles. Fashioned from Hawaiian cloths, cotton silvertones, grass cloths and cotton poplins, in white, natural and summer colorings. Choose today, when the stock is complete. Price \$16.50 to \$25.00.

Simpson's—Third Floor.

8.30 a.m. Specials.

Sample Georgette Blouses \$6.95

The Kind That Sell Regularly at \$9.50 to \$15.00.
Wonderful values in individual models of high-class georgette blouses. Plain or fetchingly combined colors of white, flesh, peach, navy, Dane blue, brown, taupe and beige. Sizes 36 and 38 only. They will go like hot cakes. Shop at 8.30 a.m. sharp, today. Sale price, \$6.95.

Simpson's—Third Floor.

8.30 a.m. Specials.

Women's 65c Hose, 50c

Black, white and wanted colors. 15-inch silk leg—fine cotton top and double garter welt. Sizes 8½ to 10 in the lot, but not in this shade. This morning, special, 50c.

Men's 25c Sox, 19c

Black, natural, grey, tan and mauve. Fine quality thread, closely woven and seamless. Today, 3 pairs, 55c, pair, 19c.

Women's Lisle Hose, 29c

Mill seconds of 45c quality, in white only. Strong lisle thread, closely woven and seamless. Today, only 29c.

Simpson's—Second Floor.

8.30 a.m. Specials.

Trimmed Hats at \$4.95

Strikingly smart style, in fine quality Panamas, with maine edges. Crepe facings in self or color, flowers, wings and fancy ribbons cleverly trim them. All the latest shapes. Shown for the first time this morning, at an exceedingly low price, \$4.95.

Sports Panamas, \$2.25.

Roll brims, drooping brims, cable-edge sailors and smart close-fitting shapes in lustrous Toyo Panamas. Banded with silk cord ribbon, and finished with cotton sweatbands. Special for this morning, \$2.25.

Fancy Panama Hat Bands, 25c, 35c, 60c, 85c to \$1.50.

Elastic Glove Silk Bands, in all sports colors, today, 25c.
Crepe, Fancy Silk and Novelty Ribbon Bands, 35c to \$1.50.

Great Value in Untrimmed Panamas, \$1.69.

Finest Toyo Panamas we have ever shown at anything near the sale price. Wide variety of shapes. Today, 8.30 a.m., \$1.69.

Children's White Sennit Sailors, \$3.45—Beautifully made sports hats in pokes, sailors and mushrooms. White or white with black or colored facings, today, \$3.45.

Simpson's—Second Floor.

8.30 a.m. Specials.

Wash Goods Remnants

The big selling of the last few weeks leaves us hundreds of ends of our most popular wash fabrics—out they go today at strikingly reduced prices.
Ginghams, prints, voiles, suitings, etc. 27 to 36 in. wide. Today, 8.30 a.m., yard, 15c to 50c.

Shop at 8.30 a.m., or Phone Main 7841 for 58-inch Fly Nettings, in white, green or red. Yard, 25c. 72-inch Fine Mosquito Net, in ecru only. Yard, 25c.

Simpson's—Second Floor.

8.30 a.m. Specials.

Floor Coverings, Wall Papers, Paints and Draperies

\$1.25 Heavy Cocoa Mats at 99c.
Size 16 x 27 inches. Regularly \$1.25 each. Today, each, 99c.

Veranda Grass Rugs at \$1.95.
Shades of green or brown, with plain centres or figured effects. Size 3 x 6 feet. Today, each, \$1.95.

Rag Rugs at \$1.79.
Assorted colorings. Large size, 3 ft. x 5 ft. 3 in. Today, each, \$1.79.

Simpson's—Fourth Floor.

Rush Sale of Wicker Chair Cushions, 89c.
250 Chintz Cushions in a host of colorings and designs, for wicker chairs of average size, and for verandas, canoes, etc. Rush sale today, 8.30 a.m., each, 89c.

500 Plain Window Shades at \$1.09 each—White, cream, green, 37 inches wide, 70 inches long.
35c Heavy Brass Extension Rods, Special at 25c each—For windows, 26 up to 46 inches wide. Complete with brass ends and brackets.

Simpson's—Fourth Floor.

8.30 a.m. Specials. Store Closes 1 p.m. Today--No Noon Delivery

8.30 a.m. Specials.

Sample Dresses, \$12.95

A rarely fortunate purchase of \$16.50 and \$22.50 styles—shown for the first time this morning, and simply marvellous value. Shop at 8.30 a.m.

Soft Taffetas—Taffeta and Georgette Combinations—Extra Fine Silk Papilins—and Satins, in navy, sand, tan, French blue, brown and black.

And so fetching are the many styles—long over-blouses, panels, drapes, pin-tuckings, embroidery and braiding are among the lovely features. No exchanges, no refunds, no C.O.D.'s on these reduced dresses. Today, 8.30 a.m., \$12.95.

Misses' Dainty Voile Frocks, \$8.95

Very new, fluffy styles, in pink, maize, wky or white voiles of extra fineness. No exchanges, no refunds, no C.O.D.'s on these dresses. Today, special, \$8.95.

Women's \$5.50 Skirts \$3.95

Made from good quality worsted finished white serge. Natty belts and pockets and white pearl buttons. No exchanges, no refunds, no C.O.D.'s on these skirts. Today, \$3.95.

White Repp Skirts \$3.95

Excellent quality and smart style combine to make them extraordinary value. Pearl button trimmed. No exchanges, no refunds, no C.O.D.'s on these skirts. Today, \$3.95.

Women's Tub Skirts \$3.95

Of good quality white cotton gabardine in well tailored style. Novelty pockets and belts—pearl button trimming. No exchanges, no refunds, no C.O.D.'s on these skirts. Today, \$3.95.

Simpson's—Third Floor.

8.30 a.m. Specials.

Children's Creepers Less Than Half Price, 35c

Woven Checked Gingham Creepers that will wash and wear well. Dainty pink and white, blue and white, and grey and white checks. They button down back, and from knee to knee. Sizes 6 months to 18 months. Rush price today, 35c.

Children's Wash Dresses Less Than Cost at 65c.
Of percale and gingham, in smart woven checks and stripes. Pink and white or blue and white. Button back or button front styles—some with dainty white collars. Sizes 2, 3 and 4 years. Today, extra, special, 65c.

Children's Combinations, 59c.
Made of fine ribbed white cotton, with low neck and short sleeves. Wide lace-trimmed knee. Sizes 3 to 14 years. Very low priced, today, 59c.

Simpson's—Third Floor.

8.30 a.m. Specials.

Women's 50c Neckwear at 25c

Organdy collars in square shapes, trimmed with lace and embroidery. Regularly 50c. Today, 8.30 special, each 25c.

Lace and Embroidery Remnants, Today, 8.30 special, half-price.

Simpson's—Main Floor.

8.30 a.m. Specials.

Women's Bathing Caps 49c

Splendid collection of pretty Bathing Caps in the newest shapes—some in diving style. Popular shades. Today, 49c.

Simpson's—Third Floor.

8.30 a.m. Specials.

Women's Bathing Suits \$3.95

Belted, tunic style, of black cotton taffeta. V-shaped neck and hem trimmed in striking contrasting shades. Extra special value at \$3.95.

Simpson's—Third Floor.

8.30 a.m. Specials.

Drugs and Toilet Goods

500 Black and Tortoise Combs, regular 10c, special, 5c.
720 Tooth Brushes, regular 25c, special, 2 for 25c.
720 boxes Dorin's Brunette Rouge, 48c.
500 boxes Dorin's Face Powder, 29c.
1,000 Wash Cloths, 7½c and 10c, special, each, 5c.
288 Jars Elicaya Cream, 63c, special, 49c.
250 ozs. Popular Perfumes, \$1.04, special, 79c.
1,000 tubes Tooth Paste, 21c, special at 2 for 25c.
1,000 bars Vinolia Castile, 35c, special, 27c.
300 boxes Vinolia Bouquet Soap, 35c, special, 19c.
1,000 M.S.C. Cocoonat Shampoo, 19c.
1,500 boxes Djer-Kiss Face Powder, 63c.
400 Shaving Sticks, 25c, special, 17c.
288 Hair Brushes (boys'), 25c, special, 19c.
1,440 Powder Pads, regular 20c, special, 15c.
500 2-in-1 Pads (chamois and wool), each, 15c.
5,000 rolls Crepe Toilet Paper, our own special package, regular 8c, special, 6 for 25c.

Simpson's—Main Floor.

8.30 a.m. Specials.

JUNE WHITE SALE

Double Bed Sheets, \$1.75—Less than wholesale price. 500 double bed sheets—plain bleached—good heavy quality. Size 68 x 90 inches. Hemmed ready for use. Rush price today, each, \$1.19.

Huck Towels, 48c Pair—Less than maker's price. 100 dozen heavy huck bedroom towels—white with hemmed ends. Large size. Rush price today, per pair, 48c.
\$1.50 Pillow Cases at \$1.15 Pair—20 pairs only. English hemstitched pillow cases. Made from linen finished cotton. Two sizes, 42 x 23 inches and 49 x 38 inches. Rush price today, per pair, \$1.15.

\$3.50 Crochet Bedspreads at \$2.95 Pair—200 only, white crochet bedspreads—hemmed. Different patterns, double bed size—72 x 90 inches. Regularly \$3.50. Rush price today, each, \$2.95.

200 Odd Fancy Pieces at \$1.39 Each—About 400 pieces—some slightly soiled. Including lace trimmed Battenberg and filet lace designs, in Scarfs, Shams, Centre Pieces and Table Covers. Scarcely two pieces alike. We cannot accept phone orders. Regularly \$2.00. Rush price today, each, \$1.39.

\$4.50 Table Cloths at \$3.50—100 Satin Damask Table cloths—finely finished. Spot, fleur-de-lis and rose designs. Size 2 x 2 yards. Regularly \$4.50. Rush price today, each, \$3.50.

Extra! 1,000 Stamped Pillow Cases, 43c Each
Wonderful value—made from heavy quality, round thread circular pillow cloth, and stamped in twelve artistic designs for eyelet or solid hand embroidery. Size 42 x 36 inches. Phone orders filled as long as possible. Rush price today, each, 43c.

Simpson's Art Needlework Dept.—Fourth Floor.

\$2.25 Corsets \$1.49
Low bust—some with elastic and inserts at back. Sizes 19 to 26. June White Sale, today, \$1.49.
\$1.00 and \$1.25 Brassieres at 49c—Made of firm cottons and laces. Lace or embroidery yokes. Bandeau styles of ventilated net, lightly boned. Sizes 32 to 64. June White Sale, today, 49c.

\$2.25 to \$2.50 Nightgowns, \$1.49—Made of fine soft white lace and embroidery. June White Sale, today, \$1.49.
\$2.25 and \$2.50 Underskirts, \$1.55—Dainty cool garments of fine white cotton, with deep flounce of Swiss embroidery and cotton underlay. June White Sale, today, \$1.55.

White Cotton Drawers, 69c—Wide umbrella style with frill of lace or Swiss embroidery. Wonderful value in the June White Sale, today, 69c.
Women's Vests, 89c—Fine ribbed cotton, with low neck and no sleeves. Some have lace yokes. June White Sale, today, 89c.

Women's Combinations, 69c—Of extra fine ribbed cotton, with low neck and no sleeves. Wide or tight knee drawers. June White Sale, today, 69c.

Simpson's—Fourth Floor.

IN THE BASEMENT

SIX BIG SPECIALS IN THE HARDWARE DEPARTMENT THIS MORNING.
Phone Main 7841.
50 ft. of Lawn Hose, \$6.69—½-inch size (inside). Warranted grade, 12 and 14-inch cut. Exceptional value; 100 only, today, \$5.69.
Lawn Mowers, \$6.99—Warranted grade, 12 and 14-inch cut. Exceptional value; 100 only, today, \$5.69.
Spading Forks, 89c Each—"D" handle. Only one to a customer; \$1.95 value, today, 89c.
Odd Plates, 8c each—150 dozen odd white Soup, Breakfast Tea and Bread and Butter Plates. Regularly \$1.20 to \$1.40 dozen. 8.30 a.m., today, each, 8c.

Simpson's—Basement.

8.30 a.m. Specials.

Travelers' Samples of Rich Silk Hand Bags, \$3.95

60 bags only, silk bags are extremely fashionable now. These are made of heavy moire silks, some have the heavy silver finished metal frames with chain handles. Lined with shot silk, fitted with change purse and vanity mirror. Others have inner swing purse. Colors black, navy, brown, tan, grey and purple. Regular values, \$7.00 and \$8.00 each. Today, 8.30 special, \$3.95.

Simpson's—Main Floor.

8.30 a.m. Specials.

Silk Specials

Lovely Duchesse Satins and Chiffon Taffetas, in a big range of street and evening shades, including sky, pink, mauve, champagne, old rose, also many white warp combinations. 36 to 40 inches wide. \$2.50, \$2.95 and \$3.50 silks. Today, only \$1.79 yard.

\$2.29 and \$2.38 Black Silks, \$1.89 Yard—Messalines, satin paillettes and beautiful qualities in Swiss chiffon taffetas. Today, rush special, \$1.89.

3,000 Yards Shantungs and Pongees, 95c Yard—Plain and printed natural shantungs and pongees in choice selected qualities. Easily laundered and wear guaranteed. Regularly \$1.25 and \$1.50. Today's low price, 95c yard.

Simpson's—Second Floor.

8.30 a.m. Specials.

Dress Goods

3,000 Yards Silk Warp Poplin, 98c Yard.
An extraordinary opportunity to obtain our \$1.38 high-grade Silk Warp Poplin in every wanted shade at a very low price, including plenty of navy and black. Today, 8.30 a.m., rush special, yard, 98c.

Wool Serges, \$1.29 Yard.
Marked away down to less than today's cost in this all-wool navy serge suiting. Good \$2.00 value. Today, yard, \$1.29.

8.30 a.m. Specials.

Hart Schaffner and Marx Suits \$39.25

Regularly \$50.00 to \$60.00

High-Grade Suits, hand tailored in smartest style, single-breasted, 2 and 3-button conservative suits and single-breasted 2 and 3-button semi, form-fitting and waist seam models.

All-Wool Materials in the newest and most fashionable shades and patterns. 53 suits in the lot. Sizes 35 to 42. Today, 8.30 special, at \$39.25.

Two-Piece Outing Suits, \$13.95.

Developed in light weight tweeds, homespuns and cool cloths, numerous shades and attractive mixture effects.

Single-breasted, 2 and 3-button unlined sacque, half-belted and Norfolk models. Sizes 34 to 44. Today, \$13.95.

Business Suits, \$25.00.

For Men and Young Men—Single-breasted, 2 and 3-button soft roll semi and form-fitting sacque models. Developed in fine finished worsteds and tweeds in the most wanted shades of grey and brown. Sizes 36 to 44. 8.30 a.m., Saturday special, at \$25.00.

200 Pairs Men's Working Trousers, \$2.75.

Made from dark serviceable tweeds, finished with side, hip and watch pockets, belt loops and side straps. Sizes 32 to 44. Today, 8.30 special, \$2.75.

Simpson's—Main Floor.

8.30 a.m. Specials.

Men's Summer Combinations, \$1.98

Regularly \$2.25, \$2.50, \$3.00 and \$3.75.

Combination suits, balbriggan in white and natural, Tru-Knit brand. Form-fitting, short, three-quarter or long sleeves; knee, three-quarter or long legs. Sizes 30 to 44. Regularly \$2.25 to \$3.75. The suit, \$1.98.

Cannot promise to fill phone or mail orders.

Men's 75c Athletic Underwear at 49c.

Summer underwear, shirts and drawers, athletic style, sleeveless shirts, knee length drawers, white nainchec muslin, the right style for the warm weather. Sizes 34 to 44. Regularly 75c. Today, 8.30 special, garment, 49c.

Simpson's—Main Floor.

8.30 a.m. Specials.

Straws and Panamas

Straws at \$2.00, \$2.50, \$3.00, \$3.50 and \$4.00.
Sennet and split straw sailiors or boater shapes in every wanted style. Superior qualities, smooth and notched edges, brims and corded silk bands. Today, \$2.00, \$2.50, \$3.00, \$3.50 and \$4.00.

Genuine Panamas, \$5.00.

At this decidedly popular price are the season's most favored styles, fedora, negligee and depressed crown shapes, with flat and curled brims. Today, \$5.00.

Toyo Panamas, \$3.00.

Japanese manufactured panamas in all the leading shapes. Today, \$3.00.

Simpson's—Main Floor.

8.30 a.m. Specials.

Big Boys' Suits at \$10.95

Sizes 31 to 35. Regularly \$17.50 to \$20.00.

All-wool Summer Homespuns and Donegal Tweed Suits, lined throughout with all-wool twill serge linings, at a price far less than manufacturer's cost.

The colors are fawn and tan, green and tan, grey and black mixed effects.

Semi-Norfolk and Norfolk models, with full-fitting bloomers, having belt loops and expanding knee bands. Sizes 13 to 17 years. Regularly \$17.50 to \$20.00. Today, 8.30 a.m., special, \$10.95.

Boys' Washable Suits at \$1.69.

Sizes 2½ to 8 years. Regularly \$2.50 to \$3.00.
Clearance of odd lines, some slightly soiled on the collar and shoulder, but a slight tubing would make them fresh and new. White with fancy trimming, striped peggy cloths and crepes in Oliver Twist, Tommy Tucker and Junior Norfolk models. Knicker pants. Sizes 2½ to 8 years. Regularly \$2.50 to \$3.00. Today, special, \$1.69.

Simpson's—Main Floor.

8.30 a.m. Specials.

Women's Low Shoes \$3.65

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

1,500 pairs of Pumps, Colonials, Strap Slippers and Lace Oxfords, in brown, grey and black kid, gunmetal and patent cow leathers. With long plain imitation straight toecaps—medium and narrow toes. Goodyear welt and flexible McKay sewn soles. High and low Cuban heels, and high Spanish heels. Sizes 2½ to 7 in the lot. Today, \$3.65.

Women's White Pumps, \$1.99.

Made of white Sea Island duck, on neat, narrow toe last. Light flexible sole—wood-covered heel. Beautifully finished. Sizes 2½ to 7 in the lot. Today, \$1.99.

Men's Goodyear Welt Boots, Today, \$4.95.

Havana Brown, Gunmetal and Patent Leather Boots. Blucher and straight lace styles, military and low heels. Sizes 5 to 11. Regularly \$6.00, \$7.00 and \$7.50. Today, 8.30 a.m., special, \$4.95.

Simpson's—Second Floor.

The SIMPSON Company Limited