

# Simpson's June White Sale

### Begins Today With Complete Assortments and Remarkably Good Values

The choicest merchandise (no under-standard lines), all fresh, crisp and new; priced in many cases at less than today's cost of production. We have been preparing for this sale for a whole year—ever since our last June sale—and our early preparations have turned out to your profit as never before. There is unquestionably going to be a world shortage of woollens, linens and cottons. A liberal supply bought at the prices at which we are offering our present stocks will pay you better than any investment which you could make.

Today we have huge stocks of merchandise, bought at very, very much lower prices than they could be replaced for, and with these stocks, and your knowledge of values, this is bound to be the biggest June the Store has ever known. Watch the papers every day.

**Stamped Goods and Embroidery Threads**

**Lace Curtains and Curtain Materials**

**Lawns and Dress Muslins**

**Linens and Cottons**

**Summer Footwear**

**Summer Blouses**

**Laces and Embroideries**

**Silks and Dress Goods**

**Infants' and Children's Wear**

AND

## Greatest Savings in Women's Underwear We've Ever Offered!

**Corset Covers, 65c, 75c and 85c, for 39c.**

Of fine nainsook in 12 styles, some front and back trimmed, others have deep front yokes of fine Swiss embroidery, in floral and eyelet designs, with fitted peplum; all sizes. June White Sale, 39c.

**Nightgowns, \$1.50, \$1.75 and \$1.85, for 95c.**

Slip-over or Mother Hubbard styles, of excellent quality white nainsook and cotton crepe, with deep yokes of lace or Swiss embroidery in dainty design, with narrow edgings; sizes 34 to 42 inches. June Sale price, 95c.

**Philippine Hand-Made Nightgowns, \$4.50, for \$3.45.**

Fine quality nainsook, slip-over style with hand sewn seams, hand scalloped neck and sleeves; and exquisite designs of hand embroidery in floral designs, buttonhole neck with narrow baby ribbon; sizes 15, 16 and 17. June White Sale, today, \$3.45.

**Drawers, 50c, for 39c.**

Made of good quality white cot-

ton, umbrella style, with wide frill of lawn with clusters of pin tucks and edge of good wearing lace or hemstitched tucks and hemstitched edge; both styles; sizes 25, 26 and 27. June Sale, today, 39c.

**White Underskirts, \$1.50 and \$1.75, for 99c.**

Excellent quality white cotton in good style, with deep flounces of Swiss embroidery or wide lace insertion, with scalloped or lace edgings and cotton underlay; sizes 36, 38, 40 and 42. June White Sale, today, 99c.

**Nainsook Drawers, \$1.75, \$1.85, \$2.00, for \$1.19.**

Umbrella style, of fine English nainsook, with deep frills of fine Swiss embroidery in dainty rosebud and hemstitched designs; some have scalloped edges; others hemstitched; both styles; sizes 25, 26 and 27. June Sale, today, \$1.19.

**Sateen Bloomers, \$1.50, for 95c.**

Extraordinary quality sateen in a pretty brocade with elastic gathered knee, with hemstitched frill; the waist has wide elastic gathered

band; sizes 34 to 42. June White Sale, today, 95c.

**White Underskirts, \$2.00, \$2.50 and \$3.00, for \$1.49.**

Manufacturer's clearance, made of fine cotton and nainsook bodies, with flounces of Swiss embroidery of floral and eyelet work, with scalloped edges and cotton underlay. Sizes 36, 38, 40 and 42. June White Sale, today, \$1.49.

**Women's Knit Combinations, \$1.25, \$1.50, \$1.75, \$2.00, for 88c.**

Clearance of a famous brand, made of fine ribbed cotton, lisle thread, porous knit and mercerized lisle; low neck, no and short sleeves, with umbrella drawers, lace trimmed; sizes 34 to 42. June Sale, today, 88c.

**Women's Cotton and Lisle Vests, 50c, for 29c.**

Made of fine Swiss ribbed cotton and lisle thread, some with fancy lace yoke; low neck and no sleeves; sizes 34 to 40. Today, June Sale, 29c.

**Ribbed Drawers, 75c, for 49c.**

Made of fine ribbed cotton, um-

brella style, with good wearing edge of lace; both styles. Sizes 34 to 40. Today's June Sale price, 49c.

**Women's Lisle Thread Drawers, \$1.00, for 69c.**

300 pairs, made of fine elastic ribbed lisle thread; umbrella style, with wide frill of lace, in good wearing designs; both styles. Sizes 34 to 40. June Sale price, today, 69c.

**Women's Corsets, \$3.00, for \$1.95.**

Brand new models of fancy brocade, with low bust, and long, free-fitting hip, boned with rustless boning; styles for average figures, trimmed with good-wearing novelty lace; extra quality hose supporters. Sizes 19 to 28. Colors pink or white. June White Sale, today, \$1.95.

**D. and A. Corsets, \$2.00, for \$1.19.**

Average figure models, of English coutil, with medium or low bust, and long hip, with tear-proof front; guaranteed rustless side boning; dainty lace and ribbon trimmed; four hose supporters. Sizes 19 to 28. June White Sale, today, \$1.19.



**French Refugees need Boots. Will you save your old boots or contribute towards the price of new ones?**

Girl Guides will call—phone Main 71—Receiving Depot, 11 King Street East. Friends of France—chartered society.

**Crepe de Chine Camisoles for 95c**

Of lovely fine silk crepe de chine and Jap silk in a host of pretty styles. Some front and back trimmed with yokes of lace, fitted or strap shoulders, and elastic gathered waist. Sizes 34 to 42. June Sale, 95c.

**Envelope Chemise, \$1.29, Reg. \$1.75 and \$2.00**

Of fine nainsook, some are front and back trimmed with yokes of lace and Swiss embroidered medallions, with dainty ribbon draw strings and lace edgings. Sizes 34 to 42. Regular \$1.75 and \$2.00. June Sale, today, \$1.29.

## June White Sale Sheer White Organdie Waists \$1.95

Regularly \$2.95 and \$3.50.

Developed in sheer white organdie muslin, in a variety of ten designs; pique collars and cuffs, revers, drawn-work and embroidered spots. Graceful lines and beautiful pearl buttons combine to make these waists the essence of delicacy and refinement. Today, \$1.95.

No Phone Orders Can Be Taken.

### Special Savings Not in the June White Sale

**Special Purchase Sale for Today at 10 a.m.**

## Misses' Dresses \$25

Ordinarily the Prices Would Be \$35.00 and \$42.50

100 Fine Botany Serge Dresses, in tailored styles, button trimmed; and silk foulard, trimmed styles; some have close-fitting sleeves, others tight-fitting bodices; smart overcollars. No refunds, exchanges or C. O. D.'s for this item. On sale today, 10 a.m., \$25.00.

**Charming Modes in Misses' New Dresses.**

Many attractive new models in both wool and silk have just been added in our Dress Department—serges, taffetas, bouclé, and close-fitting sleeves, with mannish collar and lapels. New ideas in button trimming add snap to the very smart appearance.

**Stout Women's Wash Skirts**

Our range of large sizes in Summer Skirts is most complete, and for today we offer several good styles in cordeline, pique and repp. Made extra full and gathered back; pockets and belt. Sizes 30 to 36 band. Special, \$2.50 and \$2.25.

**Women's Silk Suits, Special \$32.50**

A timely opportunity to add a charming suit to your summer wardrobe. Developed in soft, lustrous taffeta. Several choice styles, pleated and belted, some featuring fancy vest and novelty buttons; soft rolling collars and overcollar; shades black, navy, Copen, taupe, brown, green. Special, \$32.50.

**Women's New York Coats \$15.00**

Just the coats you'll need every night this summer. Made in several chic styles. Plain shades, Serges, velours and poplins; also several velour plaids in soft shades. Made with novelty collars and fancy belts. Very special, \$15.00.

## June Sale White Paris Pumps, \$1.99

700 pairs just received from the maker, white Paris pump, on long toe last, with pearl ornament; also instep strap slippers, with turn soles, and white covered wood heels. Sizes 2½ to 7. Today's selling price, per pair, \$1.99.



## You Can Save Much on These Embroideries

Their combined daintiness, beauty and usefulness, as well as their intimacy with summer sewing needs, make them extra good value at this season of the year. A few patterns illustrated.

**Today, Yard, 8c.**

Cambric Embroidery Edgings, 3 and 4 inches wide, also Insertions, 1½ inches wide; good variety of patterns. Specially priced, yard, 8c.

**Today, 15c Yard.**

Cambric Embroideries, 5 to 6 inches wide, excellent quality open work, effective patterns. Today, yard, 15c.

**Today, 18c Yard.**

Cambric Camisole Embroideries, 17 inches wide, neat patterns, ½-inch heading for ribbon. Special value today, yard, 18c.

## June White Sale Dress Goods--Silks--Wash Goods

Ivory Silks for lingerie, silks for waists, silks for dresses, silks for suits, all attractively arranged in two special circles in the "White Aisle," opposite the Queen East elevators, Second Floor.

**Special Purchases in Yard Wide Ivory Habutais**, guaranteed first choice "Echtizen" qualities and full moume weights, fully 29 per cent. under today's prices, 65c, 75c, 90c and \$1.10 per yard.

**Three Popular Weaves at \$1.47 Per Yard**—36-inch Ivory Pongee Silk, 36-inch Ivory Wash Satin, 36-inch Ivory Habutai Silk. Qualities that if bought in the regular way would sell at \$1.69 per yard. Today, yard, \$1.47.

**White Voiles**, for summer waists and dresses, 40 inches wide, in long fold. Today, yard, 39c.

**White Pique**, full 40 inches wide. Today's English mill price, 60 cents. Today, per yard, 39c.

**White Gabardine Voiles**, for summer waists and dresses. Regular wholesale price today is 62½ cents. Today, yard, 49c.

**White Indian Head**, 36 inches wide, for dresses, middies and children's wear. (Limit, 10 yards to a customer.) Today, yard, 25c.

**"Oyster White" Shantung**, woven in China and dyed in England. This particular shade is most popular, 300 yards on sale, per yard, \$1.29.

**Wonderful Values in Ivory Suits**—Ivory tones in "Hiraahiki" or Knopp Pongee, and extra heavy Silk Habutais, 36 inches wide. Ivory Cord Velvets, for separate skirts, are much sought after. They are well worth \$1.00 and \$1.25. We

offer 27-inch wide wale cords at last season's prices, 75c and 90c per yard.

**Our Special "Oyster White" Suiting**, Shantung, 36 inches wide, resembles khaki-kool. Never sold below \$2.50 yard. Offered for one day only at, yard, \$2.24.

**Two Reduced Prices on Ivory Crepe de Chine**. Regular \$2.50, on sale \$2.24; regular \$2.24, on sale \$1.95.

**Cream Serge Suitings**, made from the finest selected wools; good qualities at the old prices. Use these for summer suits, etc. Thoroughly shrunken. Priced at \$1.50, \$2.00, \$2.50, \$3.00.

**Cream Penell Serges** are very smart for separate skirts and suits; all-wool qualities. Priced, yard, \$1.50 to \$3.00.

**Cream Gabardine**, fashion's favorite for tailored summer suits or for golfing and tennis skirts; 50 to 54 inches wide; pure wool qualities. Priced, yard, \$2.50 to \$3.00.

**Cream Broadcloths**, fine satin finish, and shrank, for suits, coats and skirts, vests, etc. Priced, yard, \$3.00.

**Cream Lustre**, Special, 64c—Rich brilliant lustre, wears and lathers well, for summer wearing apparel; 49 inches wide. Special, per yard, 64c.

**Cream and Penell Serges**, 50c—Pure wool qualities, 50 inches wide, at less than old-time prices, in cream and green with black hairline stripe. Priced, per yard, 95c.

## Handkerchief Specials

Women's Extra Quality Linen Handkerchiefs, fine, even thread, narrow hemstitched borders; 20c quality. On sale today at 3 for 49c.

Men's Irish Lawn Handkerchiefs, full size, ½-inch hemstitched border. Special for today, 3 for 21c.

Initial Handkerchiefs, for boys and girls, neat colored borders with initial to match border; good size. Today's price, 3 for 25c.

## Curtain Scrims at the 'Old' Prices

Scrims have advanced in price most noticeably during the past six months, but this merchandise was bought a year ago and it is to your benefit to buy now. Everything included in this big yearly event is marked according to the old price standard.

**New Scrim Curtains, Special, \$1.98 Pair.**

A dozen dainty styles to select from in well-made curtains of durable scrim, nicely trimmed with lace and insertion, or with insertion and double hem; popular still length, 2½ yards, 36 to 40 inches wide; white and cream. Today, pair, \$1.98.

**Scrim and Marquisette Curtains, \$3.98 Pair.**

Another exceptional value in good quality scrim and mercerized marquisette curtains, styles appropriate for dining-rooms or bedrooms. In the collection are effective modes in scrim, having wide lace insertion and hemstitching, and others with pretty Battenberg lace edges; choice of white, ivory and ecru; 2½ yards long, 40 inches wide. Today, pair, \$3.98.

## Simpson's Palm Room

To those who appreciate supreme, artistic beauty, combined with good taste, as the environment in which to dine.

Breakfast, 8:30 a.m. to 10:30 a.m. Lunches & a carte at all hours. Dinner, 11:30 a.m. to 2 p.m. Afternoon Tea, 3:30 p.m. to 5:30 p.m.

—Sixth Floor.

**Store Will Close at 1 p.m. Saturday Next, and Every Saturday During June, July and August**

**NO NOON DELIVERY**

**The SIMPSON Company Limited**