

# Half a Day at the Simpson Store---Then a Half Holiday!



## Women Will Do Well

To make their plans for to-morrow morning from this page. Everything mentioned is for quick selling—these garments are so priced that there should not be one left by one o'clock:

### Good Things in the Mantle Dept.

#### WOMEN'S DRESSES ONLY \$4.95.

75 only Women's and Misses' One-Piece Dresses, made of French mull, in white only, daintily trimmed with lace insertion and colored silk embroidery of coral, mauve and pale blue shades; waist has the kimono effect, trimmed down centre to waist line with wide silk embroidery and lace insertion, belt and sleeves to match; skirt has front panel to knee line with embroidery and lace insertion to match waist, continued with deep frill trimmed with insertion and tucking; sold regularly at \$6.50. Saturday special - **4.95**

#### WOMEN'S SILK COATS.

For the early shoppers to-morrow we put on sale a number of Summer Coats of superior quality Shantung silk, in natural shade, made in a semi-fitting style, single-breasted front, shawl collar, overlaid with black silk, and trimmed with small buttons, plain sleeves, an exceptionally smart coat. Very special Saturday - **6.75**

#### WOMEN'S SEPARATE SKIRTS.

Clearance sale of 135 Women's Separate Skirts in smart up-to-date styles, plain gored with strapping of self and buttons, some are only button trimmed; the material is a fine quality imported Panama, in navy and black, a full range from 37 to 42 front measurements to select from, and were sold regularly at \$4.50. To clear Saturday - **2.89**

#### WOMEN'S WASH SKIRTS.

For picnic, boating or outing parties, the best skirt to wear is a wash skirt of a serviceable quality repp, in white only, made in a seven-gore flare style, with inverted pleat back, has a pocket on right side of front panel. Very special value - **2.00**

#### GIRLS' WASH SUITS \$1.98.

Summer Suits for Girls of a splendid quality striped Indian-head suiting, in navy, tan or pale blue, with white stripes, neat dress with plain gored skirt, trimmed with strapping in contrasting shade, semi-fitting coat with plain collar and revers, turn-back cuffs and fancy patch pockets; sizes are 8, 10 and 12 years; sold regularly at \$3.25. Saturday - **1.98**

## Women's Bathing Suits

Just sixty to clear Saturday morning at a saving to you of a dollar apiece.

60 only Women's Bathing Suits, a pretty style in fine navy blue lustre, waist and bloomers in one piece, with separate skirt, trimmed with white braid and pearl buttons, silk anchor on front; sizes 34 to 42 bust; regular price \$3.50 each. Saturday morning - **2.50**

## In the Waist Department

Between 8 a.m. and 1 p.m. Saturday we are going to sell 1,000 Waists at \$1.69.

These Waists will sell themselves, and there will be plenty of saleswomen and plenty of room. Sizes assorted on separate tables, and this is especially important.

The value is the best ever shown in smart up-to-date wash waists. Description:

1,000 Kimono Wash Waists in the finest of Swiss embroidery, goods that would cost us more to buy than the price of the waist complete. There are at least 30 designs, ranging from the daintiest shadow work to the boldest outline. Patterns run across or down. You have your choice of high or low necks, short or half sleeves, every size from 32 to 42 inches. Saturday morning - **1.69**

## Smart Petticoats and Kimonos SATENE PETTICOATS.

Of heavy lustrous black mercerized satene, 12-inch knife pleated flounce, finished with a pin tucked, gathered frill; sizes 36 to 42 inches. Saturday - **1.49**

## EMBROIDERED "HEATHERBLOOM" PETTICOATS.

Silky "Heatherbloom" Petticoats, in black or navy, has deep flounce trimmed with tucking and finished with embroidered frill; sizes 36 to 42. Saturday - **2.25**

Lounging Robes or Kimono Gowns, of swansdown flannel, floral and stripe effects, sky, cardinal, rose, pink or helio; trimmed fronts and sleeves with satin to match, Gibson pleat over shoulder, Empire back; sizes 36 to 42; regular \$2.50. Saturday **1.49**

Kimono Sacques of fine cotton delaine, cream with black, blue or pink spot, kimono sleeve, and fronts trimmed with fancy border to match, tucked front, belt of self; sizes 34 to 44. Specially priced Saturday **1.49**



## The White Sale

From the least even unto the greatest, the people who came to meet our treasure-ship of June Whitewear yesterday were surprised and delighted. Sale assortments were never larger; values were never better. In five hours to-morrow we're planning to distribute some of the sale's choicest treasures. Come for them early.

Petticoats, a charming new narrow style, fine nainsook, deep vertical tucked flounce of wide embroidery, finished with wide embroidery beading, run with silk ribbon; lengths 36, 38, 40 inches. Regular price \$3.50 each. Saturday sale price - **2.00**

Corset Covers, fine cotton, deep yoke of lace insertions and embroidery beading, run with silk ribbon, lace edges on neck and arms, full length cover, with draw tape all around waist; sizes 32 to 42 bust. Regular value 39c each. Saturday sale price - **.25**

Infant's Christening Dress, an exquisite style, in fine Egyptian lawn, trimmed with real French Valenciennes lace insertions and frills, also dainty embroidery insertions in yoke, beading and silk ribbons; lengths 30 and 36 inches. A regular \$3.00 robe. Saturday morning sale - **1.75**

Infant's Long Skirt, to match above robe, fine nainsook, lace and tucks. Regular price \$1.50 each. Saturday morning sale - **.75**

Night Dresses, fine nainsook, elaborately trimmed with hand embroidery, fancy motifs, Valenciennes lace and fine tucking, lace beading, silk ribbon and narrow lace frills on neck and arms, slip-over style; three-quarter sleeves; lengths 56, 58, 60 inches. Regular price \$2.25 each. Saturday morning sale - **1.25**

Princess Slips, a dainty style, in fine nainsook, waist and skirt trimmed with fine Valenciennes lace, beading and silk ribbon, flounce tucked; sizes 32 to 42 bust, with skirt lengths of 39 or 41 inches. Regular price \$1.75. Saturday sale price - **1.25**

Women's Vests, clearing 2,000 in three styles, in fine ribbed white, lisle thread and mercerized cotton, low neck, no sleeves, plain beading or fancy lace yokes, run with ribbons; sizes 32 to 38 bust measure. Regular prices 25c to 35c each. Saturday morning sale, each - **.15**

Corsets, a half-price chance in a fine Royale model, summer weight, white batiste, medium low bust, long skirt, cut away in front, finest rustproof steels, four wide side steels, lace and ribbon trimmed, six garters; sizes 18 to 26 inches. A regular \$2.50 corset. Saturday morning sale price, pair - **1.25**

## Wash Goods

### 8 O'CLOCK A.M. SATURDAY RUSH.

We have had big sales of Washing Silks during the last week or two, and you will understand that in consequence we have accumulated a big lot of ends and remnants; there are quite a number of dress lengths left over; all good colors, too, such as pink, sky, black, mauve, etc. On Saturday they all go out at one price, and that is a ridiculous one. Goods here up to 69c per yard. Saturday - **.17**

200 yards Mercerized Brocade, 38 inches wide, with hemstitched border, some with 12 small tucks, some with 5 small tucks and row of embroidery insertion, another with tucks and two rows embroidery; the tucks and H. S. makes excellent trimming for the front and sleeves for waists; and note, the material is 38 inches wide. Regular prices are 39c, 50c and 65c. Saturday - **.19**

Fine Printed Lawns, most dainty designs in all colors, floral effects, such as roses, buds, sprays, etc. Regularly 20c - **.8**

## Dress Goods

Bargain for Saturday morning shoppers. Values such as these dress goods afford you cannot be approached elsewhere.

Lustres, bright finished, a full range of colours, especially suitable for bathing suits. Saturday, per yard - **.25**

Shepherd's Checks, a beautiful washing material in three sizes of checks, weans for years. Saturday, per yard - **.25**

Black Panama, fine chiffon weave, 34 inches wide. Ideal for a summer dress. Saturday - **.68**

Bordered Delaines—Blues, greys, tan, greens, navy, cream and black grounds, with contrasting Persian borders, pure wool qualities, and unfading dyes, 30 inches wide, per yard - **.50**

## Silks for Saturday

50 Different Shades of French Satin Paillette, Satin Marvellous, Satin de Chine, including a limited quantity of black and ivory. Japanese Foulards in Persian and scroll designs, per yard - **.39**

Japanese Habutai, blacks and white, one yard wide. A first-class washing silk, per yard - **.16**

Natural Shantung, the best obtainable for summer dresses and children's wear, 34 inches wide, per yard - **.49**



## What the Men Will Do

Men as a rule build such wonderful plans for the family half-holiday that they are apt to forget the little details of morning preparation that are essential to the general enjoyment. For instance, their own appearance. Persuade your husband to spend a few minutes to-morrow morning in the Men's Store, in the acquiring of suitable "togs." Here are the main attractions:

## A Special Sale of Men's Summer Suits

### FOR EARLY SATURDAY MORNING SELLING AT \$10.95.

There are only 150, consisting of two-piece and three-piece styles in light-weight fancy English worsted, and tweeds; also some finer imported homespun and Donegal tweeds. These are of high-grade materials, the kind that the custom tailors charge \$25 to \$30 for. These suits are cut on the latest approved models, two and three buttoned sack styles, beautifully tailored. Regular price \$14, \$15, \$16.50 and \$18. To clear Saturday morning - **10.95**

Men's English Worsted Trousers, in medium and dark grey grounds, splendidly tailored, sizes 31 to 44 inch waist. Regular \$2.75, \$3.00 and \$3.50. Saturday morning selling - **1.98**

Boys' Russian and Sailor Blouse Wash Suits, made from English lines, Galatas, prints, and made in grey, blue, and linen shades, plain and with fancy stripes. Made to button close up to the throat, and with sailor collars, pants plain knee and bloomer styles, sizes 2 1/2 to 7 years. Regular \$1.00, \$1.25, \$1.50 and \$1.75. Saturday morning selling - **.89**

## Men's Summer Hats

250 Men's Straw Sailor Hats, nobbly American shapes, low crown, and wide brims, fine, split or the rough braids, black silk bands. Regular \$1.50. Saturday - **.95**

Sailor or Curl Brims, another specially good line, in Canton, Milan, Split, Mackinaw or Seant Brads. Worth \$2.50. Saturday - **2.00**

Men's Panama Hats, in wide range of new shapes, small, medium, or large crowns and brims, extra fine South American weaves and well finished. Saturday's special \$2.95 and - **4.95**

Men's Hats and Caps for Sports, on land or water, complete assortment; also large range of vacation wear hats, 35c to - **1.50**

**Beginning with the King's Birthday, to-morrow, the Simpson Store will close at one o'clock each Saturday until next September. Purchases made before 11 a.m. Saturday will be delivered the same day.**

## The Right Shirts at the Right Time

1,500 Men's White Neglige Shirts, odd lines, broken lines, some slightly counter soiled, but an excellent assortment. Included in this lot are some of the best Austrian and Canadian makes, in pleated fronts, soft, fancy bosoms, etc. all sizes in the lot. Regular \$1, 1.50 and \$2. Saturday morning - **.79**

(No phone or mail orders filled.)

750 Men's Negligees, new patterns, latest styles, best quality materials in these shirts, but they are broken lines, singles, etc. There are coat shirts, pleated and plain bosoms and all sizes. Regular \$1.00, \$1.50, \$2.00 and \$2.50. Saturday morning - **.79**

(No phone or mail orders)

## New Summer Footwear

During the last few days we have passed into stock great quantities of brand new shoes, made specially for summer wear:—Bathing Shoes, Barefoot Sandals, White Canvas Shoes, Oxfords and pumps, and Tennis Lacrosse and Outing Shoes, etc.

The quality of this stock is absolutely reliable and our prices are very reasonable.

MEN'S CUSTOM-GRADE OXFORDS.

500 pairs Men's Custom-Grade Oxfords, Blucher style, goodyear welt soles of single and double weight; Russia tan calf, kid, gun metal, velours, calf and patent calf leathers, C.D.E. and E.E. widths. All sizes, 5 to 11. Special price Saturday - **2.95**

WHITE, GOODYEAR WELT OXFORDS.

500 pairs Men's High-Grade Oxfords and Boots, Blucher style, made from fine white sea island duck, Goodyear welt sole; swing and straight toe lasts, all sizes, 5 1/2 to 11. Special Saturday - **2.25**

MEN'S AND BOYS' BOOTS.

150 pairs Boys' Boots, sizes 4 and 5, and Men's Boots, sizes 5, made from strong buff leather, heavy soles. Regular prices \$1.25 and \$1.50. Saturday - **.99**

WOMEN'S OXFORDS AND PUMPS.

600 pairs Women's Oxfords and Pumps, Blucher, lace, ankle strap, ribbon tie and button styles, made from patent calf, kid and velours, calf leathers, high cuban, regular cuban and low heels, all sizes, 2 1/2 to 7 1/2. Special Saturday, all one price - **1.99**



## Don't Forget the Little Things

—The things you may not think about till after the Store is closed—unless you look down this column. When it's too late, these little things may make as much trouble as the pup that's left behind.

## Umbrellas

The odds and ends left over from our Umbrella sale, to clear Saturday. Men's and women's umbrellas, values up to \$1.50. Saturday - **.79**

Men's and Women's Umbrellas. Values up to \$3.50. Saturday - **1.98**

Men's and Women's Umbrellas. Values up to \$6.00. Saturday - **3.45**

## Ribbons

Ribbon Sashes, tied in the newest styles, and made of extra quality heavy satin ribbon; colors are white, cream, sky, pink and mauve. Saturday - **1.00**

2,000 yds. Pure Silk Taffeta Ribbon, in all the newest colors, 5 inches wide, suitable for hair bows and sashes. Saturday, yd. **.20**

## Gloves and Hosiery Bargains

Women's Wrist Length French Kid Gloves, broken lines from regular stock, in a variety of colors and kinds, all sizes, but not in each color. Regular 75c to \$1.50. On sale Saturday morning at - **.49**

(No phone or mail orders.)

Women's Long Silk Gloves, 26 inches, black only, Jersey wrist; all sizes. Extra special Saturday morning, pair - **.55**

Women's Pure Silk Hose, gauze weight, lisle sole, heel and toe, lisle garter top, black and a variety of colors; all sizes. Regular \$1.25. Saturday - **1.00**

Children's Pure Silk Stockings, also silk pleated, broken lines, white, sky; sizes 4 to 8 1/2. Regular up to 75c. Saturday, pair - **.35**

Men's Finest Lisle Thread Socks, a clearing from a large maker, a variety of patterns and colors, all sizes. Regular 35c to 50c. Saturday 25c pair, 3 pairs - **.65**

## Half Day Prices for Bags Combs and Belts

German Silver Mesh Bags, the newest and most wanted bag at the present moment. Regular \$1.75. Saturday, 8 a.m. - **.98**

35c Shell Back Combs for - **.19**

35c Wash Belts for - **.21**

## Swiss Blouse Fronts and Flouncings

Embroidered Swiss Blouse Fronts, with plain Swiss muslin for back and sleeves; the fronts are made of pretty open-work insertions and hemstitch tucks; also sufficient hemstitch tucked Swiss for cuffs and collar. The regular selling value is 75c each. Saturday, each - **.25**

(No phone or mail orders filled.)

100 pieces of New Swiss Flouncing, 27 inches wide, the correct widths for flouncing, children's dresses and kimono waists, all new patterns in open-work and lacy effects. Regular 40c, for 25c, and 75c, for yard - **.55**

## HANDKERCHIEFS.

255 dozen Women's Fine Swiss Embroidered Handkerchiefs, scalloped and lace trimmed borders, pretty neat embroidered designs; some are trimmed with fine Valenciennes lace and insertions. Regular selling value 20c each. Saturday morning 3 for - **.25**

300 dozen Men's White Lawn Handkerchiefs, 1/2-inch hem, full size, soft linen finish. Regular selling value 3 for 25c. Saturday 5 for - **.25**

## Millinery

Wanted Hats, to be had at 8 o'clock on Saturday morning at prices very much below the price you would be prepared to pay for them.

100 New Styles—Fine lingers, white milans, chips and large black hair. All are surprising values. For Saturday - **4.50**

200 Children's—Hand-made effects, leghorns, milans and jays, with ribbon and flower trimming of best quality. Usually sold at from \$3.00 to \$5.00. Saturday - **1.55**

## Provisions, the Very Best

2,000 lbs. Fresh Creamery Butter, White Clover brand, per lb. 25c. Crosse & Blackwell's Marmalade, 2-lb. jar 25c. Canned Fruit in quart glass jar, Raspberries, Peaches, Plums and Pineapple, per jar 25c. Toasted Cornflakes, 3 packages 25c. Loaf Sugar, 4 lbs. 25c. Rich Red Salmon, Gold Ring brand, per lb. 15c. Imported French Peas, per tin 12c. Canned Corn, 3 tins 25c. Lime Juice, Sovereign brand, repurified quart bottle, 25c. Clark's Pork and Beans in Chili Sauce, large tin, 10c. Macaroni's Pickles, mixed chow and walnuts, pint bottle, 22c. Gorton's H. P. Sauce, bottle 18c. 500 lbs. Fresh Peel Cake, per lb. 15c.

Telephone direct to department.



## The Home

What a satisfaction there is in a half-holiday at home, on a well-appointed verandah, with all your surroundings harmonious, and your mind at rest. If you want to make sure of the good appointments and harmonious surroundings, come to our Home-furnishing floors to-morrow morning, and see what we mention here:

## A Special Sale of Bamboo Shades

The lowest prices yet for the best quality, skin bamboo verandah shades, complete with cord and pulleys.

4 x 8 feet, Natural. \$0.65 Green. \$0.75  
6 x 8 feet, Natural. 0.95 Green. 1.05  
8 x 8 feet, Natural. 1.25 Green. 1.45  
10 x 8 feet, Natural. 1.55 Green. 1.85  
12 x 8 feet, Natural. 1.85 Green. 2.25  
(No mail or phone orders after 10 a.m.)

## Rugs and Matting

25 only Room Size Rugs, made from Axminster, Wilton and Brussels Carpets, sizes range from 6 x 9 to 11 x 13 1/2. The regular values \$14 to \$60. Saturday morning half-price, \$7.00 to - **30.00**

Remnant Lengths of Fine Japanese Matting, 2 to 10 yards. Regular 25c. Saturday morning, per yard - **.9**

(No phone or mail orders.)

## For Your House and Garden

Planet Garden Hose, a full three-plies hose, guaranteed to stand city pressure.

50 ft. lengths, 1/2-inch hose, fitted complete with couplings and combination nozzle. Saturday **3.98**

50 ft. lengths, 3/4-inch hose, fitted complete with couplings and combination nozzle. Saturday **4.49**

Window Screens, best make and materials only. A complete line of all the standard sizes on sale in the Basement Saturday:—

Height.	Closed.	Open.	Saturday.
14-inch	18-inch	25-inch	18 cents
14 "	20 "	33 "	17 "
14 "	24 "	40 "	19 "
14 "	26 "	42 "	22 "
18 "	20 "	35 "	24 "
18 "	24 "	40 "	25 "
18 "	22 "	36 "	26 "
18 "	24 "	40 "	29 "
22 "	24 "	40 "	33 "
22 "	26 "	42 "	35 "
14 "	34 "	60 "	39 "
22 "	23 "	35 "	34 "
24 "	24 "	40 "	45 "
24 "	27 "	44 "	50 "
24 "	33 "	52 "	65 "

Carving Knives, best French steel, 12-inch blades, black wood handles, 75c value. Saturday - **.39**

The Improved Family Scales, finished in black enamel, with gilt dial, Government tested and stamped. Regularly, instantly by turning brass thumbscrew, weighs up to 24 pounds by ounce. A \$3.00 scale, Saturday - **1.19**

Two styles, scoop or platform.

## Wall Paper for 50 Houses

For quick selling Saturday morning we put on sale enough paper for 50 parlors, 50 hall and 50 dining-rooms, and 150 bedrooms, at less than half price. Assorted colorings and good designs:—

Regular to 25c, Saturday a.m. - **.9**  
Regular 50c, Saturday a.m. - **.22**  
Regular 75c, Saturday a.m. - **.36**

(Fifth Floor.)

## Baby Carriages and Folders

15 only Baby Carriages, red or wooden bodies, red or leatherette hoods, American, Canadian or English style, all new goods, well made, full size. Regular to \$19.50. Saturday a.m. - **18.55**

Regular to \$20. Saturday a.m. - **14.79**

50 Baby Steel and Leatherette Folders, spring seat, hood, solid wheel, full size. Special for Saturday a.m. - **4.67**

15 only Baby Folders, with extra seat front for older child. Special for Saturday a.m. - **6.55**

## China

102 Piece Limoges China Dinner Set, in beautiful glazed china, body decorated with broad claret color band, interwoven with heavy gold encrustation. Greatly underpriced for quick selling. Saturday - **.69**

100 Nippon Vases, splendid samples of the new school of Japanese art, every piece hand-painted, many worth up to \$3.00. Saturday special - **1.00**

300 Honey or Marmalade Pots, English porcelain ware. Saturday - **.25**

## Holiday Reading

1,000 Books, bound in cloth by well known authors. Regular 25c each. Special for 8.30 Saturday morning - **2 for .25**

3,000 Novels, in Paper Covers, all the best fiction, by Dumas, Stanley Weyman, Edna Lyall, Mrs. C. N. Williamson, Charles Reade and Charles Garvice. Regular 10c each. Special - **3 for .25**

(Book Dept., Main Floor.)

## Linens and Staples

### BEAUTIFUL ROUND SCALLOPED DAMASK TABLE CLOTHS.

Only about 60 in the lot, scalloped all around, very fine new designs, fully bleached, every thread linen, full single and double satin damask, 81 x 81 and 90 x 90 in. Regular \$5.50, \$6.00, \$6.75 and \$8.50. Saturday morning, each - **3.68**

(No phone or mail orders.)

## IRISH EMBROIDERED PILLOW CASES.

44 x 36 inches, fine Irish Embroidered Pillow Cases, spoke hemstitched hems, the season's best designs; only about 125 pairs. Saturday, pair - **.98**

(Second Floor.)

The SIMPSON Company Limited