

# A Page Full of Reasons for Early Morning Shopping at Simpson's



## Smart New Summer Dresses for 8.30 Selling

These dresses are in the authentic styles that have been endorsed for Summer — muslins, embroidered voiles and floral designs; some have belts and sash tabs; every dress is carefully made. Prices . . . . . 5.50, 7.50, 12.50 and 15.00

### DUST COATS

In Linen, Silk, Sicilian or Poplin, From \$3.95 to \$15.00. In various suitable styles for motoring, driving, or street wear, short or long lengths; colors are navy, black, natural and white. Range of prices . . . . . 3.95 to 15.00

### GIRLS' COATS FOR \$3.50.

A variety of styles in tweeds and beaver cloth, with loose backs and large collars, trimmed with broadcloth or striped material, ages 6 to 14 years. Regular \$5.65 to \$6.75. Saturday . . . . . 3.59

### WASH SKIRTS, 98c.

Wash Skirts, of excellent quality rep. with open fronts and detachable pearl buttons; some have high waist lines; colors tan with stripes and plain white; full assortment of sizes. Saturday special . . . . . 98 (Third Floor)

## Wash Goods Department

Just one very special value for early shoppers Saturday morning.

28-inch and 36-inch Repps, in shades of old rose, pretty mauves and purple. Regular value 25c and 30c. Saturday, 8.30 selling . . . . . 9 1/2

Spectacles or Eye Glasses—A Rare Opportunity 75c

To make a busy half day in the Optical Section Saturday, we offer 100 Pairs Aluminum Spectacles or Eye Glasses, with best lenses. Regular \$1.50, for . . . . . 75

These are intended for people who need merely a pair of Reading Glasses. (Second Floor)

## Summer Toilet Requisites at Special Prices

Vaseline's Oriental Toilet Water, odors Sandalwood, Geisha, Flowers and Corydalis of Japan. Special price, per bottle . . . . . 98  
Roger and Gallet's Bulk Perfumes, odors White Heliotrope, White Rose, Jockey Club, Indian Hay, Violette de Parme and White Lilac. Special price, per ounce . . . . . 50  
Atkinson's Imported Toilet Soap, Lavender and Violet. Special price, 3 cakes for . . . . . 25  
Vanishing Cream in jars. Special price, per jar . . . . . 23  
Talcote in glass jars in flesh and white. Special price, per jar . . . . . 19  
Lemoine's High-grade French Toilet Soaps, Violet, Lily of the Valley and Sandalwood. Special price, per cake . . . . . 15  
Houbigant's Rice Powder, in flesh and white. Special price, two packages for . . . . . 25  
Phone direct to Toilet Department. (Main Floor)

## A New Shipment of Card Case and Purse Combinations

Pierced silver case with colored linings, in black, tan, navy and white. Saturday special, each . . . . . 98  
Fans, in colored paper, close-up style. Saturday . . . . . 10 (Main Floor)

### 25c Book Sale

We have just purchased a special shipment of first-class novels at a favorable price, and offer them at 25c each. They are by the best authors, bound in cloth and published at \$1.00, \$1.25 and \$1.50. These will make splendid vacation reading. Each . . . . . 25

Here are a few titles: "Cheerful Smugglers," by author of "Pigs in Pies"; "Maid in a Market Garden," by author of "Dop Doctor"; "The Score," by Lucas Malet; "Three Girls and a Hermit," by D. Conyers; "Aladdin in London," by Max Pemberton; "St. Elmo," by A. Evans Wilson; "Life and Tomorrow," by J. Oliver Hobbes; "Glory of the Abyss," by Vincent Brown; "Love That Prevailed," by Frankfort Moore; "Lady Evelyn," by Max Pemberton; also 300 books from our Library, including the best of recent fiction. All bound in cloth. Each . . . . . 25 (Book Dept., Main Floor)

## Sunshades Special for 8.30 Selling

At \$1.79—A great variety to choose from, in handsome floral designs, stripes and checks; others in plain colors. Saturday . . . . . 1.79

At \$3.29—A most attractive selection of floral and Bulgarian designs, also stripes, checks and plain colors, in the latest shapes. Saturday 3.29 (Main Floor)

### Wall Paper

To make smart business Saturday morning we put on a few thousand rolls at snap prices.

1860 Rolls German and Imported Papers, for bedrooms and living rooms, assorted colorings. Regular 25c. Saturday morning . . . . . 7

2340 Rolls Imported Parlor and Dining-Room Papers, in light and medium colorings, in tapestries, all-overs, printed velours, soirettes, two tones. Regular 50c. Saturday morning . . . . . 39

## A Great Business is a Public Trust

Stores such as Simpson's set the prices for many of the staple articles of living. Their sales being large and profits small, they are able to furnish at low cost thousands of the necessities of life at prices which otherwise must be much higher.

We recognize this public service feature of our business, and our remarkable growth with each successive year has been ample proof of your appreciation.

Tomorrow's list, drawn from every department of the store, furnishes some excellent examples of our ability to meet our part of the bargain.

## Special Sale of Two-Piece Outing Suits

\$10.00, \$12.00, \$14.00, FOR \$7.45.

Save dollars on Saturday by buying one of these choice Two-Piece Outing Suits; made from fine English tweeds and homespuns, in different shades and patterns of gray and light brown; the coats are single-breasted, made up light, being only half lined; the trousers are finished with cuff bottoms and belt straps, nicely tailored throughout. Values \$10.00, \$12.00 and \$14.00. Saturday morning . . . . . 7.45

### \$15.00 AND \$16.50 ENGLISH BURBERETTE RAINCOATS, \$10.00.

An opportunity to secure a choice Raincoat for little money; made from a splendid English Burberette cloth, in fawn and tan shades; a dressy, serviceable coat, cut single-breasted, full raincoat length; unlined, except in yoke; best workmanship. Value \$15.00 and \$16.50. Clearing Saturday . . . . . 10.00

### MEN'S BLUE SUITS, \$12.50.

This suit is made from a reliable English serge, in navy blue, guaranteed indigo dye; the style is single-breasted, three-button, fine mohair twill linings; best workmanship. Price . . . . . 12.50

### YOUNG MEN'S BUSINESS SUITS.

Designed for the busy chaps, smart single-breast style, slightly shaping in at waist with well-fitting shoulder, all-ribbed vest and well-fitting trousers; a durable English tweed in a medium brown shade, with neat tan hairline stripe; a particularly attractive suit for this season's wear; sizes 32 to 35. Special Saturday . . . . . 6.50

### BOYS' SUMMER WASH SUITS.

A particularly smart single-breast style, with wide sailor collar, trimmed with fancy braid, flowing-end tie and belt at waist; bloomer pants; made from a striped blue and white English galatea; sizes 2 1/2 to 6 years. Saturday . . . . . 1.25

### BOYS' KHAKI OUTING BLOOMERS.

A durable military khaki-duck, full-cut bloomer style with belt loops and strap at knee; sizes 8 to 16 years. Saturday . . . . . 75

### BOYS' SPECIAL SUMMER RAINCOATS.

A Raincoat particularly designed for Summer wear, made from a strong English paramatta cloth, in a tan shade; collar fitting close to neck and full skirt cut; sizes 2 1/2 to 6 years. Special Saturday . . . . . 5.00 (Main Floor)

## 8.30 Specials in Straw Hats

500 Men's Straw Hats, in fine canton, split sennit, and a specially good braid, called La Rodenne, which is absolutely waterproof, and makes a dressy and also light and durable straw hat; boater, tourist and telescope shapes; \$2.00 and \$2.50 Hats. Saturday, 8.30 a.m., your choice . . . . . 1.50

Men's \$5.00 Panama Hats, in telescope, negligee and tourist shapes, even white braids, and very soft pliable hats; sizes 6 1/2 to 7 1/2. Hats that are good value at \$5.00. Saturday . . . . . 3.95

Dressy Straw Hats, in children's shapes of turban, sailor and middy, in fine white, tan and natural braids, plain, or white, navy, brown and straw color trimmings. Special values at 75, 1.00 and 1.50 (Main Floor)

### STORE CALENDAR

Store opens today at 8.30 a.m., and closes at 5.30 p.m.

Store opens Saturday 8.30 a.m., and closes 1.00 p.m.

## In the June White Sale

\$1.50 to \$2.00 CORSETS, PER PAIR \$1.00.  
Clearing the balances of two of this season's popular models, and 200 pairs of a new style for Summer; D. & A. and Crompton makes; fine coutil or batiste; medium or low bust; extra long hips and back; deep unlined skirts; all rustproof steels, wide side steels, four or six garters, lace and ribbon trimmed; sizes 18 to 36 inches. Regularly \$1.50, \$1.75 and \$2.00. Saturday Sale price . . . . . 1.00

15c AND 20c VESTS, 42c.  
Women's Vests, fine ribbed white cotton, low neck with short or no sleeves, heading and ribbon; sizes 32 to 38 bust. Regularly 15c and 20c. Saturday Sale price . . . . . 12 1/2

35c DRAWERS, 23c.  
Women's Drawers, fine ribbed cotton, umbrella style, lace trimmed, taped waist, open only; sizes 32 to 42 bust. Regularly 35c. Saturday Sale price . . . . . 23

\$1.00 NIGHTGOWNS, 75c.  
Nightgowns, fine nainsook, slip-over style, wide fine lace heading with silk ribbon on neck, lace edges on neck and sleeves. Regularly \$1.00. Saturday Sale price . . . . . 75

35c DRAWERS, 25c.  
Women's Drawers, fine cotton, ruffle of self with edge of narrow linen lace, both styles; lengths 23 to 27 inches. Regularly 35c. Saturday Sale price . . . . . 25

\$1.25 GIRLS' WASH DRESSES, 65c.  
Girls' Wash Dresses, fine ginghams, chambrays, percales, blues, pinks, tans, greens and mixed colors; checks, stripes and figured patterns; sizes 6 to 14 years. Regularly \$1.25. Saturday Sale price . . . . . 65 (Third Floor)

## Dress Goods for Saturday Morning

Regular Value 85c Per Yard, Saturday's Price, 46 Inches Wide, 67c.  
A fine, firm suiting serge, in medium twill; just put into stock. This is a very special purchase by our London buyer, and we offer them Saturday as an inducement for big business. Thoroughly scoured and free from grease. 46 inches wide. Per yard . . . . . 67

A Charming Assortment of French Bordered Delaines and Challies.  
Nothing looks cooler for these hot days than a dress made from these dainty French Delaines. We are showing a fine range in new designs and colorings, all guaranteed qualities and best quality dyes.  
Rich contrasting Paisley, Bulgarian, ribbon, tape and other borders; 31 inches wide. Per yard, Saturday . . . . . 43 (Second Floor)

## Silks for a Half-Day's Quick Selling

\$1.00—BLACK SILKS—\$1.00.  
400 yards of Black Duchesse Pallatte, 38 inches wide, firm, even weave, best dye and finish, and most reliable in wear. We consider this the best \$1.00 silk yet offered, as it is far under price.  
A big reduction in Black Satin Duchesse. Regular \$1.65. Wide width Dress Satin for, per yard, 1.29  
This satin is from our regular stock, and is the last few pieces of this number, and offered for early buying on Saturday. Regular \$1.65. On sale . . . . . 1.29 (Second Floor)

## Trunk Specials

Fibre-Bound Tourist Trunks, waterproof canvas covered, brass dome corners, three-lever lock and side bolts, two leather straps, covered tray and dress tray. Special Saturday: 26-inch only . . . . . 5.75

## Japanese Bags

Suitable for picnics, shipping or traveling, deep square style, strong handle, brass catches, bottom corners capped, very light and durable; size 16 inches. Special Saturday . . . . . 98 (Sixth Floor)

## An 8.30 Rush for Men's and Women's \$1.99, \$2.50, \$3, \$3.50 and \$4.00 99c Low Shoes at . . . . . 99c

### FOR WOMEN.

We find we have too many Women's Low Oxford Shoes, Ties and Pumps, in sizes 2 1/2, 3, 3 1/2 and 4; they are made in all leathers and all the newest styles; some are slightly scuffed; the regular selling prices were \$1.99, \$2.50, \$3.00 and \$3.50. Saturday Rush Price . . . . . 99 No phone orders filled.

### FOR MEN.

Made from patent colt, gunmetal, velours calf and dog-gola kid leathers, in laced Blucher style, with Goodyear welted soles; sizes 5 1/2, 6, 6 1/2 and 7 only. Regular prices were \$2.95, \$3.50 and \$4.00. Saturday Rush Price . . . . . 99 No phone orders filled.

### WHITE CANVAS OXFORDS, \$1.49.

Women's White Canvas Oxfords, in laced Blucher style, leather soles and heels, very cool and neat; sizes 2 1/2 to 7. Saturday . . . . . 1.49 (Second Floor)

## 50c Underwear 37c

7000 Garments of Men's Balbriggan Underwear, shirts and drawers, two-thread yarns, beautifully finished; colors gray, white, sky and natural; sizes 34 to 44. Regularly 50c. Saturday, a garment . . . . . 37

1500 Wash Ties, tubular, four-in-hands and reversible styles, splendid range of designs and colorings to select from. Regularly 15c and 20c. Saturday, 3 for 25; or, each, 9

1000 Men's Shirts, soft or stiff cuffs, laundered collar band and separate collar or reversible collar styles, all made coat style; these are several odd and broken lines from our regular stock; sizes 14 to 18. Regularly \$1.25, \$1.50 and \$2.00. Saturday, each . . . . . 98 (Main Floor)

## Furniture Specials

Porch Arm Rockers, with double woven seat and high slat back, frame finished natural, red or green. Special Saturday morning . . . . . 2.19

Porch Arm Rockers, built comfortable and durable, with double woven seat and back; can be had in red, green or natural finishes. Special Saturday morning . . . . . 2.49 (Fifth Floor)

## Electric Light or Gas Fixtures

Fully guaranteed Electric Irons, best finish, complete with cord and plug, ready to attach to any lamp socket. Regular selling \$4.50. Saturday, 8.30 a.m. . . . . 3.29

Tungsten Lamps, first quality, 20 and 40 Watt. Regular selling 60c each. Saturday, 8.30 . . . . . 37 No phone or mail orders for Lamps.

Gas Mantles, upright and inverted, Welsbach mantles. Regular selling 15c each. Saturday, 8.30 a.m. . . . . 2 for 25. Regular selling 10c each. Saturday, 8.30 a.m. . . . . 3 for 25 (Fifth Floor)

## Special Morning Bargains in Matting Rugs and Verandah Seats

50 Bales of Nice Quality Woven Japanese Mats, to clear at a rush price 19c each. These are a fine quality Jacquard Mat, woven in good designs and colors. Will give excellent wear and come in reds, blues, yellows and greens. Sizes 27 in. by 54 in. Regular price, 25c. Special Saturday rush sale, each . . . . . 19

500 25c VERANDAH SEATS FOR 14c.  
This shipment of Seats has come along rather late, and we are going to rush them out at a cut price. They are well-made, padded and strongly bound. Size, about 17 in. square. Saturday morning rush sale, each . . . . . 14 (Fourth Floor)

## A Few Selected Items From the Sporting Goods Section

Bamboo Fishing Rods—Saturday 10c, 35c, 65c, 75c, 85c, \$1.00  
25 Feet Long Fishing Line, tested up to 15 lbs. Saturday special . . . . . 10  
Gut Hooks, best quality, 6 in a packet. Our regular 15c line. Saturday special . . . . . 10  
Frost Flies. We carry the largest and most complete assortment. We can suit all requirements. Our regular 15c line. Saturday morning special, each . . . . . 10

## Some Garden Requirements

Regular \$4.15 Hose, complete, 1-2 inch size. Saturday . . . . . 3.85  
Regular \$4.65 Hose, complete, 3-4 inch size. Saturday . . . . . 4.15  
This hose is guaranteed to stand city pressure and is 3-ply.  
85c Garden Spades, Saturday, for . . . . . 69  
Malleable Rakes, Saturday . . . . . 19, 23, 25  
Strong Garden Hoe, Saturday . . . . . 25

## For 25c Each

3000 Safety Razors with three blades. The razors are made on the best and most approved plan and will take any make of a double edge blade. Three blades go with each razor. Better satisfaction could not be obtained with a 5¢ razor. Saturday morning special rush price, each . . . . . 25

## Groceries

2000 lbs. Fresh Creamery Butter, White Clover Brand, per lb . . . . . 20  
Canned Fruit, Raspberries, 25c  
Toasted Cornflakes, 3 pkgs . . . . . 25  
Strawberries, Cherries and Peaches, per tin . . . . . 11  
Imported French Peas, per tin . . . . . 11  
Finest Canned Corn, 3 tins . . . . . 25  
Lard Sugar, 4 lbs. . . . . 25  
Clark's Pork and Beans, large tin . . . . . 10  
Choice Red Salmon, 1-2 lb flats, per tin . . . . . 15  
Gorton's H.-P. Sauce, per bottle . . . . . 19  
Lemo Lemonade Syrup, three bottles . . . . . 25  
Finest Cheddar Cheese, per lb . . . . . 20  
Clark's Potted Meats, 5 tins . . . . . 25  
Choice Olives, 16 oz bottle . . . . . 25  
Crossed Fish Brand Sardines, 2 tins . . . . . 25 (Basement)

# The Robert Simpson Company, Limited