

# FRIDAY AT SIMPSON'S BRINGS THE SUMMER BARGAINS YOU WANT NOW

STORE HOURS: 8.30 A. M. TO 5.30 P. M., CLOSING SATURDAYS AT 1P. M. DURING JUNE, JULY AND AUGUST



## Here's a Bargain for Clever Women

This collection of a couple of hundred dresses is just what a woman who knows the possibilities of summer dress will revel in. The prices at which these dresses were formerly marked go soaring to three or four times Friday's price. But they're not all new and fresh—hence this tremendous reduction.

**SOILED WASH DRESSES, \$3.75.**  
FORMERLY MARKED \$9.50, \$11.50, \$13.50 AND \$15.00. Just 221 Dresses in the lot, including many imported models, showing some of the finest materials and the choicest trimmings used on dresses of the above prices. Materials are voles, plain or embroidered crepes, muslins, ratines, linens and other fancy fabrics and mixtures. Original values \$10.00 and \$12.00. Friday... 3.75

## Clearance of Summer Hats Friday

300 Trimmed Outing and Sports Hats, in imitation Panamas and Javay, very light weight, trimmed with ribbon scarfs and bands, also white, black or colored tassel hats, with flower or fancy feather trimmings; exceptional variety; all trimmed by our own milliners. Regularly \$2.75, \$3.50 to \$5.00. Friday... 1.55

## See the War Picture

It will give you a vivid idea of what this present war means to those who are in it. This scene of German defeat is the first important painting of the Great War shown in Toronto.



## A Summer Suit Like This for the Boy

People who have boys to provide for know this Boy's Suit Department of ours as the place to find supreme value. The boy keeps on shooting up, and yet these good suits of ours will last them as long as they fit, and the price on the 500 suits we offer tomorrow is really remarkably low. They are cool and dressy, neatly designed in single-breasted model with knife pleats, down front and back and belt at waist; full cut bloomers or pants. Sizes 25 to 35. Friday bargain... 3.95

## Unrivalled Value in Men's Suits \$6.95

We've been showing our customers great suit value here lately, but Friday's offering will make you forget the others. To get suits of this style and cut and workmanship for six-ninety-five is an event that every man in need of a good suit will hail with delight.

200 MEN'S SUITS TO CLEAR AT \$6.95. REGULARLY \$10.00, \$10.50 AND \$12.00 VALUES.

Cut in smart, good-fitting, single-breasted styles; every detail of make and finish is right; the materials are English tweeds, in the season's new shades and patterns of grays and browns; finished with fine twill mohair linings; sizes 35 to 44. To clear 6-95

**MEN'S \$1.25 AND \$1.50 TWEED TROUSERS TO CLEAR, 95c.**  
In sizes 32 to 38 only; good assortment of patterns in tweed cloth; strongly tailored. Special... 95

**HOT WEATHER OFFICE COATS, TO CLEAR, 95c.**  
These in single-breasted sack styles, with outside patch pockets; made from light-weight materials, in grays and linenette colors; ideal office and street coats for hot weather; sizes 35 to 44. Regularly \$1.25 and \$1.50 values. To clear... 95

## Bargains in Men's Summer Fittings

Neglige Shirts, in plain blue chambray, stripe cambrays, with border on cuffs and fronts; also fancy stripes in various colors; all sizes to 17. Regularly 59c, 69c and 75c. Friday bargain, each... 38

**Step Into a New Pair of Summer Shoes Tomorrow**  
They will cost you less than ordinarily, in some cases dollars less. Here are the Friday bargains:  
**WOMEN'S \$3.50, \$4.00 AND \$4.50 SUMMERY FOOTWEAR, FRIDAY BARGAIN, \$1.95.** Pump, Colonial, Strap, Button, Buckle and Lace Low Shoes, new leathers, new fabrics, new designs; feather, light and medium weight soles; dainty and popular heel shapes; truly a style show of summer footwear of the exceptional kind; widths AA to E; sizes 7 to 7. Regularly \$3.50, \$4.00 and \$4.50. Best window display. Friday bargain... 1.95

## This is the Time to Have a Cool Silk Dress Made

and our famous Silk Department is making the consumption of this greatly-to-be-desired dress a very easy matter. You have rarely seen such attractive silks at these prices.



Shantung Silks, in sand or Palm Beach shades; a great run on this fabric—three reduced lines, all 34 inches wide. Regular 50c qualities, 38. Regular 59c qualities, 49. Regular 68c and 75c qualities... 55

## Wash Goods

36-inch Crepe Voiles, pink, tan, tango, Copen, canary, American Beauty, burnt orange, navy and old rose. Regularly 29c. Friday bargain 12 1/2

## See These Hose and Gloves

Women's Plain Black Lisle Thread Hose, seamless, fast dye, mill seconds; sizes 8 1/2 to 12. Regularly 12c. Friday bargain, pair... 8

## Black Dress Fabrics 79c a Yard

Our guaranteed Poplin Cord and Armure Cord weaves, deep raven black. Regularly \$1.00. Friday, per yard... 79

## Four Jewelry Items

Genuine Californian Crushed Flower Seal Necklaces. The perfect necklace. Large carved and small beads mixed. Several colors and styles. Regularly \$10.00. Friday bargain, pair... 9.95

## Here's a Great List for the Housekeeper

Flannelized Blankets, \$1.00 Pair—400 pairs Flannelized Blankets or sheets, plain white, without border, size 70 x 94 inches. Will accept phone orders while quantities last. Friday, pair... 1.00

## A BARGAIN LIST FOR YOUR HOME

- Savings on Draperies**  
All nets, madras, serims, single width chintzes and muslins selected by you are made up to your sizes without charge for making.  
English Curtain Net, patterns in ivory, ecru or white, 30 and 50 inches wide. Regularly 35c yard. Friday bargain... 25
- Remarkable China Prices**  
Cups and Saucers, each 5c—Thin white English porcelain, Kermin shape. Regularly \$1.00. Friday bargain... 5

## \$4.00 Leather Hand Bags \$1.19

A clearing of odd lines from our regular stock of leather hand bags. All this season's styles, including melon, torpedo, bean and long narrow shapes.

## Telephone Tonight for Groceries, 5.30 to 10 o'Clock, to Go by Early Delivery on Friday

- 24,000 feet Serviceable Garden and Lawn Rubber Hose, fitted with brass couplings. Special, 8 1/2c foot. This hose worth 9c foot.**
- 50c Brass Hose Nozzles for Hose, for 30c.**
- 24,000 feet Serviceable Garden and Lawn Rubber Hose, fitted with brass couplings. Special, 8 1/2c foot. This hose worth 9c foot.**

## News of Today's Selling

Royal Crown Derby China at big reductions.  
Manufacturer's Sample Whitewear on sale.  
Handsome Dresses in many materials at lowered prices.  
Summer Furniture and other kinds for city homes as well, attractively priced.

## Suitable Floor Coverings

For your halls offer large opportunities of saving tomorrow.  
Slightly Soiled Wilton and Axminster Rugs.  
Seamless Wilton, 8 1/2 x 11.10. Regularly \$45.00. Friday... 34.75

## Buy Plants Friday

Asparagus Fern, in pots, Friday, each... 19  
Basil or Whitman Fern, Friday, each... 19  
Palms, regularly \$1.50, Friday, each... 89