

SIMPSON

Store Opens 8 a.m.

Closes 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager.

PROBS.

Moderate variable winds; line a little warmer.

SIMPSON

8 O'Clock Items for Women - ON THE THIRD FLOOR -

Quantities are small in most cases, but that's an added reason for being on the 8 o'clock elevator trip to the third floor. These are great values, whether you can use the garments immediately or not.

Women's One-piece Dresses, French Panama, English serges and French Venetians, in a variety of new styles and colors. Reg. from \$12.75 to \$18.50. Friday 4.95

150 Separate Skirts, all-wool Panama, black and navy, sizes 38 to 42. Regular \$4.50. Friday 2.35

Raincoats, a variety of materials, styles and colors. Regular \$11.75. Friday 6.95

Girls' School Capes Rubber lined material, in navy and cardinal, 6 to 14 years. Regular \$2.49. Friday 1.49

Great Waist Values Chiffon Silk Waists, new styles, in colors, all sizes. Regular to \$4. Friday, each .98

White Lawn Waists, finely embroidered, a few tailored. Regular \$1 and \$1.50. Friday .49

Petticoats, Kimonos and Wrappers Eppo Petticoats, black only, sizes 36 to 42. Reg. 1.49 \$2.25. Friday 1.49

Sateen Petticoats, 36 to 42. Friday 49

Silk Kimonos, in black and colors. Reg. \$6.00. 3.95

Wrappers, black mercerized sateen. Reg. \$1.25. Friday .79

Bargains will be Thickest at the Simpson Store

WE'RE prepared to do a generous proportion of our week-end business to-morrow, on account of Saturday's shortened hours. Descriptions are short on this page, but the realization will be all the sweeter, and Friday shoppers will find here worthwhile bargains without any of the discomfort ordinarily associated with that word.

The White Sale Offers Marvellous Bargains

- Nightdresses Kimono style, in nainsook, slip-over neck, deep yoke, and entire sleeves made of German Valenciennes lace, beading and silk ribbon, lengths 56, 58, 60 inches. Regular price \$3.75. Friday bargain 1.69
Infants' Wear Bargains Infants' Cream Cashmere Coats, two beautiful styles, silk braiding, lengths 22, 24 inches, for ages 1 to 2 1/2 years. Regular price \$3.00 and \$3.50 each. Friday bargain, each 1.50
Women's and Girls' Underwear Women's Drawers, ribbed white cotton, umbrella style, lace trimmed, fine quality, sizes for women 32 to 38 bust measure. Friday bargain .20
Children's Rompers or Coats Children's Rompers, blue chambray, for ages 3, 4, 5, 6 years. Regular price 50c each. Friday bargain .25
Corset Covers A very dainty style, in nainsook, deep trimmed yoke of fine lace and French beading, silk ribbon draws, pearl buttons, sizes 32 to 42 bust measure. Regular price 55c each. Friday bargain, each .35
Petticoats Fine nainsook, 18-inch flounce, trimmed with embroidery beading, run with satin ribbon, also wide insertions of Irish lace, spaced tucks, and double ruffle of lace, dust ruffle, lengths 38 to 44 inches. Regular price \$4.00 each. Friday bargain 1.95

A Flyer in Men's Suits

5.95 is the price at which we've marked four hundred Men's Suits for Friday's selling. Most of these suits cost over nine dollars to manufacture! and are sold at retail for \$12.00 and \$15.00. So you see this is a merchandising triumph—the manufacturer had to sell. Do you think a manufacturer selling at retail would make such a cut—Hardly!

The materials are honest English tweeds and unfinished worsteds, 3-button, single-breasted style. A few have sold regularly for \$10.00 but most of them for \$12 and \$15. All sizes 34 to 44. 8 a.m. Friday 5.95

And the Boys will Bring Home the Bacon! Figuratively speaking, of course, for what they'll really bring home is one of these English Tweed Two-piece Suits. We have just 138 of them, double-breasted, with bloomer pants. Two dollars more than Friday's price is what most of these suits sell for regularly. Sizes from 25 to 34, to fit boys 7 to 16 years. Friday 2.75

Men's Night Robes and Underwear Selling at about Half Price

Flannelette Nightrobes, large sizes. Reg. 75c. Friday .39
Balbriggan, Imperial quality, Renangle merino, all sizes. Reg. to \$1.00. Friday .44
Wash Ties, reversible. Reg. 15c and 20c. Friday .10

Curtains on the Fourth Floor

LACE CURTAINS 70c Nottingham Lace curtains, in new designs, 32 and 34 inches wide, 2 1/2 and 3 1/2 yards long, extra value at Friday's reduced price, per pair \$1.79
TAPESTRY CURTAINS AT 80c Exceptionally good value, all new and reversible patterns, one and two-toned effects, fringed top and bottom, 40 inches wide, 3 yards long, good value at regular selling price, 1.98. Friday, per pair .80

Floor Coverings and Furnishings

Choice selection of Brussels Carpet, with borders, soft colorings, in shades of blue, green, and floral patterns. Regular prices \$1.15, \$1.25 and \$1.46. Special Friday, per yard .98
Printed Scotch Linoleums, in a variety of floral and block patterns, durable, sanitary and pleasing. Regular price 50c. Special Friday, per yard .33
Japanese Verandah Rug, 2 1/2 x 3 1/2. Regular price \$1.25. Friday 50c. Friday .29

Rattan and Other Furniture on the 5th Floor

Rattan and Other Furniture on the Fifth Floor. 50 Odd Pieces in Rattan, curates, work baskets, chairs and rockers. Regular prices from \$4 to \$15. Friday bargain Half-Price
10 only Dressing Tables, mahogany. Regular price \$35.00. Friday bargain 17.50

Some Bargains on the Main Floor

Trimming Prices Trimmed 1,000 yards Braids and Gimps. Regular 10c to 30c. Friday, per yard .5
200 yds. Trimming. Regular 25c to 35c. Friday, per yard .10
Rogers Spoons and Forks "EAGLE BRAND" Tea Spoons, regular \$3 and \$3.50 dozen. Friday, each .19
Dessert Spoons and Forks. Regular \$4.75 dozen. Friday, each .29
Table Spoons and Medium Forks. Regular \$5.75 dozen. Friday, each .32
Soup Spoons, regular \$6.00 dozen. Friday, each .39

Camera Dept.—6th Floor

12 Tripods, regular \$1.00. Friday 75c. 6 Tripods, regular \$2.00. Friday \$1.50. 24 double Dark Slides, 3 1/4 x 4 1/4, regular 80c. Friday 50c. 36 5x7 Developing Dishes, regular 30c. Friday 20c.

Picture Framing Half Price

350 ft. Picture Frame Moulding. Half price on Friday. (Sixth floor.)

China Bargains

China Tea Sets, 40 pieces, Carlsbad ware. Regular \$7.00. Friday 3.98
400 Jardinieres, Majolica ware. Brass chain for hanging, regular 25c. Friday 15c
Dinner Plates, 6 for 21
Salad Bowls, regular 50c. Friday 25c
Fireproof Teapots, regular 15c. Friday 10c
Limoges China Dinner Set, regular \$33.70. Friday 16.85 (Half price for 20 sets only.)
Table Tumblers, 6pc. size 6 for 23
Spoon Trays, pressed glass, Friday 10c
Brass Kettles, regular \$1.75. Friday 1.00

Some Bargains on the Main Floor

Art Needlework MAIN FLOOR. Battenberg—Lace Table Centre, 24 x 24. Reg. 75c. Friday .35
Hand Bags, natural linen, and brass clasps. Reg. 50c. Friday 25c
300 pieces of Stamp-ed Linens. Reg. 50c. Friday .10
Drugs Headache Waters, 12 in a box, regular 20c. Friday two boxes 25c. Syrup Hypophosphites, 50c bottle. Friday 25c. Peroxide of Hydrogen, best quality, 4 oz. bottle. Friday 10c. Aricum, the dry cleaner for belts, gloves, shoes, etc., regular 10c. Friday 5c. Toilet Talcum, 10c bottle. Friday 5c. Toilet Soap, 10c bar. Friday 5c. Toilet Soap, 10c bar. Friday 5c. Toilet Soap, 10c bar. Friday 5c.

Great News from the Second Floor

Remnant Sale in Linen and Staples Dept. Remnants of Flannelettes, Plannels, Shirtings, Sheetings, Pillow Cottons, etc., a clean-up of all remnants in the department, selling at the shirting circle, Linen Department. Friday bargain Half-price. READY-MADE UNBLEACHED SHEETS 98c PAIR. 70 x 90 inches, made from heavy, perfect bleaching English sheetings, torn sizes, 200 pairs only. Friday, pair .98
IRISH CRASH SUITINGS 1 1/2 YARD. 20 and 34 inches wide, natural and white thread about, the popular crash for summer dresses, only 600 yards, at white linen counter. Friday, yard .11
SEMI-BLEACHED IRISH DAMASK TABLE LINEN 4 1/2 YARD. Note the good width, 66 inches wide, good, heavy, perfect bleaching Irish Damask Table Linen, splendid designs, 300 yards, Friday, yard .41
Friday Bargain Silks 29c per yard. 3,000 yards of Wash Tab Silks, Japanese Poulards, Japanese, Persian, Paisleys, Japanese silks in all colors, also ivory and black, guaranteed quality for dresses, waists, kimonos, etc., 24 and 27 inches wide. Regular up to 75c. Friday, per yard .29
200 yards, 1 yard wide Japanese Habutai Silk, Ivory and Black only. Big Friday bargain, 35 inches wide. Per yard .43
TWO SPECIAL IMPORTED LUSTRES FOR BATHING SUITS, ETC. 1,200 yards of Imported Lustre, nice bright yarns and guaranteed fast dye, in navy, cream, grey, brown, sky, pink, fawn, cardinal and black, 40 inches wide. Regular price 35c. Friday bargain .25
1,500 yards of heavier quality, in a full range of shades, suitable for dresses, long coats or bathing costumes, 42 inches wide. Regular price 50c. Friday bargain .35

For Busy Hands and Feet

Thousands of people will be wending their way towards Simpson's before 8 o'clock to-morrow morning for these bargains for hands and feet. Boots, Shoes, Gloves, Hosiery—read these items over—
BOOTS AND SHOES 180 pairs Misses' Boots, Blucher style, Dongola Kid leather, patent, low heels, sizes 11 to 14.99. Friday bargain 1.49
Same boot in box calfskin. Friday bargain 1.69
360 pairs Children's Boots, Blucher style, Dongola Kid leather, sizes 8 to 10 1/2. Friday .79
200 pairs Women's Kid Boots, medium heels and soles, Blucher style, sizes 7 to 10. Friday bargain .99
200 pairs Box calf Boots, Blucher style, solid leather soles and heels, a neat, strong boot. Men's, sizes 6 to 11. Friday bargain 1.99
Boys' sizes 1 to 6. Friday bargain 1.69
GLOVES AND HOSE Women's Cotton Hose seamless, black or tan. Regular price 20c. Friday .12
Women's Cashmere, plain black, seamless, applied heel, toe and sole. Reg. 25c. Friday .19
Girls' Lace Lisle Stockings, tan in all-over and lace ankle, sizes 4 1/2 to 8 1/2. Reg. 35c. Friday .25
Children's and Infants' Socks, Lisle thread, fancy tops, 1 to 8 1/2. Reg. 25c. Friday .15
Boys' Stockings, black cotton ribbed, sizes 6 to 10. Friday, 2 pairs 1.50
Women's Lisle Thread Gloves, long black and wrist length, also tan, grey and white. Reg. 35c. Friday .19
Children's Kid Gloves, Reg. 50c to \$1.50. Friday .49

These Second Floor Items are Interesting, too

SECOND DAY OF THE BIG WASH GOODS SALE. 6,000 yds. splendid quality printed Organdy Muslin, French designs of flowers, sprays, etc. in all the newest and fashionable colorings. 12c and combinations. Regularly 35c. Clearance of a big lot of Pretty Muslins, slightly mussed in handling, and a lot of others, all fresh and clean; pink, sky, mauve and other colors, in floral designs. Regularly 20c. Friday .6
A fine collection of best English Print, 31 inches wide, fast colors, full range of designs, spots, stripes and figures, in navy, black, white, cadet, etc. Regularly 15c. .8
White Brocade Vestings, spots and figures, the favorite material for summer waists. Regularly 15c. .9
Scottish Ginghams, 31 inches wide, all the favorite small and medium checks, except black and navy. Regularly 15c. .9
Fine Sateen Printed Foulards, all colors except black and navy, very high quality goods, spots and figures. Regularly 35c. .12 (No phone or mail orders.)
Opportunities in Millinery 100 TRIMMED HATS \$1.95. Hats suitable for dress occasions, shirt waist hats, outing hats, matron hats, taken from our regular table of \$5.00 and \$6.00. Come. 1.95
Colors of black, white and tuscany. Friday .29
Two tables of Shapes, in all the best blocks, some got deranged from our big sale last Wednesday; other, strictly fresh. Worth, up to \$1.50. Friday bargain .29
200 Children's White Leshorn Hats, with medium crown and brims. Regular price \$1.25. Friday bargain .50
FLOWERS AT 10c BUNCH. 1,000 bunches of Roses, Lilies, Lily of the Valley and others. .10

The Robert SIMPSON Company Limited