# Friday "Bargains as Usual" at Simpson's

Another summer's suns and another winter's snows will probably pass in Europe before our soldiers return from the front. What this winter campaign means to our men at the front is forcefully portrayed by the great picture now being shown on the fourth floor. EVENING OF A GERMAN

DEFEAT."

## **Toilet Goods**

Nail Brushes. Regularly 25c and 35c Brown Windsor Tollet Soap. Friday, Toilet Paper, in rolls. Friday, 10 Toilet Paper, in packages. Friday, \*Violet Taleum Powder, 1/2 lb. tius. \*Perfumed Baby Powder, in tins. Fri-\*Bathasweet. Regularly 25c. Friday \*Malvina Face Cream. Regularly 50c \*War Stamps Extra.

#### Stationery

Men's Correspondence Papeterie, containing 24 sheets (large size) white parchment note paper, with envelopes to match. Regularly 60c a box. Special, Friday, Half-price. White Crepe Paper Napkins, size 14 14 inches, superior quality. Regularly 15c per 100. Special... 200 for .19

Waxed Sandwich Roll, 24 sheets greaseproof wrapping paper. Regular 5c roll. Special .... 6 rolls for .19 

## 5-in. Ribbon 5c yd.

Black and White Stripe Ribbons, inches wide, satin ground, in about fiv-different combinations of stripes. Reg ular 35c and 39c per yard. Friday bar

SIMPSON DRUG TE \*Putnam's Corn Extractor, 25c size. \*Starr's Infallible Hair Restorer, 75c \*Lee's Liquid Cours Plaster, 10c size. \*Cassell's Tablets, for the stomach \*Menthol Plasters, 25c size.......15 Sponges, good assortment, up to 50% Sponge Rocks, regularly 25c, Friday 

#### 140 New Summer Hats at \$3.60 Each

The Millinery Department shows a new line of Panamas, in sailor and rolling brim blocks, fine white Milans, white or black tagel sailors and urbans, and white kid with black velvet. These hats were trimmed by our own milliners, white kid, white flowers, white wings, fancy ostrich feather mounts and velvet ribbons. Regular values \$5.00 to \$6.50. Friday... 3.60 100 New Outing Hats at \$3.00. A big 200 White Bleached Shapes at 50c. intrimmed shapes, made to imitate anamas. Regular \$1.75. Friday...50 

#### "A Cool, White Bed" \$3.25, \$3.50 and \$4 Quilts for \$1.98

Plain White Flannelette Sheets or summer Blankets, without border, larg-est size, 70 x 84 incnes. Clearing Fri-

Fringed Damask Table Cloths, with red border; size 48 x 70 i Bargain, Friday... Nainsook, 36 inches wide. Bargain White Turkish Towelling, 16 vide. Bargain, Friday...

# A COOL HEAD IS NEEDED

at all times—just now more than ever. The light-weight Straw Hats and Caps on sale today are in many cases to be sold at less than half the original prices.

fine black silk bands and easy fitting leather sweats, in sennit and fine split and Canton braids. Regularly \$1.00, \$1.50 and 

Canton braids, black silk bands. Regularly \$1.00. Friday bar-

Fedoras, in Canton Straw, Straw and Chip Braid Hats, also

# Comfort for Hands and Feet

Women's Black Lisle Thread Hose, manufacturers' "seconds," half price; also black real Maco Cotton Hose, seamless. Women's Black or White Cotton Hose, seamless, spliced heel, toe and sole; all sizes. Regularly 25c. Friday, .19; three Women's Black Silk Boot Hose, with lisle thread top, double sole, heel and toe, mill "seconds." Friday ..... .25 Boys' and Girls' Ribbed Stockings, black or white. Regu-Men's Black, Tan, Gray and Navy Cotton Socks, sizes 91/2 Men's Silk Socks, black, tan, gray, navy; seamless, spliced heel, toe and sole; sizes 10 to 11. Regularly 25c. Friday, per

Women's Lisle Thread Gloves, black, tan, brown, mole, drab, sand and navy; jersey wrist. Friday bargain, pair .... 19 Women's Long Silk Gloves, black and white, opening at wrist, dome fasteners, double-tipped fingers; sizes: white, 5 1/2 to 71/2; black, 51/2 to 7. Regularly 75c. Friday ........49

Women's Long and Short Lisle Thread Gloves, black and colors; all sizes. Half price, Friday ..... .29

## Bargains in Women's Waists A Huge Assortment of Good Silk Crepe de Chine, Ninon and Chif-

fon Waists, in a variety, comprising every wanted shade, ivory and black; sizes and styles are varied; all low neck. Regular \$2.95 and \$3.95. Friday ..... 1.48 Summer Waists, in Stripes, Voiles, Ratines and Organdy - The

new season's collars, and many designs and sizes. Regular \$1.00 and 500 White Lingerie and Tailored Waists-Of all-over embroidery.

of pique, dimity and cambrie; broken sizes from 34 to 42 bust. Regu-If you are staying at home



in these values below. Parlor Suite, of solid mahogany, settee, arm chair and arm rocker; Regularly \$39.50. Friday bargain .... 23.50
Parlor Suite, "Adam" any, settee, arm chair and arm rocker; in silk tapestry. Regu-

larly \$60.00. bargain ... ... 30.00 6 Only Arm Chairs, quarter-cut fumed oak, mission design, loose automobile cushions, in leather. Regularly \$16.00. Friday bargain 11.95 Chiffonier, elm, golden finish, bevel oval mirror. Regularly \$13.75.

Princess Dresser, elm, golden finish. Regularly \$16.75. Friday Dresser, elm, golden finish. Regularly \$13.50. Friday bargain 10.95

Baking Cabinet, hardwood, natural finish, white maple top, 40 x 36 inches. Regularly \$6.25. Friday bargain ..... 4.50 Baking Cabinet, hardwood, natural finish, white maple top, 48 x 36 inches. Regularly \$8.50. Friday bargain ...... 6.50

Kitchen Cupboard, elm, golden finish. Friday bargain ..... 10.75 Kitchen Cabinet, walnut finish. Regularly \$18.00. Friday bargain ..... 14.50

## For Summer Draperies

EXTRA SPECIAL-200 only Mattresses, filled with all pure cotton felt, built in layers. Regularly \$8.75. Friday bargain ...... 5.35 English Cretonnes for the Sunroom at 18c - Good weight for chairs and cushions; 31 inches wide. Regularly 25c yard. Friday,

Chintz or Taffeta at 23c-Desirable fabrics for curtains. Regular-English Curtain Nets at 23c-Most effective designs; block or floral; 40 inches and 45 inches wide; white or ivory. Regularly 30c

Casement Cloths at 23c Yard-Light and airy; 36 inches wide, in white, cream, brown, blue, rose, etc. Regularly 35c and 40c yard.

Scotch Madras at 19c Yard-In cream only; 45 inches wide. Regularly 25c. Friday, yard ..... .19

Opaque Window Shades at 19c Each-The cloth is of good quality, and mounted on strong spring rollers; size 36 inches x 70 inches; 

Curtain Rods at 7c-For hanging light summer draperies; can be extended from 28 inches to 48 inches; silvered ends and hook brackets. Regularly 10c. Friday, each ..... No telephone or mail orders for these shades or rods.

Do not forget that Saturday is the last day on which orders for Slip Covers will be accepted at reduced prices.

Straw Hats, in smart boater shape, medium crown and brim, \$1.50 and \$2.00. Friday ...... 1.00 Caps, in golf shapes, with or without bands, plain or pleated crowns, new patterns. Regularly 50c. Friday ..........39 Children's Wash Hats, fine quality drill, in stripes and fancies.

Children's Straw Hats, fine white braids, navy and white

Ratine, Drill and Fancy Crash Hats, for children's wear, new 

## Friday Sale of English Tweed Suits for Summer Wear, \$7.85

\$12.00, \$13.50 and \$15.00 Suits, in tweeds of dependable English weaves, and brown or gray worsteds, in small check and stripe patterns; fashionable single-breasted sack models, with single-breasted vest and medium width trousers; linings of fine twill mohair; sizes 34 to 44. To clear on Friday at . . 7.85

Today, at the prices below, you can easily afford to have an extra pair or two of shoes in reserve. Remember "a change is as good as a rest." In the case of your feet a change IS a rest!

Boys' Tweed Bloomers, 95c

300 pairs, well made; big assortment of shades and patterns, in grays, browns, tans and fancy weaves; lined; sizes 25 to 33. Friday ..... .95

# Men's \$4.00 to \$6.00 Summer Shoes, Friday \$1.99 700 Pairs Lace, Button, Blucher and Pump Style Low Shoes, in patent colt,

vici kid, gunmetal calf, mahogany calf and box calf leathers; turned and handsewn process soles; newest heels; latest toe shapes; best linings; popular lasts; surplus stock and samples; all sizes 6 to 11 in the lot. Regularly \$4.00 to \$6.00. See window display today. Friday bargain ..... 1.99

FOR WOMEN, 1500 PAIRS STYLISH SUMMER SHOES, \$1.49 FRIDAY. Button, buckle, bow, strap and lace styles; newest leathers; popular colors; best linings; light, medium and street weight soles; French, Cuban and military heels; new lasts; newest effects; a style exhibition of a leading maker's foot. wear; sizes 21/2 to 7. Regularly \$3.50 to \$4.00. No mail orders. See window display today. Friday bargain ...... 1.49

BOYS' \$2.25 TO \$3.00 BOOTS FOR \$1,69 FRIDAY. Stylish, Strong and Dressy Boots, made of box kip, dongola kid and box calf leathers; best oak and hemlock bark tanned soles; English, round and high toes: well lined, comfortable boots that will stand the wear and tear; all sizes 13 to 51/2. No mail orders. Friday, 600 pairs of \$2,25 to \$3.00 boots, for .... 1.69 CHILDREN'S \$1.50 TO \$2.00 BOOTS, FRIDAY, 99c.

300 Pairs Button and Lace Boots, in fine kid, black calf and patent leathers: flexible McKay and turned soles; spring and low heels; patent and plain leather toecaps; military and cavalier style uppers; a leading maker's branded footwear; sizes 2 to 10. Regularly \$1.50 to \$2.00. No mail or phone orders. Fri-

MEN'S, BOYS' AND YOUTHS' WHITE CANVAS OXFORDS. With best quality black rubber soles, leather insoles. Friday, 8.30: Men's sizes, .79. Boys' sizes, .75. Youths' sizes, .69. No mail orders.

## LittleThings That Add to One's Comfort Leather Hand

Bags 69c 

## Smallwares and Notions 9c

Mending Wool, on cards, black and rown. Regularly 3 for 5. Friay..... 9 for .9 Dome Fasteners, black and white, rust proof, all sizes. Regularly 4c lozen. Friday........... 4 dozen .9 Safety Pins, three assorted sizes on card of one dozen pins. Regularly 3 for 10c. Friday... ... 4 cards .9 Tollet Pin Cards, in pearl, turquoise, pink, mauve and black. Regularly 5c card. Friday......... 3 for .9 Elastic, black and white, 7-8 in. wide. Regularly 10c. Friday 2 yds. .9 Pin Sheets, 400 pins, assorted sizes. Regularly 5c paper. Friday 3 sheets 9 Hair Pins, 100 pins, assorted sizes in box. Regularly 5c. Friday 3 for .9 Basting Cotton, 1,000-yard spools, white only, sizes 36 and 40. Fri-Red Marking Cotton, fast color. Regularly 3c spool. Friday 4 for .9

#### Store Hours 8.30 a.m. to 5.30 p.m. SATURDAYS, during June, July and August, 8.30 a.m. to 1 p.m.

Jewelry Bargains and assorted colored stone sets, eleven different patterns. Regularly \$1.50. Women's 10k, Gold Real Cameo Rings, pink shell and real stone cam-eos, 10k gold settings. Regularly \$3.00, \$4.00 and \$4.50. Friday bar-Necklaces of "Fish Scale" Pearl Beads, also necklace of real perfumed flower beads, strong snaps. Regu-arly 60c, 75c and \$1.00. Friday bar-

## Gingham House Dresses 49c

Chain, 81 real pearls, large pattern, safety catch and pendant attachment, fine cable pattern chain. Regularly \$15.00. Friday bargain. . . . . 6.95

Women's House Dresses of stripe gingham, blue or grey, high and low necks, three-quarters and long sleeves, fitted skirts with high waist line; sizes 34 to 44. No 'phone or mail orders. Friday bargain... ... .49 \$2.00 Moire retticoats, 98c-Imported, soft finish moire, in black, navy. emerald, Copenhagen and tan; flounce of knife-pleating; lengths 36 to 42. Regularly \$2.00. Friday............98 \$1.50 Crepe Kimonos, 98c-Serpentine Cotton Crepe Kimonos, in Cop. enhagen, navy, sky and black; cut full with Empire back, three-quarter sleeves, "V" neck, and front trimmed with Paisley; sizes 34 to 44. Regu-The Robert Simpson Company, Limited

# Cool Shirts and Underwear

Men's White Shirts, plain white body, with white stripe pique fronts; plain white laundered cuffs; coat style; sizes 14 to 16½. Regular price 89c. Friday bargain, each ........57

White Summer-Weight Underwear for Men, in porous knit combination style; long or short; sizes from 36 to 46. Regu-

Fancy Outing Shirts, white body, with small striped double cuffs; border front and separate collar; all sizes from 14 to 17. Men's Work Shirts, in various makes, tweeds, black and

white stripes, plain blues, tans, etc.; sizes from 14½ to 17. Regular prices 69c, 75c and 89c. Friday bargain, each ... 47

Odd Lines of Neglige Shirts, laundered and soft cuffs; sizes 14 to 17. Regular prices 50c, 69c and 75c. Friday bargain,

## For Vacation Wear There's Much Merit in These Boys' Tweed Suits at \$3.69

Regular \$5.50, \$6.00, \$6.50, \$7.50 and \$8.00 Values 100 Suits, exceptionally well tailored from imported tweeds: snappy single-breasted yoke Norfolk and double-breasted sack styles, with full-cut bloomers; gray and brown patterns; sizes 24 to 30. Friday ..... 3.69

BOYS' BLUE CHAMBRAY PLAY SUITS, 49c. One-Piece Suits, fastening up the front; blouse and bloomers attached, with belt, and narrow collar; size 2 to 6 years. Friday ...... .49

MEN'S \$2.00 KHAKI OUTING PANTS, \$1.50. 250 pairs, of extra good quality khaki drill, with cuffs and belt loops; sizes 29 to 42. Friday ..... 1.50 \$2.50, \$3.00 AND \$3.50 WORSTED AND TWEED

TROUSERS AT \$1.98. Made from gray English worsted and tweed trouserings, in good shades and patterns; sizes 32 to 44. Friday . . . . . 1.98

# **Useful Floor Coverings**

About 100 rolls; this season's designs and colors; 36 inches wide.

Friday, yard

SPLENDID WILTON SQUARES.

# China and Glassware

Odd Tolletware—White basins, regularly 49c, Friday 39c; white jugs, regularly Friday 39c; white chambers, regularly 39c, Friday 29c. Decorated Tolletware—Basins, regularly 75c, for 59c; jugs, regularly 75c, for chambers, regularly 59c, for 49c. Clover Leaf China-9c cups and saucers for 7c, 9c dinner plates for 8c, 8c breakfast plates for 7c, 7c tea plates for 6c, 6c bread and butter plates for 5c, 39c and 49c English Jardinieres... Odd, Decorated Dinnerware, English porcelain, green rope and rosebud

gold traced edges.

Cups and Saucers. Reg. 13c, for ... 9 Covered Vegetable Dish. Reg. 49c ... 29

Dinner Plates. Reg. 13c, for ... 8 Gravy Boats. Reg. 29c, for ... 19

Soup Plates. Reg. 19c, for ... 7 Meat Platters. Reg. 59c, for ... 29

Tea Plates. Reg. 10c, for ... 6 Meat Platters. Reg. 29c, for ... 19

Bread and Butter Plates. Reg. 8c, for .5 Salad Bowls. Reg. 29c, for ... 19

Fruit Saucers. Reg. 6c, for ... 5 Bowls. Reg. 15c, for ... ... 9

49c Covered Decorated Vegetable Dishes for ... ... 49

49c Covered Vegetable Dishes for ... ... 49

49c Gibson Teapots. ... ... 18

Fruit Jars—Crown—Pints, 25c dozen; quarts, 65c dozen; half gallon, 75c dozen.

Fruit Jars—Crown—Pints, 80c dozen; guarts, 69c dozen; half gallon, 75c dozen.

Jelly Glasses—6-oz. size 24c dozen; 8-oz. size, 30c dozen.

Fruit Jar Rings, black rubber rings, 5c dozen; red rubber rings, 7c dozen.

# For House, Lawn and Garden

Bread Boxes, white enamelled, medium size, round cornered. Regularly \$1.00.

Friday.

Grey Enamelware, usually 35c to 40c. Friday 23c—Double boilers, straight covered saucepans, stew pans, dish pans, Berlin kettles; \$90 pleces in the lot. Regularly 35c to 40c. Friday.

Galvanized Watering Cans, 6-quart size, Friday 35c; 10-quart size, Friday 45c.

Tin Dish Pans, 10, 14 or 20 quart size. Friday.

Dustless Floor Mops, for cleaning and polishing hardwood floors, linoleume, oil cloths, etc. Regularly \$1.00. Friday.

50c Can of Floor Oil. Friday.

Lawn Mowers the very best Canadian made mower, high wheel, four knives, easy running, 16-inch size; 27 only, plain bearings, Regularly \$5.90, Friday \$4.85; 31 only, ball bearing, regularly \$6.50, Friday \$4.75.

Grass Shears for lawns. Friday.

Scissors and Shears, a large assortment of good, reliable, well-made scissors, from the small embroidery scissors up to the 7-inch trimmer. Exceptional value Friday.

BIG BROOM BARGAIN.

A Good 4-string Corn Broom that usually sells for 30c. 100 dozen of them friday at.

Table Knives, a good Sheffield make, white celluloid handles with well-finished

## Groceries

TELEPHONE DIRECT TO DEPARTMENT, ADELAIDE 6100. 

21/2 LBS. PURE CELONA TEA 62c.
1,000 lbs. Pure Celona Tea of uniform quality and fine flavor. CANDY SECTION—Main Floor and Basement.

500 lbs. Assorted Chocolate Creams, fruit flavors. Regularly 30c. Per lb...

1.000 lbs. Quaker Chewing Candy, Regularly 15c, 2 lbs...

1,000 lbs. Walnut Maple Cream. Per lb...

# Flowers in the Basement

Fresh Cut Peonies, assorted colors.
Regularly 75c doz. Friday, dozen. 45
Rubber Plants. Regularly \$1.00 cach.
Friday. ... .69
Boston Fern. Regularly 59c each.
Friday. ... .39
Asparagus Fern. Regularly 25c cach.
Friday. ... .39
Asparagus Fern. Regularly 25c each.
Friday. ... .30
Asparagus Fern. Regularly 50c each.
Friday. ... .30
Asparagus Fern. Regularly 25c each.
Asparagus Fern.

**OFFICES** 

PROBS-

Canadians F Chained

SHOUTED

War Cry of Battalid

LONDON, Ju ulars of the ga restern Ontario o hand tonigh wbjected to a when it went for the time be charge was led battalion havin en from the ong the wound

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GERMAI

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MEN OF

Units Con Persons formed

ZURICH, S London, 7.10 authoritative : will be able corps in the These are consecond categories comprising m formed milita in training, a Germany. hausted troop who will be g Eighteen Ge to about 800,

SIMPSON'S The Rober Maple Leaf S day, Tuesday 89 and 30, the adais national