

STORE OPENS

8:30 A.M.

The Robert Simpson Company, Limited

STORE HOURS--During May the store hours, including Saturdays, are from 8.30 a.m. to 5.30 p.m. During June, July and August the Store will Close at One o'Clock Saturday Afternoons.

STORE CLOSSES

5:30 P.M.

Women's and Misses' Suits

95 Suits offered at tremendous savings; serges and tweeds; for early morning selling; in new, snappy styles; finely tailored and silk-lined. Thursday special.

\$9.45 for these Attractive Brocaded Suits--Worth \$15.00. Attractive suits of brocaded serges, in shades of brown, black, navy and Copen; coats silk-lined; skirts draped and tiered effects. Specially priced.

\$17.85, Instead of \$25.00, \$27.50 to \$32.00--Taffeta, silks, moire; all new and different styles; purchased from a manufacturer at tremendous savings. The variety of shades and styles make this a bargain well worth while. 8.30 rush price.

Silk Dresses for Women--Including outsize sizes; offered in silks in new styles, showing collars of chintz or frilled lace; crushed silk girdles; skirts slightly draped. Sale price.

Raincoats for Misses and Women, \$8.00--A particularly high-grade raincoat, in wool paramatta; thoroughly rainproof, in shades of fawn, olive and navy; in a mannish cut, with Raglan or set-in sleeve; neat-fitting collar, and pockets; the best value we have ever offered. Wonderful bargain at.

Handsome Silk-lined Coats at \$7.45--In a range of high-priced fabrics; and in the very newest styles; duvetyns, honey-comb cloths, high-grade tweeds, in fancy patterns; rich brocades, moires, serges and velours. Styles are the latest on the market; handsomely lined and trimmed. Worth easily from \$15.00 to \$18.50. Bargain at.

New Wash Skirts--A wide range of all the newest wash skirts, in several styles. The materials are ripples, pique, cord-line, ratine, Indian head and the fashionable plaid and check ratine. Prices ranging from \$1.75 to \$3.50.

Smart Skirts in all Sizes--A very special collection of skirts, along with a manufacturer's samples, which are excellent values; the styles and materials are the newest; we have added a number of outside sizes for stout figures, in black serge, and smart skirt of black and white check, with the new tunic in small women's size. Special for Thursday.

Excellent Values in Wash Dresses--Latest models, including some American samples; linens in all the new shades; double flare tunic; Raglan sleeves; trimmed with hemstitched collar and cuffs; also new jumper style, white linen skirt, with colored linen jumper; special showing in pretty summer flowered crepes and white embroidered voiles; long flare tunic; Raglan sleeve, piped with silk to match; pretty lace collar. Exceptionally good values. Thursday.

(Third Floor.)

Round Scalloped Table Cloths

Beautiful quality full bleached Irish Damask Table Cloths, rich, round border designs; size 66 x 66 inches; finished with scalloped edges. Clearing Thursday.

Beached English Sheets, made from stout, finely woven, round thread, cotton, linen finished; hemmed ready for use. Size 63 x 90 inches. Regularly \$1.50 pair. Special Thursday.

Fine All- linen Huckaback Towels, lengths. These come in dainty designs, with border all round for hemstitching. Size 35 x 45 inches. Special Thursday, each.

\$4.00 Steamer Rugs, clearing at \$3.48. Steamer or traveling rugs, in a pretty assortment of broken plaids. On sale Blanket Section. Regularly \$4.00. Special Thursday.

Madapolam or Spanish Longcloth, perfectly pure, with a sheer finish for women's and children's dainty undergarments. Width 42 inches. Special Thursday, yard.

We are showing a complete range of dress linens in plain white oyster and brown Holland. On sale Linen Department. From, yard, 25c to \$1.00.

(Second Floor.)

Portable Electric Lamps

A most extensive line of New Electric Table and Portable Lamps, suitable for bridal gifts.

Boudoir Lamps, with hexagonal base, finished old ivory or mahogany, with cutglass shade and lining, with bead fringe, \$8.95, or with silk or cretonne shades, \$5.00.

Portable Reading Lamps, with art glass domes; 20 in. high by 14 in. wide, in various designs and finishes, from \$8.75 to \$15.00.

Special Table Lamp, in empire gold, Pompeian bronze, or old ivory; 24 in. high; octagonal dome, 16 in. across, with amber art glass. This is extra special at.

Before making your final choice, you are invited to inspect our stock, only just arrived, now displayed in Electric Fixture Department.

(Fifth Floor.)

Summer Shoes

WOMEN'S SOUTHERN TIE SHOES, \$1.19. Made from soft dogona kid leather, with handturn soles and low heels. A very popular summer shoe. Sizes 2 1/2 to 7. Thursday.

WOMEN'S "COMMON-SENSE" KID BOOTS, \$1.49. Made on a wide, solid comfort last, with medium weight sole and low heels; no toe-cap to hurt the toes. Sizes 3 to 8. Thursday.

SUMMER OXFORD SHOES FOR MEN, \$8.95. Made in three leathers, in both button and laced styles; patents, tans and blacks; new recede, medium and wide toes; high or low heels; some have the new blind eyelets; every pair Good-year welted. Sizes 5 1/2 to 11. Thursday.

"CLASSIC" PUMPS FOR WOMEN, \$3.45. Pretty styles in Summer Pumps, in patent colt, dull kid, tan, Russia calf, gunmetal, white nu-buck, and fine white canvas. Some have the new recede toes, and Cuban heels; others have full round toes and medium low heels, suitable for growing girls; daintily finished with cut steel buckles and plain tailored bows. Sizes 2 1/2 to 7. Thursday.

(Second Floor.)

Eyeglasses and Spectacles

Finest gold-filled, \$2.50 and \$3.50. Eyes tested by specialists. (Optical Dept.--Second Floor.)

The Bride's First Glimpse of Her New Home

The fuss and circumstance of the wedding, the dainty clothes, even the honeymoon trip itself, are all passing things, no matter how lovingly treasured in memory.

But the bride's first permanent possessions, the settings for her personality, are the furnishings of her new home. Therefore make them as handsome as your purse will allow.



The Three-Day Half-Price Sale

of furniture now in progress at Simpson's offers a number of really unprecedented chances for the doubling of your resources in certain selected lines, aside from numberless other large values made to second these specials.

Tomorrow's list is as follows:

Bookcase, in solid mahogany, "Sheraton" design, finely inlaid. Regularly \$175.00. Half price \$87.50.

Bookcase, in antique mahogany, "Adams" design, has adjustable shelves. Regularly \$52.00. Half price \$26.00.

Book Cabinet, in antique mahogany, "Queen Anne" design. Regularly \$88.75. Half price \$44.40.

House Desk, in solid mahogany, "Colonial" design, very massive. Regularly \$130.00. Half price \$65.00.

House Desk, in mahogany, beautifully inlaid in colored woods, interior neatly arranged. Regularly \$110.00. Half price \$55.00.

Music Cabinet, in Circassian walnut, decorated. Regularly \$115.00. Half price \$57.50.

Piano Bench, in solid mahogany, "Sheraton" design, neatly inlaid. Regularly \$56.00. Half price \$28.00.

Pedestal, in solid mahogany, "Sheraton" design, inlaid with satinwood. Regularly \$37.50. Half price \$18.75.

Tray and Stand, in solid mahogany. Regularly \$17.50. Half price \$8.75.

Tray and Stand, in solid mahogany, "Sheraton" design, inlaid. Regularly \$96.00. Half price \$48.00.

Sewing Cabinet, solid mahogany, "Colonial" design. Regularly \$44.00. Half price \$22.00.

Sewing Cabinet, in solid mahogany, has lift-up ends and three drawers. Regularly \$39.00. Half price \$19.50.

Envelope Cases, in Japanese lacquer. Regularly \$17.00. Half price \$8.50.

Tea Wagon and Tray, in antique oak, "Jacobean" period. Regularly \$30.00. Half price \$15.00.

Cellarette, in quarter-cut oak, fumed finish, well arranged cupboard. Regularly \$41.90. Half price \$20.95.

Bedroom Suite, in mahogany, "Sheraton" design, inlaid with broad satinwood bands. This suite consists of dresser, chiffonier, dressing table, twin beds, chair and rocker. Regularly \$139.00. Half price \$69.50.

Bedroom Suite, in woven cane, brown finish. This suite consists of dresser, dressing table, sommel and bed. Regularly \$369.00. Half price \$184.50.

(Fifth Floor.)

Bedroom Table, in solid mahogany. Regularly \$35.00. Half price \$17.50. Centre Table, in solid mahogany, has revolving top. Regularly \$42.60. Half price \$21.30. Book Wagon, in solid mahogany, "Sheraton" design. Regularly \$37.50. Half price \$18.75. Work Table, in mahogany. Regularly \$58.00. Half price \$29.00. Candelabra, in solid mahogany; each candlestick has five holders. Regularly \$18.00. Half price \$9.00. Hall Table, in solid mahogany, "Colonial" design. Regularly \$34.00. Half price \$17.00. Fall Leaf Tea Table, in solid mahogany, "Sheraton" design. Regularly \$24.50. Half price \$12.25. (Fifth Floor.)

ON SALE TODAY

In the Bridal Sale of Furniture are Bedroom Suites, Chairs, Desks, Tables, Chiffoniers and a Walnut Living-Room Suite at Half-Price.

130 Odd Trunks, regularly priced \$2.50 to \$1.75. Today \$1.25. Women's Silk Hosiery, all seconds, excellent quality. Today, pair.

Women's Regularly Priced \$3.50 to \$4.50 Pumps and Oxfords, today.

English Bone China Cups and Saucers, regularly \$10 each, today.

Men's Waterproof Coats, lawn paramatta, regularly \$10.00, today.

Boys' White Duck Russian Suits, very specially selling today at.

Men's New Cross-Finished Beesom Shirt, W., G. and R. Brand; all sizes, 14 to 18. Regularly \$3.00. Today.

Black Meris Ribbon, 5 1/2-inch width, priced most reasonably today.

Wide-Width Colored Silks and Satine, regularly \$1.25 and \$1.50. Today.

Summer-Weight Dress Fabrics at less than half-price. Includes prunella cloths, diagonal, cuttings, whipcords, etc. Today.

One Price for One Day Only One Hundred Sets \$9.95

For less than ten dollars you will have the bride remember you during all her after life if you present her with one of these useful and beautiful dinner sets. When the force of domestic help versus the frailty of dinner dishes shall have reduced these ninety-seven pieces to seven only, they will be treasured in the home, promoted from the pantry shelf to the parlor cabinet, and your memory and your gift will be duly esteemed.

There's a choice of four suitable patterns in this collection, a choice also of daintiness as against durability. There are Doultons, Semi-Porcelain, "Carlsbad" thin translucent china, Turquoise enamel and gluster of roses; Many of these sets sell regularly for \$25.00, some for \$15.50. None of them but are worth twenty-five per cent. more than this sale price. Come at 8.30 Thursday, if possible.

100 Assorted Dinner Sets, 97 pieces, including Doulton, Carlsbad and other celebrated wares, china and semi-porcelain. Some with gold edge and handles. Choice decorations in floral, lace, spray, Greek key and conventional designs. Thursday.

N. B.--In one design you can have half sets (55 pieces) for.

(Basement.)

Hurt Book Sale

2000 volumes, including 200 books from our library, 1000 travellers' samples, slightly sold or copies. Fiction, boys' and girls' story books, essays, biographies, history, 120 vols.; Expositor's Bible, rewards, text books, useful hand books, Bibles, prayer and hymnbooks, Key of Heaven; in leather bindings. Regularly \$50 to \$25.00. Special, one.

Jewelry 98c 9k, 10k, 14k GOLD JEWELRY REDUCED.

9k Beauty Pin Sets, plain style or set with pearls; 10k Signet Rings, in many styles, such as signets, birthday rings, opal rings and cameo rings; 9k Brooches, with amethyst and pearl settings; 9k Bar Brooches, "Crest of Hair"; 10k Pearl Crescent and Star Brooch; 14k and 10k Scarf Pins, set with real pearls, in many leaf, spray and fleur-de-lis designs; 10k Screw Earrings, with pearl studs. Regularly \$2.00, \$2.50, \$3.00, \$3.50. Thursday.

The Breath of Summer

Dralle's Musketeer, the most precious and costly perfume, the veritable fragrance of the fresh blossom. A single drop of Dralle's Musketeer goes farther and keeps its fragrance longer than many applications of less expensive perfumes. For the woman who takes a pride in having the correct thing there is no finer make than Dralle's, the subtle delicacy of Lily of the Valley, Violet, Rose and Lilac are only found elsewhere in the hot-house or flower shop. (Toilet Goods Dept., Main Floor.)

Good Floor Covering Values

Mikado Grass Rugs for Verandahs, 36 in. x 72 in. Each \$1.20 Padded Verandah Seats at 15c each. These are made about 20 in. square, filled inside, and covered with Japanese matting. Special value, each.

Star Oilcloth from 12 1/2 to 28c a Yard. New designs and colors just received in a shipment of this popular star oilcloth; canvas back, 18 in. wide, 12 1/2; 22 1/2 in. wide, 17c. Painted back, 18 in. wide, 17c; 22 1/2 in. wide, 20c; 27 in. wide, 23c.

Scotch Inlaid Linoleums at 85c a Square Yard. We are showing a splendid range of the newest and best designs in this serviceable and popular priced cloth; colors are woven solid through to the back, so that the design cannot wear or wash off; designs for kitchens, bathrooms, halls and sitting-rooms. Per square yard.

Floor Oilcloths, in Several Different Widths, at 27c a Square Yard. Oak stripe, carpet designs and block effects, in these different widths, 36, 45, 54, 72 and 90 inches. Priced at, per square yard.

English Axminster Door Mats at 50c and 90c Each. Specially good values at these two prices; sizes are 12 in. x 30 in., 58c; 18 in. x 30 in., 90c.

Seamless Scotch Tapestry Rugs. A specially good lot of designs are made in this seamless rug, which will wear well, and has a very good appearance. Big values at these prices: 9.0 x 10.6, \$11.38; 9.0 x 12.0, \$12.48; 10.6 x 12.0, \$14.08.

(Fourth Floor.)

Men's Furnishings

AT PRICES WHICH WILL LOWER YOUR SUMMER CLOTHING EXPENSE.

Combinations, several odd lines to be cleared, in pure wools, linen and cotton mixtures, wool and silk mixtures; flile thread, Sea Island cotton, the very best English, Canadian and American makes; all sizes in the lot 34 to 44. Special for Thursday, a suit.

Genuine English Aertex Underwear, shirts and drawers, short sleeves and knee length only, in pure white, beautifully made and finished, the best in the land; sizes 34 to 44. Thursday a garment.

Men's Nightrobes, in genuine English flannelette and white will cottog, large and roomy body, attached turn-down collar, pocket, double sewn seams; sizes 15 to 19. Special Thursday.

Men's Two-piece Bathing Suits, heavy balbrigan, in navy blue only, splendid quality; sizes 32 to 42. Special Thursday, a suit.

Men's Pure Wool Bathing Suits, a very fine cashmere of navy blue, with red or white stripe trimmings; all sizes, two-piece style. Thursday.

Men's Fine Mushroom Pleated Shirts, 176 tucks across the bosom, splendid designs, beautifully made and finished; sizes 14 to 18. Special Thursday.

Men's New Style Hats

Men's Pearl Gray and Slate Color Soft Hats, very fine quality imported fur felt, light in weight and in dressy 1914 shapes. Specially priced at \$2.00 and \$2.50.

Men's Straw Boater Hats, new fancy and plain sennit braids, medium or high crowns and narrow brims, 1-inch and 1 1/2-inch black silk bands. Splendid values at.

Men's Panama Hats, tourist, telescope, depress and square low crown. Extra fine and close weave. Clear bleach and best finish. Special values at.

(Main Floor.)

Men's Blue Suits at \$15.00

The best obtainable; made from the finest English mill-finished serge, in navy blue, with a slightly rough-finished surface. The coat is in smart single-breasted three-button style, with soft roll lapels; natural width shoulder; short coat; high cut vest, and fashionable width trousers; fine tuit mohair linings, and made by expert tailors; sizes 34 to 44.

Men's Blue Worsted Suit; silk-lined; one of our finest men's suits; made from English navy blue worsted cloth, with a fine twill; lined throughout with good quality silk; perfect fitting single-breasted three-button coat; single-breasted vest, and fashionable width trousers. Every detail of this suit is right. Sizes 36 to 44. Price.

Men's Motor Dusters, made from serviceable medium gray material, in light-weight; will button to the chin; single-breasted; and neatly tailored throughout. Price.

The Ideal Motor Duster is made from a good weight khaki duck; double-breasted, with lots of pockets, and necessary comforts for motoring. Price.

Men's Austrian Blanket Bath Robes, in browns, reds and blues; in fancy mixed patterns; ideal robes; well made. Price Thursday.

(Main Floor.)

Youths' Norfolk Suits

Single-breasted, yoke Norfolk suits, made from rich gray English homespun. Well shaped shoulders and long, medium cut trousers with cuff bottoms. A remarkable value. Sizes 32 to 35. Thursday.

LONG TROUSERED SUITS FOR BIG BOYS.

Smartly tailored, made from imported gray Bannockburn tweeds, cut in single-breasted vest and long trousers. Sizes 32 to 35. Thursday.

Boys' Long Trouser Suits, remarkable values, single-breasted styles, with the high cut gorges and medium close-fitting shoulders, single-breasted vests and long cuff bottom trousers. Made from fine English worsteds and tweeds, in browns, tans and gray shades. Sizes 32 to 35. Thursday 10.00.

(Main Floor.)

Groceries

2,000 lbs. Dairy Butter, in prints. Per lb. .24 Finest Sugar Cured Hams, half or whole. Per lb. .20 Edwardsburg or Beehive Table Syrup. 6-lb. pail .28 Salt, in bags, 3 bags .14 Grapefruit, 2 packages .25 Finest Canned Peaches, 2 tins .20 Choice Prunes, 3 lbs. .25 Duerr's Marmalade. Per jar .25 Choice White Beans, 5 1/2 lbs. .20 English Marrowfat Peas, 3 packages .25 Malta Vita, 3 packages .25 Fresh Fig Bar Biscuits, 2 lbs. .25 Macoonie's Pickles, assorted. Half pint bottle .15 Canned Apples, gallon size. .25 Peanut Butter, in bulk. Per lb. .20 Featherstrip Cocoaaut. Per lb. .18 Upton's Marmalade, 6-lb. pail .45 Choice Red Salmon, 2 tins .25 Scott Taylor's Worcester Sauce, 3 bottles .25 Eymington's Lemonade Crystals, 3 packages .25 Fresh Flaked Wheat. Per stone .45

85c ASSAM TEA FOR 28c.

1,000 lbs. Fine Rich Full Bodied Tea of uniform quality and fine flavor, 5 1/2c tea anywhere. Thursday, per lb. .28 (Basement.)

The Robert Simpson Company, Limited