

July Clearances! Friday Bargains of Unusual Merit at Simpson's Today

Silk Lingerie at Half Price

\$1.50 to \$20.00 Articles Today 75c to \$10.00
Women can save half the usual prices on exquisite silk crepe de chine Nightgowns, Envelope Chemises, Corset Covers, Skirts and Bed Jackets. This is our best stock, and the reductions in price are owing to stock-taking time being almost here. Here is the list. Phone orders cannot be accepted.

Nightgowns, regular \$6.50 to \$20.00, today 3.25 to 10.00
Envelope Chemise, reg. \$5.00 to \$18.50, for 2.50 to 9.25
Corset Covers, reg. \$1.50 to \$10.00, today .75 to 5.00
Petticoats, regular \$9.00 to \$18.00, today 4.50 to 9.00
Bed Jackets, regular \$2.00 to \$20.00, today 1.00 to 10.00

\$2.00, \$2.50 and \$3.00 Corsets at \$1.19
300 pairs of Women's Corsets, made of good quality coutil; medium or low bust, and long free hip styles; suitable for all figures; not all sizes in any one line, but sizes 19 to 30 in the lot. Regular \$2.00, \$2.50 and \$3.00. Friday bargain. **1.19**

Friday Bargains in Women's Underwear
180 only, Women's Combinations, made of fine ribbed cotton and lisle thread; low neck, no and short sleeves, some with lace yokes. The drawers are umbrella, lace trimmed, or tight knee style. Sizes 34 to 42; not all sizes in any one line, but a complete range of sizes in the lot. Regular \$1.50 and \$2.00. Today **.98**

About 400 Women's Corset Covers, of lovely fine nainsook, some front and back trimmed with dainty yokes of Swiss embroidery and fine lace insertion, others have deep yokes of heavy lace. Sizes 34 to 42. Regular 75c. Today **.49**

300 pairs of Women's Drawers, made in a wide umbrella style of fine nainsook, with deep frill of Swiss embroidery in floral and eyelet design, both styles. Regular 85c. Today **.55**

Women's Nightgowns, made of fine cotton, slip-over style, with V-shaped neck and deep yoke of dainty lace insertion. The sleeves are short, finished with lace edge. Regular 85c. Friday bargain **.59**

Women's Brassieres of fine quality cambric, hooked front style with V-shaped neck and deep yoke; front and back of fine lace, arms and neck finished with lace edge. Sizes 34 to 44. Regular \$1.00. Friday bargain **.59**

Millinery

Wonderful Bargains in Summer Hats

At \$3.85—Trimmed Hats, regular \$5 to \$10. Included are pure white tapers, Panamas, or fine natural leghorns; also very smart tailored liere hats in black.

At \$1.75—Ready-to-wear Trimmed Hats, regular \$2.25 to \$5.00. Black Milans or black liere satins, with corded silk bands, trimmed leghorns or Milan tapers.

At \$1.35—Lingerie Saliors, regular \$2.50 each. Made of blue voile, with white lace.

At 95c—Serviceable Holiday Hats, regular \$1.75 to \$2.25. Good sport shapes, dyed peasant or Java; all smartly banded.

At 95c—Our better shapes, including leghorns, regular \$2.25 to \$3.50. Natural leghorn shapes and leghorn face flops, white Milan tapers, etc.

At 69c—Untrimmed shapes, regular \$1.75 to \$2.00. New lines clearing at this price.

Big Sale Panamas

Those beautiful pencil brimmed Panamas, very smart, and have a good white finish; extra line weaves. Would sell regularly at \$2.50 and \$3.50 each. Today's sale \$1.50 and \$2.00.

Ribbon Bags

150 Ribbon Bags, various combinations of colors, black and brown and navy trimmed with old rose, blues, pink, paddy, gold, etc., as well as several delicate tones. Regular \$3.50, \$2.50 and \$2.00 bags. To-day, each **1.19**

\$1.50 Camisoles, 98c

Made from dainty lingerie and satin ribbons in white, mauve and pink. Regular \$1.50 and \$2.00 each. Today **.98**

Gloves

Women's Pure Silk Gloves have two dome fasteners, neat stitched back and double tipped fingers. Black and white. Today, a pair **.69**

Women's 18-button Length White and Black Silk Gloves, heavy weight silk, open wrist, dome fasteners, double tipped fingers. Regular \$1.25. To-day, a pair **.95**

Hosiery

Women's Fibre Silk Ankle Hose, seamless finish, fine cotton top and double garter welt. Unusual value today at **.49**

Women's Fine Plain Black and White Cotton Hose, seamless, close weave, nice weight. To-day, 3 pairs for 50c; one pair, 18c.

Women's "Penangle" Brand Plain Black Cotton Hose, light weight, extra close weave and seamless. Unusual value today, 3 pairs for 50c; one pair, 20c.

Women's Artificial Silk Ankle Hose, good weight, black and white, fine cotton top. To-day, a pair **.39**

Boys' and Girls' Ribbed Black Cotton Stockings, seamless and closely woven, good wearing. Sizes 6 to 9½. Unusually at value today at **.19**

Children's Plain White Cotton Socks, extra fine yarn, closely woven, perfectly finished. Sizes 4 to 8½. Today, a pair, **.15**



Electric Fans at Reduced Prices for Today

Now that summer weather has come we are going to give you an opportunity to save money on the purchase of an Electric Fan. We have in stock all sizes, and for today we offer the following reductions:

10-inch size, reg. \$15.50, for 12.95
12-inch size, reg. \$17.50, for 14.46
12-inch size, reg. \$19.00, for 15.95
12-inch size, reg. \$19.50, for 16.45
12-inch size, reg. \$23.00, for 19.00
All above are for use on 25-cycle or direct current.

3 only, 16-inch, 60 Cycle Fans, regularly \$28.75, for 22.95

Polar Cub 6-inch Fans, just right for kitchen, pantry or bedroom, and for cooking or ironing day. A big breeze for little money. Each **7.50**

Wash Dresses Reduced

Women's \$11.50 to \$14.50 Dresses, Today, **\$7.95**

Hundreds of pretty Summer Frocks, in smart New York designs, including voiles and muslins, in plain or fancy shades; also many pretty combinations in floral or striped designs. Regular 7.95

\$11.50 to \$14.50. Today 7.95

Women's Wash Suits Reduced to \$8.95

100 Women's Suits, taken from regular stock, are placed on sale today at this wonderful price. They are gabardines, beach cloth, linens and Palm Beach, in plain shades or fancy combination effects. Sizes 32 to 42. Our regular price of \$12.50 to \$18.50 reduced for today to **8.95**

\$19.50 Rajah Silk Suits at \$13.95

Another great special for today consists of Women's Rajah Silk Suits, in natural shade; smart styles, with novelty collars, with over-collar; pleated or flaring coat, with belt; full back skirt. Friday bargain special at **13.95**

Bargains in Raincoats and Cloth Coats

Women's Raincoats of English paramatta, in finest quality; shades black, navy, tan or olive; made convertible collar, adjustable cuff, belted or plain styles. Sizes 36 to 42. Very special **8.95**

Women's Coats, **\$9.95**. In serges, poplins or fancy weaves, including black or navy; all fashionable models, and every one a desirable garment, both in point of style and value. Sizes 34 to 42. Regular price was \$18.50. Today only **9.95**

Timely Bargains in Women's Waists

A good practical waist for everyday wear, made of heavy tub silk, dark grey stripes on white grounds. Smartly tailored with large collar, long sleeves, with turned-back cuffs and fastened in front with three large pearl buttons. Sizes 34 to 42. Regular price **\$2.95**. Friday **1.95**

A big clearance of dainty lingerie blouses, many styles and designs too numerous to describe; beautifully embroidered, lace trimmed and displaying the new large collars. Sizes 34 to 44. Regular prices \$1.95, \$2.25 and \$2.48. To clear today at **1.50**

Rare Friday Bargains in Women's and Children's Shoes



Women's Low Shoes Today \$2.49

All leathers and several good toe and heel styles, including these stylish and comfortable low shoes, with light and medium weight soles and plain and fancy colored heel foxings. There are Oxfords, pumps and colonials, with large and small tongues and buckles or small ornaments. Sizes 2½ to 5½ only. Regularly \$4.00 to \$4.50. Today **2.49**

Children's White Canvas Footwear

Children's White Canvas Strap Pumps in round fitting toe style, with neat bow, white sole and heel. Sizes 1 to 5. Today **.99**

A Complete Showing of Outing Shoes for Men and Women

Whether for city streets, for country burroughs, or for the hot sands along the lake shore, here are the season's ideal outing shoes. Styles that, in addition to providing rare summer foot comfort also lend appropriate summery appearance. We can show you all the authoritative styles, and it is with pride this season that we point to the superior price of our outing shoes. Come in today while the stock is yet complete.

Men's All White Canvas Boots, with Goodyear welt rubber soles, sizes 6 to 11. \$1.15; sizes 1 to 5, \$1.00.

Men's All White Canvas Oxfords, with Goodyear welt rubber soles, sizes 6 to 11. \$1.15; sizes 1 to 5, \$1.00.

Men's Black Canvas Oxfords, with Goodyear welt rubber soles, sizes 6 to 11. \$1.15; sizes 1 to 5, \$1.00.

Men's Black Canvas Boots, with Goodyear welt rubber soles, sizes 6 to 11. \$1.15; sizes 1 to 5, \$1.00.

Men's Black Canvas Oxfords, with Goodyear welt rubber soles, sizes 6 to 11. \$1.15; sizes 1 to 5, \$1.00.

Men's Black Canvas Boots, with Goodyear welt rubber soles, sizes 6 to 11. \$1.15; sizes 1 to 5, \$1.00.

Men's Black Canvas Oxfords, with Goodyear welt rubber soles, sizes 6 to 11. \$1.15; sizes 1 to 5, \$1.00.

As An Instance:

Men's Palm Beach Suits Today \$8.75

50 only left to clear at this price. They are made in two styles—the plain three-buttoned sacque, and the pinch-back models. Splendidly tailored shoulders and fronts are reinforced with a French facing of the same material. Trousers are regular outing style with five pockets, belt loop and cuff bottoms. Sizes 34 to 44. To clear today at **8.75**

Men's Paramatta Raincoats, Today \$5.95

Coats of English manufacture, double texture, guaranteed thoroughly waterproof, all seams are sewn and cemented, made in motor style with military collar. Sizes 35 to 46. On sale today at **5.95**

Men's Summer Trousers \$3.50

Men's All-wool Homespun Summer Trousers, light grey and grey with a darker stripe, cut in the latest style with side, hip and watch pocket, finished with belt loops and cuff bottoms. Sizes 32 to 44. To-day **3.50**

Men's Panama Hats Reduced for Today to \$4.95

South American Panamas of fine even weave and clear bleach. They are the latest models, coming in fedoras with wide or medium curl brim, and recruiter shapes. Regular prices \$6.00, \$6.50 and \$7.00. Today **4.95**

Men's Straw Hats on Sale Today at 98c

Men's Straw Hats, boater or sailor shapes, in semit braid and split straw. All the leading 1917 shapes, with medium crowns and brims. Most of these hats are from our higher-priced lines, but owing to handling have become slightly soiled. Today, each **.98**

Children's Straw Hats—A large assortment of fine straws in Rah-Rah, Jack Tar, Turbans, made in the latest styles and neatly trimmed in many different ways. Today **.79**



Men's Boots and Oxfords Today \$2.69 Pair

500 pairs in all—men's black and tan calf, rubber fibre sole, recede toe, straight lace Oxfords and box tip Blucher boots. These have military heels and solid leather standard screw soles, full-fitting toe shape. Sizes 6 to 10. Bargain price today **2.69**

Painters' White Drill Overalls

Made with bit and rule pockets. Sizes 32 to 37 only. Regular 75c. To clear today at **.50**

Trunks \$4.95

Tourist and Steamer Trunks, canvas covered, heavy hardwood slats, good hinges and brass lock; all with trays, some with leather straps; sizes 32, 34, 36 and 40 inches. Regular up to \$7.95. While they last, **4.95**

Four Friday Bargains for Boys

Come Early as the Quantities Are Limited

Shirt Waists, 49c

Regular 95c and \$1.00.

Special clearing of our old lines of Boys' "Fur-tan" Shirt Waists, sport collar styles that can be buttoned up to throat, long sleeves and lapels. A splendid assortment of neat stripes. Sizes 7 to 15 years. Friday bargain **.49**

Boys' Wash Suits, 95c

Regular \$1.50, \$1.75 and \$2.00.

Exceptional values in these odd lines of our regular stock suits. Junior Norfolk styles with straight knickers. Blue and white, tan and white, plain white with striped collar and belt, and a big assortment of neat patterns. Sizes 2½ to 8 years. Friday bargain **.95**

Boys' Tweed Suits, \$4.95

Regular \$6.00 to \$7.75.

Tweed Suits in single-breasted Norfolk styles, with yoke and belt at waist; full cut bloomers. A splendid assortment of neatly woven tweeds to choose from. Sizes 6 to 10 years. Friday bargain at **4.95**

Grey Tweed Raincoats, \$5.95

Regular \$8.50.

55 Single-breasted Slip-on Raincoats with convertible collars and full cut box back. Splendidly made from rich grey tweed coatings, showing neat small patterns. Sizes 2½ to 8 years. Friday bargain **5.95**

Skirts—A Rush Special

Women's \$4.50 to \$6.00 Wash Skirts, **\$1.59**

High-grade cotton gabardine Skirts, in several styles, with stripes, figure or spot patterns; pleated designs, with belts and pockets; all cold water shrunk. Our best skirt offer of the season. Regular prices \$4.50 to \$6.00. All at the one price of **1.59**

Misses' Taffeta Skirts, \$4.25

100 Neat Skirts, made in fine quality taffeta, button trimming, fancy pockets and shirred top are the style features. Priced today for quick selling at **4.25**

Misses' Gingham Suits Reduced to \$6.75

New York Suits of striped ginghams in green, blue or pink, also of beach cloth. Simple but effective summer styles, with large collars, novelty pockets and tailored skirts. Sizes 14 to 20 years. Reduced to **6.75**

Misses' Neat Middy Suits, \$2.95

Serviceable and neat Middy Suits of a good washing and good wearing white cotton. The popular semi-Norfolk style, with short sleeves, novelty pockets and striped collar. Sizes 14 to 18 years. Regular \$3.50. Today **2.95**

Misses' Fine Voile Dresses, \$4.25

Extra fine quality striped voile, in pink and white, rose and white, mauve and white. Have large collar, fancy belt and button trimming. Misses' sizes, 14 to 20 years. Specially good value. On sale today at **4.25**

Scotch Tapestry Rugs

New colors and designs, suitable for any room. Sizes 6.9 x 9.0 and 7.6 x 9.0. Regular values up to \$12.50. Special today, **8.95**

Japanese Matting, 22c

Hundreds of bales of finely woven and printed qualities in Japanese Matting, in a big variety of designs and colors; 40 yards in a bale at \$6.00 per bale, or per yard, 22c.

Small Rag Rugs

Special offer to reduce our stock of pretty Rag Rugs, woven from chintz and cretonnes, in shades of rose, green, blue and grey. Size 24 x 33 in. Regular \$3.95. Today **2.95**

Four-Yard-Wide Linoleum

Per Square Yard 75c. Only a few rolls left to be cleared out at the above price. Good designs and colors, and in reliable quality, four yards wide. Today, per square yard, **.75**

The **SIMPSON** Company Limited