

Simpson's 8.30 to 1 o'Clock Sales—4½ Hours' Selling Today

Store Closes at 1 o'Clock. No Noon Delivery Today

Simpson's Palm Room

Is held in distinctive favor by the knowing ones for its "a la carte" service which marks a striking innovation these days in view of its unequalled merit for the charge.

Breakfast, 8.30 a.m. to 10.30 a.m.
Lunches a la carte at all hours.
Dinner, 11.30 a.m. to 2 p.m.
Afternoon Tea, 3.30 to 5.30 p.m.
—Sixth Floor.

Visit the Optical Department on the Second Floor.



Summer Millinery at Striking Savings

Up to \$7.50 Trimmed Hats 400 Women's Panamas, Today at \$4.95 79c Each

Think of buying selected Panamas and white Milans at that price. To give you some idea, they're trimmed with georgette and satin facings and blossoming French flowers. Included are a few all black and black with white. Values \$6.50 and \$7.50. 8.30 a.m. to day \$4.95.

Not more than two to a customer. No mail or phone orders. No need to say more. You'll appreciate the value the minute you see the hats. There's variety, too; some with pencil roll edges, smart sport shapes and popular sailors. Sharp at 8.30 a.m. today, each, 79c.

Children's Hats \$1.79 and \$3.50
At \$1.79—White Milans and Panamas; all ribbon trimmed. We do not remember ever seeing so many different styles as are on sale 8.30 a.m. today at \$1.79.
At \$3.50—Extra fine Milans in black, white or navy. Silk ribbon streamers make an attractive trimming; also some hand-made effects, with a summery air. Regularly \$5.00 to \$7.00. 8.30 a.m. today, \$3.50.

Splendid Savings on Misses' and Women's Summer Wear

Misses' \$20.00 Silk Poplin Suits \$15.00

Fifty young ladies will save \$5.00 on their new silk suits. Once you feel the richness of the poplins and see the attractiveness of the styles—belled, pearl buttons, good lining throughout—you will surrender at sight to their quiet charm. Shades—navy, taupe, sand, reseda and black. Today, \$18.00.
(Misses' Section, Richmond Street Side.)

Misses' Beach Suits \$12.75.
Just taken from their tissue wrappings—they comprise as delightful modes as you'd want to see. Pleated and tailored styles—new ideas in pockets, belts, button trimming. Today, \$12.75.
(Misses' Section, Richmond Street Side.)

Misses' Gingham Dresses \$7.95
In so many styles that you're most likely to find yours among them. Tailored, belted, button trimmed, novelty pockets, smart checks and plaids; ideal for summer wear. Today, \$7.95.
(Misses' Section, Richmond Street Side.)

Misses' \$25 Coats \$17.50
50 only, Poplin and Gabardine Coats, gathered or pleated backs, novelty buckles and button trimmed belts, round or square collars, smart cuffs and inserted pockets. Colors grey, sand, taupe, navy and black. Regularly \$25.00. Special, \$17.50.

Misses' Outing Skirts \$1.50.
200 Repp Skirts, trim and neat as to styles, detachable belt, side pockets, button trimmed front. On sale today, \$1.50.

Misses' Novelty Skirts \$4.50, \$5.00, \$7.50.
Gabardine in an excellent assortment of styles, plain and novelty stripes, smart pockets, pearl button trimming.
(Misses' Section, Richmond Street Side.)

Women's \$35 to \$45 Silk Suits, Today \$27.50

In these suits are incorporated style and beauty to an unusual degree; developed in beautiful taffetas, swishy rajah silks and elegant satins; all are silk lined. They are replicas of favored New York modes. Today, \$27.50.

Women's \$12.50 Coats \$6.95.
You can see the wisdom of buying a coat for present or even next season's wear, so remarkably low are the sale prices. For instance:
50 Checked and Worsted Coats, in assorted patterns and sizes. Regularly \$12.50. Special, \$6.95.
75 Assorted Coats, for sports or general wear; all new styles and best selling shades. Values \$11.50 to \$22.50. Today, \$13.95.
100 Raincoats, in dark fawn English proofing, and good style. Special, \$13.95.
50 Raincoats, finest quality proofing and assorted material. Regularly \$11.40. Special, \$7.95.

Women's \$1.75 Summer Skirts 98c.
125 Novelty Skirts, lovely material in stripes or fancy figure; gathered back, separate belt and pocket. Regularly \$1.75. Today, 98c.

800 Fancy Skirts, newest fabrics; full back, wide belt, pockets; tan and white, tan and green, black and white, blue and white and linen figures. Regularly \$2.50 to \$3.50. Special, \$1.95.

Sample Kimonos and Negligees at Half Price
You'll go into raptures over these—they're beautiful creations developed in crepes and silks; plain, broad and hand embroidered; they represent the best offered of New York, as well as Japan and China. Forty in the lot, ranging from \$9.95 to \$25.00. Today half price.

No Refund, no Exchange and no C.O.D.'s on Women's Reduced Ready-to-Wear

June White Sale

Half-Price for Lovely Whitewear

2,000 pieces, comprising Nightgowns, Coverlets, Drawers, Skirts, Envelope Chemises and Combinations. Regular \$50 to \$75.00. Half price today, 25c to \$37.50.
Manufacturers' odds and ends of stock left from spring orders. Made of fine cotton and nainsook, 450 different styles, trimmed with laces and Swiss embroideries, in floral and eyelet designs and exquisite rosebud effects. All sizes in the lot.
Corset Covers, regular \$5 to \$17.50, half price, 2 1/2 to 38c.
Nightgowns, regular \$1.25 to \$7.50, half price, 65c to \$3.75.
Drawers, regular \$5 to \$8.00, half price, 25c to \$4.00.
Skirts, regular \$1.50 to \$4.50, half price, 75c to \$2.25.
Envelope Chemises, regular \$1.75 to \$3.50, half price, 88c to \$1.75.
Combinations, regular \$2.25 to \$4.00, half price, \$1.13 to \$2.00.

Special Purchase of Lace Curtains 98c pr.
Selection of pretty floral or conventional borders and perfectly plain or neatly patterned centers; 2 1/2 yards long, width about 28 inches. Today's June Sale, pair, 98c.
Lace Curtains at \$1.75—Some of the prettiest having ribbon borders all around, making a panel appearance; also attractive all-over conventional effects; 3 to 3 1/2 yards long; 40 to 48 inches wide. Today's June Sale, pair, \$1.75.

Special Women's Corsets \$1.19
Of excellent quality English cut; medium and low bust; long free-fitting skirt; five-clasp front, with tearproof reinforcement; hook and eye below; side boning of finest tempered steel; guaranteed rustproof; dainty lace and ribbon trimmed; four hose supporters. Sizes 19 to 26. Regular \$2.00. 8.30 special, \$1.19.
Brassieres, Regular \$1.00, 8.30 special, Today, 50c—Of white cambric and Swiss embroidered nainsook, hooked-in-front style, with deep yokes of lace in Pilet and Maltese designs, reinforced armholes and lace trimmed edges; sizes 24 to 44. Regular \$1.00. Today, 8.30, 50c.

Children's Wear Half Price
INFANTS' AND CHILDREN'S WHITEWEAR AND DRESSES
Twelve hundred pieces. Sample ranges in splendid condition, bought from two large manufacturers. Wonderful choice of styles and materials.
Infants' Wear includes Long Robes and Skirts, Short Dresses and Skirts, and 2 to 6-year White Dresses.
Children's Whitewear includes Nightgowns, Princess Slips, Underskirts and Drawers, also flannellette garments. Sizes 2 to 16 years in the lot, but not in each garment.
Regular 25c to \$5.00. Sale prices today, 12c to \$2.49.
No C. O. D. Orders, No Exchanges or Refunds.

8.30 a.m. Half Price for Vests, Drawers and Drawers
Harvey brand, made of elastic ribbed cotton and lisle thread. Vests are low neck, no and short sleeves; some have lace-trimmed yoke. Drawers are umbrella style, lace trimmed or tight knee style.
The Combinations are low neck, no and short sleeves, with umbrella drawers; lace or shell trimmed edges. Sizes 24 to 44.
Vests, Regular 25c to \$1.00, Half Price, 13c to 50c
Drawers, Regular 50c to 85c, Half Price, 30c to 45c
Combinations, Regular \$1.00 to \$2.25, Half Price, 50c to \$1.13

8.30 a.m. Women's 15c Handkerchiefs 4 for 25c
One corner embroidered, all white and white with colored embroidered patterns. Regularly 15c quality. This morning, 4 for 25c. No Phone Orders.
Men's English Lawn Handkerchiefs, extra special for 8.30 selling today, 2 for 15c.

Here Are New Victor Records for June—On Sale Today
It's a corking good list, and you won't want to miss any of them. A new record by Harry Lauder is simply great! John McCormack also contributes an exceptionally fine number. Another selection from "Going Up" is bright and catchy. Here's how the list goes:

- POPULAR SONGS.
90c—For the Two of Us Wright and Dietrich
I Hate to Lose You Peerless Quartet
90c—What'll We Do With Him? Boys'
William J. (Sax) Riley
Any Old Place the Gang Goes
90c—Three Wonderful Letters From Home Charles Hart
Daddy Mine Elizabeth Spencer
90c—I'm Sorry I Made You Cry Henry Burr
One Day in June Campbell and Burr
90c—The Goose Step Murray Johnson
90c—When We've Wound Up the Watch on the Rhine Murray Johnson and Chorus
VOCAL RECORDS
\$1.50—Gems from "Oh Lady, Lady" Victor Light Opera Co.
Gems from "Going Up" Victor Light Opera Co.
\$1.50—The Laddies Who Fought and Won Harry Lauder
RED SEAL RECORDS.
\$2.00—Hebrew Melody (Joseph Achron) Joseph Fetites
\$1.25—God Be With Our Boys Tonight Bowles-Sanderson
Tenor—John McCormack
Viola Dept. Sixth Floor.

8.30 Special Millinery, \$2.25
Choose from 500 Hats—banded Panamas, value \$2.75; several others, with bars, value \$4.50; sport Milans, value \$6.50; and trimmed tailored hats in black or navy, value \$4.50 to \$5.00. Come at 8.30 a.m. today, all at \$2.25.

8.30 Special Fashion Blouses \$4.95
Made of Crepe de Chine and Georgette Regularly \$6.95, \$6.95, \$7.95 and \$8.50.
The name is an authoritative one in fashion circles; the blouses are all a-bloom with radiant style; crepe de chine and georgette in delicate shades of peach, rose, flesh, maize, ivory and others, bewitchingly tucked or hand embroidered; delightfully varied are the models, and as glamorous as June itself. Today at 8.30 a.m., \$4.95.

8.30 Special Women's Wash Skirts 79c
720 White Skirts in Indian Head fabric. Made open front, four pearl buttons and pocket. Sizes 23 to 32 band. 8.30 special at 79c.

8.30 Special Women's Pure Wool Sweater Coats \$6.35
We were forehanded—this huge purchase was made months ago. If bought today the price would be several dollars more. They're of pure, softly brushed wool, in mauve, Saxe, coral or Paddy green. Deep white sailor collar and cuffs trimmed with body color buttons, new button trimmed pockets, and wide white sash divided in two bands at back and finished with deep knotted fringes at each end. Sizes 26 to 44 bust—Third Floor, Sweater Coat Department.

8.30 Special Semi-Made Camisole Yokes 69c
Of very fine shadow laces, trimmed with Val lace and beading, narrow ribbon, ready to sit on material. Regularly \$1.50. This morning, 69c.
(No Phone Orders.)
Neckwear
Satin Collars, Corded Silk Collars, Gabardine Collars, Colored Organdy Collars, White Organdy Collars, Pique Collars, Pique Yokes—all are the newest shapes and collars most in vogue. On sale 8.30 a.m. at 45c.
Extra special values in the Lord Rolling and Square Collars of satin, corded silk and pique at, each, 75c.
75c Colored Organdy Collar and Cuff Sets, 25c.

Hour Sale of Veils and Veilings.
1,200 yards of best selling Veilings in black and colors, new hexagon meshes. \$3.00 to \$5.00 at, yard, 50c.
New Made Veils
Large Hexagon Mesh Veil with pretty chenille border, one of New York's latest; brown and black.
Slip-on Veils in black, brown, violet and taupe. Today, 2 for 25c.
Other styles in above colors, with motif patterns, at, each, 25c.

Laces—Laces
800 dozen Val and Cotton Torchon Underwear Laces on sale today at, yard, 4c.

8.30 Special Petticoats \$3.95
50 only, Chiffon Taffeta Petticoats, sizes 24 to 32; dark shot taffeta in every wanted color; smart tailored models. Today, 8.30 a.m., \$3.95.

8.30 Special Toilet Goods
Rose-Lily of the Valley, Violet, Caprice, etc. Regularly 75c oz. Special, 50c.
Sachet Powders, five different odors. Regularly 75c oz. Special, 45c.
Toilet Waters, five different odors. Regularly 42c and 75c. Special, 31c and 55c.
Eau de Quinine Hair Tonic. Regularly 50c. Special, 41c.
Apollo Shaving Lotion. Regularly 50c. Special, 41c.
Liquid Green Soap Shampoo. Regularly 50c. Special, 38c.
Vaseline Shampoo, concentrated, 55c.

EXTRA SPECIAL
1,000 cakes Rose Glycerine Soap. Regularly 10c. Special, 2 for 15c.
500 cakes Talcum. Regularly 11c. Special, 2 for 15c.
800 cakes Bath Soap. Regularly 10c. Special, 2 for 14c.
War Tax Included.

8.30 Special In Toilet Goods
Rose-Lily of the Valley, Violet, Caprice, etc. Regularly 75c oz. Special, 50c.
Sachet Powders, five different odors. Regularly 75c oz. Special, 45c.
Toilet Waters, five different odors. Regularly 42c and 75c. Special, 31c and 55c.
Eau de Quinine Hair Tonic. Regularly 50c. Special, 41c.
Apollo Shaving Lotion. Regularly 50c. Special, 41c.
Liquid Green Soap Shampoo. Regularly 50c. Special, 38c.
Vaseline Shampoo, concentrated, 55c.

Today, Savings Are Effectible on "Old Hickory" Furniture
Old Hickory Chairs, tub shape, woven split back and seats, \$4.00.
Rockers to match, \$4.25.
Hickory Chairs, tub shape, woven seat, back and arms, substantially built, \$5.00.
Rockers to match, \$5.50.
Arm Chairs, old hickory, extra large size, woven split back and seats, heavy arms and posts, \$4.75.
Rockers to match, \$5.50.
Fern Stands, old hickory, pedestal style, with lower shelf, \$4.25.
Tables, old hickory, 30-inch round top, with lower shelf, \$6.50.

Refrigerator Supplies
Refrigerators, of hardwood case, provision and ice chamber galvanized, movable flues and ice racks, \$9.50.
Refrigerators of hardwood, natural finish, white enamel interior, has round corners, width 24 in., depth 17 in., height 40 in., \$14.00.
Refrigerators, hardwood, golden finished, white enamel interior, 2 shelves, movable flues and ice racks; size 23 in. wide, 19 in. deep, height 42 in., \$16.75.



Men's Suit Sale \$18.95

Regular \$22, \$24, \$25, \$28, \$30, \$35 Values
Lot Comprises Odd Size Suits From Stock Including Styles of Kuppenheimer and Michaels, Stern & Co. Two of America's Most Successful Designers

Models shown are by the well-known American makers, Michaels, Stern & Co. and Kuppenheimers, Limited, as well as the best Canadian manufacturers. In this way a choice is given of all the newest styles, in the most popular fabrics and shades, with every garment perfect in workmanship and fit. Trousers are finished cuff or plain bottom. Sizes 33 to 50. 8.30 this morning at \$18.95.

Men's and Young Men's Tweed Raincoats

Men's and Young Men's Two-purpose Grey Tweed Raincoats, in the trencher model, with all-round belt, and the English slip-on; both are made with convertible collar, full back, large patch pockets with flaps; material thoroughly rubberized; all edges sewn and cemented; fancy worsted lined. Sizes 36 to 46. Price \$12.50.

For the Week-end.

Men's White Duck Trousers, well tailored, finished with five pockets, belt loops and cuff bottoms. In sizes 30 to 48. Price, \$2.00.
Men's English Flannel Trousers, cream and white, with black stripe, well tailored, finished with five pockets, belt loops and cuff bottoms. In sizes 32 to 44. Price, \$4.50.
Men's Blue Blouses, well tailored, pockets and edges bound with blue and white cord, in sizes 36 to 42. Price, \$4.00.
Linen Motor Dusters, double-breasted, military collar, full back, large patch pockets with flaps, detachable buttons, in sizes 36 to 48. Price, \$5.00.

Men's \$2.00 Pyjamas \$1.49
Summer weight, finest cambric and corded materials, plain and fancy stripes in black, blue, helle, on light grounds. Plain shades in white, tan, blue; French necks, pearl buttons, pockets, draw string at waist. Sizes 34 to 44. Regularly \$2.00. Today, \$1.49.

Men's \$5, \$6 Silk Shirts \$3.98
625 famous Forsythe and Tooke Silk Shirts. They comprise plain white with satin stripes, also two and three-tone stripes in all the newest spring designs. Guaranteed fast colors. Double French cuffs; coat style; pearl buttons. Sizes 14 to 18. Today, \$3.98.

8.30 Special in Boys' Suits \$8.65
A wide variety and a great number of Boys' Tweed Suits. The patterns are grey and black mixed, grey and black stripes, greenish checks and a few homespun effects. The styles are mostly fancy Norfolk. A few are trench style, with slash pockets and all-around loose belt at waist. Full fashioned, bloomers, lined throughout, belt loops, four pockets, expanding knee bands. Sizes 3 1/2 years to 17. Today, 8.30 special, \$8.65.

Men, Get Your New Panama or Straw Hat Today
STRAW HATS
Semi- and split braid straws, English and American makes, plain and notched edge brims. \$2.00, \$2.50, \$3.00 and \$4.00.
All the new shapes for this season in genuine South American Panamas, \$5.00.
Japanese Toyo Panamas in fedora, telephone and neglige shapes, \$3.00.

Week-End "Snap"!
The boys at the front send two special requests to friends at home—"cheery letters" and "snapshots." Both these requests should certainly be granted. If not already a Kodak user, start now. Folding Brownies at \$6.00 and \$9.00.

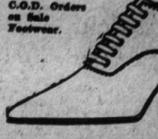
Fancy Hat Bands.
(Men's Hat Department.)
Silk Elastic Hat Bands, in an excellent assortment of color combinations, each 35c.
Fur-trimmed Bands, in high-grade silks, plain shades and fancy designs, 50c and 75c.

Boys' \$2, \$2.50 and \$3 Combinations \$1.13
Sizes 30 and 32 Only.
500 Boys' and Small Men's Combinations, a special purchase; silk lisle, balbriggan and flat knit materials; short or long sleeves; knee or ankle lengths. Sizes 30 and 32 only. Today, \$1.13.

Women's Oxfords Half Price, \$3.95
As illustrated, these Oxfords are all new goods, just received from a large American maker, and include the following colors: brown, grey, white and black. Colored patent leather is the latest New York style in footwear. Made up on long plain toe last, with Goodyear welt soles, high Spanish heels; all sizes, 2 1/2 to 7; widths A to D. Regular \$8.00. Today half price, \$3.95.

Stroottman's Samples and Odd Lines of Queen Quality Novelty Boots, \$6.45
1,000 pairs in all, including Stroottman & Co., of Buffalo, spring samples and Queen Quality odd lines; in brown, grey and black kid, brown and black calf, and patent leather, with colored kid and cloth tops; a good assortment of styles and shapes, with Goodyear welt and McKay sewn soles, low Cuban and Spanish heels; sizes 2 1/2 to 7; widths AA to D in the lot. Values \$4.00, \$10.00 and \$12.00. Today, \$6.45.

Men's \$7.00 and \$8.00 Goodyear Welt Boots, \$5.45.
Only 600 pairs of men's high-grade boots in brown calf, gunmetal, velour calf, vici kid and patent leathers; in wide and narrow toe shapes, in Blucher and straight lace styles, with medium and heavyweight leather and Noolin fibre guaranteed soles, all Goodyear welt sewn; military and flat heels; sizes 5 1/2 to 11. Today, \$5.45. Boys' Gunmetal Calf Boots, \$2.75. Women's White Rubber Sole Outing Shoes, 95c. Children's Sandals, 95c.



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