

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PHONE NUMBER MAIN 7841.
We have fifty lines to Central.

SIMPSON

Big Bargain List

Four Hat Specials From the Millinery

\$2.50 HAT SHAPES FOR \$1.00.
50 dozen, fresh from the boxes, in a large assortment of styles, suitable for all ages, lots of whites and blacks. Friday bargain, **1.00**

\$1.50 HATS FOR YOUNG WOMEN, 50c.
They come in a large rolling brim style, with wide silk band, in colors white with red edge, white and navy, and all-black. Friday bargain, **.50**

50c and 75c FLOWERS FOR 25c EACH.
100 dozen roses, lilacs, lily of the valley, foliage, etc., clean-up price Friday, each, **.25**

CHILDREN'S DEPARTMENT.
\$1.50 HATS FOR 75c.
Two tables of Milan shapes, fancy straw trimmed hats, Friday, while they last, each **.75**

Mantle Clocks

Large assortment in black ebonyized and colored cases, finest American movements, of solid brass, such as Seth Thomas' and Gilbert make, two and three pillar decorations, 8-day movement, hour and half-hour gong strike, plain or fancy dials:

Regularly \$5.75, for **\$4.50**
Regularly \$6.75, for **5.65**
Regularly \$7.50, for **6.25**
Regularly \$8.50, for **7.25**
Regularly \$9.50, for **7.95**

1,000 Alarm Clocks, solid brass movements, accurate timekeepers. A written guarantee with each clock. Fitted in a large nickel case, with loud, clear alarm and stop lever. Regularly \$1.25, Friday **.59**

6 Rogers Silver-plated Tea Spoons, in lined case. Special, set, **.99**

EMBROIDERIES

Thousands of yards of New Embroideries; new patterns, immense variety, good quality of cambric; all the wanted widths, in insertions, headings, edgings and embroideries; 1 to 5 inches wide. Friday bargain, yard **.7**

Cambric Corset-Cover Embroideries, 17 inches deep, open-work patterns, good quality of cloth, heading at top. Friday bargain, yard **.17**

HANDKERCHIEFS

Men's White Lawn Handkerchiefs, soft smooth finish, 1/2 inch hemstitch border; full size. Friday bargain **6 for .25**

Women's Hemstitch Handkerchiefs, of Irish linen, extra fine quality, 1/4 inch hem. Friday bargain **3 for .25**

Boys' Red and White Cotton Handkerchiefs, a splendid handkerchief for camping days. Friday bargain **4 for .8**

Black, Navy and Cream Serges
REG. VALUE 65c PER YD. FRIDAY 46c.
The Serges, imported from an exclusive large maker in the North of England, are made from clean, well scoured yarns, dyed by experts, and have a bright permanent finish. We offer them at bargain price Friday, in black, navy, and cream only, 42 to 30 inches wide, **.46**

BLACK DRESS FABRICS AT LOW PRICE, PER YARD, 46c.

Included in this special offering are some of our best selling staple lines. All-wool Panamas, all-wool voile, all-wool poplins, San Toys, and Bengaline cords, all-wool henrettas, all-wool serges, etc. All clean, fresh goods of standard quality, best naven dyes and best permanent finish, 42 to 44 inches wide. Friday, **.46**

6-inch Satin Ribbon 12 1/2c
Rich Duchess Satin Ribbon, from our regular lines, 5 and 6 inches wide, colors old rose, coquelicot, cardinal, amethyst, navy, reseda, myrtle, moss brown, Royal, pink, white, sky, and black. Regularly 20c and 25c per yard, Friday, per yard, **.12 1/2**

Fancy Ribbons, stripes, ombres, and Dresden, 5 to 7 inches wide, about a dozen different patterns in a big range of colors. Regularly 25c and 35c per yard. Friday bargain, **.19 1/2**

Wash Goods

Best Scotch Zephyrs and Chambrays, 32 inches wide, with pretty border, in combination colors, stripes, checks and plain colors; tan, brown, pink, sky, Alice, and grey. Regularly 25c, Friday bargain **.18**

High-class Hand Embroidered Swiss Muslin, grey, pink, sky, black, etc., with dainty designs woven in corresponding colors, 46 inches wide, a great opportunity. Regularly \$1.08, Friday bargain **.69**

45-inch Printed Organdies, white grounds, with dainty spot and figure effects, in all colors. Regularly 29c. While they last Friday, bargain **.7 1/2**

Clearance of a lot of White Muslins, Lawns, and Organdies, plain, spotted, striped and cross-banded, brocades, etc., slightly mussed and shop soiled. Regularly 12 1/2c to 20c. Friday, **.9**
No phone or mail orders.

In the Optical Parlors Friday
Extra quality Spectacles and Eyeglasses, fitted after a thorough examination of your eyes. Special price, **2.50**
Compound and double vision glasses \$1.00 extra.

The Cloak Section Bargain Values

SUIT BARGAINS FOR MISSES AND SMALL SIZE WOMEN.
Made of imported invisible stripe Venetian coats, smartly tailored, and lined throughout with silk. Have notched collars and slanting revers. Correct gored skirt, with medium raised waist line. Colors are navy and grey. Friday bargain **9.75**

GIRLS' SUITS, REGULAR PRICE \$7.50 TO \$10.00.
Made of serge, tweed, and vicuna cloth, in green, navy, brown and tweed mixtures. The coats are well tailored, and lined throughout with sateen, gored skirts, are trimmed with self strappings. Ages 6 to 12 years. Friday bargain **2.98**

DRESSES FOR WOMEN AND YOUNG GIRLS.
A special lot of dresses, made of all-over embroidery, with the new set-in sleeve, square neck, outlined with embroidery or lace insertion, raised belt to match, skirts hang gracefully. Friday bargain **3.95**

COATS \$7.95.
A collection of our best selling lines, including tweeds, whipcords, navy and black serges, panamas, black and white checks. All this season's latest styles, trimmed or plain. Regularly \$16.50, Friday bargain **7.95**

SKIRTS AT \$1.89.
Made of imported tweeds, panama and serges, shepard's checks and striped worsteds. Styles are plain gored and one-sided effects. These skirts are finished with the best of workmanship and fit perfectly. Friday bargain **1.89**

150 Umbrellas

Self-opening styles in the men's, with excellent wearing covers and new handles. Special Friday **.65**

129 Women's Silk and Wool Taffeta Covered Umbrellas, handles sterling silver and rolled gold mounted, strong steel rod and frame. Regularly \$1.50 and \$2.00, Friday **1.29**

Odd Lines in silk mixture covered Umbrellas for women, rolled gold and sterling silver mounted, \$3.50, \$4.00 and \$5.00 lines. Friday **2.48**

SUNSHADES. Sunshades, white, white ground with dainty floral patterns, pretty colorings; others in fancy cambrics and a variety of attractive designs, including white embroidery. To clear Friday, each **.99**

150 Women's Handmade Silk, Brassieres or bust supporters, fine batiste, yoke of extra fine embroidery, short steels in front sections, narrow embroidery on neck and arms, crosses in back. Sizes 32 to 42 bust. Regularly \$1.50 each, Friday bargain **.95**

150 Umbrellas

Bargains in Pumps, Oxfords and Boots

\$4.50 "QUEEN QUALITY" PUMPS, \$2.75.
500 pairs of highest custom grade "Queen Quality" Pumps, for street wear, made of selected patent cow leather, on the new short vamp last, Goodyear welted soles, Cuban heels, silk bow on vamp; sizes 2 1/2 to 7. B, C, D and E widths. The regular standard price stamped on the sole is \$4.50. Rush Friday bargain **2.75**

BOOTS, PUMPS AND OXFORDS, \$1.75.

Women's Dainty Pumps, Colonial Ties, Oxfords and Boots, in all leathers and styles; high, medium and low heels; sizes 2 1/2 to 7. Regularly \$2.49, \$3, \$3.50 and \$4. Rush Friday bargain **1.75**

MEN'S BOOTS AND OXFORDS, \$1.95.

Men's Goodyear welted and McKay sewn Boots and Oxfords; patent cow, Don-gola kid and box calf leathers; sizes 6 to 11. Regularly \$2.95, \$3.50 and \$4. Rush Friday bargain **1.95**

This in Lunch Room FRIDAY AFTERNOON, 3.00 TO 5.30.
Strawberries and Cream, Thin Bread and Butter, **TEN CENTS.**

At the Simpson Store

Men's Suits

We offer Friday morning men's big value Suits at an exceptionally low price. They are made from English tweeds and a few worsted, in good attractive patterns, in all the new shades of browns, grey and blue-greys. The style is single-breasted, three-button sackie, with good linings and the best of tailoring. These suits are worth twice the price, and in some cases more. Friday **6.45**

MEN'S WATERPROOF COATS.
Made from a double texture fawn English paramatta cloth; are cut single-breasted motor style to button to the chin, with close-fitting collar. Have draw straps on sleeves, and are sure to keep you dry. Friday bargain price **6.95**

MEN'S HAIRLINE PANTS.
English goods, gives more genuine satisfaction than any other on the market. Made from a medium shade of grey hairline tweed; a good staple style, well tailored and at a bargain price. Friday **1.95**

BOYS' \$4.00 AND \$4.50 SUITS, \$2.98.
English tweed Suits, in light weight fancy grey stripes, smart double-breasted style, with well shaped lapels, lined with twill, full fitting bloomers pants. Sizes 26 to 34. Regularly \$4 and \$4.50, Friday bargain **2.98**

50 Boys' Fancy Russian Suits, smart military style, buttoning up side to shoulder, with small stand collar, trimmed with fancy braid and metal buttons, patent leather belt, bloomers pants, elastic bottoms. Made from tweeds in dark grey and olive. Sizes 2 1/2 to 8 years. Regularly \$3.00, \$3.50 and \$4.00, Friday bargain **2.49**

Men's Hats, Stiff and Soft

Extra-Fine English and European Fur Felt Soft Hats, in black and colors, stiff hats, black only, mostly small sizes, from 6 1/2 to 8 1/2. Regularly \$2.00, \$2.50 and \$3.00, Friday bargain **.95**

Straw Hats, in boater, telescope, negligee and fedora shapes, a special purchase of a large manufacturer's surplus stock all styles and sizes 6 1/2 to 7 1/2, in most of the braids. Regularly \$1.50 and \$2.00 hats. Friday **1.00**

Boys' Variety and Golf Shape Caps, in fine velvets, felt, navy and black serges, or fancy tweeds. Regularly 25c, Friday **.15**

Children's Straw Sailor Hats, large brims, suitable for outdoor roughing it, plain and fancy braids. Friday **.19**

Children's Tam O'Shanter, assorted lot, in plain and fancy colors. Regularly 25c to 75c, Friday bargain **.15**

THE JUNE WHITE SALE And Its First Friday Bargain Day

A wonderful Friday offering of nearly one thousand samples, an over-stock of a prominent maker, consisting of many beautiful styles in Nightdresses, Drawers, Petticoats, Princess Slips, Combinations and Corset Covers; lace or embroidery trimmed, all sizes, 32 to 42 in the lot, all to be marked and sold Friday at a THIRD TO A HALF LESS THAN REGULAR PRICE. No phone or mail orders.

ELEGANT ROYALE AND JEWEL CORSETS.
Clearing two handsome models of Royale and Jewel Corsets, finest white summer batiste, medium or low bust, extra long and graceful below waist line, 4 or 6 garters, rustproof boning, 2 or 4 wide side steels, lace or silk embroidery trimming, bust draw cords. Sizes 18 to 28 inches. Regularly prices \$3.50 and \$4 each, Friday bargain, each **1.75**

WOMEN'S BRASSIERES.
120 only Women's "Crown" Brassieres or bust supporters, fine batiste, yoke of extra fine embroidery, short steels in front sections, narrow embroidery on neck and arms, crosses in back. Sizes 32 to 42 bust. Regularly \$1.50 each, Friday bargain **.95**

LITTLE GIRLS' COATS.
Two beautiful styles of Little Girls' Summer Coats to go Friday. Made of fine cream color tussore, with black velvet collar and black silk buttons, two pockets, lined throughout. Sizes 2 to 4 years. Regularly prices \$3.50 and \$4 each, Friday bargain, each **1.75**

INFANTS' LONG FLANNEL SKIRTS.
Infants' Long Skirts, cream wool flannel, embroidered with silk all around skirt, white Nain-sook waist, length 38 inches. Regularly \$2.25 each, Friday bargain **.95**

GIRLS' DRESSES.
Girls' White Dresses, a dainty all-over embroidery style, with insertions and ruffles of other embroidery, lace edges, very beautiful and firm. Sizes 6 to 14 years. Regularly value \$4.50 each, Friday bargain **2.75**

Girls' Colored Dresses, fine printed percales, trimmed with pipings and collar of plain contrasting material, also bands of fancy percale; all the best colors and pretty patterns. Sizes 6 to 14 years. Regularly prices \$1.50 to \$2.00 each, Friday bargain **1.25**

WOMEN'S SUMMER UNDERWEAR.
Clearing odd lots of Women's Summer Combinations, white ribbed cotton, low neck, no sleeves, tight knee or umbrella style, banding and tapes. Some are slightly imperfect. Sizes 32 to 38 bust. Regularly prices 50c and 65c each, Friday bargain **.25**

600 only Women's Real Swiss Lisle Thread Veests, ribbed, white, low neck, no sleeves, hand crocheted edge, run with mercerized ribbon. Sizes 32 to 38 bust. Regularly price 35c each, Friday bargain **.22**

Bleached Cotton 7 cts.
2,000 yards English Longcloth, even weave, 66 inches wide. Bargain Friday, yard **.07**

Apron Gingham, blue and white checks, fast colors, 38 inches wide. Friday, yard **.10**

English Striped Flannelette, good heavy weight, fast colors, 32 inches wide. Friday bargain, yard, **.09**

Tea Cloths, with very pretty insertions, lace trimmed. Size 32 x 32 inches. Regularly 50c, Friday **.25**

White Flannelette Blankets, good quality, finished and hemmed snugly, large size, 70 x 90. Friday bargain, pair **1.05**

2,000 yards Crank Roller Toweling, strong make, 17 inches wide. Friday bargain, yard **.74**

Irish Embroidered Pillow Cases, fine quality, all pure linen, beautifully embroidered work, with hem-stitched and scalloped ends. Friday bargain, pair **1.43**

200 Damask Table Cloths, heavy Scotch make, bordered designs. Size 66 x 86. Friday **1.09**
(Phone Linen Dept., 2nd Floor.)

100 Lingerie Waists
We have picked out from our good lingerie tables just 100 Waists that are counter-mussed, but otherwise perfect. These include, besides dainty lingerie effects, some pure Irish linen waists. All sizes in the lot. Regularly \$1.50, \$1.95 and \$2.50. **1.00**
Early selling, Friday, each

100 Smart Tailored and Fancy Silk Waists, in black and a variety of colors; also some very dainty samples of Lace and Net Silk-lined Waists. Regularly \$2.95 and \$3.95, Friday **1.95**
(No phone or mail orders.)

Robes and Tunics
(Third Floor.)
Various odd lots, including crystal spot nets, colored voiles, embroidered cotton rajah, colored repps, and a few good lace robes in white and ecru. These have been selling regularly at \$7.50, \$9.50, \$10.50 and \$12.50 each. Friday early clearance **3.98**
(No phone or mail orders.)

Silk Moire Petticoats \$1.95
Silk Moire Petticoats, several different styles, tailored and pleated flounces, with tucking and strapping some finished with velvet binding, black and white stripes, emerald, navy and wine. Regularly \$3.50 and \$4.50, Friday **1.95**

"HYDEGRADE PETTICOATS," 85c.
Women's Petticoats of light weight "Hydegrade," some have pleated flounces with stitching and tucking; others in plain tailored styles, with strapping and pin tucking. Colors black, navy and grey. Regularly \$1.25, Friday **.95**

PRINTED MUSLIN HOUSE DRESSES, 79c.
Women's House Dresses of light weight Muslin, neat pattern in black, blue or helio; fitted skirt, three-quarter sleeves and square Dutch neck, trimmed bias strapping of black and white. Sizes 34 to 44, Friday bargain **.79**

Saturday Store Closes 1 p.m. During June, July and August

Travelling Goods

100 Cane Suitcases, very light and durable, two wide leather straps outside, easy-swing handle, with pocket and tapes inside. Friday **3.95**

Seasonable Furnishings for Men

Boys' White Twill Cotton Nightrobes, large body, full length; sizes 11 to 14. Regularly 75c, Friday bargain **.59**

Men's English Flannelette Nightrobes, large and roomy, with pocket, yoke and collar; sizes 15 to 20. Regularly \$1.00, Friday bargain **.59**

Men's One-Piece Bathing Suits, navy blue only; bound edges, button on shoulder; sizes 36 to 42. Regularly 75c, Friday bargain **.49**

Watson's Pure White Mesh Knit Underwear, for men, long or short sleeves, ankle or knee length drawers; all sizes 34 to 44. Friday bargain, a garment **.44**

Men's Wash Neckwear, in a range of stripes and fringe ends. Regularly 25c each, Friday bargain **.12 1/2**

A large quantity of **Odd Neckwear**, in a variety of designs and styles. Regularly 50c, Friday bargain **.25**

Men's Invisible Suspenders, fine elastic web, nickel fittings, two-point or four-point styles. Regularly 50c, Friday bargain **.35**

Friday Carpet Prices

HEAVY ENGLISH TAPESTRY CARPET
Friday, yard **.65**

WOOL CARPET
hard-wearing, closely woven, 36 inches wide, Friday, yard **.68**

ENGLISH AND DOMESTIC BRUSSELS CARPETS
for all rooms, Friday, yard **.95**

THE "SAXON"
a new, rich pile rug, in handsome Oriental, self color and chintz effects—wonderful value—
6.0 x 9.0 5.00 9.0 x 9.0 7.50
7.6 x 9.0 6.50 9.0 x 10.6 8.50
9.0 x 12.0 9.75

ENGLISH TAPESTRY SQUARES
at lowest prices Friday—
6.0 x 9.0 5.45 9.0 x 10.6 8.45
7.6 x 9.0 6.00 9.0 x 12.0 9.65
9.0 x 9.0 7.25 10.6 x 12.0 10.45

CHINA MATTING SQUARES
A sample lot at less than regular cost. One size, 4.6 x 7.5, half-price. Regularly 75c, Friday **.38**

LINOLEUM
Extra heavy, Scotch make, printed designs in good bright colors. Regularly 45c and 60c, Friday **.41**

HEAVY ENGLISH FLOORCLOTH
Square yard **.39**

IMPORTED HEARTH RUGS AND MATS
at reduced prices, for example, regularly \$5.35, for \$3.79; 2.3 x 4.6, regularly \$4.25, for \$2.95.
English Velvet Door Mats, 30 x 12, each **.75**

Madras at Reduced Prices
Heavy Scotch-Madras, in many new and choice patterns, cream, white and ecru tones, 45 inches to 59 inches wide. For summer curtains, in border or sitting rooms, will be found both pleasing and durable, 25c and 30c qualities. Friday, yard **.19**
36c and 48c qualities. Friday, yard **.28**

CHINTZES AND ORETONES.
Georgous display of English Art Chintzes and Chintzes, specially adapted for service and effect required in living and dining rooms or libraries. Whether it's to complete a scheme or the entire decoration of a room, you will find many artistic patterns awaiting your careful selection, 30 to 36 inches wide. Prices range from 40c to 75c.

CURTAINS HALF PRICE.
Odd range of Nottingham and Swiss Curtains. Some used as samples; others are regular patterns from our regular stock; usual large sizes 50 pairs only. Worth regularly \$1.00 up to \$7.00 pair, Friday bargain half price. (No phone or mail orders.)

TAPESTRY AND COVERINGS.
Clearing of short pieces of hard and serviceable Tapestry for the living room, den or library; used for coverings or hangings. These are broken lines, so that accounts for the great reduction. Worth \$1.00, \$1.25 and \$1.35, Friday, at, yard **.49**

WINDOW SHADES, 25c.
Full size Window Shade, 3 inches x 70, in opaque cloth, cream and green. Colors complete with brackets, and pull. Friday special **.25**

WINDOW SHADES, 35c.
Hand-made Oil Opaque Shades, best standard quality, mounted on Harbison rollers in white, cream and green tones. Considered the greatest shade bargain of season. Friday, each **.39**

BAMBOO VERANDAH AND PORCH SHADES.
Just the shade or sun protector required for the hot weather coming. Allows circulation of cool breezes:
Natural Green.
4 ft. x 8 ft. long, at \$.75 4 ft. x 8 ft. long, at \$1.00
5 ft. x 8 ft. long, at .90 5 ft. x 8 ft. long, at 1.20
6 ft. x 8 ft. long, at 1.10 6 ft. x 8 ft. long, at 1.50
8 ft. x 8 ft. long, at 1.50 8 ft. x 8 ft. long, at 1.85
10 ft. x 8 ft. long, at 1.80 10 ft. x 8 ft. long, at 2.50

Toilet Goods

100 only Sample Hair Brushes. Regularly \$1.25, to clear **.85**

Tooth Brushes, with hand drawn bristles. Regularly 15c, special **.9**

Yale's La Freckle, for removing freckles. Regularly price \$1.00, special **.69**

Gilmour's Hand Cleaner. Regularly 10c, special, 4 for **.25**

Houbigant's Rice Powder. Regularly 20c, special, 15c or 2 for **25c**

Yale's Face Cream. Regularly 50c, special **.29**
(Phone direct to Toilet Dept.)

Books and Stationery Bargains

Boys' Books, Regularly 45c, Friday bargain **.15**

Madame Yale's Blood Tonic, \$1 initial Stationery (any initial), fine white linen paper. Special Friday 15c per box, or 2 for 25c.

Monogram Embossers, regularly 75c, special Friday, each **.25**

Herbert Strang's Library, Titles, Coral Island, True Blue, Hans Anderson, Grimm's Fairy Tales, and Mungo Park's Travels. Special Friday, 2 for **.25**
(Book Dept., Main Floor.)

DRUGS

Beef, Iron and Wine, 40c bottles. Friday **.25**

Madame Yale's Blood Tonic, \$1 bottles **.50**

Madame Yale's Special Ointment, \$1.00 size **.50**

Headache Waters, 12 in a box. Friday, 2 boxes **.25**

Spirit Stoves, large and strong. Friday **.50**

Hot Water Bottles, slightly soiled from being shown as samples, but will wear just as well, up to \$1.50, Friday **.75**

Sponges, 35c and 40c, Friday **.25**

Chamois, 60c size, Friday **.40**

Bargain China

500 White Pudding Bowls, roll rim, all sizes. Friday bargains, **.10**

Rich 97-piece Dinner Set, high-grade English semi-porcelain ware, dainty floral designs, gold edge and line. Friday bargain **9.21**

700 Fireproof Teapots, decorated, half price. Friday bargain **.15**

Table Tumblers, fine glass, Friday bargain, per dozen **.49**

1,000 pieces Fancy Japanese ware, cream jugs, vases, cups and saucers, etc. Half price Friday bargain **.9**

GROCERIES

Choice Family Flour **.4 bag **.41****

Currants, cleaned **3 lbs. **.25****

California Seeded Raisins **3 packages **.25****

Perfection Baking Powder **3 tins **.25****

Pure Kettle Rendered Lard **Per lb. **.17****

Yellow Cooking Sugar **9 lbs. **.50****

Canada Cornstarch **Package **.7****

New Orleans Molasses **2-lb. tin **.19****

Finest Creamery Butter **Per lb. **.22****

Canned Corn **3 tins **.25****

Choice Pink Salmon **Per tin **.18****

Choice Rangoon Rice **5 lbs. **.25****

Finest Pearl Tapioca **3 lbs. **.25****

900 Picked Shoulders of Pork, lean and mild, 6 to 8 lbs. each **Per lb. **.13****

Dalton's Lemonade Syrup **3 bottles **.28****

2 1/2 LBS. PURE CELONA TEA, 88c.
A blend of India and Ceylon Teas of uniform quality and fine flavor. Friday, 2 1/2 lbs. **.55**

The Robert SIMPSON Company Limited