



Your Attention is Directed to the Simpson Display of Summer Wash Fabrics

Perhaps the fickle and impetuous Lady of Fashion was never so much so as when she "placed her order" for the fabrics that are to make milady's midsummer toilet.

Here is a thoroughly pleasing piece of voile typical of the real old-fashioned Paisley shawl—there you see a cascade of voile strewn with the pinkest of June roses—around the corner is a dashing pattern of broad but delicately colored stripes, pin stripes, and stripes in all their phases—further along are fabrics that continue a season of Chinese ideas, shown in the glowing eastern colors; and then, too, you come across no end of lovely things in black and white.

For the Hilarious Pastimes of Summer Are Stout Cotton Piques, Cords and Gingham, Embellished With Radiant Colors

So closely imitated is the khaki-kool, gabardine and Jersey cloth that it is no easy matter to distinguish them from their silk and wool kindred fabrics, and how delightfully inexpensive they are! Why, gingham, and pique of the famous Duro dye are only 35c and 39c a yard, but that is an exclusive Simpson price, for this worthy English-made fabric has gone up in price even to 65c a yard, but our big reserve stock enables us to retain standard prices for the "boil well" Duro.

Quantities of Duro gingham, the very latest sport material in New York, striped and checked in dozens of ways, and also in plain colors and neutral shades; 30 inches. Price, a yard **35**

Duro Pique, 28 inches wide, a substantial cloth, in both checks and stripes, and a few plain colors, is priced, a yard **39**

Enquire about the cross-grained "Jerette," a cotton fabric, very truly imitating the Jersey cloth. It comes in a good lot of colors; is 36 in. wide, and price, a yard **65**

As for sport pique and gabardine generally, there's no end to the selection and in patterns smart and unusual. They have white and Palm Beach grounds, with two, three, four and more colors patterned upon them, and there is a wonderful trellis-checked design in green, blue, mauve and grey; 36-inch. Price, yard **75**

Another outstanding fabric, 36 inches wide, is wool-finished gabardine, with immense squares of black and white, with introductions of bright gold, and we are selling this smart material at the New York price, a yard **1.00**

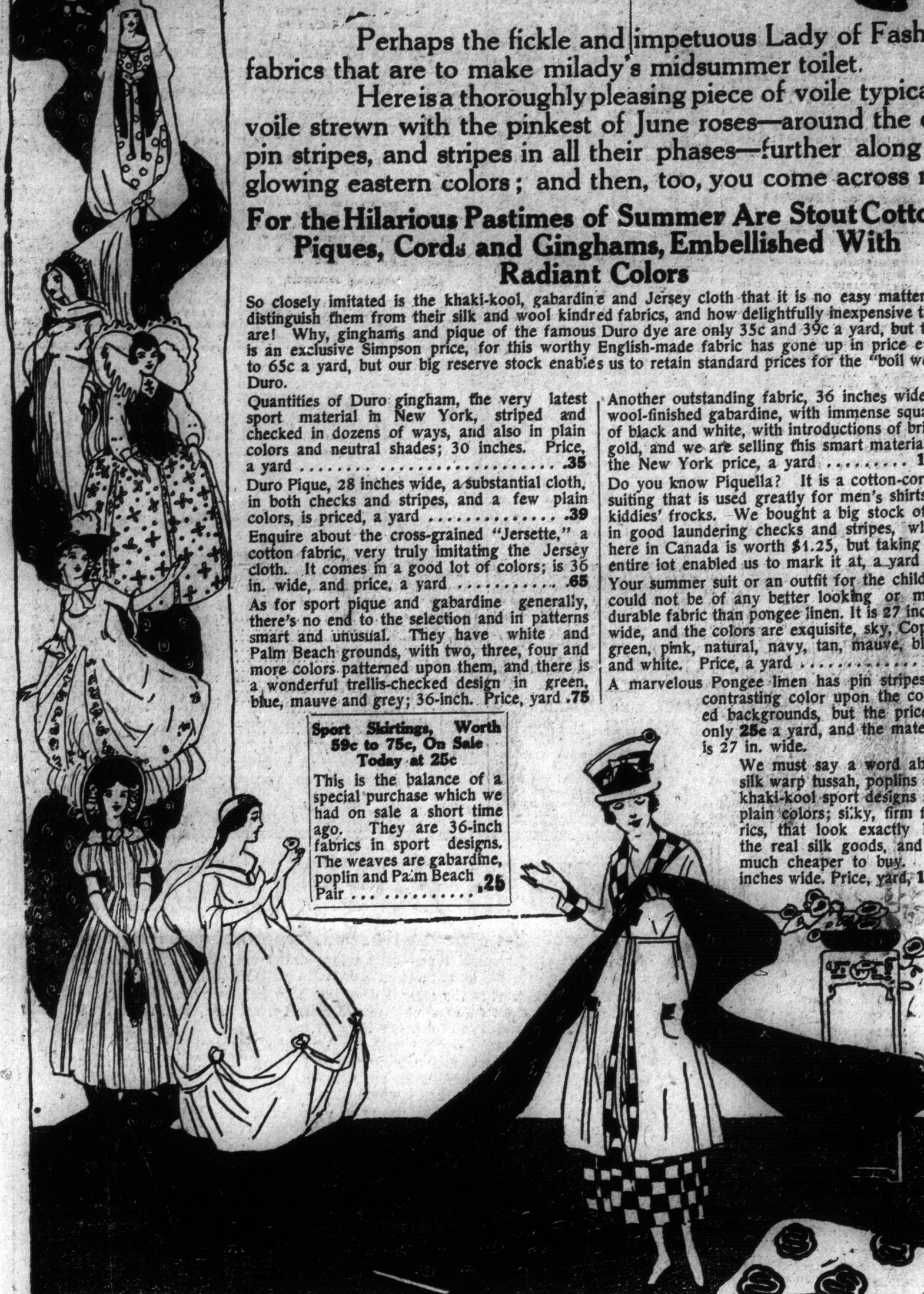
Do you know Piquella? It is a cotton-corded suiting that is used greatly for men's shirts or kiddies' frocks. We bought a big stock of it, in good laundering checks and stripes, which here in Canada is worth \$1.25, but taking the entire lot enabled us to mark it at, a yard **75**

Your summer suit or an outfit for the children could not be of any better looking or more durable fabric than pongee linen. It is 27 inches wide, and the colors are exquisite, sky, Copen, green, pink, natural, navy, tan, mauve, black and white. Price, a yard **39**

A marvelous Pongee linen has pin stripes of contrasting color upon the colored backgrounds, but the price is only 25c a yard, and the material is 27 in. wide.

We must say a word about silk warp tussah, poplins and khaki-kool sport designs and plain colors; silky, firm fabrics, that look exactly like the real silk goods, and so much cheaper to buy. 36 inches wide. Price, yard, **1.50**

Sport Shirtings, Worth 50c to 75c, On Sale Today at 25c
This is the balance of a special purchase which we had on sale a short time ago. They are 36-inch fabrics in sport designs. The weaves are gabardine, poplin and Palm Beach. Pair **25**



The Home-Lovers' Club Will Close the 31st Day of May

Although the Home-lovers' Club has made no announcement for some time, the membership has continued to increase day by day, and now holds the record. The membership lists will be closed on May 31st. Those who desire to enjoy the privileges of Home-lovers' Club terms should apply for membership. There will be many timely and interesting offers in home-furnishings within the next few days in which Club members may participate.

Furniture Specials

- Sliding Couch, can be used during day as couch, double bed at night; all-metal frame, closely woven wire spring; mattress covered in green denim, with valance. Today **9.50**
- Spring, all metal, very closely woven fabric, interlaced, heavy rope edge. Regular \$15.00. Today **4.00**
- Box Spring, oil tempered spiral springs, covered with canvas, heavy layer of felt on top, then covered in good grade of art ticking. Regular \$16.00. Today **13.15**
- Simpson's Special Mattress, layer felt, built, not stuffed; deeply tufted, full depth border, encased in good grade of art ticking. Today **7.50**
- Brass Bed in polette or satin finish, 4 ft. 6 in. size only; heavy 2-inch posts, 1 1/2-inch top rod and fillers, with gallery, special mounts and caps. Regular \$31.75. Today **24.75**
- Child's Crib, white enamel, continuous posts, drop sides, complete with spring. To-day **6.00**
- Child's Crib Mattress to fit, from \$1.85 to \$3.75.
- Pillows, mixed feathers, covered in good grade of ticking. **.95** Today, pair **3.25**
- Pillows, mixed feathers, covered in good grade of ticking; size 20 x 27. Today, pair **5.50**
- Pillows, selected feathers, covered in good grade of ticking; size 22 x 23. Today, pair **5.50**

Beautiful and Unusual Designs in Our New Assortment of Porch and Summer Cottage Rugs

- Japanese Matting Rugs**
Entirely new and novel designs in a fine quality, closely woven Japanese matting, in interesting patterns of Japanese origin, with fancy borders and plain or figured centres, in various colors:
Size 6.0 x 9.0 **2.50**
Size 4.4 x 7.4 **1.35**
Size 2.3 x 4.6 **.25**
- Reversible Japanese Rugs**
Better quality rug than usual in very dainty and delicate colors, woven with colored borders and plain or figured centres; reversible, and very suitable for bedroom or sunroom use; large and small mats to match:
Size 6.0 x 9.0 **2.95**
Size 2.3 x 4.6 **.55**
- Heavy Crex Rugs**
Hundreds of strongly woven and reliable Crex Rugs in entirely new designs in shades of green, blue and brown, with key borders and plain centres, or lined borders or conventional patterns:
Size 9.0 x 12.0 **12.50**
Size 6.0 x 10.0 **9.50**
Size 6.0 x 9.0 **6.50**
Size 4.6 x 7.6 **4.50**
Size 3.0 x 6.0 **2.25**

New Rag Rugs

Comprehensively arrayed are the eminently new styles and designs in these new rag rugs, heralding the new shades and combinations—rose, blue, grey and mauve tints, featuring fancy borders. Rugs suitable for up-to-date bedroom furnishing.

New Rag Rugs, Fashioned in Favorite Quaint Styles

Strongly and attractively woven, showing the old fashioned stripes, plain borders and mixed colorings, in suitable effects to harmonize with any summer decorative scheme in dining-room. Three sizes as follows:
36 x 72 in., priced at **1.95**
27 x 54 in., priced at **1.25**
24 x 36 in., priced at **.85**

Reversible Chenille Rugs

Charming rugs, showing handsome subdued coloring in rich Oriental designs, with centres in exquisite harmonizing shades. Suitable for den, hall or summer home.
Size 27 x 50 in. **2.95**
Size 24 x 54 in. **2.25**

Dignified Black and White is Prominent in the Throng

That basket cloth or matting, of which grandmothers know more than we, is featured extensively in striking black and white plaids, checks and stripes. Patterns decidedly more white than black and distinctively uncommon and stylish. These are abundant on the second floor, and there is a lot of charm about the coarse surface of basket cloth, which is 36 inches wide, and priced at **.85**

Neatly Striped Voiles in black and white, which would be very appropriate for half-mourning frocks, are delightfully assorted in the new wash fabrics. Mercerized stripes, in all widths, dense ak-over patterns and delicately figured voiles are particularly effective in black and white. Prices, a yard **.75 and 1.00**

Lower priced Voiles in this combination, and in vast quantities, are attractively priced at, yard **.39**

The Grandeur of Pure White Swiss Voiles and Tootal's Pique

It does make a big anxious question, whether or not it shall be a frock of new glad colorings or, after all, the quiet becoming thing of youthful white!

The lovely real Swiss Embroidered Voiles and Crepes in our Wash Goods Section would probably bring you to a happy decision, for they are the most charming filmy fabrics any woman could wear.

Either for dainty blouses or dresses are they suitable, and many different Swiss ideas are prettily displayed in the patterns. They are 40 inches wide, and the price a yard is . . . **1.25 and 1.50**

Imitation Swiss Voiles, made in America, are lower in price **.75 and 1.10**

We have all "shaken hands" with Tootal's Pique, but the new piques are very fanciful, so if you are in quest of a white suit or skirt there is absolutely nothing smarter or better wearing. The width is 42 inches, and the price, a yard . . . **.85**

Voiles in Most Wonderful Hues

The Paisley Shawl Voiles and voiles not Paisley, but a chaos of beautiful colors, are 40 inches wide, and priced, a yard **1.10**

And so like soft clouds of delicate hues are some other fine voiles, but they are thickly patterned with natural-looking flowers. What a picture would be a summer frock of this? In lemon yellow, rose pink, blues and endless combinations of color. 40-inch. Price, a yard **1.00**

An array of Colored Voiles that have heavy silky stripes, in gold, blue and white, are decidedly new, and would make up into very striking frocks. 40-inch. Price, a yard **1.25**

And More of Those Exquisite Voiles for Warm Days

Then there are stripes in their most fanciful moods, with pin stripes of black, as well as the dainty lavender, blue, pink, and a host of others. Price, yard **1.00**

White Voile, with wide silk stripes in blue, pink and all white, are thickly spotted in self colors upon the stripe; 36 inches. Price, yard **1.25**

There are stocks of wonderful dark patterns called European Voiles; clouded, dense designs, in pretty subdued colors. Very serviceable and good-looking dresses they would make, and there isn't a tinge of dowdiness about them. 40 inches. Price, yard **.75**

Similar Voiles, but in clearer and lighter shades, and very daintily patterned with floral sprays, are 40 inches wide, and the same price, a yard . . **.75**

In the Basement Sale Today

These Cut Glass Specials

- Handsomely cut, floral design Fruit Bowls **3.49**
- Cut glass, star design, Sugar and Cream Sets. Price **2.95**
- Aster floral cut design, corset shape Vases. Each at **1.95**

Johnson's Rosemary, \$19.75
Finest quality very thin English ware; pretty rose border decoration, as illustrated; an open stock pattern; 97-piece **19.75** set. Today

97-piece Set, \$7.95
Pretty floral border decoration on excellent quality thin English ware, hard brilliant overglaze; 97 pieces. Today **7.95** special, the set

\$18.50 Dinnerware, \$13.95
This excellent quality Wedgwood & Co. set has dainty rosebud festoon border decoration, gold-line handles and edges; kernels or ovate shape **13.95** cups; 97 pieces. Today

\$16.00 Dinner Set, \$12.95
Good quality clear white English ware. Dainty conventional border design, gold-line handles and edges; 97-piece **12.95** set. Today

Telephone for Fruit Jars—Main 7841

Crown Jars

- Pints, per dozen, today **.65**
- Quarts, per dozen, today **.75**
- Half gal., dozen, today **.85**

The Glassware, Four Pieces Illustrated, at Special Prices

Phone Main 7841

- Fish Bowl, one pint size. Each **.12**
- Fish Bowl, one quart size. Each **.15**
- Fish Bowl, half gallon size. Each **.23**
- Fish Bowl, one gallon size. Each **.49**
- Fish Bowl, one and half gallon size. Each **.85**
- Fish Bowl, two gallon size. Each **1.49**
- Glass Vases, as illustrated. Each **.15**
- Glass Water Pitchers, as illustrated. Each **.13**

Glass Fruit Bowls, as illustrated. Each **.12**

8.30 a.m. Special
15c Clover Leaf Cups and Saucers, 10c
300 dozen only, for quick selling this morning. Excellent quality English porcelain cups and saucers, gold clover leaf decoration. Regular 15c. Monday sale, cup and saucer for **10**

Not more than two dozen to a customer.

The Robert **SIMPSON** Company Limited