

Special!

\$1.25 and \$1.50 Black Voiles, on Sale Today 95c

All-wool imported French Voile, guaranteed fast black, 42 and 50 inches wide. Regularly \$1.50 and \$1.25. Jubilee Sale price 95c today, 8.30

Confederation Jubilee Sale



at SIMPSON'S Come Today

Jubilee Parasol of \$3.95, \$ or \$5.00 Value at \$2.95

Including our arrivals in 1 Parasols, in new designs wanted colors and white with navy with Dry centres. A few styles in Tuscan Oriental pattern Regularly \$3.95, and \$5. Jubilee Sale .. 2

1867---Confederation Jubilee Sale---1917

Canada's Fiftieth Year of Confederation finds her engaged in the greatest war of history. As a consequence the prices of nearly all necessities are the highest we have known. The hand-to-mouth merchant is having a hard time of it, and his customers know the result. On the other hand, it takes foresight and courage to buy in advance for such an organization as ours. But our customers reap the benefit, for they buy from us at prices that are months better than the present market. This "Jubilee" page will show you dozens of examples where the price on SOMETHING YOU WANT NOW is below what you'd pay elsewhere. It's worth reading carefully, and marking the items you want to get at 8.30 a.m. today.

One Dollar for \$1.95 LINGERIE WAISTS A Real "Jubilee" Value

Delightful Hot Weather Blouses of white sheer materials, with large and a few convertible collars. Dainty lace and fine embroidery trimmings are used upon the extensive range of styles. Sizes 34 to 42. Regularly \$1.95. Today ..... 1.00

Jubilee Silk Sale Extraordinary!

Crepe de Chine, 79c to 85c values. Jubilee sale price, per yard ..... 68. Japanese Pongee Silks, 95c---finest smoother finish than the Shantung weaves and of equal durability; comes in the darkest natural shades. Regularly \$1.25. Jubilee Sale price ..... 95. Colored Crepe Georgettes and Crepe de Chine, full color range, also ivory in both weaves. Reg. \$1.09 to \$2.06. Jubilee Sale price 1.50. Two Specials in Black Taffeta---300 yards of 19-in. black taffeta. Regularly \$1.44. Jubilee Sale price, yard..... 1.33. 200 yards of black "skinned" Clifton Taffeta. Regularly \$2.00. Jubilee Sale price 1.79.

This \$18.50 "Alsace" Dinner Set Today \$12.95

Open stock pattern, exceptionally clear and evenly finished Wedgwood & Co. ware; dainty pink rose festoon border decoration, gold line edges and handles; choice of Ovide or Kermis shape cups; 97 pieces. Today, special, set ..... 12.95

This Jubilee Whitewear and Corset List Brings the Biggest Savings So Far This Season

Cotton Nightgowns, Special 79c---Silkover styles with round neck of scalloped Swiss embroidery and short kimono sleeves. Sizes 46, 48 and 50. Jubilee Sale ..... 79. "Merode" Combinations, 98c---Regular \$1.75. Fine ribbed Egyptian cotton, low necks, short sleeves, light knee drawers, beautifully finished and trimmed. Sizes 34 to 42. Jubilee Sale ..... 98. "Merode" Vests 59c---Regular \$1.00. An odd line of finely ribbed cotton vests, low necks and no sleeves; shaped at waist; absolutely seamless; sizes 34 to 42. Jubilee Sale price ..... 59. \$1.00 Corsets for 69c. Strong white coutil models with medium low bust and long hips; double rustless boning. Sizes 19 to 30. Jubilee Sale ..... 69. Special, Brasieres 65c---made of white cambric with deep V-necked yokes of imitation hand-made lace; strongly finished; sizes 34 to 44. Jubilee Sale 65. Regular \$1.75 Crepe de Chine Camisoles, 98c. In both pink and white silk, with yokes of washing lace back and front. Fresh new goods. Sizes 34 to 42. Jubilee Sale ..... 98. "Merode" Drawers 59c---Regular \$1.00. Clearing an odd line of French band-style, with umbrella knees and fitted waistband; shell-stitch edges; sizes 24 to 42. Jubilee Sale price ..... 59. Maids' Aprons of White Lawn, 24c. Regular 25c. Made of fine material with full pored skirts and wide tie strings; the top and shoulder straps are of Swiss embroidery. Jubilee Sale ..... 24. Jubilee Ribbons, Values Up to 39c Today 25c. 5 and 8-inch Satins and Taffetas, excellent quality, in correct shades of sky, pink, mauve, yellow, brown, tan, cardinal, coquelicot, old rose, apricot, purple, and also white and cream. Values up to 39c. Today ..... 25. Also 4 to 6-inch Black Moire and Sain Ribbons, in heavy quality; values up to 40c. Today, yard ..... 25. Very special line of made-up Hat Bands; exceptional value. Clearing at each 49c. \$5.00 Japanese Silk Petticoats \$3.95. 60 only; Petticoats of Japanese Silk of twelve mummy weight, in white, pink, sky and natural. An ideal petticoat for wear at all times; particularly in it adaptable for wear with the summer dress or suit; cut to fit snugly over the hips, in smart style with full flounce, which is finished with frill and underpiece. Lengths 39 1/2 to 40. Regularly \$5.00. Jubilee Sale today ..... 3.95

Sensational Wash Goods Bargains

19,480 yards of strictly fresh, new Wash Goods---the kind most in demand---the kind that sells on sight---the kind that most women are glad to get at any price---bought at the mill at actually 25% below today's mill prices---offering savings that may be truly called tremendous!

On Sale for the First Time Today, Sharp at 8.30 Half Price and Less Than Half Price Four Big Lots---Four Small Prices

13 1/2c 17c 25c 39c

It is an event of wonderful opportunity, as the assortments are wide, the weaves the latest, the qualities guaranteed, and the values unparalleled. And coming as it does at the very height of the wash goods season, offering the most frequently called for weaves---fabrics that most stores have found it impossible to get---make it an event far out of the ordinary, and one that hardly a woman would care to miss.

Some of the patterns are bold and striking, others are delicate and dainty. Notice the new large figures and stripes. See all summer's beauty worked into exquisitely dainty harmonizing effects. Fabrics for every woman's dress and frock requirement for every summer occasion; fabrics for children's dresses, suits, etc. It may be years before such an opportunity again presents itself, perhaps never, certainly not again this season. Come early!

- Lot 1 8000 Yards of Fine Linene at 13 1/2c. Some people know it as percale; scarcely anything more popular for girls' frocks, boys' smart suits, women's porch dresses. Choose Palm Beach or Cadet. Full 48 inches wide. On sale today for the first time sharp ..... 13 1/2. See Queen Street Windows. Lot 2 Voiles! Half Price, 17c. Stunning black and white 1/2-inch stripes in many colors. Adaptable for waists, dresses for any summer occasion. Full 48 inches wide. Never retails less than 35c. On sale today for the first time. Jubilee Sale, yard ..... 17. Lot 3 French Novelty Voiles 25c, Actual 59c Weaves. New and fascinating gingham-like checks on fine sheer ground in solid white and dainty pink for waists and dresses for all summer occasions. 36 inches wide. On sale today, 25 for first time. Jubilee Sale today, yard ..... 25. See Yonge Street Windows. Lot 4 75c Silk and Cotton Striped Tussah 39c. A splendid reproduction of Silk Tussah with inch sport stripes, in good shades of rose, blue, green, with natural grounds. Suitable for either smart collar and cuff sets, middie or shirts. 36 inches wide. Enjoys immense sale at 75c. Jubilee Sale today, yard ..... 39.

Jubilee Sale of Men's Goo Suits Today at \$9.95

Anyone of these suits will give a man splendid service, being in from hard wearing tweeds in browns and greys in neat patterned neatly tailored in good fitting, single-breasted sacque style, single-breasted vest and good fitting trousers, finely tailored, have good trimmings. Regular \$13.50 and \$15.00. Sizes 35 to 44. To clear .. 9.95

Men's 75c, 89c, \$1.00 and \$1.25 Shirts Today 69c

Offering such well-known brands as Monarch, Tooke, Crescen, Standard and others. Broken lines from our best selling stock together with counter-soiled shirts. The assemblage provide just the kind of shirts every man looks for when shirt-buying---plain and fancy hairline and cluster stripes, in black, blue, helio tan, etc. Colors that do not fade out. Every shirt is high grade, tailored in coat style with double seams, and is perfectly fitting. Represented are laundered and double French cut styles. Wise men will not only buy two or three, but a dozen at a time. Sizes 13 1/2 to 16 1/2. Not one shirt priced less than 75c, some 89c, others \$1.00, and still others at \$1.25. Your unrestricted choice of any shirt in the lot for ..... 69c

Men's \$1.50 Ollus Combinations 69c

Men's Ollus Combinations, nainsook; a special purchase from a well-known manufacturer at a price well below the cost of production. Athletic style. Sizes 40 to 50. Regular \$1.50. Today ..... 69c

\$1.00 Poros Knit Combinations 73c

Men's Poros Knit Combinations, made from fine quality cotton, also in began in two-thread yarns; closed crotch style, short sleeves and ankle length. Sizes 34 to 46. Regular \$1.00. Today ..... 73c

Boys' Hot Weather Clothing Specially Priced for Today

Only 200 of these smart suits priced low enough to bring a big and ear morning rush. Consists of full-cut bloomers with belt loops, straps at buckle at knee; negligee shirt has soft collar. Bloomer sizes 24 to 38. Shirt sizes 11 1/2 to 18 1/2 collar. Suit complete ..... 1.25

Boys' Wash Suits 98c

Regular \$1.25, \$1.50 and \$1.75 Value. Every suit splendid value. There are Norfolk and Middy Suits of washable cambray. Sizes 2 1/2 to 8 years. Today ..... 98c

Boys' Shirt Waists 59c

No other place will you see such a to price. Sport collar shirt waists, the ideal summer blouse for boys; full cut and neatly made from natty striped Madras and cambric shirtings. Size 6 to 15 years. On sale today ..... 59c

Boys' Khaki Duck Pants, Special \$1.49

Made of imported khaki in rich dark shades. Pants finished with belt loops, side, hip and watch pockets, and cut bottoms. Sizes 8 to 16 years. Today ..... 1.49

Wanted Gloves and Hosiery at Lowered Jubilee Prices

\$1.25 LONG SILK GLOVES AT 98c. "Kaysers" Gloves, made in Canada, heavy weight silk, in a button length; dome fasteners at wrist, fingers double tipped, are perfectly finished; black and white. Sizes 5 1/2 to 8. Regularly \$1.25. Today, pair ..... 98. WOMEN'S "PENANGLE" COTTON HOSE, 25c STOCK, 19c. Extra fine weight, plain black Cotton Hose, knitted extra close and seamless; spliced heel, toe and sole. Sizes 8 1/2 to 10. Regularly 25c. Today, pair 19c, 3 pairs ..... 55. WOMEN'S 59c FIBRE SILK HOSE, TODAY 47c. Black and white, sheer even weave, and seamless; three-quarter silk leg, deep fine cotton top and double garter welt; serviceable like heel, toe and sole. Sizes 8 1/2 to 10. Regularly 59c. Today, pair ..... 47. MEN'S FINE SUMMER SOCKS 15c PAIR. Soft fine cotton thread Socks, closely woven, in seasonable weight, with seamless foot and spliced heel, toe and sole; in a great range of shades, together with black and white; all sizes. Extra special value today at, pair ..... 15.

NOTIONS

JUBILEE SALE OF NOTIONS AND HAIR GOODS. Coste's Sewing Cotton, black and white. All sizes. Today, dozen ..... 60. Mending Cotton, black, tan and white. Regular 3 for 5c. Today, 3 ..... 10. Oxford Shoe Ties, black and tan silk. Today, pair ..... 10. Hat Elastic, black and white. Today, yard ..... 15. Linen Buttons, six cards to folder; assorted sizes. Today, 2 for ..... 25. La Casque Combs, shell with stone settings. Today, each ..... 25. Hair Nets, real hair, all-over and slip-on styles; all shades. Today, 3 for ..... 25.

Important Jubilee Footwear Sale---400 Pairs of Women's British Made White Canvas Shoes . . . 99c

So many people wanted extra pairs of these white canvas shoes after our last white shoe sale that we have decided to give our patrons the benefit of a very low price, so for today we offer you the entire balance, 400 pairs of White Canvas Shoes, at 99c pair. The lot consists of lace Oxfords, plain and strap pumps, made on good fitting lasts, medium weight soles and Cuban heels. Sizes 2 1/2 to 7. Today, 8.30 ..... 99. Other White Canvas Shoes, \$1.99---400 pairs Women's White Sea Island Duck Pump and small Tongue Colonial, with turn soles and white covered heels, neat pearl and shapely covered 1.99 ornaments. Sizes 2 1/2 to 7. Widths C and D. Laid Schober's Brown Kid Dumay Pump---The newest, smartest New York creation; made of finest grade brown kid leather, with brown buck trimming, hand-turn sole, wood-covered French heel. Widths A to E. Sizes 2 1/2 to 7. Regular \$3.00. Today, per pair ..... 12.00 Men's Goodyear Welt Oxfords \$5.00. Popular mahogany shade of calf leather made on English recede toe, with neat perforated toecap, rubber fibre sole. Catspaw cushion heel. Price ..... 5.00 Men's Black Goodyear Welt Oxfords, made of gummetal leather, straight lace style on English recede toe, with neat toecap, rubber fibre sole, Catspaw rubber heel. Price 4.50 Girls' White Strap Slippers \$1.39---Girls' white canvas pumps with ankle strap and neat silk bow, wide toe shapes, lightweight McKay sewn soles, low heels. Sizes 11 to 2, \$1.39; 3 to 10 1/2, \$1.19. Women's Brown Ooze Paris Pump, made on Fifth Avenue last, flexible McKay sewn sole, Spanish covered heel. Widths A to D. Sizes 2 1/2 to 7. Regular \$7.00. Price 5.00

Thousands of Women's Panamas for the Jubilee Sale, \$1.89, \$2.39, \$5.00

Large sailors and rolling brim styles in women's genuine Danba Panama Hats, each 5.00. Danba Panamas at \$1.89. Small and medium size. At the low Jubilee Sale price you can choose natural bleached panamas in the smartest of summer's rolling brim or sailor styles. Hats regular price \$3.00. Rush price today .. 1.89. New! \$4.00 Panama Hats at \$2.39. Because we bought these hats unblocked, and had them blocked to our own specification, we are able to offer our patrons this extraordinary Jubilee bargain for the opening day today. Reg. price \$3.50. Today 2.39. Trimmed Panama Hats \$5.00. Large or medium shapes, all finely and evenly finished, all carefully trimmed with white ribbons, ornaments, fancy white feathers or white flowers. To- 5.00 day, each .....

4 Big Embroidery Specials for Today

17-inch Cambric Flouncing, open work patterns and good quality of cambric for children's wear and women's under- 28. 17-inch Swiss Flouncing for children's dresses, new pattern; beautiful quality for undershirts for women's wear. In most effective floral patterns. Regularly \$1.00. Today, 3 for ..... 33. 17-inch English Long Cloth, special for ladies' undershirts; beautiful quality. In the most effective patterns; also Swiss embroidery special for children's wear. Eight beautiful patterns. Values up to 75c. Jubilee Sale, today, per 39 yard. 27-inch Swiss Flouncing, in six effective patterns, some finished with 2 1/2 and 3-inch frill; others scallop on the finest Swiss. Regular 95c and \$1.00 a yard. Jubilee Sale, 63 today, yard .....

Drapery Remnants in the Jubilee Sale

A Big Lot of Remnants One-third to One-half Off---Hundreds of useful lengths of brightly colored chintzes, durable bungalow nets, Madras muslins and scrims, also short ends of tapestry, velvet and casement cloth, all marked at very special bargain prices for today. Come in the morning and you can hardly fail to find just what you are wanting. Handsome 50-in. Chintz, Per Yard 95c---Fine quality French and English chintz, offering an elegant range of designs and colorings, appropriate for side draperies, slip covers, etc.; also some entirely new Roman striped linens; in bright hues shades of green, red and yellow; just the thing to make into outing skirts; 60-in. widths. Regular \$1.89 to \$2.00. Today, per yard ..... 95. Window Awnings Ready to Hang---250 for today's selling, in colors of fawn or blue and white striped duck; and the three most wanted sizes, 2 ft. 6 in., 3 ft., and 3 ft. 6 in. wide. Complete with metal frame, corda, etc. 2.25 Today, each ..... 1.25. Made-up Side Draperies, One-third Off---Overdrapes you have been wanting at a greatly reduced price. Beautiful chintzes, casement cloths, reps, etc., made into curtains with shirred and box-pleated valances or shaped lambrequins to match. Today, one-third off the regular price.

The SIMPSON Company Robert Simpson Limited