

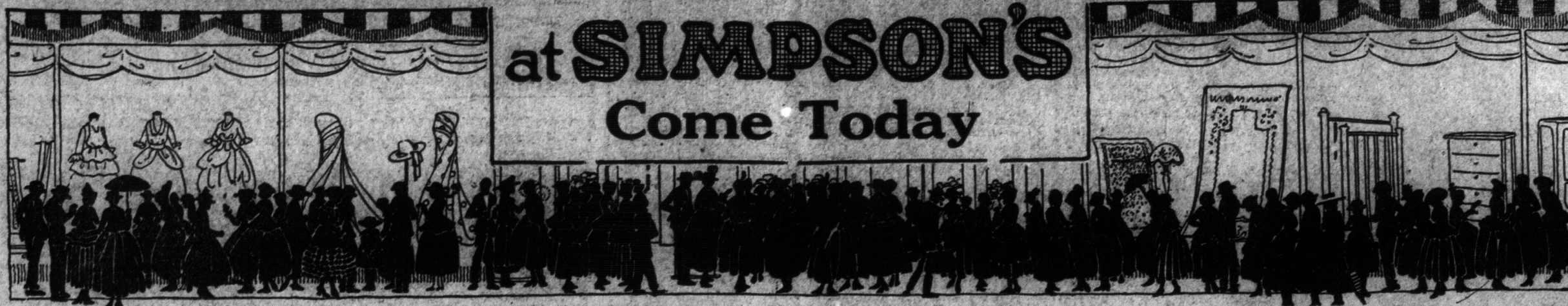
Special!

\$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 Parasols of \$3.95, \$ or \$5.00 Value at \$2.95

Including our arrivals in Parasols, in new designs wanted colors—and white with navy with Dry centres. A few styles in Tuscan Oriental pattern Regularly \$3.95, and \$5.00. 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!

\$1.50 All-Silk Crepe de Chine, \$1.25—In the season's popular and most called for shades—Nile green, deep rose, blue, sky, pink and also ivory, 39 and 49 inches wide. Printed Jap Silk, dainty colored figures on white ground, 27 inches wide. Regularly 50c. Jubilee Sale price, .50. **75c to 80c Ivory Silk** (Nubatale and Natural Silk Shantung, 65c—Two of the fastest selling summer weaves. Regularly 75c to 80c values. Jubilee sale price, per yard 68c. **1.25 Japanese Pongee** Silk, 95c—Has smoother finish than the Shantung weaves and of equal durability; comes in the dark or natural shades. Regularly \$1.25. Jubilee Sale price 95c. **200 yards of black "skindived" Clifton Taffeta.** Regularly \$2.00. Jubilee Sale price 1.79. **Two Specials in Black Taffeta**—300 yards of 19c. In black taffeta. Regularly \$1.44. Jubilee Sale price, yard 1.33. **Colored Crepe Georgettes** and **Crepe de Chine**, full color range, also ivory in both weaves. Regularly \$1.09 to \$2.00. Jubilee Sale price 1.50.

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



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

13¹/₂c 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 13¹/₂c

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 13¹/₂c. See Queen Street Windows.

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, sharp for first time. Jubilee Sale today, yard 25c. See Yonge 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 17c.

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 39c.

Jubilee Ribbons, Values Up to 39c Today 25c

5 and 8-inch Satin and Taffeta, 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 25c. Also 4 to 6-inch Black Moire and Sain Ribbons, in heavy quality; values up to 40c. Very special line of made-up Hat Bands; exceptional value. Clearing at each 49c.

Jubilee Sale of Bags, \$1.25

Strap Purse Bags, in Morocco, seal and patent leather; secure fitting, framed centre, purse from 3 to 5 separate pockets. Strap on top or back. Regular \$1.50 to \$2.50. Jubilee Sale, today 1.25. Silver-finished Mesh Bags, round links, square frame, lined with moire silk, ball chain frame. Regular \$1.10 to \$1.25, \$1.85 and \$2.00. Jubilee Sale, today 98c.

\$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 to 44. Regularly \$5.00. Jubilee Sale today 3.95

Maid's 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 24c.

\$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 69c. 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 65c.

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 98c.

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 79c.

"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 98c.

"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 59c.

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 99c. **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 Dumpy 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 \$16.00. Today, per pair 12.00. **Men's Black Goodyear Welt Oxfords**, made of gummetal leather, straight lace style on English recede toe, with neat toe cap, rubber fibre sole, Catspaw rubber heel. Price 4.50. **Girls' White Strap Slippers \$1.39**—Girls' white canvas 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 one beautifully finished. Today

- 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- 28c. **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, 83c. **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, 63c today, yard

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 1/2-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 98c. **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 55c. **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 47c. **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 15c.

Jubilee Sale of Beds and Bedding

Mattress, wood fibre centre, layer felt both sides, deeply tufted and encased in good grade of ticking; all regular sizes. Special today 3.60
Mattress, wood fibre filling, layer felt both sides, heavy roll edge, good art ticking, deeply tufted; all regular sizes. Special today 5.85
Mattress, felt filling, covered in art ticking, deeply tufted, full size border, roll edge; all regular sizes. Special today 6.95
Mattress, layer felt, built, not stuffed; deeply tufted, full depth border, roll edge; all regular sizes. Special today 10.50
10 only, Brass Beds, heavy 2-inch posts, five fillers; poletic finish only; all regular sizes. Regularly \$13.75. Today 9.90
Brass Beds, heavy 2-inch posts, special caps, 1 1/2-in. top rail, five 1-in. fillers, with double galleries, special rod ends; 4 1/2 size; ribbon finish. Regularly \$32.00. Today 23.50
Divanettes can be used during day as settee, at night as double bed; front of genuine oak-fumed finish, seat and back upholstered in imitation Spanish leather; bed has link fabric spring, helicals at each end, soft, comfortable mattress. Regular \$40.00. Today 32.75
Pillows, mixed feathers, covered in good grade of ticking. Today, pair 59c.

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. Regularly \$1.69 to \$2.00. Today, per yard 95c.
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, cord, etc. 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 Limited