

THE SIMPSON STORE

Invites Your Inspection of Today's Bargains---Confident of Your Appreciation

Two Columns Full of Items of Women's Wear at Profitable Friday Prices for Our Customers Today

Women's Tailored Suits \$15

Former prices \$22.50, \$25.00, \$27.50 and \$30.00. A number of our regular good selling styles, including New York suits and manufacturers' samples, in black, navy, checks, and a few combination silk and check. All new goods, but marked for quick selling. Friday 15.00

Women's Ready Garments

8.30 SPECIAL.
35 Pure Linen Motor Coats, assorted sizes. Regular \$6.50. Friday for 1.95

SILK SUITS, \$18.50.
35 only, black or navy taffeta, some in combination with serge, smart new styles. Regular \$30.00. Special, Friday 18.50

WOMEN'S COATS, \$9.95.
100 coats in several designs, in plain or two-toned checks, corduroys, serges and gabardines, in black or navy, also a few light shades. A coat suitable for street or sports wear. Made with full ripple back and belt at front from side seams, double collar, convertible. Regular \$16.50. Friday 9.95

WOMEN'S WASH DRESSES, \$1.59.
100 only, samples and broken lines, in muslins, chambrays, chambrays, linens, organdies, piques and ginghams; floral, stripes, spots, embroidered or plain fabrics, wide skirts, trimmed waist, fancy collar and cuffs. Regular \$2.50. Friday special 1.59

FRIDAY BARGAIN IN WASH SKIRTS FOR WOMEN, \$1.29.
200 only, White Rep, Pique or Corduroy Skirts, made special for Friday, in flared style, pocket or self belt, perfectly tailored and full assortment of sizes. Regular \$2.00. Friday bargain 1.29

BARGAIN WAISTS EXTRAORDINARY VALUES.
Silk Crepe de Chine Waists, \$2.95---A special purchase of very scarce goods, brilliant, pure silk crepe, in only the wanted colors of ivory, pink, sky blue and black. The design is one of the very latest. Sizes 34 to 42 bust. Regular \$3.95 value. Friday 2.95

100 Black Silk Messaline Waists, open front with six rows of tucking each side. Sizes 34 to 46 bust. Regular \$2.95. Friday 1.95

White Waists, in pure linen, lincens and soft nainsook. Sizes 34 to 42 in bust. Regular \$1.00 and \$1.25. Friday 50

A Sale of Suits for "Sweet Sixteen" and Her Sisters From Fourteen to Twenty. Misses' Suits at \$15.00 Today

Selected from our regular stock; faultlessly tailored in gabardines, checks and serges, with modish flare and belted coats; flared and plaited skirts; navy, black, brown, green and Copen. Sizes 14, 16, 18, 20 years. Regular \$27.50 to \$36.75. Friday 15.00

Misses' Imported Coats Half Price. 50 only, regular stock; ripple back; three-quarter lengths; half and full satin lined; velours, checks and covers. Sizes 14 to 20 years. Regular \$16.00 to \$32.50. Friday, half price, \$7.50 to \$16.25.

Misses' Corduroy Coats, Friday \$8.75. Three-quarter length; belted; large pockets; white and rose only. Sizes 16 to 20 years. Regular \$13.50. Friday 8.75

Misses' Silk Coats, Friday \$15.00. Navy and black taffeta coats. Sizes 14 to 20 years. Regular \$22.50. Friday 15.00

Misses' Coats at \$5.00. In corduroy, chinchillas, tweeds and checks; sport lengths; belted styles. Friday 5.00

Tub Dresses, in many designs; checks, stripes and floral designs. Sizes 14 to 20 years. \$5.00 to \$29.75.

Girls' Tutu Frocks, 95c. Chambrays and ginghams, in smart checks, stripes and plain colors. Sizes 6 to 14 years. Friday 95c

Girls' Dresses, Regular \$1.25, \$1.50 and \$2.50. Friday 49c

Girls' Middy Blouses, Sizes 6 to 14 years. Friday 49c

Misses' Corduroy Skirts, Regular \$6.50. Friday 4.75

Millinery Clearing Sale

300 LIGHT SUMMER HATS AT \$5.00.
Real Tuscan, pure white Milan tags, Panamas, leghorns and very fine natural white Milans; trimmed with flowers, ribbons, fancy feathers and ornaments. Friday bargain 5.00

AN 8.30 A.M. SPECIAL AT \$1.00.
400 Trimmed Hats, Regular \$2.00, \$3.50, \$5.00 to \$6.00. This big lot of hats must not remain in the department one more day. There are blacks, navys, browns, greens, purple, tuscans and other combinations; all are simply trimmed with flowers, ribbons or fancy mounts.

1,000 UNTRIMMED HATS AT 50c.
Wonderful qualities are offered today; tags, Milan tags, lincens, fine chip, etc.; many of them silk lined, and most of them black. Regular \$1.00, \$1.50 to \$2.25. Friday 50c

Hat Bargains

MEN'S BLACK STIFF HATS
Cannot Fill Phone or Mail Orders for These
A clean-up of all broken stock lines, which sold for \$1.50 and \$2.00. Both roll and flat brims. Friday bargain at 95c

MEN'S STRAW HATS
Fashionable Rough Sennit Sailors, extra light weight. Friday bargain at 95c

CHILDREN'S STRAW HATS
Chip Straw Turbans, in both round and depressed crowns, trimmed with real black bead and bow. Friday bargain 49c

BOYS' VARYING CAPS
Blue and brick serge, navy and brown corduroy, and navy and black velvets. Regular up to 50c. Friday bargain 19c

1.50 CORSETS, FRIDAY, \$1.00.
Women's Corsets---Fine strong white coutil, a handsome D and A model, medium bust, long hips and back, all rustproof boning, four wide steels, four strong garters, skirt hook, tear-proof reinforcement at bottom of front, bust draw cord, lace trim. Sizes 18 to 36 inches.

75c NIGHT DRESSES, FRIDAY, 48c.
Women's Nightdresses---Fine white cotton, slip-over style, neck and sleeves trimmed with wide val lace. Lengths, 56, 58, 60 inches.

50c CORSET COVERS, FRIDAY, 35c.
Women's Corset Covers---Fine nainsook, yokes of insertions of val lace and good embroidery, val lace beading and edges, silk draw ribbon; several styles are trimmed back and front. Sizes 34 to 42 bust.

1.50 DRAWERS, FRIDAY, 95c.
Women's Drawers---Finest nainsook, beading and wide ruffles of exquisite embroidery, silk ribbons, finished in bows, open or closed. Lengths, 28, 30, 32 inches.

2.50 COMBINATIONS, FRIDAY, \$1.75.
Women's Combinations---Corset cover and drawers of handsome all-over embroidery, embroidery beading at waist, silk draw ribbon; several styles are trimmed back and front. Sizes 34 to 42 bust.

2.00 UNDERSKIRTS, FRIDAY, \$1.25.
Women's Underskirts---Fine nainsook, deep ruffled flounce of lovely embroidery, dust ruffle of lawn. Lengths, 36 to 42 inches.

75c COMBINATIONS, FRIDAY, 35c.
Women's Combinations---Finest ribbed combed white cotton, low neck, short or no sleeves, lace beading and draw ribbon, wide lace, trimmed umbrella style or tight knee drawers. Sizes 34 to 40 bust.

55c OVERALL APRONS, FRIDAY, 39c.
Women's Overall Aprons---Heavy fine printed percale, fancy plaid effects, gathered to waist belt. Full sizes.

Boys' and Girls' Stockings.
Elegant and fine quality, shear weave, spliced heel and toe, fine ribbed top, plain black white and white with colored tops. Friday bargain, 15c and 12 1/2c.

Children's Cotton Socks, made in United States, "Cuties" Brand.
Extra fine quality, shear weave, spliced heel and toe, fine ribbed top, plain black white and white with colored tops. Friday bargain, 15c and 12 1/2c.

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Store Closes at 1 p.m. on Saturdays, During June, July and August

Hot Weather Underwear

Men's Athletic Underwear.
In white nainsook, short sleeves and knee drawers. Sizes 34 to 44. Regular 60c. Friday 45c

Men's Athletic Combinations, nainsook or solesette, sleeves and knee length. Sizes 34 to 44. Regular \$1.00 and \$1.25. Friday 75c

Men's Marine Underwear, spring weight, shirts and drawers. Sizes 36 to 44. Regular 50c. Friday 33c

Hosiery

Men's Cotton Hosiery, seamless foot, fast dye, closely woven, good weight; come in tan and black. Sizes 9 1/2 to 11. Friday bargain 10c

Men's Union Cashmere Socks, seamless foot, good weight, fine close weave, gray heel and toe. Sizes 7 1/2 to 11; black only. Friday, 3 pairs 55c, pair 19c.

Women's Plain Black Cotton Hosiery, with unbleached cotton sole, free from dye, seamless close weave. Sizes 8 1/2 to 10. Friday 15c

Women's Silk Ankle Hosiery, black and white, 17-inch silk leg, deep lisle thread top, second quality. Friday bargain 29c

Women's Better Quality Silk Ankle Hosiery, made in U. S. Brand, fine finish, strong close weave, black, white and colors, spliced heel, toe and sole. Friday 75c

Children's Cotton Socks, made in United States, "Cuties" Brand, extra fine quality, shear weave, spliced heel and toe, fine ribbed top, plain black white and white with colored tops. Friday bargain, 15c and 12 1/2c.

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Men's Wear at Simpson Bargain Prices is Always a Drawing Card With Men Who Know Simpson Quality

A \$10.50 Suit Today for \$7.95

A group of suits, in good patterns and shades of English tweeds, in grays and browns, neatly tailored in good fitting, single-breasted, three-button saque style. The vest is single-breasted. Sizes 34 to 44. Friday 7.95

300 TWEED TROUSERS AT \$1.49.

Made from serviceable tweeds, in good brown and gray mixtures. Sizes 32 to 44. Friday 1.49

Boys' Sample Suits Boys' School Suits at \$6.95 at \$2.95

300 suits in the lot, in single-breasted fancy yoke Norfolk styles, imported Irish and Scotch wool tweeds, light and dark gray checks, plain brown weaves; also tan herringbone weaves and some rich novelty effects; bloomers full cut with neat fitting waist with belt loops, strap and buckle at knee. For boys of 7 to 17 years. Regular \$10.50, \$11.50, \$12.00, \$12.75 and \$13.50. Sizes 26 to 36. Friday 6.95

BOYS' WASH SUITS, 75c.
In medium weight wash materials, Tommy Tucker, Oliver Twist, vestee and middie style; brown and white stripes, blue and white stripes, natural linen and combination colors. For boys of 2 1/2 to 8 years. Sizes 20 1/2 to 36 inches. Friday 75c

BOYS' WASH BLOOMERS, 35c.
500 pairs, reliable materials, in blue and white and brown and white stripes; also light khaki color. Sizes 8 to 8 years; 9 to 9 1/2 years; 10 to 10 1/2 years; 11 to 11 1/2 years; 12 to 12 1/2 years. Friday 35c

Men's Walk-Over Low Shoes at \$2.49 Today

400 pairs, in tan calf, patent colt and gunmetal leathers, on popular toe styles, with Goodyear welt soles; English and military heels; several different toe shapes; Walk-Over shoes fit the foot, retain their shape and give satisfaction. Regular \$4.00 to \$6.00. All sizes in the lot. Friday bargain 2.49

BOYS' LOW SHOES AT 95c.
150 pairs only Boys' Oxfords, gymnasium style; tan calf leather; double reinforced elkskin soles; a special summer shoe. Sizes 2 1/2 to 5. Regular \$1.50. Friday bargain 95c

GIRLS' PATENT PUMPS AT \$1.29.
300 pairs Girls' All Patent Leather Pumps, with ankle strap, made with turn sole on full fitting last, with neat ribbon bow. Sizes 9 to 10 1/2. Friday 1.29

2,000 PAIRS WOMEN'S BOOTS AT 95c.
Made of gunmetal and patent colt leathers, with light and dark gray tops, on new plain toe last; Goodyear welt soles; Cuban and military heels; widths A, B, C, D. Sizes 2 1/2 to 5 1/2. Regular price \$5.00. Friday selling at 95c

600 WOMEN'S SAMPLE LOW SHOES AT \$1.99.
In pump, lace and colonial styles; made of patent colt, vici kid and gunmetal and colored kid leathers, with turn, McKay sewn and Goodyear welt soles; several different toe and heel shapes. Sizes 3 1/2, 4 and 4 1/2. Regular \$3.00, \$3.50 and \$4.00. Friday bargain 1.99

Hot Weather Office Coats \$1.00

Light weight cotton goods, linen shade or light gray, with small pattern; cut single-breasted, with three buttons and patch pockets; sizes 34 to 44. Friday 1.00

SOILED WASH VESTS, 95c.
Gray with color stripe, single-breasted; sizes 34 to 39. Friday 95c

OTHER VESTS, \$1.98.
Many patterns and colors. Regular \$3.50. Slightly soiled. Sizes 34 to 38. Friday 1.98

Men's Shirts

Men's English and Canadian Drill Work Shirts, in blue chambray, black and white stripes, Oxford in light and dark stripes; all done seven extra large bodies. Special 75c

50c and 60c Negligee Shirts, 39c.
Men's Shirts, hairline and cluster stripes of blue, black and white; coat style, lathered cuffs. Sizes 18 1/2 to 46 to 60. Cheese Dishes, 35c---New decorations, English covered Cheese Dishes, Friday bargain, each 39c

35c Decorated Teapots, 21c---Good quality decorated Teapots, 3 to 5-ounce sizes. Friday bargain, each 21c

Regular 75c Clover Leaf Vegetable Dish 49c
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Do Your Marketing by Telephone Tonight---5.30 to 10 p.m.---ADELAIDE 6100---No Noon Delivery Tomorrow.

MEATS. Centre Cut Porterhouse Roast, finest yearling beef, special, per lb. 30 Sirloin Steak, Simpson quality, special, lb. 26 Briquet, tender boiling beef, special, lb. 18 1/2 Shoulder Roasts, very choice, per lb. 18 Blade Roasts, lean and tender, per lb. 18 Thick Rib Roasts, prime, per lb. 20 Family Sausage, our own make, per lb. 12 1/2 Best All Pork Sausage, our own make, lb. 20 100 Ingersoll Smoked Sausages, boneless, Regular 30c. Friday, special, whole or half pack, per lb. 28 Lake Ontario Trout, fresh caught, 2 1/2 to 4 lb. each, special, per lb. 12 1/2	FRUIT AND VEGETABLES. Choice California Sun-kist Oranges, large size, per doz. 45 Choice Grapefruit, good size, 4 for 25 Fresh Rhubarb, 2 bunches, 5 Choice Radishes, 2 bunches 10	FLOWER SECTION. 2,000 Fresh Gladioli, per doz. 45 Sweet Peas, assorted, per bunch 15 Tulips, large bloom, per doz. 45 Choice Geranium Plants, assorted colors, good hardy stock, per doz. \$1.25 and \$1.50. Choice Pansies, large bloom, per basket 18 Other choice plants fresh daily at moderate prices.	CANDY. 1,000 lbs. Fruit and Nut Maple Cream, per lb. 15 1,000 lbs. Butter Caramels, per lb. 19
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Look Ahead to Next Winter! Final Sale of Mantels and Grates

Builders and house-owners, take note! Extraordinary bargains in this special sale of Fire Mantels and Grates, which must be cleared Friday. All prices quoted are far below cost, and include the fixing of the mantels. We recommend an early visit to the Department on the Sixth Floor, Yonge St. elevators, Friday morning.

STYLE NO. 1---Mission oak mantel, bevelled plate mirror, with cupboards below in place of grate, suitable for den or dining-room. Regular price \$57.00. Friday 29.75

STYLE NO. 2---Golden oak mantel with mirror, complete with gas grate and tiles. Regular price \$46.50. Friday 25.75

STYLE NO. 3---Mahogany mantel, high panelled back. A splendid example of workmanship, suitable for dining-room or living-room. Complete with grate and tiles. Regular \$120.00. Friday 49.75

STYLE NO. 4---Mahogany base, 4 ft. 6 in. high and 5 ft. wide. Complete with small English coal grate and tiles. Regular \$38.75. Friday 19.75

STYLE NO. 5---White mantel base, 4 ft. 6 in. high, 6 ft. wide. Complete with gas grate or open tiled hearth. Regular \$36.75. Friday 23.75

STYLE NO. 6---Golden oak mantel, base 4 ft. high, 5 ft. wide. Complete with small English coal grate and tiles. Regular \$25.00. Friday 15.75

Andirons, Screens, Wood Baskets, Fenders and extra fine quality bright Steel and Brass Companion Fire Sets. Friday HALF PRICE

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