

Men's Panamas \$1.69

Toyo Panamas in fedora and negligee shapes, with flat or slightly curled brims. Plain black or fancy colored ribbon bands. No phone or C.O.D. orders, please. Regular \$3.00. 8:30 this morning ... 1.69



Charming Sweater Coats Midsummer Sale \$6.95

Fibre Silk of Regular \$14.50, \$17.50 and \$18.00 Grades
The variety and smartness of the styles, the splendid, lustrous qualities and the delightful way in which they fit into holiday travel, combine to make these sweaters exceptional value at the reduced sale price. The colors include gold, maize, dark green, brown or maroon—some trimmed with contrasting tones. Neatly finished. Sizes 36, 38 and 40. Midsummer Sale, today ... 6.95
Simpson's—Third Floor.

Men's Thread Silk Sox \$1.25

All from our regular stock—odds and ends broken in sizes and colors. These are particularly fine and well finished. Nearly every wanted shade. Sizes 9 1/2 to 11, but not in every shade. Today ... 1.25

Women's \$4.25 Silk Stockings, \$3.49

Full Fashioned Black Stockings of thread silk; clear sheer weave, with lisle thread top. Sizes 8 1/2 to 10. Today ... 3.49

\$1.50 Silk Mixture Stockings, \$1.25

Genuine Panama Mixture Black Stockings of close woven silk and mercerized yarns, perfect finish. Excellent wearing qualities. Sizes 8 1/2 to 10. Today ... 1.25
Simpson's—Main Floor.

Trimmed Hats \$6.50

Midsummer Sale—Priced for Quick Clearance Today
An unusually attractive collection, which includes many Italian leghorns, with georgette facings and novelty flower trimmings. Cleverly trimmed linen street hats—and jaunty sports models, in bright-toned fabrics. Excellent variety of shapes to choose from, if you shop early this morning. Midsummer Sale ... 6.50

Untrimmed White Milans, \$2.95

China Milan of excellent quality and white finish was used in the making of these smart summer hats. Droop angles in two sizes and a number of snappy sailors. Trimmed with white ribbons, feathers or novelty flowers; they would make lovely gifts for a very small expenditure. The shapes are priced particularly low for rush selling today ... 2.95
Simpson's—Second Floor.

Wall Papers 23c Roll

Regular Values to 50c.
Choice of fifteen designs and colorings, including many popular tapestry, chintz and figured designs, with harmonious combinations of up-to-date color tones. 2,000 rolls this morning at single roll ... 23

500 Yards Dyed Burlap, 79c Square Yard

Regular Value, 90c.
Heavy Imported Burlaps, 36 ins. wide, red, tan or green. 5.30 today, square yard ... 79

SIMPSON'S PORCH FLOOR ENAMEL, superior quality that gives a durable, glossy surface, four attractive shades of gray, light, medium, dark and slate. Quart ... 95

500 RUBBERSET BRUSHES, selected black bristles, securely bound, brushes are 1 1/2 inches wide. Today ... 23
Simpson's—Sixth Floor.

\$14.50 Portieres \$11.59

Repp Portieres in self colors—brown, green or gold tones, trimmed with tapestry banding down one side and across bottom. All full length and width. 8:30 today, pair ... 11.59

Extension Rods for Glass Doors 18c
Polished Brass Extension Rods intended for use on doors or with sash curtains. Two sizes, extending from 15 to 23 and from 28 to 38 inches. Complete with brackets and nails. Today, each ... 18

Linoleum Hall Runners

Oriental designs on a substantial quality of cork linoleum. 3 ft. x 9 ft. Regularly \$5.25. Today ... 3.95
4 ft. 6 in. x 9 ft. Regularly \$7.85. Today ... 5.95

Cocoa Mats—Heavy brush quality with securely bound edges. 14 x 24 inches ... 1.49

\$7.50 Japanese Jute Rugs—Stencilled in Turkish designs on green and red grounds. 6 x 9 ft. Regularly \$7.50. 8:30 today ... 4.95
Simpson's—Fourth Floor.

Men's Oxfords—A Clearance \$6.35

This will be a brisk early morning sale of our entire stock of genuine well-made Oxfords for men. Brown, tan and black leather. Goodyear welted leather sole and wide or recede toes. Sizes 5 to 11, but not in any one particular style.

Men's Black and Brown Boots, \$8.95

Black and brown calf, also English side leather. All Goodyear welted soles. Some have recede toes, others are broader fitting styles. Sizes in the lot 5 to 11. Today 8.95
Simpson's—Second Floor.

Boys' Long Khaki Trousers \$2.75

Long Khaki Drill Trousers with belt loops, four pockets and cuff bottoms. Sizes 9 to 18 years. at ... 2.75

Boys' Sport Trousers, \$1.95

Dressy Serge Trousers and gray and black striped wool and cotton serge. Trousers finished with belt loops, four pockets and cuff bottoms. Sizes 8 to 14 years, at ... 1.95

Boys' Khaki Overalls, 98c

Sturdy Khaki Drill Overalls for the little chap's play hours. Made with bib in front, straps to go over shoulders. Apple-length. Sizes 4 to 12 years, at ... 98
Simpson's—Second Floor.

Men's Sweater Coats \$7.69

Bought 15 Months Ago—Just Delivered—Regular \$13.50 and \$15.00 Grades.

A remarkable opportunity to buy Pure Wool Sweater Coats at about half actual value. Plain cardinal and maroon shades, with high storm collar. Fancy weave, four-ply wool yarn. Two pockets. Bone buttons. Hand-sewn buttonholes. Also suitable for women. Regular \$13.50 and \$15.00. Today ... 7.69

Men's \$2.50, \$3.00, \$3.50 Underwear \$1.98

A special purchase of Tru-Knit and Watson brands, sample stocks and mill seconds. Babingtons, porous knits, meshes, white lisle and Egyptian spun yarn, elastic rib knits. All sizes 32 to 48, but not all in each line. Today ... 1.98
Simpson's—Main Floor.

Telephone Main 7841—Market Adel. 6100

Simpson's Midsummer Sale

Store Hours 8:30 to 5:30—Saturday 8:30 to 1 p.m.
NO NOON DELIVERY SATURDAY

Don't Forget Your Holiday Reading 50c

Get Two or Three Volumes for the Week-End.

ETHEL M. DELL—Safety Curtain, Swindler, Knight Errant, Eleventh Hour.

SIR H. RIDER HAGGARD—Montezuma's Daughter, Eric Brighteyes, Allan Quartermain, Cleopatra, Matra's Revenge, Wanderer's Necklace, Ghost Kings, Child of Storm, Marie.

BERTA RUCK—Wrong Mr. Wright, Girl who Was Too Good Looking.

MYRTLE REED—Lavender and Old Lace, Weaver of Dreams, Master of the Vineyard, Old Rose and Silver, Spinner in the Sun, Master's Violin.

E. P. OPPENHEIM—Hillman, Way of These Women, Mr. Grey of Monte Carlo, Missing Delora.

SIR PHILIP GIBBS—Street of Adventure.

Book Dept.—Main Floor.

Flashlights 45c

Nickel-plated Pocket Cases, three sizes, some open at end, some at side. Complete with bulb and fresh batteries. Regular 65c, 75c and 85c. 8:30 today ... 45
Simpson's—Sixth Floor.

Mattresses \$8

Centre of wood fibre with jute felt both sides. Full depth border. Covered in art ticking. Price ... 8.00

Bed Springs, \$10.00

Double-woven wire fabric, look weave, heavy rope edge, all metal frame, exceptional value ... 10.00
Simpson's—Fifth Floor.

\$5.00 Purses \$3.34

Just as Leather Purses with back strap, close-fitting frame and neatly lined with moire silk, vanity mirror. Today ... 3.34
Simpson's—Main Floor.

Men's Tobacco Pouches

Regular \$1.00 for 69c
English-made Pouches in wallet style, with rubberized lining. Today .69
Simpson's—Main Floor.

Bathing Caps

Regular 75c for 59c
500 Stunning Bathing Caps, in every imaginable sort of pleasing color combination. All of the season's newest designs are displayed. Today ... 59
Toilet Goods Dept.—Main Floor.

Simpson's Palm Room
the home of delicious
meals and courteous
service.

Women's 15-Jeweled Gold-filled or Sterling Silver Watches at \$9.50

Just 36 for this morning's selling. Small size. Fully guaranteed for one year. Strap attached. Some have gold-finished dial, fancy or luminous. Reduced today to ... 9.50
Simpson's—Main Floor.



Silver-Plated Knife and Fork Set \$4.50

Rogers' plated ware. Set includes six dessert knives and six dessert forks, in fancy lined box. Reduced for today ... 4.50

Set of 12 Teaspoons, \$1.98—Full size, silver-plated teaspoons, bright finish, plain pattern, in fancy lined box. Reduced for today ... 1.98
Simpson's—Main Floor.



Mr. Sportsman!

Here Are Your Vacation Needs
Tennis, Golf and Fishing Supplies

Tennis Racquets, \$1.49

A real high-grade racquet, full regulation size, strung with heavy gut. Value \$1.75. 72 only to sell this morning ... 1.49

"Champion" Tennis Balls, 69c

An exceptionally hard ball, made by one of the largest English manufacturers. Specially adapted for grass courts. This morning ... 69

Tennis Presses, \$1.00 and \$1.50

The \$1.00 press is square shape, grips the racquet all round the frame and keeps it from warping. Finished with a corner screw, which allows the racquet to slide in and out with perfect ease.

The \$1.50 press is made from clear white wood, triangle shape, and is also made with corner screws.

"Columbia" Golf Clubs

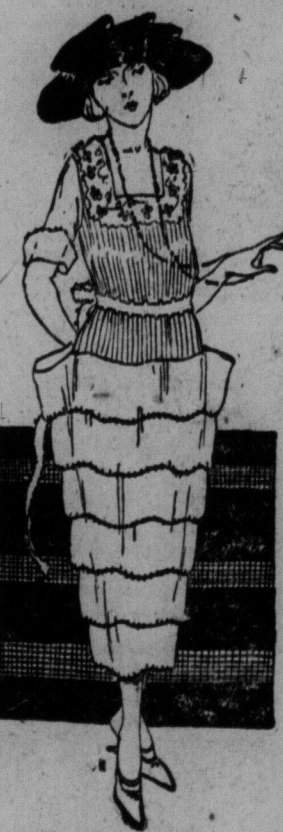
Made by one of the best known manufacturers. Drivers, brassies, niblicks, mashies, putters and jiggers. All one price this morning ... 2.49

Golf Balls at 50c, 65c, 75c and \$1.00.

Golf Bags from \$3.50 to \$7.50.

Also complete line of Fishing Rods, Reels, Lines, Willow Baskets, Landing Nets, Trolling Spoons, Wooden Minnows, Rush Tango Baits, Devon Baits, Trout Flies, Bass Flies, Bass Hooks, Etc.

125 Charming Tub Frocks Midsummer Sale \$5.95



Fortunate, indeed, is the woman or miss who obtains one of these chic, summery frocks at today's extremely low sale price. Ginghams in a host of gay plaids or large checks, smartened by big sashes, surpluses, ruffled tunics or flounces, organdy collars and cuffs, trimmings of plain-colored chambray, etc. Printed voiles in the popular foulard and small figured designs—ruffly feminine styles. A few linens in pink or French blue—the favored coat effect. The range of sizes, 14 to 42, makes choosing more attractive still. Many of the frocks are close to half-price for the Midsummer Sale, today ... 5.95

Women's and Misses' \$8.50 to \$10.50 Skirts \$5.95

200 skirts in this splendid assortment of fine white cotton gabardine. They are distinctive by means of their tailored lines, unusual pockets and lovely buttons. Exceptional values in the Midsummer Sale, today ... 5.95
Simpson's—Third Floor.

The Robert SIMPSON Company Limited