

L. SIMPSON

Store closes at 5.30 p.m. Saturday at 1 p.m. during July and August.

H. H. Fudger, President

J. Wood, Manager

Phone Number Main 7841 We have 50 lines to Central.

L. SIMPSON

GET ACQUAINTED WITH THE MID-WEEK VALUES AT

Fill Out Your Apron Supply at Wednesday's Big Sale

If you can't come to the Store for aprons, phone your order early. Wednesday will be a red letter day in apron selling. Half and less than half price will rule on many regular qualities.

- Women's Overall Aprons, many styles, fine prints, chambrays or gingham, some have embroidered fronts, neatly trimmed, all sizes. Regular prices 75c to \$1.25 each. Wednesday, each **.50**
- Women's Overall Aprons, blue and white check gingham, Mother Hubbard style, button in back. Regular price 50c each. Wednesday each **.25**
- Women's Kitchen Aprons, heavy blue and white check gingham, wide fancy border across bottom; size 36 x 40 inches. Regular price 25c each. Wednesday, 2 for **.25**
- Women's Aprons, strong navy blue and white print, extra large size skirt with bib attached, large pocket, fast color. Regular price 59c each. Wednesday each **.33**
- Maids' Aprons, pure white Irish linen, beautifully hand-embroidered or hand-drawn work, large skirt with bib, wide sashes. Regular prices \$2.00 and \$2.50 each. Wednesday each **1.00**

Silk Dresses Below Cost

These dresses were bought with those for Monday's special offering, and in order to clear them before stock-taking, we give you this opportunity on Wednesday—

Made in the newest styles, some have short sleeves, others long, Dutch necks and high waists, handsomely trimmed with lace insertion, novelty touches, empire and princess effects; skirts are gored, overskirts and inset effects; shades are blue and black, striped and floral effects. Women's and misses' sizes. Special offering **6.95**

COATS AT BIG REDUCTIONS.

About 50 coats taken from our regular lines, including Panamas and serges, in navy and black tweeds and shepherd's checks. All cut in this season's newest styles. Very special value **6.95**

USEFUL SKIRTS FOR HOT WEATHER.

Made of good quality natural linen only and cut on a plain gored style, with panel back and front, with inverted pleat on side. An exceptionally good model **1.98**

Another Washable Skirt shown is made of imported English repp, gored with panel backs and opening at the front, fastening with pearl buttons. Easily laundered and will fit perfectly. Price **1.65**

Waists for Women Who Must Wear Black

but yet desire coolness and comfort. We show on Wednesday cool black muslins and lawns, open back or front, at **98c, \$1.25 and \$1.95.**

Black Swiss Spot Muslin Waists, with sailor collar, at **1.95**

Dainty Black Silk Embroidered Net at **\$2.95, \$3.95 and \$5.00.**

Cool Black Silk Jap Waists at **1.95**

Gloves and Hosiery

Women's Wrist Length Lisle Thread Gloves, 2 dome fastener, close fine thread, perfect fitting and best of finish, black and white, sizes 5 1/2 to 7 1/2. Special Wednesday, per pair **.19**

Women's Long Lace and Plain Lisle Thread Gloves, elbow length, 2 dome fastener, neat stitched back, fine even thread, in white only, all sizes. Reduced for Wednesday, per pair **.29**

"Kaysler" Brand Long White Silk Gloves, 12 and 16 button length. Pair **\$1.00 and \$1.25.**

Women's Lisle Thread Hose, fine sheer quality, odds and ends of regular stock; in the lot are colored lace ankles, plain colored lisle and fine black cotton, all sizes. Reduced to half Wednesday, 19c pair, 3 pairs 55c.

Seasonable Dress Fabrics

Low-priced for Thursday's Selling.

ALL-WOOL FRENCH SAN TOY, PER YD., 48c.
3,000 yards of these lightweight dust-resisting fabrics, made from fine quality yarns, in fine cord effects, a full range of the newest shades for street or house dresses, best French dye and finish; 42 inches wide. Wednesday **.48**

BORDERED DELAINES.

A shipment of these dainty summer fabrics, in pure wool qualities, just to hand; a variety of new designs and color combinations, including new blues, browns, greys, greens, mauves, black and white, white and black, sky, pink, etc., with rich Persian tape and ribbon borders, 31 inches wide, per yard **.50**

Mid-week Millinery Special

Black Hair Shaped Hats, trimmed with ostrich mounts, marabou mounts, ostrich quill effects, white satin ribbon or white silk braid. These hats are the latest styles in blacks, and are made in combinations of white and black. The regular price would be \$6.00, Wednesday, each **2.85**

MATRON HATS \$3.85.

Regular \$5.00 and \$7.50 values, in black, white and tuscan, stylishly trimmed. Wednesday **3.85**

Natural Shantung Silks

100 pieces, representing 1,800 yards natural color Shantung Pongee, bright natural finish, will launder satisfactorily, excellent for summer dresses, coats, waists, and children's wear. This silk is extraordinary value at the low price quoted, 34 inches wide. Per yard **.53**

Black or Ivory Japanese Habutai, 500 yards of this much-wanted silk, in the taffeta finish, will launder beautifully, regularly 65c. Only Wednesday, 34 inches wide, per yard. **.46**

300 yards only of Rich Black Duchesse Mousseline Satin, a superior quality silk, with bright, soft, lustrous finish, deep full black. This silk is a big bargain at the price quoted, 40 inches wide. Per yard **1.59**

This in the Lunch Room

WEDNESDAY AFTERNOON,
3.00 to 5.30.
Home-made Lemon Pie.
Pot of Tea.
TEN CENTS.

Use a Transfer Card to Save Time



Baggage for Holiday Travellers

When you must "live" in your trunk or suitcase you appreciate such goods as these. The prices are given "in the nick of time."

Waterproof Canvas Covered Trunks, heavy hardwood slats, brass steel dome clamps and corners, Excelsior lock, brass bolts, strong hinges, fancy check lining, with deep tray; all edges on this trunk protected with steel angles; sizes 32 in., 34 in., 36 in. Wednesday **2.98**

SUIT CASES \$2.50.

Best grained Keratol Suit Cases, made on a strong steel frame, double bolt locks, heavy leather rivetted corners, full cloth lined, with inside pocket, strong, comfortable handles; sizes 24 in. and 26 in. Wednesday **2.50**

House Dresses \$1.50

House Dresses of check percale, made with round neck, 3/4 sleeve, Gibson tuck and side fastening, cuffs, neck and belt trimmed with chambray; fitted skirts, with panel back, colors sky and grey; sizes 34 to 44. Wednesday **1.50**

Heatherbloom Petticoats \$2.00.
A light-weight material, in black only, made with pin tucked flounce, finished with frill, also underpiece; lengths 36 to 42. Wednesday **2.00**

Wash Goods

White Crossbar Muslin of very fine quality, large, medium and small designs; suitable for women's and children's summer dresses and waists. Regular value 35c. Wednesday **.15**

Clearance of Oddments and Remnants of Fine English Prints.

31 inches wide; some of them are Crum's celebrated quality; mostly white grounds. Regularly 12 1/2c and 15c. Special **.7**

American Printed Percalines.

White ground with pretty raised striped effects, small floral or spot designs. In black or navy; absolutely fast colors; make very dainty dresses or shirtwaists. Regularly 25c. Special **.15**

No phone or mail orders.

MIRRORS

17 only, 18' x 40, best plain British plate mirrors, in heavy gilt frames. Regularly \$7.50, for **4.69**
No phone or mail orders.

Wall Papers Reduced

To Clear Before Stock-taking
We must reduce broken lines and room or hall lots before stock-taking at about one-third their regular prices.

4,750 rolls Imported and Domestic Wall Papers, for walls, uppers or dados, in parlors, halls, dining rooms or bedrooms; over 35 lines to be cleared; good assortment of colors.
Regular 25c roll, Wednesday .9
Regular 50c roll, Wednesday .19
Regular 75c roll, Wednesday .29
(Fifth Floor.)

Heavy Striped Flannelette 7c

Past colors and a very strong cloth, 32 inches wide. July Sale price, Wednesday, yard **.7**

Striped Turkish Roller Towels, good heavy quality, ready to use, 16 inches by 2 1/2 yards, only 15 dozen. July Sale price, Wednesday, each **.25**

Handsome Lace Trimmed Pillow Cases, Tea Cloths and Dresser Scarfs, very effective designs, shams 32 x 32 inches, scarf 18 x 54 inches. July Sale price, Linen Department, second floor, Wednesday, each **.49**

Very Fine Satin Damask Table Cloths, Irish and Scotch makes, all pure linen, snow white, selected rich bordered designs, 2 x 2 1/2 yards, only about 100 in this lot. Your choice, July Sale price, each Wednesday **1.98**

1,000 yards Fine English Long Cloth, pure washed finish, yard wide. **A**

Heavy Spokehematched Linen Finished Pillow Cases, delightfully fine and finished perfectly, 42 x 38 or 45 x 38 inches, 38 dozen to clear, July Sale price, Wednesday, pair **.44**

White Dress Linen, direct from the mills and bleached greens of old Ireland, warranted pure linen, 36 inches wide, made for this season's demands, only 650 yards, July Sale price, Wednesday, yard **.38**
(Phone Linen Dept., Second Floor.)

July Values in Carpets, Rugs and Matting

Splendid qualities in self green, blue and brown Wilton carpets. Reduced to, per yard **1.25**

A few short ends of Velvet and Brussels Carpets, enough for small room or hall. Reduced to, per yard **.90**

English Floorcloth, choice colors and designs, splendid quality and value. Per yard **.39**

Matting Squares, close quality, woven through reversible Japanese matting, rugs and mats—
27 x 34, reduced to **.26**
36 x 72, reduced to **.36**
6 x 6, reduced to **.47**
6 x 9, reduced to **1.87**
9 x 9, reduced to **1.79**
9 x 10, reduced to **1.85**
9 x 12, reduced to **2.35**

Bargain Prices on 4,000 Pairs of Boots, Pumps and Oxfords

Just two weeks to stock-taking. Help yourself to big savings by helping us reduce our stock of summer footwear, all sizes in all lines, and enough to last all day. The styles are new and the price is almost half in every case. Telephone orders received.

WOMEN'S Dainty American Pumps and Oxfords, \$1.85.
Beautifully finished, 1, 2 and 3 eyelet ties, colonial, ankle strap and plain pumps, button and Blucher style Oxfords, with Goodyear welt, hand-turn or flexible McKay sewn soles. New York, Cuban, military and low midson heels. In satins, velvets, cravenette, tan Russia calf, gummetal, patent pony, dull kid, velours and vic kid leathers. Sizes 2 1/4 to 7. These are mostly American high-grade shoes and sell regularly at \$8.00, \$9.50 and \$4.00. Wednesday **1.35**

WOMEN'S AMERICAN BUTTON BOOTS, \$2.46.
Women's finest custom grade button boots, new short vamp last in patent colt with dull kid tops, tan Russia calf, gummetal and vic kid leather, white oak tanned Goodyear welt and flexible soles, high, medium and low heels. Sizes 2 to 7. Regularly \$5.00, Wednesday **2.46**

MEN'S \$3.00 BOOTS and Oxfords, \$1.99.
700 pairs Men's Goodyear welted and McKay sewn boots and Oxfords, patent colt, tan calf, dongola kid and box kid leathers, button and Blucher styles, new short and medium vamps. Sizes 6 1/2 to 10. Regularly \$3.50, \$2.00 and \$3.50, Wednesday **1.99**

BOYS' BOOTS, \$1.35.
180 pairs Boys' Dongola Kid Boots, Blucher style, solid leather soles and heels, a neat, easy-fitting boot that will give satisfactory wear. Sizes 1 to 5. Special Wednesday **1.35**

For Men's Holiday Wear

Men's Hot Weather Clothing, cool, good-looking; will wear well. A light tan shade Salaria cord, coat single-breasted, patch pocket, 37 to 50 breast **2.00**

A dark plain coat, black and white, single-breasted, patch pockets, 36 to 44. Price **3.00**

A light grey Lustre Coat, very cool and of good appearance. Price **3.50**

Men's Silk Coats, made from a light grey plain silk, single-breasted, three-button, patch pockets, well tailored. Price. **6.00**

Men's Light-weight English Serge Coat, made in a good blue cloth, cut single-breasted with patch pockets, a coat that is light-weight and very neat in appearance. Price **4.50**

MEN'S TWO-PIECE LINEN OUTING SUITS.

Made from a fine linen, and in single-breasted coat style. The trousers have cuffed bottoms and belt and side straps. Price **3.75**

BOYS' WASH SUITS.

In white Salaria cord, cut Russian sailor style, with scooped collar and self shield, elastic bottom bloomers. Sizes 2 1/2 to 6 years. Price **3.00**

Russian Military Suit, of two-toned blue striped English cambric, collar and front trimmed with plain blue and white braid, patch pocket and belt. Sizes 2 1/2 to 6 years. Price **1.25**

Boys' Tan Linen Suit, single-breasted Norfolk style, with patch pockets, bloomer pants with belt loops and strap bottoms. Sizes 12 to 16 years. Price **1.75**

Men's Leather Belts

In blacks, tans, greys, browns, etc., assorted widths and buckles all sizes. Special, each **.49**

MEN'S CASHMERE TWO-PIECE BATHING SUITS.

In navy only, all-wool and fast colors; all sizes. Extra value, per suit **1.50**

500 SUITS OF MEN'S PYJAMAS.

Made from assorted striped chambrays, tans, blues, greens, etc.; well made and generous-sized garments; sizes 34 to 44. \$1.25 and \$1.50 qualities. Clearing on Wednesday, per suit **.69**

Children's Turban and Jack Tar Shape Straw Hats

Fine imported white Canton braids. Regularly 50c. Wednesday **.39**

Boys' Middy Shape Straw Hats, in fine quality, plain white braids, extra well trimmed and finished. Wednesday **.75**

Sun Hats for children, with wide brim and streamers, plain white or fancy mix straw. Wednesday **.19**

Best English China Tea Cups and Saucers

Kermis shape, dainty dice band pattern and gold finish. Regularly \$4.00 dozen. Wednesday, dozen **2.98**

Covered Sugar Bowls, in English jet ware, nice assortment of shapes and colors. Wednesday **.15**

Sugar and Cream Sets, in fancy Austrian china, neat floral and gold finish. Per pair **.10**

40-piece Tea Set, in Royal Austrian china, with rose-bud border decoration, and burnished gold finish. Wednesday **4.98**

97-piece English Semi-Porcelain Dinner Sets, new shapes, gold trimmings, complete set for 12 people, Wednesday **9.98**

The List of Groceries

- Fresh rolled Oats, per stone **.45**
- Finest Sugar Cured Hams, half or whole, per lb **.19**
- Malta Vita Breakfast Cereal, 3 packages **.25**
- Finest Corned Corn, 3 lbs **.25**
- Choice Pickles, Mixed and Chow, 40 oz. bottle **.25**
- St. Charles Milk, per tin **.25**
- Choice Pink Salmon, 2 1/2 lb. flats, 3 tins **.25**
- Teller's Cream Soda Biscuits, 3-lb. box **.24**
- 300 bottles Imported Lime Juice, Bentley's quart bottles. Regularly 35c. **.24**
- Pure Cider Vinegar, XXX, per gallon **.25**
- Mustard in bulk, per lb. **.25**
- Canned Peas in heavy syrup, per tin **.25**
- H. P. Pickles, large size **.25**
- Dalton's Lemonade Syrup, 3 bottles **.25**
- Deep Sea Codfish Steak, per tin **.15**
- 500 lbs. fresh Roasted Coffee in the bean, ground pure or with chicory. Wednesday, per lb. **.25**

The Robert SIMPSON Company Limited