

SIMPSON'S Telephone Main 7841 Store Hours: 8.30 to 5.30. Saturday, 8.30 to 1 p.m. No Noon Delivery on Saturday Market Phone, Adel. 6100 SIMPSON'S



Simpson's Midsummer Sale
Opening Day—Friday July 2nd

Midsummer Sale and Friday Bargain Day

Simpson's Midsummer Sale opens today, which is, of course, also Friday Bargain Day. This means savings of DOUBLE importance, as the items in today's advertisement clearly show. Every department contributes—variety of merchandise is remarkable—the savings exceed in importance those of any previous year.

Children's Whitewear and Dresses Half Price

Manufacturers' samples and broken lines, in a remarkable clearance. Splendid materials, trimmed with fine embroideries and laces. Some slightly soiled.

Infants' Long Robes and Skirts.
Infants' Short Dresses and Skirts.
Children's Princess Slips, Drawers, Nightgowns and Combinations.

Sizes—Infants to 14 years in the lot; also girls' white dresses, sizes 2 to 10 years in the lot. Not every size or price in each garment mentioned, but all sizes and prices in the lot.

Infants' Wear—Regularly \$1.00 to \$10.00. Midsummer Sale, 50c to \$4.95.

Children's Whitewear—Regularly 35c to \$5. Midsummer Sale, 17c to \$2.49.

Children's Dresses—Regularly 50c to \$16.50. Midsummer Sale, 48c to \$8.25.

No Phone or Mail Orders, Please.

KIDDIES' 50c TO 50c SHADY HATS, 25c.

Beach Hats made with six-pleats round crown and shady wide brim. Colors white, tan, natural, open, navy, pink and pretty striped designs. Some have names of warnings on hat band. Sizes 1 to 8 years. Midsummer Sale 25c

Simpson's—Third Floor.

Extra! Women's and Misses' Georgette Frocks

The illustrations show two of the styles in the Midsummer Sale. **\$15.00** One of the greatest Simpson dress sales of the whole season.

One of the most astonishing dress values of the season marks the opening day of the Midsummer Sale. Almost unbelievable that frocks of genuine georgette crepe should sell at so low a price. It was only made possible by a most unusual purchase. Fortunate, indeed, is the woman who obtains one of these frocks today.

The Quality is exceptionally sheer and silky, but of a closeness and firmness which makes for real serviceability.

The Styles Two are illustrated to give you an idea of their newness and smartness. Note such important details as the many tucks and wooden bead trimmings on one, the dressy sleeve and lace bordered vestee of the other. Another of these frocks has fetching apron panels edged with ruchings of the georgette.

The Coloring includes such wanted shades as navy, French blue, gray, sand, taupe, rose and violet.

The Sizes range all the way from 16 to 44. Some of the frocks have dainty silk slips. Midsummer Sale, only 15.00



Women's Fibre Silk Stockings 65c

Usual Value \$1.25. 6,000 pairs in this exceptionally select lot of manufacturer's season's seconds. The defects are not in the silk, which is of good weight and fine finish. Black, white, brown, navy and gray. All sizes. Midsummer Sale .65

Women's \$2.50 Silk Stockings

Black, brown, navy and white. Perfect finish, seamed back, sheer weave. All sizes. Midsummer Sale 1.75

Men's \$2.00 Silk Socks

Black, brown, navy, gray and black. Sheer weave, seamless. All sizes. Midsummer Sale ... 1.25

Women's Cotton Stockings

Grouping odds and ends, balances of former sales of seconds, etc. Brown and gray. Sizes 8 1/2 to 9 1/2. Midsummer Sale29

Midsummer Sale of Whitewear and Corsets!

Former Sale Prices Are Further Reduced on Regrouped Clearance Lots Following the June White Sale. What a Festival of Whitewear Bargains! It is natural that such a mammoth event as our June White Sale should leave a train of unsold balances, odds and ends, etc. These were gathered together, carefully grouped, in many cases new merchandise was added, and then EVEN THE LOW JUNE PRICES WERE REDUCED! These remarkable specials will be ready for first-comers today.

\$4.00 and \$4.50 Silk Envelope Chemises \$2.98. Heavy Jap Silk Chemises in delicate pink shade or white. Dainty shirtings, pintucks, fancy laces, ribbon and neat little flowerettes. Midsummer Sale 2.98

378 Women's \$3.50 to \$4.00 Nainsook Nightgowns \$2.68 378 Cotton and Nainsook Nightgowns in many attractive designs, a few also of pink batiste. Rich laces, insertions, edgings adorn some, while others have Swiss embroidery, and those of pink batiste are hand-embroidered and hemstitched. Midsummer Sale, today 2.68

Women's \$1.75 and \$2.00 Athlete Combinations \$1.39. White nainsook or cotton, plain or in self stripes or checks. Double stitched seams. Button down the front. Trunk knee. Midsummer Sale, today 1.39

Women's \$4.00 to \$5.00 Silk Camisoles \$2.68. High-class Camisoles reduced for today only. Jap silk, washable satin or crepe de chine in pink or white, some have hand embroidery, others lace trimmed. Ribbon or lace shoulder straps. Pink or white. Midsummer Sale 2.68

Women's \$5.00 Silk Underskirts \$3.48. Jap Silk Underskirts with flounce of self, hemstitched and trimmed with ribbon bows. Elastic at waist. Flesh or white. Midsummer Sale 3.48

Women's Cotton Drawers 59c. Strong white cotton, in umbrella style, with frill of self. Hemstitched and tucked. Both styles. Midsummer Sale59



250 Women's Coats at Half Price Today

Regular \$25 at 12.50	Regular \$35 at 17.50	Regular \$45 at 22.50	Regular \$60 at 30.00	Regular \$100 at 50.00	Regular \$125 at 62.50
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Here is a sale in which every woman who has delayed buying her summer wrap may participate. The wonderful assortment includes styles which range from snappy tailored models, half priced at only \$12.50, to stunning exclusive wraps half priced at \$62.50. Every choice, every purse is met, and there are sizes 32 to 42 in the lot.

Materials—Goldtones, velours, tinsel cords, gabardines, tricotines, serges, chevots, fancy mixtures. Colors—Sand, rookie, copen, French blue, navy, black and mixtures.

Many full silk-lined, others half. Lower-priced styles lined with substantial figured fabrics. Midsummer Sale, \$12.50 to \$62.50.

Two Midsummer Sale Specials in Misses' Coats

Reductions from regular stock, which spell genuine economy to the young woman who secures one of these smart coats today. Imagine! Many of them are priced away less than half-price.

Misses' Coats at \$13.50. Styles which formerly sold at \$25.00 to \$35.00. Sports and knee-length models, in heather, jersey, velour and tweed. Many in snappy raglan effects. Mostly fawn shades and rose. Sizes 14 to 20 years.

Misses' Coats at \$21.00. Styles which sold at \$37.50 to \$49.75. Street and dressy styles in lovely velours, polo cloths, wool jerseys and novelty coatings, in plain shades. Featuring fawns, camel, blues, grays, etc. Half and full lined with silk. Sizes 14 to 20 years.

The Midsummer Sale Features Tempting Blouse, Sweater Values Georgette and Crepe de Chine Blouses

\$3.95

Regularly \$5.95 and \$6.95.

A gathering of splendid quality crepe de chine in flesh, maize, salmon and pumpkin. Numerous smart tailored styles with convertible or square collars.

Also prettiest of georgettes in tucked or embroidered designs and in practically all the wanted shades. All sizes in the lot. Midsummer Sale 3.95

Dainty "Peter Pan" Waists As Illustrated. \$1.95

Regularly \$2.95.

Style illustrated—made from sheer white voile, fastened with solid pearl buttons. Heavy lace edgings on collar and cuffs. Sizes 34 to 42. Midsummer Sale 1.95



Silk Sweater Coats Half Price

Just 90 of them, in 12 distinct and stunning styles, in maize, rose, orange, green, mauve, sand, maroon, blue, gray, navy and brown, or clever combinations of these wanted shades. Regularly \$14.50 to \$30.00. Midsummer Sale, \$7.25 to \$15.00.

The Midsummer Sale of Millinery Includes the Finest Panama Hats Sale Priced This Season

Closely Woven Qualities—White or Creamy White Finishes—a Host of the Most Fashionable Styles They're Likely To Clear With a Rush at the Low Prices—Shop Early Today for Yours.

Untrimmed Panamas at \$1.00

A big fresh collection of new sports and mannish shapes in creamy white Toyo Panamas. Midsummer Sale 1.00

Large Size, High-Class Panamas \$3.25. Rich velvety finish in extra fine quality. Mushroom, sports, roll side and sailor shapes of striking smartness. Midsummer Sale. 3.25

Banded and Tailored Panamas \$2.95 and \$4.95. Extensive variety of the smartest outing and vacation styles in fine quality white Toyo Panamas. Tailored with colored and white silk cord ribbon. Midsummer Sale \$2.95 and \$4.95

Dressy Trimmed Panamas \$5.95

Large Panamas in great variety, trimmed with white flowers, satin, taffeta and georgette, also white silk ribbon and feathers. Some with touches of color. Midsummer Sale 5.95

The Robert SIMPSON Company Limited