

Breakfast in the Palm Room

is not merely a meal. It is a good beginning to a good day, a stimulant to enterprise. From the bit of toast to ham and eggs or chops, every mouthful of food is delicious. And such wonderful coffee!



Serviceable Porch Frocks \$2.95

Regularly \$4.50

A small lot of 75 dresses reduced to make a stirring Tuesday special in the Midsummer Sale.

Extra quality Gingham Frocks in a splendid variety of broken checks and in such colors as French blue, pink, dark blue, green and tan. Belted style with neat round collar of white pique. Half sleeves, cuffed at elbow. Large pocket in skirt. Sizes 36 to 42. Midsummer Sale today 2.95

Simpson's—Third Floor.

Dainty and Cool Summer Undergarments A Special Midsummer Sale Feature



\$1.50 to \$2.00 Jap Silk Camisoles 95c

—being a particularly good assemblage of odd lines and slightly soiled garments of fine quality Jap silk. Daintily lace trimmed. Pink or white. Today 95

Serviceable Bungalow Aprons 95c

Strong wearing print in neatly striped and dotted effect. Rounded neck, short kimono sleeves and belted at waist. Handy pockets. Today . . 95

\$1.25 and \$1.50 Cotton Underskirts 95c

Imagine a soft white cotton underskirt at such an amazingly low price. Some have flounce of same material edged with lace, others are hemstitched. Draw tape at waist. Today 95

Neat-Fitting Brassieres 95c

Strong white cotton with yokes of heavy lace or embroidery. Some are bandeau style of fine net with elastic insert at back and strap shoulders. Today 95

Men! A \$2.00 Shirt for 95c

Not More Than 6 to a Customer—Shop Early.

Just the thing for holiday outing-wear or for work at home. Every man should pick up a half-dozen at today's greatly reduced price.

Well made from soft finished cotton flannel in gray ground, with black hairline stripe. Yoked style with collar attached and one pocket. Full sized, from 14 to 17. Extraordinary special in the Midsummer Sale today 95

Simpson's—Main Floor.

SIMPSON'S

Telephone Main 7841 Store Hours 8:30 to 5:30; Saturday 8:30 to 1 p.m. Market Adel 6100
No Noon Delivery on Saturday

Now Is the Time to Have Furniture Re-upholstered

Telephone Main 7841 for a Man to Give an Estimate.

You could not choose a better time. Later our factory will be rushed and orders will have to take their turn, whereas now all work can be put through promptly.

Simpson's guarantees complete satisfaction. All work is done by expert re-upholsterers.

A complete range of coverings is now being shown—from the inexpensive, yet durable denims at 79c and \$1.29 yard, to handsome Scotch and English tapestries and damasks at \$5.95 up to \$15.00 a yard.

Simpson's—Fourth Floor.

Six-Room Set of Electric Fixtures and Shades \$36.75

Regularly Sold for \$49.75.

For parlor and dining-room there are three light fixtures, for a sitting-room a two-light fixture. The eight other fixtures to the set are for halls, bedrooms, bathroom and verandah. All shades are tinted, except those for upper hall and bathroom. If you are not ready for installation, we will hold goods until required. (Bulbs and inspection extra). Midsummer Sale, today 36.75

Simpson's—Sixth Floor.

Boys' Overalls 95c

For the Little Fellow's Summer Comfort.

Blue and white striped denim overalls. Made with two pockets, bibbed front and straps over shoulders. Ankle length. Sizes 4 to 12 years. Extra special today 95

Khaki Bloomers 95c

For Sturdy Boys.

Sturdy Bloomers for holiday wear, made with three pockets, belt loops, strap and button fastener at knee. Sizes 6 to 14 years. Midsummer Sale, today 95

Simpson's—Second Floor.

Boys' Jerseys 2 for 95c

Boys! There's genuine value in the jerseys you all want for warm weather and holidays. Made from fine cotton. Long sleeved styles in plain white or navy — also navy with cardinal trimming. Short sleeved styles in plain navy, also navy with cardinal, navy with white, white with cardinal and white with sky. Sizes 20 to 32. Better come early to be sure of getting any at today's extra special price, two for 95

Simpson's—Main Floor.

Stationery 95c

Crash Linenette — particularly fine quality of stationery in pearl gray or white. Box of 5 quires, regularly 75c; box of envelopes, regularly \$1.25 — the two combined — regularly 75c to \$1.25. Today 95

Stationery Dept.—Main Floor

SUMMER

—is slipping by. One of these days, with a sudden tingle of autumn in the air, you'll fly for your fur wrap or neckpiece. Don't wait till then to think of the mending, relining or remodeling it needs. Have it attended to now, while our expert furriers are able to give it most careful attention. Phone Main 7841, Women's Fur Department, for particulars.



Extraordinary Midsummer Sale Values in

Georgette and Crepe-de-Chine Blouses \$5.95

Regular \$6.95, \$7.95 and \$8.95.

Noteworthy qualities—charming styles in great variety. Beautifully tucked and embroidered, round, square or convertible collars, long or short sleeves.

Colors flesh, white, taupe, gray, sand and beige. Sizes 34 to 42. Worth shopping early for today, at only 5.95

Simpson's—Third Floor.

Clearance! Women's and Misses' Vacation Suits

Regularly \$32.50 and \$35.00 at \$22.50.



Opportunity surely awaits the young woman who chooses her vacation suit today, for here is offered a straight reduction of \$10.00 to \$12.50 on the jauntiest of summer suits.

Rich natural Rajahs in loosely belted models, with patch pockets and chic button trimming.

Fine Wool Jerseys in various styles and wanted shades. Some with Tuxedo collars in contrasting sport shade.

Sizes 14 to 20 years in the lot. Shop at 8.30 this morning for best choice. The Midsummer Sale price 22.50

Simpson's—Third Floor.

Men's Bathing Suits 95c

Sizes 34 to 40

Every man who takes a holiday near the water needs a bathing suit, and who would miss the thrill of the early morning dip when suits are obtainable at this low sale price?

Good quality cotton—fast navy dye—with contrasting colored trimming on skirt and legs. Sizes 34 to 40. Midsummer Sale, today 95

Simpson's—Main Floor.

The Robert SIMPSON Company Limited

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