

Phone Main 7841 | Store Hours 8:30 to 5:30. Store Closes One o'Clock Saturday With No Noon Delivery | Market Adel. 6100

# Simpson's Friday Bargains

## Very Special! Women's and Misses' Fetching Afternoon Frocks, Today, \$21.75

A collection of some of our finest afternoon frocks for summer or informal evening wear. Some are combination monkey blouse effect, in georgette and crepe de chine, others are plain taffeta or crepe de chine.

Many of them are exquisitely embroidered in colors, others are trimmed with dancing frills and narrow ribbon. The combination frocks show embroidered accordion pleated skirts, while many of the other skirts are draped or flared. Colors are shell pink, mauve, blue, sand, green, rose, taupe, navy and black. Sizes 14 to 38. Regularly \$32.50 to \$42.50. Just 150 today at ..... 21.75

### Women's and Misses' \$29.75 to \$35.00 Novelty Skirts, \$15.45

Models of Baronette Satin and Wool Plaid. Fashioned on long strictly-tailored lines with trig pockets, novelty buttons and separate belts to make them unusually attractive. In the plaid the colors are for the most part green and sand, and brown and sand, while the delicate pastel colorings of the baronette are delightful. .... 15.45

### Women's and Misses' Tailored Serge Skirts, \$8.50

Developed of splendid-wearing quality lines. One style has patch pockets, the other, inverted pockets, trimmed with silk stitchings and buttons. Friday bargain ..... 8.50

Simpson's—Third Floor.

## Women's \$65.00 to \$75.00 Coats, \$45.00

Smartly practical coats fashioned on the newest lines of the autumn mode. Loose back, belted models, cleverly tucked and stitched in ways too numerous to mention in detail. They feature wide collars, deep cuffs and square patch pockets. Colors are sand, new blue, navy and black. Sizes 34 to 40. Friday bargain ..... 45.00

### Tweed Motor Coats, Half-Price, \$9.75 to \$22.50

Regularly \$19.50 to \$45.00. Full length and short sports models. Raglan or full length sleeves. Some are belted, others hang loosely from the shoulders. Sizes 34 to 42. Shades of brown, gray and green mixtures. Friday bargain, \$9.75 to \$22.50.

### Women's Dressy Black Taffeta Coats, \$37.50

Formerly Priced at \$50.00 to \$65.00. They are fashioned of an excellent soft taffeta that will wear well. Large roomy raglan sleeves, useful pockets, all-round belts. Friday bargain \$37.50

Simpson's—Third Floor.

## Misses' Tailored Suits Gabardine, Serge and Goldstone Models for Early Fall Wear \$59.75

Developed in the season's fashionable weaves of tricotine, velour, check and tricoline, they are hand-somely tailored and richly trimmed with heavy silk embroidery, fancy silk stitcheries and buttons. Shades of tan, taupe and brown. Friday bargain ..... 59.75

### Special! Navy Serge Suits, \$59.75

(Sizes 14, 16, 18 and 20.) Splendidly tailored in fine navy serge, they are finely tucked, belted, stitched and pocketed. The coats are fancily lined and have convertible collar. Sizes 14, 16, 18 and 20 years. Friday bargain 59.75

### Junior Misses' \$7.00 Rain Capes, \$4.50

Fast Colors of Gray and Brown. Fashioned in full-sweeping cape lines of an exceptionally strong satin-finished fabric. The smart little hood effect is neatly lined with fancy lining. Sizes 8, 10, 12, 14 and 15 years. Friday bargain ..... 4.50

### Misses' \$11.50 Raincoats, \$6.95

(Sizes 14, 16, 18 and 20 Years.) Special purchase, serviceable raincoats developed in neat checked and plain fabrics. Belted all round. Fancy pockets, and close-fitting collars. Friday bargain ..... 6.95

Simpson's—Third Floor.

## Clearing Women's Silk Hats, \$4.95

Stunning little Hats too varied in shape to describe adequately here. They are made in our own workroom from Simpson's high-grade silks. Mostly navy and white, a few colors. Formerly priced at \$10.00 to \$15.00. Friday bargain ..... 4.95

\$5.00 to \$10.00 NAVY RIBBON TAMS, \$3.95—Soft, smartly-fitting styles made from row after row of narrow corded navy ribbon. Friday bargain ..... 3.95

SOFT FELT HATS FOR EARLY FALL, \$1.00—Most becoming shapes in a pleasing variety of designs. Splendid range of colors, including black and navy. Made to sell at \$3.40 wholesale. Special ..... 1.00

SMART TAMS OF IMITATION DUVETYN, \$1.95—Unquestionably hats of duvetyn are the smartest wear for early fall—consequently these little tams, which so cleverly imitate this fabric, will prove very attractive. They come in the new leather shades of tan, suede, etc. Friday bargain 1.95

Simpson's—Second Floor.

## Great Friday Bargain in Corsets, \$3.95

300 Pairs of Leading Makes, Including Bon Ton, Redfern, C. B. a la Spirite, and Lily of France—All From Our Regular \$5.50 to \$10.00 Stocks.

When we buy corsets for a new season some of our most popular numbers must sometimes be discontinued because manufacturers cannot duplicate them. These lines are quickly cleared to make room for the models that take their place.

Such is the case as regards the corsets in this sale. The materials are fine coutils, batistes and fancy brocades. There are styles for every type of figure. Some have elastic tops. Both white and pink in the lot. Sizes 20 to 30, but not in every style or make. Friday bargain ..... 3.95

### Women's Brassieres, Today, 59c

Hooked front, V-neck styles, with deep yokes of lace and reinforced under the arms. Sizes 34 to 44. Friday bargain ..... 59c

### Women's \$2.00 Extra-Size Drawers, Today, \$1.69

Made of excellent English cotton, with deep frills of Swiss embroidery, with scalloped edge. Open or closed style. Sizes 23, 25 and 27. 300 to sell today at ..... 1.69

### Women's \$2.00 Nightgowns, Today, \$1.69

Sleeper style, with deep yokes of Swiss embroidery and rows of lace insertion. Short sleeves are lace trimmed. Sizes 56, 58 and 60. 300 to sell today at ..... 1.69

### Women's \$3.50 Japanese Silk Bloomers, Today, \$2.95

Pink Japanese silk, with elastic gathered knee and waist. Double-pleat hemstitched crotch. Sizes 34 to 42. 420 to sell today at ..... 2.95

### Envelope Chemises, Half-Price, \$1.00 to \$3.00

Clearing a lot of broken lines. Wide variety of styles, with lace and embroidery trimmings. Fillets and nightgowns. Sizes 34 to 44, but not in every style. Regularly \$2.00 to \$5.00. Today, \$1.00 to \$3.00.

### Women's 75c to \$1.00 Vests, Today, 48c

Made of fine ribbed cotton, with round or V-shaped neck, and sleeveless. Some have lace yokes. Pink or white. Sizes 34 to 42. Today ..... 48c

Simpson's—Third Floor.

## \$2.50 Colored Wash Satin, \$1.88 Yd.

Lovely qualities in "Shimpe" and "Uzen" finishes. 36 inches wide. Orchid, nile, peach, green, lavender, sand, Alice, Copenhagen, coral, rose, pinks, etc. also ivory and black. Today, yard ..... 1.88

### \$2.95 Colored Satin Paillettes, \$2.59 Yard

36 and 38 inches wide. Over thirty shades. Today, yard ..... 2.59

### \$6.00 Navy Blue Chiffon Taffetas, \$2.79 Yard

Light, mild and dark shades of navy, soft supple finishes. Today, yard 2.79

### \$1.69 and \$1.79 Habutai Silks, \$1.28 Yard

Superior "Behzen" quality in ivory, black and a big range of pastel and darker colorings. Today, yard ..... 1.28

### Black Satin Paillette and Black Silk Taffetas, \$1.93 Yard

These identical qualities have been priced \$2.44. Today, yard ..... 1.93

### Black Swiss Duchesse Mousseline, \$2.69 Yard

Would sell at \$3.95 in the regular way. 36 inches wide. Today ..... 2.69

### \$2.24 and \$2.50 Colored Crepe Georgettes, \$1.95 Yard

Big color assortment in these French, Swiss and Japanese Crepes Georgette. 38 and 40 inches wide. Today, yard ..... 1.95

### \$2.50 Black Satin Paillettes and Messalines, \$2.24 Yard

Deep full blacks in both weaves. 36 inches wide. 500 yards today, yard ..... 2.24

### Extra! \$1.18 and \$1.25 Natural Shantung Silks, 89c

Smooth qualities for waists and dresses. Free from dressing. Phone orders filled—Main 7841. Today, yard ..... 89c

Simpson's—Second Floor.

## Dainty Georgette and Crepe de Chine Blouses \$4.95

Formerly Priced \$6.95, \$7.95 and \$8.95

Both belted and slip-in styles in splendid quality georgette and heavy crepe de chine. A wonderful range of colorings—white, flesh, pink, French blue, gray, taupe, navy, heliotrope and black. Most of them have touches of hand embroidery. Short or long sleeves. Sizes 34 to 42 in the lot. Friday bargain ..... 4.95

### 250 Cotton Waists and Middies, 95c

Regularly \$1.48, \$1.79 and \$1.95. This is a clearance of various styles broken in size range. Too numerous in design to mention. They feature the newest color effects of the season. Sizes 34 to 42 in the lot. Friday bargain ..... 95c

Simpson's—Third Floor.

## Wash Fabrics

Natural Beach Cloth, 33 inches wide. Today, yard ..... 39c  
Black Linen Crash, 36 inches wide. Regularly \$1.00. Today, yard ..... 39c  
Apron Gingham, in two different size checks, 38 inches wide. Today, yard ..... 39c  
White Indian Head, for skirts, children's wear, etc. 36 inches wide. Regularly 75c. Today, yard ..... 49c

Simpson's—Second Floor.

## Handkerchiefs Half!

9,900 Women's Handkerchiefs, colored prints. Today, 3 for ..... 25c

### 50c Windsor Ties, 19c

Stripes and plain shades. Net Vests, Today, 95c. 180 Filled Vests of crew net.

### \$3.50 Crepe de Chine Scarfs, \$1.95

25.50 Flouncing, \$2.19 Yard

Baby Flouncing, Swiss, 27 inches wide.

Filet Lace Scarfs

Friday bargain price ..... 1.29

Simpson's—Main Floor.

## Bags and Purses

SMART SUDE BAGS in gray or brown, fitted with mirror and small coin purse and finished with silk tassels. Friday bargain ..... 4.49

STRAPE PURSES in black and a variety of colors, including brown, gray, purple and tan; also patent leather. Today ..... 1.79

Simpson's—Main Floor.

## A Factory Clean-up Brings a Great Sale of Women's Poots!

No Phone or C.O.D. Orders on Sale Footwear, Please. A manufacturer's accumulation of cancelled orders was purchased at a way below regular price, and will be offered today at a proportionate saving. 1,200 pairs, all in lace styles. Black, brown and some gray kid, with medium weight soles, narrow toes and Cuban heels. Correct weights and styles for Fall. Sizes 2½ to 6½. Today, pair ..... 4.95

## Extra Special! Men's New Boots at Less than Manufacturer's Price, \$4.95

Be here early, men, for this big special and buy footwear at less than dealers can. They are brown and black boots in blucher and balmoral styles, with good leather soles that are Goodyear welted. Sizes 5½ to 11. Extra special today, pair ..... 4.95

### Men's \$12.00 "Victor" Boots, Today, \$8.95

We want every man to give "Victor" Boots a trial at least, and as a special inducement offer this reduced price for today. These boots are made of smooth dark brown calf in blucher laced style, with round toe, Goodyear welted leather soles and custom heels. All sizes 5½ to 11. Today ..... 8.95

### Men's Boots, \$6.95

Black Box Blucher Laced Boots with Fall weight leather soles, Goodyear welted. Sizes 6 to 10. Priced ..... 6.95

## Girls' Colored Voile Dresses Half Price, \$4.25 and \$6.25

Several dainty imported styles, reduced on account of being broken in size range. Plain pinks and pretty floral patterns, smartly trimmed with white organdie collars and cuffs. Sizes in the lot 8 to 14 years. Just 100 of them today at \$4.25 and \$6.25.

### 85c Gertrude Underskirts, 55c

Fine white cotton, trimmed on skirt with fancy pointed lace. Neat tape binding at neck and armholes. Tiny pearl button on each shoulder. Sizes 6 months to 6 years. Friday bargain ..... 55c

### Infants' Flannellette Barrowcoats, \$1.25

Splendid quality white flannellette, with soft downy nap. Skirt is pleated and waist is warmly quilted. Friday bargain ..... 1.25

Simpson's—Third Floor.

### Little Boys' Summer Hats, \$1.98

Smart round hats of cream colored poplin, comfortably lined with soft white satin. Six-piece crown and beauty turned-up brims. Sizes 20, 21 and 22. Friday bargain ..... 1.98

### Infants' Long Skirts, 85c

Strong white cotton. Gathered skirts, flounced with fine pin tucks, lace insertion and scalloped embroidery edging. Attached waist of self, buttoning down back. Friday bargain ..... 85c

The Robert SIMPSON Company Limited

Remarkable Additional Specials for the Second Day of

## Simpson's August Hosiery Sale

Stock Up Now for the Months to Come! Savings of at Least 25% to 33 1-3% on Hosiery of All Kinds for Mother, Father and the Youngsters

Preparations for this great semi-annual sale have been going on for months. Wonderful values have been gleaned from the markets of this country, the United States and those across the sea.

Silk, Silk Fibre, Mercerized, Cashmere, All Wool, Lisle and Cotton Hosiery Included



### Women's Fibre Silk Stockings, 65c

Seconds of \$1.00 Grade.

In black, white, brown, gray, champagne and navy. Seamless. Double-spliced heel, toe and sole. Deep double garter welt and long silk-fibre foot. Sizes 8½ to 10. Today ..... 65c

### Women's Heather Stockings, 79c

First Quality—Regularly \$1.00.

Cotton Hosiery in fancy mixtures. Seamless. Double-spliced heel, toe and sole. Garter top. Sizes 8½ to 10. Today ..... 79c

### Women's Cashmere Stockings, 59c

First Quality—Regularly 75c.

Plain Black Stockings of union cashmere yarns, smooth finish. Seamless. Spliced heel, toe and sole. Sizes 8½ to 11. Today ..... 59c

less. Spliced heel, toe and sole. Sizes 8½ to 10. Today ..... 59c

### Women's Cotton Stockings, 33c

Seconds of 50c Grade.

Black or White Plain Cotton Stockings, fast dye. Seamless. Double-spliced heel and toe, and double garter top. Sizes 8½ to 10. Today ..... 33c

### Children's Cotton Stockings, 29c

First Quality—Regularly 39c.

Black Cotton Stockings for boys and girls, sizes 6 to 10. They are 1-1 ribbed, seamless, and have double-spliced heel, toe and sole. Today ..... 29c

### Men's Cotton Sox, 39c

Seconds of 50c Grade.

Black or brown. Seamless. Spliced heel, toe and sole. Fast dye. Sizes 9½ to 11. Today ..... 39c

Simpson's—Main Floor.

## Friday Bargains in the August Sale of

## Furs

Furs Bought Now Will Be Stored Free of Charge Until Required

### \$155.00 Marmot Coats, \$139.00

Natural color. 32 inches long, with belted back, shawl collar, cuffs, outside pockets and fancy lining.

### \$40.00 Alaska Sable (Skunk) Scarfs, \$27.50

Animal shape, finished with head and tails. Made to fit closely at throat, if desired.

### Lynx Stoles, \$60.00—Large

Natural Lynx Neckpieces, in animal shape. Made from selected skins.

### Natural Lynx Muffs, \$50.00

Canteen or round style.

Simpson's—Second Floor.

## Bleach Sheet 59c Yard

2,000 yards, medium weight, full bleached, plain weave, 68 inches wide. No phone or mail orders, and not more than 15 yards to any customer. Rush price, today, yard .59

### \$7.50 to \$8.95 Comforters, \$4.95

200 Silkoline-covered Comforters, size 60 x 72 and 72 x 72 inches, serviceable dark colorings. Filled with clean batting. Today, each ..... 4.95

### \$3.00 Damask Table Napkins, \$2.35 Dozen

An extra heavy quality, particularly suitable for hotels and restaurants. All ready hemmed. Size 19 x 19 inches. Regularly \$3.00. Today, dozen ..... 2.35

### 75c Huckaback Towels, 65c Pair

Bedroom Towels of heavy, close-woven white huck. Size about 18 x 34 inches. Regularly 75c. Today, pair .65

### 45c Gray Flannellette, 75c Yard

Soft quality, in a blue-gray shade. Good weight. About 35 inches wide. Regularly 45c. Today, yard ..... 37c

Simpson's—Fourth Floor.

## Stamped Nightgown Lengths, \$1.19

500 Nainsook Lengths stamped in a good assortment of designs. Round, square or V neck. Regularly \$1.35. Friday bargain ..... 1.19

STAMPED TRAY CLOTHS, 68c—Homemade Cotton Cloth stamped in various designs. Size 16 x 27 inches. Regularly 75c. Friday bargain, each ..... 68c

LAUNDRY BAGS, 89c—Natural color crash, with "Linen" worked in colors. Regularly \$1.00 value. Friday bargain ..... 89c

Simpson's—Fourth Floor.

5.50

## Women's Low Shoes

Today

\$3.50

A season end clearance of incomplete balances remaining in various lines regularly at much higher prices. About 345 pairs of Oxfords and Pumps, mostly black kid. Various styles and broken sizes. Today ..... 3.50

ALSO CONTINUING THE 30%-OFF SALE of Women's Low Shoes in regular stock lines.

Simpson's—Second Floor.

## Toilet Goods

Ivory Soap, 37c

Cuticura Soap, 25c

Whiskers, regular, 19c

French Cologne, regularly 20c ..... 19c

BATHING CAPS.

A big assortment of styles and colors. Regularly 75c and \$1.00. Today ..... 38c

"Kennebec" Toilet Paper, 1,000 sheets in roll. Regularly 18c. Today, 3 for ..... 39c

Hind's Honey and Almond Cream ..... 49c

Italian Balm ..... 24c

SPECIAL IN SACHET POWDER.

100 ounces Sachet Powder, odors of Arbutus, Saponaria, Penstemon, Regu- lary 75c per ounce. Today ..... 29c

Antiseptic Tooth Paste ..... 15c

Apollo Face Powder ..... 39c

Apollo Peroxide and Almond Cream ..... 39c

Java Rice Powder Regularly 50c. for ..... 39c

Bourjois D'Oratory Madeline Face Powder, all shades. Regularly 60c. for ..... 39c

SPECIAL DISPLAY AND DEMON- STRATION OF MELBA TOILET