

SIMPSON'S

The Coolest Spot in Town

SIMPSON'S

Store opens at 8.30 a.m.

Weather Today—Light winds; fair and moderately warm. Thunder storms in some localities.

Telephone Main 7841, Connects With All Departments.

Store Closes at 5.30 p.m.; Saturday at 1 p.m.

Today is the Last Day of the Midsummer Sale

Women's Wash Skirts

Made of repp or Indian head, with high waistline, single pocket, with or without belt. Last Day price, 69c.

Handkerchiefs

Men's White Lawn Handkerchiefs, of good quality. Last Day price, 7 for 69c.

Women's Extra Quality All-White Handkerchiefs. Last Day price, 4 for 69c.

Women's Swiss Embroidered Corner Handkerchiefs, all white and white with dainty colored designs. Large variety to choose from. Last Day price, 6 for 69c.

Women's Pure Wool Fascinators

Exquisite Shell Design with silk stitched edges. Shaped over shoulders. No exchanges, no refunds, no C.O.D.'s. Away less than cost of wool at Last Day price, 69c.

Blouses

Lingerie Waists and Middies, 69c—Broken ranges and sizes in waists. Generally of fine voile, both in all white and in various candy striped effects. Popular designs featuring new ideas of the present season, and all have long sleeves. Also middies in all white, white with various striped collars, pockets and belts, middies of plain red drill. Sizes 34 to 42 in the lot. Regular \$1.00 to \$1.75 values. Last Day price, 69c.

Children's Wear

Children's \$1.00 Wash Dresses, 69c—Splendid quality blue and white pinhead chambray or blue and white woven striped percale. Two chic new styles, straight or empire, with smart collars and button front. Sizes 2 to 5 years in the lot. Regularly \$1.00. Last Day price, 69c.

Infants' \$1.00 Long Skirts, 69c—Made of fine white nainsook with attached waist. Insertions, edges and medallions of fine Val. lace. Length 28 inches. Last Day price, 69c.

Children's \$1.25 Pique Hats, 69c—Shady soft brims with an upturned roll and full crown. Finished with tailored bows. Sizes 20, 21 and 22 in. Last Day price, 69c.

Whitewear

Women's Odd Corsets, 69c. Regularly \$1.00 and \$1.25. Broken sizes in several smart numbers, made of fine coutil and summer net. Sizes 20 to 30 in the lot, but not in any one style. No phone or mail orders. Reg. \$1.00 and \$1.25. Last Day price, 69c.

Women's \$1.00 Drawers, 69c—All open style, made of fine cotton and nainsook, in umbrella style, with frills of Swiss embroideries and lace insertion. All sizes. Regularly \$1.00, \$1.25 and \$1.50. Last Day price, 69c.

Women's \$1.00 Corset Covers—Made of excellent quality white nainsook. Yokes of pretty Swiss embroidery and narrow lace insertion. Regularly \$1.00. Last Day price, 69c.

Women's \$1.00 Aprons, 69c—Bungalow style in big full sizes. Made of excellent quality striped print. Regularly \$1.00. Last Day price, 69c.

Women's Drawers, 2 Pairs, 69c—Fine elastic ribbed cotton. Umbrella drawers with frill of lace. Both styles. Reg. 55c. Last Day price, 2 for 69c.

Women's Combinations, 69c—Porous knit or fine ribbed cotton. Low neck and no sleeves or short sleeves. Umbrella lace trimmed drawers. Regularly \$1.00. Last Day price, 69c.

Women's Bathing Caps, 69c—Pure gum rubber in a good assortment of styles, with close-fitting frills and rubber bows and flowers. All colors. Regularly \$1.00 and \$1.25. Last Day price, 69c.

Needlework

Stamped Dresses, Clearing 69c. Pique or poplin, stamped in the newest designs. Sizes 2 to 5 years. Last Day price, 69c.

American Maid Mercerized Crochet Thread, white and ecru. Last Day price, 7 balls for 69c.

New Indian Sweet Grass Baskets—Various styles and shapes for 1-inch work, knitting, handkerchiefs, etc. Last Day price, each, 69c.

Paints

Paint Bargains at 69c include the brushes. Package of Alabastine and Brush, 69c—2 1/2 lb. package, complete range of colors; also white; 6 1/2 inch kalsomine brush complete. Last Day price, 69c.

R.S. Co. Porch Floor Paint and Brush, 69c—One quart special porch floor paint in light grey or slate grey and black bristles, 1 1/2 inch brush complete. Last Day price, 69c.

Linings and Sateens

Brocade Sateen, in a big variety of colors, suitable for coat linings, underskirts—40 inches wide. Last Day price, yard, 69c.

Moire Skirting—Good choice of colors, also black; 38 inches wide—richly moired for underskirts. Last Day price, yard, 69c.

4,000 Yards 40-inch Sateens—Away less than wholesale cost. Every wanted shade and black; 40 inches wide. Last Day price, yard, 69c.

Dress Goods

7,000 Yards Dress Goods, 69c.

Black and White Bedford Cords, Brilliantine lustre, shepherd checks, fancy mohairs, English tweeds, Scotch tartans, fancy stripes, cotton khaki, gabardine, dress delaines. Wonderful value. Last Day price, yard, 69c.

Wash Goods

Incomplete Assortments of silk and cotton fabrics, for waists, dresses and suits; 36 in. wide. Regularly \$1.00 per yard. Last Day price, 69c.

Beach Suitings—The favorite sand, rose, green and eight other shades, including white and black; 36 inches wide. Regularly 75c. Last Day price, 69c.

English Voiles—White with black and black with white—pretty printed designs, suitable for elderly women; 36 to 40 inches wide. Regularly 75c and \$1.00 yard. Last Day price, yard, 69c.

Georgette Crepes, in silk and cotton—14 of the best shades—suitable for waists and dresses; \$1.00 per yard value. Last Day price, yard, 69c.

Silks

A big special purchase of Natural Silk Pongee-Shantung. Very fine, evenly woven silks—free from dressing; 33 inches wide. Phone orders filled. Regularly 88c and 95c. Last Day price, per yard, 69c.

Yard Wide Ivory Habutai Silks, fine and medium weaves, for many purposes. Regularly 79c. Last Day price, yard, 69c.

19-inch Colored Chiffon Taffetas—Plenty of navy blue and ivory, and plenty of the other popular shades. Also balance of all tamaline silks and 22 and 24-inch C. B. Satin. Regularly 75c and 85c. Last Day price, yard, 69c.

You Can Buy Anything on This Page for

69 CENTS

Simpson's Midsummer Sale caps the climax today with a pageful of truly remarkable 69c values, brought forward for extraordinary business.

White Canvas Shoes

For Women and Girls 69c a Pair

1,100 pairs Women's White Canvas Pumps; all new and clean, made on narrow toe last, with white canvas covered Cuban heels; British made, sizes 2 1/2 to 6. Last Day price, 69c.

Children's Boots and Strap Slippers 69c 8.30 to 10 a.m. Today.

545 pairs of White Canvas Boots and Ankle Strap Slippers, in good-fitting styles. Medium weight soles—spring heels. Sizes 5 to 8. Last Day price, pair, 69c.

Chinaware

Brass Ash Tray, with match box holder and two cigar rests; heavy brass; glass lining, 69c.

Ny-Cut Glass Sugar and Cream Set—Good quality glassware. Only 69c.

White Porcelain Cups and Saucers—Ovoid shape, 1/2 dozen for 69c.

Dutch Girls, 69c—Flor-entine statues of the Dutch girl, in various poses. Bronze finish. Your choice, 69c.

An assortment of Donatella Vases, Jardinieres and Flower Holders. Regularly up to \$1.50. Last Day price, 69c.

Hardware

Cherry Stoners—The "Rollman," a very superior make. Stones cherries quickly without crushing the fruit. Regularly \$1.25. Today, 69c.

Enamel Preserving Kettles, 12-quart size. Today, 69c.

Cast Iron Fry Pans, white enamel lined—superior make—9 inches in diameter. Today, 69c.

Big Wonder Polish Mop and Bottle of Cedar Polish, 69c.

Corn Brooms—four-string—medium weight. Today, 69c.

Brush Floor Brooms—12 inches wide—serviceable broom for general household use; long handle, 69c.

Stervan Solid Alcohol Disc Stove—Suitable for heating water, milk or any use that a small stove may be required to do. Complete with tin of solid alcohol; \$1.25 value. Today, 69c.

Ekko Solid Alcohol Refills. Today, 6 for 69c.

Baby Dolls, movable head and limbs, pleasing appearance, 69c.

Toy Tin Set—15 pieces—nicely lithographed in display box. Today, 69c.

Tennis Racquet—A good Japanese make—full size—assorted weights; 144 to sell. Each, 69c.

Silverware

Including Butter Plates, Bon-Bon Dishes, Fruit Nappies, Paper Weights. Scroll design of sterling silver deposited on glass. Regularly \$1.00 to \$1.50 each. Last Day price, each, 69c.

Glass Mustard Pots, with silver-plated covers. Regularly \$1.00. Last Day price, each, 69c.

Candlestick Holders, 69c—Ormolu gold-plated candlestick holders—plain and fancy patterns. Regularly \$1.00 each. Last Day price, 69c.

Cold Meat Serving Forks—Fancy floral pattern, silver-plated, bright finish. Regularly 85c. Last Day price, each, 69c.

Framed Pictures

Framed Pictures at great clearance, today, 69c—Regularly 98c to \$1.98. An assortment suitable for any room, in color, carbon and photogravures. Framed in walnut, mission, antique gilt—medium sizes. Last Day price, 69c.

Scooters

Flexible Flyer Scooters—Speedy four-wheeled scooters—finished in natural varnish with red wheels—flexible steering handles. Last Day price, 69c.

Toy Wheelbarrows, 69c—Red enamelled metal box—long wooden handles and wire wheels. Last Day price, 69c.

Picnic Bags

Japanese Fibre Matting Picnic or Shopping Bags—Edges neatly bound, swing handle, patent hold—fast catches. Sizes 16 inches—good and roomy. Wonderful value. Last Day price, 69c.

Jewelry

9k. Gold Bar Pins, large size—Regularly \$1.00 to \$1.50. 69c.

10k. Gold Signet Scarf Pins. Regularly 98c, 69c. Brilliant White and Colored Stone Set Bar Pins, 69c.

Gold Filled or Sterling Lingerie Clasps. Regularly 75c to \$1.00, 69c.

Novelty Turtle Tape Measures. Regularly 75c, 69c.

Black or Pearl Drop Earrings. Special, 69c.

Baby Heart Pendant and Chain. Regularly \$1.00, 69c.

Linens and Staples

85c Towels, clearing 69c. Pair. Huckaback; some hemmed; others hemstitched—large size, with all white—fancy borders. Last Day price, pair, 69c.

Bordered Crash Toweling, 16 inches wide. Last Day price, 3 yards, 69c.

White Turkish Bath Towels, of heavy quality; hemmed ends. Regularly 85c. Last Day price, pair, 69c.

Semi-bleached Damask—splendid washing and wearing quality; 64 inches wide. Regularly 85c. Last Day price, yard, 69c.

Nainsook, 5 yards for 69c—Fine quality, 35 in. wide. Not more than 10 yards to a customer. Last Day price, 5 yards, 69c.

Hemmed Pillow Cases. Sizes 42 x 33 and 45 x 33 inches. Regularly 85c. Last Day price, pair, 69c.

Plain Bleached Sheet- ing—Heavy quality, linen finish; 70 in. wide. Regularly 85c. Last Day price, yard, 69c.

Damask Napkins, 18 x 18 inches. Hemmed ready for use. Last Day price, 6 for 69c.

\$1.00 Centrepieces, 69c—Lace edge and linen finish. Ring of lace insertion in centre. Size 36 x 36 inches; round. Regularly \$1.00. Last Day price, 69c.

Books

"The Hillman," by E. Phillips Oppenheim. This volume sells right along at \$1.25. The story abounds in complicated mystery and romance. In point of dramatic value and heart interest it is one of the author's best. Last Day price, 69c.

"Tom Sawyer" and "Huckleberry Finn" are two human books. We offer a special Canadian edition, printed in clean type, cloth-bound. Last Day price, 69c.

Men

Men's Balbriggan Underwear, 69c—Shirts and drawers, natural shade. Broken lines from season's selling. Long sleeves and ankle length, also short sleeves and ankle. Sizes 34 to 44. Regularly 75c and \$1.00. Last Day price, 69c.

Men's Negligee Shirts, 69c, of good quality shirting material—neat striped patterns, laundered cuffs. Broken lines and counter soiled. Sizes 14 and 17. Regularly \$1.00. Last Day price, 69c.

Men's Work Shirts, 69c—Grey with white, hairline stripe—collar attached. One pocket—full yokes. Sizes 14 to 17. Regularly \$1.00. Last Day price, 69c.

Boys' Shirt Waists, 69c—Striped patterns with double fold attached collar. Ages 11 and 15 years. Regularly 75c and \$1.00. Last Day price, 69c.

Boys' Bathing Suits, 69c—Skirt style, one piece, of good weight navy cotton. Ages 4 to 14 years. Regularly 85c. Last Day price, 69c.

Men's Socks, 3 Pairs, 69c—Fine qualities, plain cotton, extra closely knitted seamless feet—black, tan, grey and mauve. All sizes. Regularly 25c. Last Day price, 3 pairs, 69c.

Munition Workers' 75c Gauntlets for 69c—Pliable yellow muleskin—soft and strong—good strong seams—one-finger style, with deep wide black cuff. Small and large sizes. Last Day price, 69c.

85c Hanson All-Wool Socks, 69c—Guaranteed absolutely all wool, soft clean yarn; heavy ribbed leg, plain knitted foot. Light grey shade. Small and large sizes. Regularly 85c. Last Day price, 69c.

3 Pairs Women's Cotton Stockings, 69c. Of fine quality plain cotton, firm gauge and seamless. Black and white. Sizes 8 1/2 to 10. Regularly 29c. Last Day price, 3 for 69c.

Women's 75c Fibre Silk Hose—High silk leg hose—strong fibre silk—sheer thin weave. White only. Lisle thread top, heel, toe and sole. Sizes 8 1/2 to 10. Regularly 75c. Last Day price, 69c.

2 Pairs Children's 50c Socks, 69c—Fine quality lisle thread. Extra close fine weave. All white with fancy colored pattern top, turn-over cuff, the season's newest designs. Sizes 4 to 8 1/2. Regularly 50c. Last Day price, 2 pairs, 69c.

Boys' Wear

Suits of Blue Chambray, with white collar and belt, blue and white striped galatea, with blue collar, cuffs and belt.

Suits of tan, with white collar and belt—white linen, with green striped collar, cuffs and belt.

Tommy Tucker and Billy Boy models. Sizes 2 1/2 to 8 years. Last Day price, 69c.

The SIMPSON Company Robert Simpson Limited