

Shopping With a Transfer Card.
Is by far the easiest and quickest way of doing business. No time is lost in waiting for change or parcels. You simply pay once at the Basement Cash Office.



Summer Hours—During June, July and August—Store Opens at 8:30 and Closes at 5:30. Close Saturday at 1 o'Clock, with No Noon Delivery.



Keeping Cool is just a matter of COOL CLOTHES

The difference between the sizzler and the smiler is the difference between light-weight clothing and heavy woollens.

Put your woollens away for the summer.

On with the tropical weights for now.

Whether for office or out-of-doors, you can be satisfied with appropriate wearables in the Simpson Men's Store.

Palm Beach Suits for the Young Man \$26.00.

Tailored from a sand shade Palm Beach cloth in the single-breasted, 2-button, form-fitting style. Sizes 35 to 40 26.00

Beach Cloth Suits for the Stout Man \$28.50.

Medium gray shade. Single-breasted, 3-button sacque model, expertly tailored for stout men. Sizes 38 to 50 28.50

Palm Beach Suits for the Tall Man—6' 1" to 6' 4" High.

Made from sand shade Palm Beach cloth in the single-breasted, 3-button sacque model. Sizes 37 to 46 28.50

Men's Light-Weight Office Coats.

Made from black and medium gray mercerized cotton in single-breasted, 3-button style with 3 patch pockets. Sizes 36 to 42. Gray, 4.25. Black 4.50

Simpson's—Main Floor.

CLEARANCE OF BOYS' WHITE DUCK TROUSERS, \$1.39

Sizes 4 to 10 Years. Regularly \$1.50 and \$1.85. 150 pairs boys' white duck long trousers for the small boy who wants to be dressed like big brother during the hot summer weather.

Finished with belt loops, three pockets and cuff bottoms. Midsummer sale, today 1.39

Boys' Khaki Overalls at 98c

Made with bib in front and straps to go over shoulders. Ankle length. Sizes 4 to 12 years. Midsummer sale, today 98

Boys' Wash Suits at \$1.29

Clearance of odd sizes and broken lines in boys' washable suits for hot weather wear.

Dozens of models and patterns to select from. No line is complete, but all sizes are here. Blue and fawn stripes, natural linen shades and a few white with contrasting color collar and belt. Gingham, crash, oxford, galatese in Norfolk and Billy Boy, middy and many other styles. Sizes 2½ to 6 years, at 1.29

Simpson's—Second Floor.

SLIP COVERS FOR AUTOS—HALF PRICE

Well-made Slip Covers of strong wearing material in light and dark colors—very easily adjusted or removed for washing purposes.

Sizes and styles to fit nearly every car.

The set consists of slip covers for front and back seats. Regularly \$5.75 to \$13.00. Today, half-price, set, \$2.87 to \$6.50. Simpson's—Fourth Floor.

Handkerchief Specials in the Midsummer Sale

MEN'S EXTRA QUALITY WHITE LAWN HANDKERCHIEFS, hemstitched, full size. Midsummer sale, 3 for .89.

WOMEN'S FINE SOFT LAWN HANDKERCHIEFS with neat corded border inside hem. Midsummer sale, 3 for .37. Simpson's—Main Floor.

\$8.00 to \$12.00 Rings, \$5.00

About 75 in all—odd rings and samples, including men's signets and lodge emblem rings, women's cameo, black onyx, pearl and fancy little finger rings, set with various colored stones. Midsummer sale, today 5.00

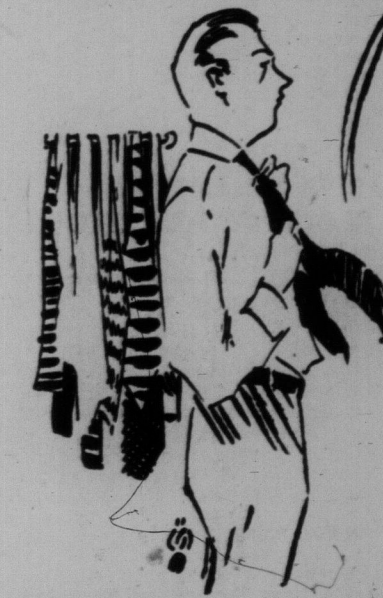
Simpson's—Main Floor.

IMPORTANT Men's Silk Four-in-Hands Made to Sell at \$1.00 to \$2.50, Going at 63c

A co-operating manufacturer cleared his surplus stocks of 12,000 Ties of pure silk in smart, wide-end styles—faulle, crepe, bengaline, foulard, satin and repp, in a host of fine colors and patterns, including floral, crossbar, club stripe and other correct designs.

This is one of those "almost-too-good-to-be-true" affairs, but one glance at the neckwear itself will be enough to dispel the least shadow of doubt as to the genuineness of the values. It is probably the most notable event of its kind in seasons—in any case, it is a safe prediction that 12,000 ties won't be nearly enough to supply all the men who will want them at this extremely low price. Eight-thirty will be the best time for you to be here.

No Phone or Mail Orders, please. Simpson's—Main Floor.



If You Need Towelling, Towels, Summer Blankets or Sheets

The following specially priced items ought to interest you--Fourth Floor

- 60c Linen Toweling 47c Yard. Pure Linen Scotch Crash Toweling, heavy quality for roller or hand towels. 16 inches wide. Midsummer Sale, today, yard 47
- Summer Blankets \$6.65 Pair. 200 pairs. Medium weight. Large size, 70 x 84 inches, with pink or blue borders and ribbon bound edges. Midsummer Sale, today, pair 6.65
- \$7.95 and \$8.50 Sheets \$6.45 Pair. English hemstitched sheets, made from a splendid linen finished plain weave sheeting. Some are slightly counter soiled. Size 70 x 90 inches. Midsummer sale, today, pair 6.45
- Irish Huckaback Towels \$1.33 Pair. These are less than the mid-down cost price today. Heavy quality white huckaback with hemmed ends and fancy figured borders. Size 22 x 38 inches. Midsummer sale, today, pair 1.33

Save 1-3 to 1-2 on Remnants of Scrim and Net

A big lot of useful short ends of scrims, marquises, voiles and burlap nets to be cleared today. Lengths from ¼ to 4½ yards. Midsummer sale, today, one-third to one-half off regular price.

Odd Pairs of Curtains at 1-3 Off.

Nottingham lace, scrim, marquise and net curtains with one or two pairs of a kind. In some cases, one curtain is slightly soiled. White, ivory and ecru in the lot. 2½ to 3 yards long. Regularly \$2.98 to \$50.00. Midsummer sale, today, pair, \$1.99 to \$20.00.

Sample Sets of Made-Up Curtains 25 Per Cent. Off.

This lot consists of chintz side drapes with valance or lambrequin to match in this season's most approved styles. They have been used as samples in the department. Today, 25 per cent. off regular price.

A Clean-Up of Chair Cushions, Today, 49c.

Regularly \$1.25. These are well-made cushions with reversible coverings in attractive chintzes. Regularly \$1.25. Midsummer sale, today, each 49

50-Inch Chintzes and Shadow Cloth, Today, \$1.98 Yard.

Regular Values up to \$4.50. Desirable chintzes and shadow cloths in the wide width, 50 inches. Light, medium and dark colors in a range of designs for every chintz purpose. Regularly \$4.50. Midsummer sale, today, yard 1.98

We Do Re-upholstering.

The work will be done by expert upholsterers and perfect satisfaction is guaranteed. For inexpensive covering, we suggest plain denims at 79c and \$1.29; figured denims at \$1.45; plain burlaps at, yard 59c. Phone Main 7841. Drapery Dept., for a Man to Estimate. Simpson's—Fourth Floor.

Soaps, Creams, Powders and Lotions at Saving Prices

- Pompeian Face Powder, Rouge, Day Cream, Night Cream. Regularly 50c. Special today 39
- FAIRY SOAP, 3 for 25
- MENNE'S TALCUM, 2 for 29
- ROUGE AND COMPACT POWDER, in gold lacquered vanity box. Regularly 35c. Special 23
- 1,000 GRAINED IVORY PHOTO FRAMES. Regularly 60c. Special 39
- LARGE BAR CASTLE SOAP. Regularly 35c. Special 27
- MUM. Special 31
- WOOL AND VELOUR PUFFS. 10c to 50c.
- BAY RUM SHAVING LOTION 25
- Two Wonderful Brush Specials. Ivory finished white bristle brush. Regularly \$1.50. Special 95
- Concave back Ivory brush with whalebone bristle. Regularly \$2.50. Special 1.95
- FLORIDA WATER, large size, finest quality. Regularly 75c. Special 59
- PIVER'S POWDERS. Florasyme, Azura, Vivid, Saffron, Le Trille 93
- GENTLE FRENCH TOOTH BRUSHES. These are from the famous Dupont factory. Regularly 50c. Today, 2 for 69c.

Simpson's—Main Floor.



McCall and Pictorial Review Patterns Second Floor

Simpson's Summer Silks Wash Satin Natural Shantung and Habutai

This is another of the amazing silk sales that the Robert Simpson Co. has staged this summer, and this one, like the others, is filled with substantial saving opportunities for every woman.

2,000 Yards Satins

These are best "Uzen" satins obtainable, and will launder perfectly. Pink and ivory, 36 inches wide. Regularly \$2.95. Midsummer sale, yard 2.47

Better Quality Natural Shantung Silks.

Fine smooth weaves. Free from dressing. Regularly \$1.95. Midsummer sale, \$1.49 and \$1.59 quality, yard 1.29

\$1.79 Habutai Silk \$1.29.

Ivory only. The best "Echizen" quality in weighty weaves. Midsummer sale, yard 1.29

\$3.50 Georgette Crepe and Crepe de Chine at \$2.88.

Taken directly from our regular stocks. Fine rich crepe georgettes and durable weights in crepe de chine, 40 inches wide. Every wanted day and evening shade. Midsummer sale, yard 2.88

Simpson's—Second Floor.

\$3.95 Black Chiffon Taffeta \$3.44.

French and Swiss weaves, very fine and soft. 36 inches wide. Midsummer sale, yard 3.44

\$1.25 and \$1.50 Delaines and Flannel Stripes at 95c.

An exceptionally splendid offering to purchase flannel stripes for sports wear. 31 inches wide, regularly \$1.50 yard; as well as finely finished patterns in delaines, 20 and 30 inches wide. All one price. Midsummer sale, yard .95

Black and White Checks and Worsted Stripes 75c.

Shepherd checks in the popular small and medium sizes that launder beautifully. 38 inches wide. The stripes come in the 5-inch width and are particularly smart for sports togs. Midsummer sale, yard 75

Pencil Stripe Serge \$2.95.

Cream pencil stripe serges were never more fashionable for holiday and sports wear. Pure wool, British manufacture and have a faint black hatline stripe, 5½ inches wide. Much less than today's mill price. Midsummer sale, yard 2.95

4 Rousing Values Today in Children's Wear

- Infants' \$1.50 and \$1.65 Short Dresses 85c. 600 garments of lovely quality white nainsook. The yokes and skirts are trimmed with soft lace and fine pintucks. The pretty flower rosette on the yoke adds a dainty touch. Sizes 6 months to 2½ years. Midsummer sale 85
- Infants' Bonnets Less Than Half-Price. Regularly \$1.00 to \$4.00 at 49c to \$1.98. Broken lots, samples and slightly soiled show pieces assembled for this remarkable clearance sale. Bengaline silks, silk poplin, china silks and lingers, many of which are all-over embroidery designs. Tastefully trimmed with dainty laces and ribbons. Sizes 12 to 16 in the lot. Midsummer sale, 49c to \$1.98.
- Girls' \$3.75 Pink Mull "Peggie" \$1.95. Cutest kiddie's sleeping garments imaginable, of soft pink mull. They button in the front and have drop seat. There's a dainty touch of sky blue hemstitching on the neck and short sleeves and novelty touches of shirred silk to match on the yoke. Elastic gathered at ankles and finished with silk hemstitched trim. Sizes 6 to 14 years. Midsummer sale 1.95
- Girls' \$6.75 White Voile Dresses, \$4.95. Fine white English voile in Empire waisted style. There are wide insertion bands of soft cotton fillet lace at the neck, on sleeves, in yoke and skirt. The deep hemstitched hem, together with little clusters of pintuckings, hemstitching and soft silk ribbon rosette, completes one of the prettiest of summer frocks for little girls of 6 to 14 years. Midsummer sale 4.95

Simpson's—Third Floor.

Special! 2500 Yards of Novelty Printed Voiles, Today, \$1.25 Yard

Regularly \$2.25 to \$2.75. Imagine—the season's most popular wash fabrics in a host of designs and colorings at a price which is almost half its original value. Pretty all-over floral designs in large and small patterns, for the most part on dark grounds with a few light colorings in the lot. Also silk striped voiles obtainable in every wanted shade of the season, 35 to 40 inches wide. You will need to be here early today for best choice. Take escalators to the Second Floor. Midsummer sale special, yard 1.25 Simpson's—Second Floor.

Regular \$3.95 and \$4.50 Gingham House Dresses, Today, \$2.95

Fashioned of some of the season's smartest ginghams in gray, pink and blue stripes, as well as a most attractive variety of small solid, or large broken checks. Pretty white or plainly colored collars, fitted or loose belt effects, and three-quarter or short sleeves. Sizes 34 to 44. Be on hand early. Midsummer sale, today 2.95

Simpson's—Third Floor.



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