

Tailored Waists, Pique Today \$1.59

A special 8:30 whirlaway of a limited number of regular stock waists at sharply reduced price. They have convertible high or low collar, and fasten with three large heavy pearl buttons. Long sleeves have turned-back open cuffs and two buttonholes. All double-seamed. Regular price \$2.50. Sizes 34 to 44. Today 1.59
Simpson's—Third Floor.

Simpson's

Phone Main 7841. Market Adel. 6100

Store Hours 8:30 to 5:30. Saturday 1 p.m. and No Noon Delivery

Mid-Week Notion Sale! Savings!

WOODEN COAT HANGERS. Today 11	COLORED SEWING THREAD, 200-yard spool, variety of colors. Today, spool 5
COATS' SEWING THREAD, 150-yard spool, white and black. Today, 3 spools 29	MERCERIZED MENDING THREAD, for silk hose, black and colors. Today, ball 7
REAL HAIR NETS, cap and fringe shapes, all shades. Today, 3 for 29	BLACK BEEHIVE MENDING WOOL, 1-ounce ball. Today 45
WASH CLOTHS, 9 x 9 inches. Today, 2 for 13	BLACK HAIRPIN CABINETS. Today 3

Simpson's—Main Floor.



Last of the Men's Panamas

All Panamas Regularly to \$10.00 Today **1.98** Rush Sale 8:30 Today

This is the final clearance of all Panamas in our regular stocks up to \$10.00 at an extreme price reduction—\$1.98! Every one guaranteed a genuine Panama! Fedoras, telescope, sailor and negligee shapes. No phone or C.O.D. orders, please. Extra special, today 1.98
Simpson's—Main Floor.

"Wear-ever" Aluminum Ware Set Today \$2.25

Set consists of 1, 2 and 3/4-quart saucepans. Regularly \$3.75 value. Today 2.25
GARBAGE CANS of galvanized iron, medium size, bale handle, slipover cover. Today 1.45
PRESERVING KETTLES of gray enamelware, 8-quart size. Today69
\$2.00 KETTLES, \$1.50—Gray enamel Convex Kettles, white lined. Enamel cover, 8-quart size. Today 1.59
Simpson's—Basement.



Women's Low Shoes Today

"Biltmore," "Countess" and leading American makes are included. All sizes from 2 1/2 to 7—many at less than half-price. **6.85**

We regard this as one of our best footwear offerings of the season. There are nearly 800 pairs in Twenty-four Different Styles, all from the best selling lines in our regular stocks at \$8.00 to \$14.00. Patent leather, glazed kid and gray kid, in plain and fancy pumps and walking shoes. Special, today, pair 6.85



Men's Boots \$4.95

8.30 rush special. Brown and Black Boots, in laced styles with recede, medium or round toe. All sizes from 5 to 11 1/2 in the lot, but not in each style. Extra special, today, pair 4.95
If you have trouble with your feet consult Dr. Hall, the foot specialist, at Simpson's this week. No charge. 10 to 12 and 2 to 5 o'clock. Shoe Department, Second Floor.
Simpson's—Second Floor.

Half-Price Clearance of Women's and Misses' Imported Gowns \$18.75 to \$84.75

Regularly \$37.50 to \$169.50. Every Dress an Exclusive Model. Here is the opportunity many women have been waiting for—the chance to purchase one of our exclusive imported salon gowns at just half price. Space will not permit of an elaborate account of their beauty, one must see them to realize that. They are, for the most part, however, light summery frocks for informal wear. Softly falling georgettes beaded and embroidered—crisp fresh organdies frilled and fluted—serviceable foulards and taffetas fashioned mostly on straight-lined tailored effects. The georgettes, crepe de chine and organdies may be had in the delicate pastel colorings of jade, orchid, periwinkle blue, etc. While the taffetas and foulards come in the darker shades of navy and brown. Half-price, today, \$18.75 to \$84.75.

Extraordinary! Women's and Misses' Skirts \$9.95

100 only—of our smartest, most exclusive modeled Skirts, such only as would be shown at the originally quoted price. Regularly \$18.50 to \$25.00. Summer Wool Plaids in bright, gay colors are just one pleased idea after the other. Heavy crepes de chine and washable satins are beautifully tailored in lovely straight-line effects. Never was there a greater variety of colors from which to choose. Every fashionable sports shade of the season is represented in plaid, check and plain effects. Sizes 25 to 29 in the lot, but not in each style or color. You will need to shop early to be sure of getting your size. Unusual value. Today 9.95
Simpson's—Third Floor.

\$5.00 Silk Envelope Chemises \$2.98

They are high-class Silk Chemises we obtained from a leading manufacturer at a very special price concession. Materials are silk crepe de chine and wash satin. Variety of styles, in pink or white. Sizes 36 to 42. Today 2.98

Tailored Union Suits, Special, \$1.98

Cool garments of sheer checked muslin. They fit close around the top, do not bind or draw and have ribbon shoulders. Sizes 34 to 44. Special 1.98

Pink Nainsook Bloomers, \$1.19

Easily laundered, as they are plainly made without trills. Elastic gathered knee and waist. Sizes 34 to 42. Today 1.19

\$2.50 to \$3.50 Corsets, \$1.95

600 pairs—broken lines from regular stock and manufacturers' overmakes—made of fine coutil and batiste in a wide variety of styles for slight and average figures. Sizes 19 to 30. Today 1.95
Simpson's—Third Floor.

Extra! \$2.75 to \$3.50 Nightgowns, \$1.98

Slipover styles of pink or white nainsook or cotton, plain or fancy. Trimmings are lace, embroidery and hemstitching. Sizes 36, 38 and 40. Today 1.98

\$1.50 Cotton Jersey Bloomers, 98c

Full-fitting sizes in flesh or pink, with elastic gathered knee and waist. Sizes 34 to 42. Today 98c

34-in. Cream Flannelette 32c Yard

Special purchase at away below regular price. 2,500 yards of a closely-woven, extra wide quality. A limited number of phone orders will be filled. Not more than 20 yards to a customer. Rush special, today, yard 32c

\$4.00 Bath Towels, \$2.95 Pair

Fancy Turkish Bath Towels of fine close pile, hemmed—pink, orange or blue flowered borders—space for initial. Large size. Regularly \$4.00. Today, pair 2.95

\$6.50 Damask Tablecloths, \$4.95

Satin Damask Tablecloths in spot, marguerite, rose and poppy designs. Size 2 x 2 1/2 yards. Regularly \$6.50. Today 4.95

\$2.25 Hemstitched Pillow Cases, \$1.89 Pair

English Cotton Pillow Cases with deep hemstitched hems—fine quality—free from dressing—size 42 x 33 inches. Regularly \$2.25. Today, pair 1.89

Factory Cotton, 45c Yard

Unbleached Cotton, extra wide (40 inches)—splendid quality for making sheets and pillow cases. Reduced today, yard 45c
Simpson's—Fourth Floor.

Today! Men's Outing Suits Special at \$19.95

Palm Beach, Eureka Cool Cloth and Mohair Suits Sizes 36 to 48 in the Lot

Odd sizes and broken lines grouped together for quick disposal this morning. A choice selection of shades and patterns. Just 40 suits in the lot, each representing a big saving at 19.95

Men's and Young Men's Suits at \$34.75

Odd sizes and broken lines from our regular \$38.50 to \$50.00 stocks. Materials are fine finished worsteds and tweeds in shades and weights for present and Fall wear. Sizes 35 to 44. 8:30 today, at 34.75
Simpson's—Main Floor.

Men! Sale of \$1.50 "Penangle" Brand Merino Shirts and Drawers 89c

Men's Fall weight underwear in natural shade. Fine cotton mixtures. Shirts have long sleeves, drawers in ankle length. Sizes 34 to 44. Today, garment 89c

\$3.00 "Penangle" Combinations, \$1.78

Merino Combinations in Fall weight, wool-mixed quality. Natural shade. Closed crotch style. Sizes 34 to 44. Regularly \$3.00. Today 1.78
Simpson's—Main Floor.

August Black Silk Sale Ends Today!

Extraordinary Values as a Fitting Finish to One of the Most Wonderful Silk Sales Ever Held at Simpson's
600 Yards Black Swiss Satin Paillettes, \$2.33 Yard Reduced from \$2.75. We recommend this firm, weighty weave to give satisfactory wear. 36 inches wide.
Black Dress and Suiting Duchesse Satin, \$3.88 Yard A choice of dull, mid and bright finishes. These are the finest obtainable from the best silk looms of France and Switzerland. 36 and 40 inches wide, from \$4.50 and \$5.00 regular stocks.
Four Weaves at \$2.95 Yard. Formerly \$3.88, \$3.44 and \$3.50. Soft Satin Messalines, firm Paillette, supple Chiffon Taffetas, and rich Duchesse Satins. 35 and 36 inches wide.
Simpson's—Second Floor.

500 Yards Bonnet's Black Grenadine Charmeuse, \$4.79 Yard Regularly \$5.50. This satin has a beautiful finish and is an extra close weave. Wear guaranteed.
Black French Silk Taffetas and Swiss Satin Paillettes, \$1.98 Yd. Reduced from \$2.44. 35 and 36 inches wide. Even at \$2.44 these silks are good values.
Rich Satins de Chine and Satin Messalines, \$2.49 Yard Regularly \$2.75. Both are smooth, evenly woven silks, and full blacks. 36 inches wide.
Simpson's—Second Floor.

Simpson's Serges Stand the "Acid Test" of Time

—and are, therefore, preferred when plans are in hand for the making of school togery. With school days barely two weeks away, Simpson's anticipates the demand with a series of extra value offerings for today.
College Serge, \$1.95 Yard This is about mill cost for this lovely grade of all-wool serge, in guaranteed fast shades of 40 inches wide.
West of England Serge, \$2.24 Yard Guaranteed all pure wool and fast dyes, in medium and dark navy. 40 and 42 inches wide.
Extra Heavy College Serge, \$2.69 Yard A superior heavy quality in a fine twill. Medium and dark navy. 42 inches wide.
Storm Cheviot Serge, \$2.95 Yard This quality is gloss proof, having a soft cheviot finish. Fast indigo navy. 52 inches wide.
Simpson's—Second Floor.

Extra! Misses' Early Fall Suits Today \$35.00

Made to Sell at \$45.00 to \$75.00. They are developed in serge, gabardine, tricotine, poplin and silvertone fabrics. Beautifully tailored on the new straight line effects with longer length coats, and natty trimmed with silk braid stitchings and buttons.
Effectually lined with brocade silk or plain satin. All the new Fall shades of navy, black, brown and taupe are represented. Sizes 16, 18, 20. Extra special value 35.00
Simpson's—Third Floor.

Women's Felt Sport Hats at \$1.00!!

When the Same Hats Are Sold Regularly by a Wholesale House at \$3.40 Each. Good quality felt in the smartly rolling brim effects which are so much in evidence for between seasons wear. The corded ribbon bands and neatly tailored bow add a suitable finishing touch. Splendid variety of colors, both light and dark. Today 1.00
Special! Silk and Ribbon Sports Hats, \$9.00
Jaunty little models that may be worn equally well now or during the early fall months. The collection includes cunning little turbans, smartly tailored sailors, softly rolling brims, and the off-the-face effects. Colors are baby blue, Bermuda pink, orchid, pure white, navy and several interesting color combination effects. Regularly \$15.50 to \$20.00 values. 8:30 a.m. special, today 9.00
Simpson's—Second Floor.

Women's Advanced Autumn Suits \$45.00 to \$60.00

Many of the newest Fall styles are now here—others are arriving daily. They are fashioned of all-wool velour, silvertone, gabardine, serge and homespun.
Made for the most part on the strictly tailored lines of the long silhouettes. Some are box pleated below the narrow belts, others have curved underarm seams which give a flare to the lower edge of the coat.
All the new Autumn shades of brown, navy, taupe, Oxford gray and King's blue are in this special offering. Priced at \$45.00 to \$60.00.
Fashion Forecasts in Early Fall Coats for Women, Priced at \$50.00
Many and interesting are the new types of separate coats for women's early fall wear. There are included in this special advanced offering show models built on the lines of the cape, with full straight back and front, those having full kimono sleeve and bloused back effects, and others falling absolutely in a straight line from shoulder to hem.
They all feature the new deep cove collar slightly gathered at top at the centre of the back. Unlike the suits they have pockets and are trimmed with buttons, silk stitchings and narrow tuckings.
Fashioned of silvertone or plain velour in brown, navy, the new blue shade, reindeer, plum, burgundy or Oxford gray. Today 50.00
Simpson's—Third Floor.

The SIMPSON Company Robert Simpson Limited

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no water heating,
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