

SIMPSON'S

Telephone Main 7841

Market Adel. 6100

Simpson's Dining Rooms

Palm Room—Service unexcelled.
 Breakfast, 8:30 to 11:00
 Lunch, 11:30 to 2:30
 Afternoon Tea, 3:00 to 5:15

SELF-SERVICE LUNCH ROOM — Continuous service, \$1.90 to \$1.15.
 A splendid variety of good foods, excellently cooked, at moderate prices.
 Simpson's—Sixth Floor.

SIMPSON'S SUMMER HOURS

During June, July and August, 8:30 to 5:30 daily, except Saturday, when the closing hour is 1 p.m.
 No noon delivery on Saturday.

Special! Afternoon Frocks \$28.75

Women's and misses' Summer afternoon frocks, cool, fetching styles just made for Summer days. In soft silk foulards, brisk taffetas and sheerest of georgettes—lovely with flutings and ruffles, dainty collars, pretty embroideries and beadings, touches of lace.



So many designs in the assortment as to make choosing at very special sale-price a real pleasure. Dark, practical shades or pastel tones. On sale sharp at 9 a.m. today 28.75

Impossible to Have Too Many Tub Skirts

We would call attention to our splendid assortment of fine white cotton gabardines.

Smarter than ever, with latticed tuckings, cordings, unique pockets and panniered effects caught with large pearl buttons, and chic broad girdles. Some buttoned up each side from hem to hip. Excellent qualities. Prices, \$7.50 to \$12.75.
 Simpson's—Third Floor.

IN THE SIMPSON MEN'S STORE TODAY Navy Blue Worsted Trousers \$6.95

50 pairs of Men's Navy Blue Worsted Trousers, 5 pockets, belt loops. Sizes 31 to 42. Simpson's price \$6.95

Men's Gray Tweed Outing Trousers
 In neat stripe effect. 5 pockets, belt loops and cuff bottoms. Sizes 32 to 42. Simpson's price 7.00

Men's Gray Tweed Trousers
 In neat narrow double stripe effect. 5 pockets, belt loops and cuff bottoms. Sizes 27 to 42. Simpson's price 7.50

Men's Worsted Trousers
 Of fine-finished, medium gray worsted, with neat narrow stripe. 5 pockets, belt loops and cuff or plain bottoms. Sizes 31 to 44. Simpson's price 10.50
 Simpson's—Main Floor.

Men's Bathing Suits \$1.50

One-piece suits of heavy weight cotton. Navy with cardinal or orange trimmed skirt and trunk. Sizes 34 to 44. Today, suit 1.50

Boys' One-Piece Bathing Suits, 85c

Cotton suits. Navy with cardinal or orange trimmed skirt and trunk. Sizes 22 to 32. Today, suit 85c

Men's Bathing Suits, 98c

Made from good quality cotton—one-piece, with skirt. Navy with cardinal or orange trimmed skirt and trunk. Also gray with cardinal and orange trimming. Sizes 34 to 44. Special today, suit 98c
 Simpson's—Main Floor.



Sale of \$1.49 and \$2.00 Framed Pictures at 98c

Big assortment of pictures, in colors and sepia, for bedrooms, halls, living-rooms and dining-rooms. Oak, gumwood and gilt frames. Sizes 8 x 16, 12 x 22 and 18 x 18 inches. Regularly \$1.49 and \$2.50. Today 98c

75c Framed Pictures, 49c

Small ornamental frames of antique gilt, with fancy corner. Attractive color prints of landscapes, etc. Sizes 6 x 8, 4 x 10 and 5 x 10 inches. Regularly 75c. Today 49c

Odd Frames, Half-Price

Balance lot of frames without glass—left overs, cancelled orders, etc. In gilt, mahogany, walnut, etc., in various sizes. Several oval frames in following sizes: 14 x 18, 13 x 16 and 11 x 14 inches. Regularly \$1.00 to \$6.00. Special, today, 50c to \$3.00.
 Simpson's—Sixth Floor.

Electric Fans

When you buy an Electric Fan, you are getting more than a machine which moves the air in currents, you are buying health and comfort during the day and night.

- 6 inch size, \$ 8.50
- 8 inch size, 1 speed, 12.00
- 8 inch size, 3 speeds, 13.00
- 8 inch size, oscillating, 25.00
- 9 inch size, 1 speed, 15.00
- 9 inch size, 3 speeds, 13.50
- 12 inch size, 3 speeds, 28.00
- 12 inch size, oscillating, 35.00

All these fans run smoothly on any current 110 volts to 120 volts.
 Simpson's—Sixth Floor.

Special Selling of \$2.50 Stamped Gowns \$1.98

300 Nightgowns, stamped on fine bridal nainsook, in a dozen different designs. Round, square or V-neck—full size. Regularly \$2.50. June White Sale, today, each 1.98
 Simpson's—Fourth Floor.

Irish Huck Towels \$1.35 Pr.

600 pairs heavy quality huckaback with deep hemmed ends and fancy figured borders. Large size, 22 x 38 inches. Remarkable reduction for the June White Sale. Today, pair 1.35

\$6.00 Table Napkins, \$4.50 Dozen

Superior quality, Irish manufacture. Fine even finish in spot, floral or conventional designs. Size 22 x 22 inches. June White Sale, Today, dozen, 4.50

75c Circular Pillow Cotton, 65c Yard

Heavy round thread quality. Close even weave, 44 inches wide. Regularly 75c. June White Sale, Today, yard, 65c.

White Blankets, \$5.95 Pair Less Than Wholesale Price

200 pairs white twilled Blankets, Summer weight, soft and fleecy, with blue or pink whipped ends and stripe borders. Large size, 10 x 84 inches. June White Sale, Today, pair \$5.95
 Simpson's—Fourth Floor.

2300 Blouses, \$9.75 to \$30 Values, Today \$6.85



2300 Waists in 100 Beautiful Styles—Mostly Georgette. Also Some in Crepe de Chine, Satin, Tricorette and Duvetyn.

This Great Sale—Probably the Most Important Event of Its Kind We Have Ever Staged—Based on a Huge Special-Purchase Transaction, Offering Garments Straight From Manufacturer to Consumer at Dollars and Dollars Below Regular—Some Even Less Than Half Price.

The Georgette Crepe employed in their fashioning is of a quality which is truly remarkable. So good, indeed, that in many cases the material alone would be worth the sale price of the complete blouse.

All the little style notes of the season are shown—practically every preference has been taken into account. Tho the majority of the blouses are tuck-ins, there are a great many casques, overblouses and belted models.

As to colors—white, flesh, bisque, rose, French blue, zinc and silver grays, taupe, navy and black are mostly shown, with here and there some of the new vivid tones this season has exploited. Sizes 34 to 44.

So extraordinary is the event that extra space and extra sales persons have been provided to facilitate choosing. Shop early.
 Simpson's—Third Floor.

Women's \$2.50 Thread Silk Stockings \$1.19

Full fashioned. White only. 16-inch. Clear, clean thread, with mercerized lisle thread top. Sizes 8 1/2 to 10. Today 1.19

\$3.00 Thread Silk Stockings, \$2.25

Ribbed top, black only, pure 12-strand thread silk, 18-inch, with elastic. Fine one and one ribbed lisle thread top. Sizes 8 1/2 to 10. Today 2.25

Novelty Drop Stitch Stockings, \$2.35

Fine quality thread silk. Drop stitch to the top. Colors gray, navy, brown, black and white. Sizes 8 1/2 to 10. Today 2.35
 Simpson's—Main Floor.

Little Girls' White Organdie Dresses Half Price, \$2.50 Regularly \$5.00

For the young lady of 2 to 6 years. Dainty high-waisted styles, with fully gathered skirts. Pretty hemstitched and laced with satin ribbon. Collar and cuffs are contrasting colors—white with rose, white with rose, and white with sky. Regularly \$5.00. Today 2.50

\$3.50 Sweater Coat for Baby at \$2.25

Fine white wool in link stitch. Separate waist belts, neat turn-down collars. Fastened with pearl buttons. Infant's sizes only. Today 2.25

Kiddies' Summer Vests

Fine lisle-finished cotton. Elastic rib. Low neck and short sleeves. Draw tape at neck. Wonderful value.
 4 to 8 years 80
 10 to 14 years 85

Button Front Waists, 75c

Heavy quality white coutil, strongly reinforced with double strappings. Adjustable shoulder straps. Tape attached buttons. Sizes 2 to 6 years. Today 75c
 Simpson's—Third Floor.

The Latest Magazine

—is always to be had at Simpson's directly after it is issued. There's one big circle right in the heart of our Book Department, fitted with the popular magazines. Right on the Main Floor—easily accessible—quick service—could there possibly be a handier spot to choose your magazines?
 Simpson's—Main Floor.

Club Bags \$3.95

Fabricated Club Bags, walrus grain, neatly lined, pocket. Sizes 16 and 18-inch. Today 3.95

Steamer Trunks, \$9.95

Steamer Trunks, canvas covered, good fasts and lock. Two heavy leather straps. Size, 40-inch. Today 9.95

Suit Cases, \$14.95

Sheepskin Suit Cases, chamois-lined. Heavy leather straps. Sizes 24 and 28-inch. Today 14.95
 Simpson's—Sixth Floor.



A Clearaway of Wash Fabrics

Many broken ranges in the daintiest of Summer voiles and organdies.

1,000 Yards of White Organdy

40 inches wide. Very much less than today's market value. Today, yard 69

36-Inch Tape-Striped Voile, 75c

Black only. Today, yard 75

36-Inch White Repp

Very smart for sports wear. Today, yard 65

36-Inch Pique, 95c

Navy, brown, green, French blue and black. Also in white grounds with stripes of black, blue and green. Regularly \$1.50. Today, yard 95

40-Inch Cilma Cloth, 65c

A highly mercerized cloth in pretty shades of sky, natural, mauve and brown. Regularly \$1.25. Today, yard 65

36-Inch Ratines, \$2.25

Pretty shades of sky, taupe, white, rose, mauve, French blue, gold, pink and navy. Today, yard 2.25

Plain Organdies, \$1.50

In the softest shades of rose, mauve, sky and pink. 44 inches wide. Today, yard 1.50

40-Inch Voiles, \$2.25

Floral and Oriental designs, in contrasting color tones. Today, yard 2.25
 Simpson's—Second Floor.

The Robert SIMPSON Company Limited