

Hyde's \$4.50 Heatherbloom Petticoats \$2.95

A Last Day Feature of the Midsummer Sale. These underskirts are so silky and light for summer wear. They are made in smartly tailored fashion, and have deep pleated flounce. Colors navy, black, rose, Copen., purple, green, brown and white, with floral patterns of blue and pink. Lengths 34 to 44. 8:30 a.m. special, today **2.95**
Simpson's—Third Floor.



Mothers! Substantial Savings in Kiddies' Cool Dresses and Creepers

Creepers \$1.65

Girls' 8 to 14 Years. Dresses \$5.75

The creepers are made of strong, good-wearing chambray with cute little Dutch collar, cuffs and bib-shaped yoke piped with white. They button down the back and from knee to knee, strong knee elastic. Colors are pink and blue. Today **1.65**

Any little miss of 8 to 14 years would be delighted with one of these dainty flowered voile frocks pictured above. They have deep collar and yoke of crisp white organdy prettily fluted, and run with black velvet ribbon sash. The cuffs and pockets are also frilled with organdy. They are obtainable in solid pink, blue or white, with dainty floral patterns. Today, special **5.75**

Girls' Bungalow Aprons 69c

Excellent quality print in neat black, gray or blue striped designs on white grounds. Kimono sleeves, patch pockets and half waist belt at back. Sizes 6 to 14 years. Today **.69**
Simpson's—Third Floor.

Matrons' Trimmed Hats \$3.95

Regularly \$5.50 to \$8.50

New shapes, cleverly trimmed with flowers, feathers, ribbons and maline. Also hand-made hats of Swiss braids, nicely trimmed. A good variety of colors and plenty of black. Midsummer Sale, today **3.95**

Smart Ribbon Tams Have Just Arrived

And on Account of the Midsummer Sale Are Specially Priced at \$4.95 and \$5.50.

They express the latest craze in sports and outing hats. Made from cord ribbon in chic combinations with white Milan. White and many sports shades. Midsummer Sale, **\$4.95** and **\$5.50**.

Simpson's—Second Floor.



350 Crepe de Chine and Jap Silk Undergarments

Regularly \$6.50 to \$8.50—In a Noteworthy Sale Today at **\$4.95**

Nightgowns and Envelope Chemises—the daintiest silk garments imaginable in delicate shades of pink and pure white.

The Crepe de Chine Envelope Chemise illustrated at the left has fitted yoke and shoulder straps of fine Valenciennes lace. Three little lace medallions with pale blue ribbon centres emerge from the yoke—the centre model is heavy quality crepe de chine with deep yoke of fine filmy filet lace and touches of tiny wee rosebuds—the Chemise at the extreme right has pretty hemstitched yoke with touches of fine hand embroidery and tiny pink roses.

All are run with lingerie ribbon and trimmed at bottom with dainty laces.

The Jap Silk Nightie is rather of a plainly tailored design with hemstitched and picoted edges. There are tiny rows of shirring at the neck, both back and front, and bright touches of colored hand embroidery and lingerie bows.

This sale will be all too short, so be here.

Other Special Whitewear Savings

- Women's \$2.00 Cotton Envelope Chemises. Today, **1.39**
 - Women's \$4.00 Jap Silk Underskirts (flesh pink). Today, **2.89**
 - Women's \$4.50 Jap Silk Envelope (flesh or white) Chemises **2.98**
 - Women's White Cotton Nightgowns **1.89**
 - Women's 85c to 95c Summer Vests **.68**
 - Front Laced Corsets, sizes 20 to 26 **2.69**
- Simpson's—Third Floor.

SIMPSON'S

Telephone Store Hours 8:30 to 5:30; Saturday 8:30 to 1 p.m. Market Main 7841 No Noon Delivery on Saturday Adel. 6100



\$7.45 \$7.45 \$7.45 \$7.45 \$7.45

A Most Remarkable Midsummer Special! Sale of Women's and Misses' Frocks 7.45

A great special purchase by which we obtained dresses at far below usual and a clearance of styles from \$12.50 to \$22.50 stock offers you lovely voile tub frocks at a genuine saving—some even at much less than half-price.

Dotted voiles, striped voiles, foulard-patterned voiles and checks, or little novelty patterns in a host of designs and colorings, why in many cases a frock length of the material alone in such distinctive patterns as these would cost you as much as the complete fetching styled frock you may obtain today. To give you some idea of the variety of styles and colorings we have pictured five of the frocks. Briefly described, from left to right, thus:

Navy blue and white foulard voile. Bolero bodice with embroidered organdy collar.

tunic and collar and vestee of white organdy, long sleeves, organdy-cuffed.

Pink and white blocked voile with organdie double Tuxedo collar and cuffs piped with voile and broad sash.

One of the newest notes—navy voile with pin-dot in green and great surplice collar of white organdy, which grows into a hugely-bowed sash.

Another lovely foulard design in beige on tan voile, ruffly hip-panniers, and Tuxedo collar in beige organdy. Sizes for women and misses. Midsummer Sale, today **7.45**
Simpson's—Third Floor.

Cool Lingerie Blouses for Hot Days



\$1.95

\$1.95

Crisp, cool and altogether charming blouses that may be kept looking immaculately fresh and new, and wonderful value at the low sale price. Three of the many fetching styles are illustrated:

To the left—Blouse of sheer voile with embroidered panel front. Smart hemstitchings and short sleeves. Sizes 34 to 44.

Centre—Dainty blouse with beautifully embroidered front and lace-edged organdy collar. Sizes 34 to 40.

To the right—Very sheer English voile, also prettily-embroidered and lace-trimmed, and closed with dainty pearl buttons. Sizes 34 to 40.

Mail or phone orders filled as long as possible, but best choice will be obtained by shopping early today. Midsummer Sale **1.95**
Simpson's—Third Floor.

Boys' \$21 to \$25 Suits Today \$16.95

Sizes 29 to 35.

All-wool hosiery and wool and cotton mixed tweeds at a surprising low price. Gray, fawn and brown mixtures. Biked models with plain and pleated back effect. Bloomer pants with belt loops and gusseted bottoms. Sizes 29 to 35. Midsummer Sale, today **16.95**

Boys' White Duck Long Trousers, **\$1.29**

White duck, made with three pockets, belt loops and cuff bottoms. Sizes 4 to 9 years. Midsummer Sale, today **1.29**

Boys' Long Khaki Trousers, **\$1.79**

Serviceable and durable long khaki drill trousers with three pockets, belt loops and cuff bottoms. Sizes 4 to 10 years. Midsummer Sale, today **1.79**

Simpson's—Second Floor.



Vacation Novels 50c

- Cloch Boud.
 - A. E. W. Maach, The Four Feathers.
 - Stanley Weyman, Wild Geese.
 - H. W. Chambers, Haunts of Men.
 - Baroness Orczy, League of Scarlet Pimperns.
 - Joseph Hocking, Facing Fearful Odds.
 - Jose Hocking, Follow the Green.
 - Joseph Hocking, Man Who Rode Again.
 - Joseph Hocking, Romances of Michael Treval.
 - John Ovensham, Bondman Free.
 - John Ovensham, Power of the Dust.
 - John Ovensham, Part of Pear Island.
 - Halwell Sutcliffe, River of Wilton.
 - Halwell Sutcliffe, Shantless Wayne.
 - Halwell Sutcliffe, Through Scrow's Gates.
 - Campden Mackenzie, Carnival.
 - Campden Mackenzie, Pizzanate Escape.
 - Philip Gibbs, Street of Adventure.
 - Benjamin Y. Finton, Papa.
 - Edgar H. Anstey, Moby Make Believe.
- Phone Your Order—Main 7841.
Book Dept.—Main Floor.

SUMMER

—is slipping by. One of these days, with a sudden tingle of autumn in the air, you'll fly for your fur wrap or neckpiece. Don't wait till then to think of the mending, retining or remodeling it needs. Have it attended to now, while our expert furriers are able to give it most careful attention. Phone Main 7841, Women's Fur Department, for particulars.

Noteworthy Savings in Simpson's Oriental Silks

A Special Last Day Feature of the Midsummer Sale

\$2.50 Dyed Ninghai Silks, \$1.88 Yard

Choice range of popular shades, with abundance of pink, ivory and oyster white. These silks are woven in China and dyed in England. Midsummer Sale, today, yard **1.88**

\$3.00 Pink Habutai Silk, \$1.95 Yard

With the well-known Pussy Willow finish. Very soft and lustrous, in shell and mid pink. 36 inches wide. Extra special value in the Midsummer Sale, today, yard **1.95**

\$1.49 Ivory Habutai Silk, \$1.12 Yard

"Echizen" Habutai in pure ivory tones. 36 inches wide. Midsummer Sale, today, yard **1.12**

\$1.49 Shantung Pongee Silk, \$1.24 Yard

In weights for men's shirts, middie, waist, dresses, etc. Will launder and wear splendidly. Midsummer Sale, today, yard **1.24**

\$2.48 Ivory and Pink Wash Satin, \$1.95 Yard

600 yards each. The best Usen quality. 36 inches wide. Midsummer Sale, today, yard **1.95**
Simpson's—Second Floor.

Sale! Misses' Coats at \$22.75

Regular \$35.00, \$37.50 and \$39.75

Of Fine Velour, half or full lined with silk or satin, belted types. Pleated, pin tucked and button trimmed. Splendid assortment of shades. Sizes 14 to 20 years in the Midsummer Sale, today **22.75**
Simpson's—Third Floor.

Woolen Fabrics That Fashion Smart Sport Togs—Savings

\$3.50 and \$4.00 Cream Pencil Stripe Serges, \$2.95 Yd.

All-wool, British manufactured Serges, thoroughly soap shrunk. Cream grounds with faint hairline stripes. 52 and 54 inches wide. Today, yard **2.95**

\$6.50 Wool Jersey, \$4.95 Yard

The most popular fabric for all sorts of sports wear, in 52 and 54-inch width. Every wanted shade. Today, yard **4.95**

\$12.00 All-Wool Sport Skirtings, \$7.50 Yard

Taken directly from our regular high-grade stock lines. Beautiful rich designs in black and large over-plaid effects. 54 and 56 inches wide. Today, yard **7.50**
Simpson's—Second Floor.



Unusual Underprices on Bathing and Beach Suits

At \$4.25 At \$7.50

Here's a bathing suit for the little people of 2 to 14 years. All-wool, one-piece suit with attached knickers. Colors black, brown, gray and green. **At \$4.95**

One may obtain another chic beach suit of all-wool material. Made in long one-piece style with attached bloomers. Y-shaped neck. Colors Alice and white, green and white, Nile green and gold, green and black, orange and black, etc. Sizes 26 to 42. **At \$8.95**

A real exclusive model in all-wool. Made in one-piece style with smart belt and pearl buttons. Pretty effect in square cut neck and tiny kimono sleeves. There are attached knickers. Colors Alice and white, green and white, sage and white. Sizes 26 to 42. **At \$12.50**

One of the smartest of bathing suits in one-piece style, jersey cloth, with attached knickers. Deep V-shaped neck and small inset s'cears. Colors black and rose, black and blue. Sizes 38 to 42. **At \$12.50**
Simpson's—Third Floor.

The SIMPSON Company Robert Simpson Limited

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