

Simpson's Midsummer Sale Comes Today to Its Great Day of 77 FEATURE VALUES--TODAY

A day of days! Seventy-seven of the most outstanding offerings thus far in the Midsummer Sale---briefly described---easily read. Practically every department having contributed, the merchandise is of extensive variety, so that all will find at least some items of special interest. In every case the saving is a substantial one. If you cannot come to the Store, telephone---Main 7841. Phone orders received before noon will be delivered the same day; those received before 4 p.m. will be sent first delivery next day.

**Store Hours 8:30 to 5:30
Saturday Close at 1 p.m.
No Noon Delivery Saturday**

Men's 2-Piece Suits, \$28.00
Made from dark navy blue mohair with neat hairline stripe. Single-breasted, 3-button, semi-fitted saque model. Sizes 34 to 46.
Simpson's—Main Floor.

Men's Flannel Trousers, \$10.50
Imported English White Flannels, well proportioned, finished with side, 2 hip pockets, belt loops, side straps and cuff bottoms. Sizes 30 to 44.
Simpson's—Main Floor.

Men's Combinations, \$2.49
Forsyth Athletic Combinations. Regularly \$3.00 and \$3.50. Finest cottons and mercerized materials. Jacquard and satin stripes. No sleeves, knee length.
Simpson's—Main Floor.

Men's Bathing Suits, 69c
Regularly \$1.00. One-piece with skirt style, in plain navy with white trimmings. Sizes 32 to 44. Midsummer Sale, today .69
Simpson's—Main Floor.

Men's Shirts, \$1.48
Regularly \$1.75, \$2.00, \$2.50. Plain and fancy hairline and cluster stripes on light grounds. Broken ranges from regular stock. Slightly soiled. 14 to 18.
Simpson's—Main Floor.

Men's "Victor" Boots, \$7.95
Men's \$10.50 Black Kid Laced Boots, recede last. Goodyear welted soles. Also brown boots, including bluchers on the commercial last. Sizes 5 to 10 1/2.
Simpson's—Second Floor.

Women's White Pumps, 75c
Canvas Pumps with neat bow ornament and canvas-covered heels. Small sizes, 2 1/2, 3, 3 1/2. Clearing price, today, pair .75
Simpson's—Second Floor.

Women's White Shoes, \$8.50
These are the very fine grades, specially priced. Tie pumps, plain pumps and Oxfords—five stunning styles. Sizes 2 1/2 to 8, and widths A to D.
Simpson's—Second Floor.

Boys' Tweed Suits, \$11.45
Regularly \$16.50 and \$18.00, in sizes 25 to 30. 100 big-value suits, odd sizes and broken lines. Better models in the newest shades.
Simpson's—Second Floor.

Boys' Sailor Suits, \$7.95
Regularly \$9.50. Sizes 4 to 10 years. White drill, middie style. Suits have 2 pairs trousers—longs and short knickers.
Simpson's—Second Floor.

\$4.95 Strap Purses, \$3.95
100 only—in lambskin leather, morocco finish. Top or back strap, overlapping frames, car ticket pockets. Colors blue, brown and black.
Simpson's—Main Floor.

35c Hair Combs, 19c
Nearly half-price for Back Combs in shell and amber, with plain or fancy top and extra strong teeth. Midsummer Sale, today .19
Simpson's—Main Floor.

Women's Silk Hose, \$1.25
Seconds of \$2.50 quality in heavy thread silk, with lisle thread top. Black only. Sizes 8 1/2 to 10. Midsummer Sale, today, half-price .125
Simpson's—Main Floor.

Boys' Cotton Hose, 59c
"Buster Brown" make, in strong cotton with ribbed finish. Well made and seamless. Black only. Sizes 7 to 10. Midsummer Sale, today .59
Simpson's—Main Floor.

Women's Silk Hose, \$1.75
Odd sizes in \$2.35 qualities, sheer thread silk with drop-stitch pattern to top. Seamed back. Colors gray, navy, brown, white, black. Extra value.
Simpson's—Main Floor.

Heatherbloom Petticoats, \$2.95
1,000 Hyde Underskirts—silky quality. Black, navy, purple, etc., also white with allover patterns of pink and blue. 34 to 40. Regularly \$4.50.
Simpson's—Third Floor.

\$19.75 to \$22.50 Dresses, \$15.00
Women's and Misses' Sheer Voiles in foulard, georgette and floral designs, light and dark colorings. Lovely georgette frocks in navy, taupe, brown.
Simpson's—Third Floor.

\$18.50 to \$32.50 Skirts, \$12.50
Novelty silks, washable satins, heavy crepes and rich wool plaids. Great variety of colorings. Sizes for women or misses.
Simpson's—Third Floor.

Lingerie Blouses, \$2.95
125 individual styles, samples of \$3.95 to \$6.95 qualities, in sizes 36 to 38 only. Made from sheer white voiles, with long or short sleeves.
Simpson's—Third Floor.

Women's Raincoats at \$6.50
Special purchase of \$12.50 to \$15.00 styles—offering wonderful value in rubberized tweeds, poplins and paramattas. A few raincoats.
Simpson's—Third Floor.

\$37.50 to \$55.00 Coats, \$24.75
Misses' styles, in velour, polo cloth, jersey cloth, covert and silvertip. Mostly silk-lined. Colors taupe, brown, fawn and navy. 14 to 20 years.
Simpson's—Third Floor.

Untrimmed Straw Hats, 95c
Lisere, 3-end jap, Milan hemp and tagel in turban, mushroom and sailor shapes of great variety. Many colors and black. Today .95
Simpson's—Second Floor.

Trimmed Hats, \$7.85 and \$9.85
Leghorns, hair hats and taffeta sports styles in wonderful variety. Beautifully trimmed. Plenty of white. Regularly \$12.00 to \$20.00.
Simpson's—Second Floor.

Women's Nightgowns, \$2.95
Regularly \$3.50 to \$4.50. White cotton or nainsook, various styles, dainty trimmings, V or square neck, kimono sleeves. Sizes 56, 58 and 60.
Simpson's—Third Floor.

Women's Underskirts, \$1.50
Reduced from \$1.75, \$2.00 and \$2.50. Just 218 underskirts, white cotton with flounce of Swiss embroidery or lace with self underlay. Neat fitting.
Simpson's—Third Floor.

Corset Special, \$4.95
Regularly \$6.50 to \$9.00 models—Bon Ton, Redfern and Lily of France makes. Styles for all figures. Fancy brocades, pink or white coutil. 19 to 30.
Simpson's—Third Floor.

\$3.50 Brassieres, \$2.59
Some made of heavy allover laces, others of strong silk. Trimmed with lace, ribbons and bows. Sizes 34 to 46. Midsummer Sale, today .259
Simpson's—Third Floor.

Women's Silk Undergarments in a Remarkable Special Selling Today at \$5.95

\$5.95 is the Reduced Price for Regular \$7.50, \$8.50, \$10.00 and \$11.50 Chemises, Underskirts and Nightgowns

One of the most important special sales of high-grade undergarments this season. Nightgowns are of washable satin, in white or maize, in slip-over style, with square neck, kimono sleeves, lingerie bows and neat shirring. Underskirts are of white crepe de chine, with flounce either of lace with self underlay, or entirely of self with plain hemstitching. Elastic at waist. Chemises are of crepe de chine, in flesh or white, and feature hand embroidery, scalloped or plain edges, and ribbon-run buttonholes. While the various groups last, the special sale price today will be **5.95**
Simpson's—Third Floor.

Kiddies' Bathing Suits, \$1.48
Regularly \$2.00 to \$3.50. Mostly one-piece styles. Beach cloths and lustrous in navy or black with trimming. Sizes 6 to 12 years.
Simpson's—Third Floor.

Children's Hats, 95c
Just the sort the kiddies want for summer—Rah-rah style, in green and gray checks. Special clearance from regular \$1.50 stocks. Today .95
Simpson's—Main Floor.

Children's Wear, Half-Price
Infants' Long and Short Dresses and Skirts, Children's Princess Slips, etc., sizes to 14 years; Girls' White Dresses, 2 to 10 years. No phone orders.
Simpson's—Third Floor.

Girls' \$1.75 Middies, 98c
Strong white jean with laced front, sailor collar, half sleeves and patch pockets. Sizes 6 to 14 years. Midsummer Sale, today .98
Simpson's—Third Floor.

Children's Drawers, 49c
Special purchase of wide knee styles in white Egyptian combed cotton. Buttonholed waistband. Sizes 2 to 14 years. Exceptional value.
Simpson's—Third Floor.

36-inch Ivory Habutai Silks
5,000 yards, bought in a special purchase. First choice "Echizen" Habutais. Light and medium weights. Regularly \$1.29 and \$1.39. Today .97
Simpson's—Second Floor.

Clearing Crepe Georgettes
Assortment of odd pieces. Pink, sky blue, navy, black and ivory. 39 and 40 inches wide. Regularly \$2.24 to \$2.95. Today, yard, at 1.97
Simpson's—Second Floor.

Heavy French Habutai Silk
Lyons finish in extra heavy quality. Colors are flesh and mid-pink. Cool for summer wear. Regularly \$1.69 and \$1.79. Today, yard 1.29
Simpson's—Second Floor.

Pure Wool Jersey Cloth, \$4.89
High-grade, all-wool, fashionable Jersey Cloth. Colors include all the season's wanted shades. 52 and 54 inches wide. Regularly \$6.00 and \$6.50.
Simpson's—Second Floor.

A Silk Poplin Special, \$1.59
Particularly good grade silk warp poplins in upwards of twenty fashionable shades. 36 inches wide. Regularly \$1.89 and \$1.95.
Simpson's—Second Floor.

Novelty Brocaded Satens
High-grade printed and brocaded patterns in the most wanted summer designs and colorings. 36 and 40 inches wide. Regularly \$1.50 and \$1.95, at 1.29
Simpson's—Second Floor.

36-inch Printed Voiles, 49c
2,000 yards in navy and white, and Copen, and white, in the foulard designs so popular this season. Regularly \$1.00. Today, yard .49
Simpson's—Second Floor.

40-inch Printed Voiles, \$1.75
1,000 yards in grounds of navy, French blue and gray with floral patterns, in wide choice of designs. Regularly \$2.25 and \$2.75.
Simpson's—Second Floor.

36-inch White Indian Head, 49c
1,000 yards, splendid quality, in weights suitable for every sort of sports wear, kiddies' rompers, etc. Regularly 75c. Today, yard .49
Simpson's—Second Floor.

Stamped Bath Towels, 95c
White Turkish Bath Towels with plain border, stamped for French-knot or cross-stitch. Size 24 x 45 inches. Midsummer Sale, today .95
Simpson's—Fourth Floor.

Kiddies' Stamped Frocks, 89c
Children's Semi-ready Dresses of white pique, for embroidery. Belt to match. Hemmed on bottom. Sizes 1 to 4 years. Midsummer Sale .89
Simpson's—Fourth Floor.

Filet Lace Dresser Scarfs
800 lovely Filet Lace Dresser Scarfs in the very attractive peacock pattern. Size 47 x 15 1/2 inches. Regularly \$1.79. Midsummer Sale .129
Simpson's—Main Floor.

\$3.50 Dainty Collars, 98c
Special clearance of odds and ends taken directly from regular stock of vests, net vests and rounded collars. Regularly \$1.50 to \$3.50.
Simpson's—Main Floor.

Striped Flannelette, 22c Yard
3,000 yards. Less than wholesale price. Medium weight. 27 inches wide. Assorted designs (not more than 20 yards to a customer).
Simpson's—Fourth Floor.

Hemmed Pillow Cases, \$1.29 Pair
Splendid strong circular cotton and free from filling. Sizes 42 x 33 and 44 x 33 inches. Regular \$1.50. Today, special, pair 1.29
Simpson's—Fourth Floor.

Table Napkins, \$2.35 Dozen
Heavy quality damask in good choice of designs. Hemmed ready for use. Size 19 x 19 inches. Regularly \$3.00 dozen. Today, \$2.35 dozen.
Simpson's—Fourth Floor.

Des Arts Rib Lawn Stationery
This is a fine quality paper and comes in boxes of 72 sheets. Regular 50c value for 23c. Envelopes to match at 10c packet, or 35c per hundred.
Stationery Dept.—Main Floor.

Stafford's Ink, 3 for 10c
Stafford's blue black or jet black ink flows easily and is non-corrosive. Usually priced 5c bottle, but today's sale price is 3 for .10
Stationery Dept.—Main Floor.

\$1.25 and \$1.50 Ribbons, 75c
Lovely lustrous French pearls. Dresdens, taffeta, stripe, jacquards and double-face satin ribbons. 5 to 7 inches wide. Midsummer Sale, today, yard .75
Simpson's—Main Floor.

French Pearl Strings, \$1.49
Lovely lustrous French pearls. Carefully strung and 15 and 18 inches in length. Regularly \$3.00. Midsummer Sale special, today, at 1.49
Simpson's—Main Floor.

Brilliant Bar Pins, Half!
A score of most attractive designs are included in this remarkable collection of bar pins. Regularly \$3.00 to \$15.00. Midsummer Sale, half-price.
Simpson's—Main Floor.

Gold Seal Congoeum Rugs
Art designs. Will remain flat without being fastened, and are easily cleaned. Size 12 x 9 ft. Midsummer Sale, today, each 21.49
Simpson's—Fourth Floor.

Ratanna Matting Rugs, \$21.85
Seamless, artistic floor covering in neat design, stenciled in oil colorings. Can be washed without removing from the floor. Size 9 x 12 ft.
Simpson's—Fourth Floor.

Dundee Brussels Rugs, \$19.95
Heavy woven Brussels Rugs with jute pile. Oriental designs in attractive colorings. Size 6 ft. 9 in. x 9 ft. Midsummer Sale, today, each 19.95
Simpson's—Fourth Floor.

Sash Curtain Rods, 18c
Brass Rods for glass doors or sash curtains. Price includes brackets and nails. Extend from 15 to 23 inches, 19 to 32 inches, 24 to 38 inches.
Simpson's—Fourth Floor.

Window Shades, \$1.49
Insertion-trimmed Shades. Regularly \$1.95. Cream color only. Complete with spring roller, brackets, nails, ring pull. Size 37 inches wide, 70 inches long.
Simpson's—Fourth Floor.

Bungalow Curtain Nets, 29c Yard
Strong wearing, imported Nets for curtains, showing effective openwork patterns with scalloped edges. White only. 36 inches wide. Regularly 39c.
Simpson's—Fourth Floor.

Electric Bulbs, 3 for 93c
12,000 Electric Bulbs at saving prices. First grade and Canadian make. 25 and 40-watt, regularly 40c each. Special, 3 for 93c; 5 for \$1.45.
Simpson's—Sixth Floor.

Electric Shades Reduced
Linen Shades, in amber, rose and blue, also different colors in chintz. Chintz are regularly 30c, at 21c; plain, regularly 20c, at 14c.
Simpson's—Sixth Floor.

Canoe Enamel, 89c Quart
Special canoe or boat enamel, regularly \$1.15 quart. Durable glossy finish. Choice of vermilion, green, white, blue and medium red.
Simpson's—Sixth Floor.

Rogers' Spoon Sets, \$5.50
This is a 21-piece set and regular \$21.00 value. 12 teaspoons, 6 dessertspoons and 3 tablespoons in lined, leatherette-covered case.
Simpson's—Main Floor.

**Store Hours 8:30 to 5:30
Saturday Close at 1 p.m.
No Noon Delivery Saturday**

Child's Table Set, \$1.50
Regularly \$2.50. Drinking cup, napkin ring (hand-engraved), knife, fork and spoon. Silver-plated, bright finish. Fancy lined case.
Simpson's—Main Floor.

Flower Vases, Half, 50c
These are regular stock Cut Glass Vases, selling at special reduced price today. They have pierced silver-plated holder in bright finish.
Simpson's—Main Floor.

Clover Leaf Tea Sets, \$2.39
20-piece sets, containing 6 cups and saucers, 6 tea plates and 2 bread plates. Only 150 sets. Phone Main 7841. Set .239
Simpson's—Basement.

Lawn Hose, \$8.75 a Length
50-foot lengths of three-ply, warranted grade Hose in half-inch (inside) size. Complete with couplings, clamp and spray nozzle.
Simpson's—Basement.

Lawn Mowers (16 Only), \$7.95
These are reliable Maxwell Lawn Mowers, having 16-inch cut, 4 blades. Regular value \$9.75. Midsummer Sale, today .795
Simpson's—Basement.

3-Burner Gas Range, \$21.95
The well-known Gurney brand, with oven 12 x 18 inches, and three star drilled burners. A dependable, well-built range.
Simpson's—Basement.

Aluminum Tea Kettles, \$4.95
Wear-Ever grade, five-quart size. Handsome, high-grade kettles, which will last for years. Midsummer Sale, special, today, each 4.95
Simpson's—Basement.

\$3.95 Screen Doors at \$3.45
Oak grained, filled and varnished. Four sizes: 2' 6" x 6' 6", 2' 8" x 6' 8", 2' 10" x 6' 10" and 3' x 7'. Midsummer Sale, today, at 3.45
Simpson's—Basement.

Aluminum Utensils, \$1.98 Set
Genuine Wear-Ever Aluminum Ware Set, consisting of three saucepans, one, two and three-quart sizes. Regular \$2.75 value. Today .198
Simpson's—Basement.

Safety Razors, 89c
Special sale today of Gem Safety Razors, in leatherette-covered case, complete with 7 Damascus blades. Midsummer Sale, special .89
Simpson's—Basement.

Shears and Scissors, 69c
Special selling today only. Styles for embroidery work and nail trim and plain. All of good grade steel and fine nickel-plated finish. Today .69
Simpson's—Basement.

Kindergarten Sets, \$2.95
The tables are either square or oval with two chairs to match. Finished in red enamel or golden oak. Midsummer Sale, set 2.95
Simpson's—Sixth Floor.

\$1 to \$2 Wall Papers, 59c Roll
These are high-grade Wall Papers in a wide variety of new designs and color treatments for all rooms. Today, roll .59
Simpson's—Sixth Floor.

The **SIMPSON** Company Limited