Simpson's Mid-Summer Sale

Store Hours: 8.30 a.m. to 5.30 p.m. Close Saturdays at 1 p.m.

You have heard a lot about how much less a dollar buys nowadays—well, here's a pageful of arguments on the other side, and an abbreviated dollar at that! Here are values made possible only by clever buying and a close profit. We advise our regular customers to be present at 8.30 a.m. if they have set their heart on any of these items.

6 Rogers' Dessert Spoons, 95c

Rogers' Silver-plate Dessert Spoons, pretty floral pattern. Regularly \$3.50 dozen. Set of six, 95c. Large Fruit or Berry Spoon Servers, in Rogers' Al quality silver plate. Small rose pattern. Regularly \$1.50. Each 95c. Silver-plated Dinners, with plain solid round handle. Regu-

larly \$2.75 dozen. Set of six, 95c. Also an excellent assortment of Sterling Silver Pickle Tanks, Sugar Shells, Cheese Scoops, Jelly Spoons, etc. Regularly from \$1.75 to \$3.25. Today, each 95c.

Women's 39c Hose

4 Pairs 95c

Wemen's "Pen-Angle" Brand

Black Lisle Hose, seconds; fine

quality, closely woven and seam-

less. Sizes 81/2 and 9. Regularly

Women's White Cotton Stock-

ings, in fancy effects, consisting

of black circular stripes and clox

on ankles. Fine quality, perfect

finish. Sizes 81/2 to 10. Regu-

Women's "Gordon" Brand

Thread Silk Stockings, 12-inch,

pure silk. Also white fibre silk

of fine quality with high silk leg.

Sizes 71/2 to 10. Regularly \$1.15.

Boys' and Girls' English Union Black Cashmere Stockings, with ribbed finish and double kuee. Sizes 6 to 8½. Regularly 40c. Today, 3 for 95c.

Men's Hand-knitted All-wool

Sox, four-ply grey wool, knitted extra close, with no seams, hence

splendid for soldiers. Medium sizes. Regularly \$1.25. Today,

Infants' Bonnets

at 95c

Of white mercerized silk poplin and lined with fine lawn. Deep

face revers, daintily shirred and

trimmed with rosettes and point

lace. Sizes 12 to 15. Regularly \$1.50. Today, 95c.

pure white linen, with deep hem-

tons. Today, 95c.

stitched border and hemstitched all-over design. Size 19 x 16 in. Opening fastened with pearl but-

\$1.50 Silk Shawls, 95c—One yard square—woven in lovely shell design of rich pure silk in cream shade. Deep frill of fine lace all around; 300 to clear. Today, 95c.

Lunch Cloths 95c

Japanese artistic designs-blue

on white. Boilproof colors. Finished with deep hem. Size 45 x 45 inches. Today, 95c.

Four-ply Fingering Wool; medium shade of grey. Today, ½ .lb.

Japanese Lunch Serviettes, in delft blue and white. Size 12 in.

In the Art Needlework Dept., Fourth Floor.

square. Special, dozen 95c.

\$1.65 Pillow Covers, 95c .-- Of

Today, 95c.

larly 39c. Today, 3 pairs 95c.

39c. Today, 4 pairs 95c.

Quart Paint and Brush 95c -R. S. Co. ready mixed paint, big variety of colors, black bristle brush. Complete, 95c.

Our Panama Values Have Set the Pace This Season.

Women's Toyo Panamas, Today, 95c

Another splendid value added to our season's leading offers. They're untrimmed panamas in a variety of wanted shapes. It's an opportunity you won't want to miss, madam, at today's price, 95c.

Other 95c Millinery Values

Ready-to-Wear Hats of different styles and colors. Regularly

Sailor Hats of rough braids in several different shapes, Regularly \$2.25 to \$4.50. Today for 95c. Untrimmed Shapes, featuring the better lines. Taken from the tables of reduced hats at \$1.95, at 95c.

Handbags

Newest styles of Strap Purses and Hand Bags, in real leather for vachette, with bright patent leather finish. Black and colors. Lined with poplin cord. The strap purses have closely fitting centre frames and back strap, while the hand bags are fitted with change purse and vanity mirror. Regular value \$1.50. Today, 95c.

Basement 95c Items

Galvanized Iron Garbage Cans. 95c-Rustproof, bail handle,

Combination Oil and Dry Mop with Polish. Regularly \$1.75 outfit. High-grade polish mop for hardwood floors, etc.; extra pad for dry mop to be used for dusting, and bottle of oil. Complete, one-price day, 95c. Galvanized Iron Wash Tubs, 95c. Rustproof; has wringer attachment sides; 18-inch diameter. One-price day, 95c.

Food Choppers, 95c. 1,000 of the well-known "Griswold" hoppers, for meats, fruits, vegetables, etc. Regularly \$1.50. Oval Dishpans, 95c. White enamel; convenient shape for

kitchen sinks. One-price day, 95c. Step Ladders, 95c. Hardwood; strong and reliable; 5-fo size. One-price day, 95c. Corn Brooms, 95c. Well made, and good quality corn. One-price day, 95c.

Baby Hammocks, 95c. Made of combination colored cord, with wood spreader, including hooks to hang. One-price day, 95c. Kitchen Glassware Sets, 95c

100 sets only, consisting of lemon reamer, measuring cup, rolling pin, large salt or sugar shaker, vinegar bottle, and six table tumblers. Special today, the set, 95c.

Regular \$1.50 dozen, Prettily Decorated Thin Glass Water

Tumblers. Today, one dozen for 95c.

\$1.69 Cut Glass Sugar and Cream Sets, 95c. Heavy, clear, evenly cut blanks. Today, the pair 95c.

Cut Glass Butter Tub and Cut Glass Double Handled Bon Bon Dish. Pretty daisy floral cut design. Today special, the pair

100 only, Heavy Bright or Dull Finished Brass Jardinieres. 6-inch opening. Today special, each 95c.
100 only, "Royal Doulton" China Sample Dessert Plates;
beautiful new and dainty decorations. Today, each 95c.

Women's \$1.75 Nightgowns at 95c

Fine white cotton, in slip-over or high neck styles. Yoke of Swiss eye-let embroidery and lace insertion or clusters of pin tucks and embroidery frills. Short or long sleeves. Tc-

lay 95c. \$1.50 Underskirts, 95c—Fine cotton bodies with deep flounce of Swiss embroidery; scalloped edges and cotton underlay. Today 95c.

\$1.75 Camisoles, 95c—Front and back yokes of dainty lace. Fitted shoulders and elastic gathered waist. Today's

and elastic gathered waist. Today's sale price, 95c.

75c Drawers, 2 for 95c—Full umbrella designs, good quality white cotton, with pretty frills of Swiss embroidery and good wearing lace. Both styles. Today, 2 for 95c.

Chemises and Combinations, 95c—Nainsook and cotton, with pretty yokes of Swiss embroidery and fine Nottingham laces. The drawers have two-button flap or deep knee frills. Sizes 34 to 42. Regularly \$1.50 and \$1.75. Today, 95c.

\$1.75. Today, 95c.—Of fine elastic ribbed lisle thread, with plain or lace yokes in straight or shaped styles. Sizes 34 to 42. Today, 2 for 95c.—Of fine knitted cotton, low neck and no sleeves with umbrella drawers with drop seat. Tight knee drawers, open style or envelope chemise, with two-button flap. Today, 95c.

\$1.75 Brassieres, 95c.—Made of cambric and Swiss embroidered linen, with square or "V" shaped neck; hooked in the front style, with yokes of deep linen lace and Swiss embroidery. To-

Silks

Plain and Printed Shantungs, in popular patterns. Natural grounds and smooth well-finished weaves. Yard

Colored Japanese Silks, with plenty

of pink and sky blue; 36 in. wide; \$1.10 value. Yard, 95c.
Fugi Silks and Kabe Crepes, odd colorings in Fugi with 300 yards of natural shade. Also balance of our stock of 36 in. Kabe Crepes, Regularly \$1.25. Vard \$55.

\$1.25. Yard, 95c.
36-Inch Ivory Habutai Silk, an extra weighty quality for waists and dresses;

Wash Goods

Silk and Cotton Tussahs, in black and navy ground, with white foulard designs; 36 in. wide. Regularly \$1.25.

Yard, 95c.
Silk Check Voiles, navy grounds, with a two-bar check in green silk; 26 in. wide. Regularly \$1.50. 2 yards,

Black and White Figured Voiles, o

English manufacture; black grounds, with small white all-over designs; suitable for elderly ladies' dresses; 27 inches wide. Regularly 50c. Today, 4 yards for 95c.

1,000 Yards Shantung Voiles, a very

dainty summer fabric; 36 inches wide. Regularly 50c. Today, 4 yards for

\$1.18 value. Yard, 95c.

Novelty Summer Earrings at 95c

Drop Earrings, in gold plate. Pearl Earrings, single or double black hoops, ball drops and long fancy gilt mounted drops. Fancy colored drops and black enamel, set with brilliants. Twin drops, in jade, blue or gilt and Oriental hoop. Drop stude of pearl. Also colored stude, plain, or with fancy pearl and gilt decorations. No exchanges. Extra special, 95c.

10k Brooches, 95c. Solid 10k Gold Brooches, set with real pearls, in bird, star and flower designs. Special, 95c.

Birthstone Rings, 95c. Clearing a small lot of 10k and 14k Birthstone Rings, set with turquoise, garnet, opal, sapphire and moonstone only. Regularly \$1.75 to \$3.50. No exchanges or refunds. Selling today at 95c.

Men's 75c Suspenders 2 Pairs for 95c

Less than wholesale. Special purchase. Genuine President, pulley style, cord cast-off ends, slide easy back. Sold everywhere at 75c. One-price day,

Men's \$1.50 Sport Shirts 95c White material with fine madras and corded stripes. Collar can be left open or closed at neck. Coat style. Sizes 14 to 17. Regular \$1.50. One-price day, 95c.

Men's Work Shirts 95c. Drill work shirts, collar attached style. Black and white stripe, blue chambray, black sateen. oxfords; large roomy bodies; sizes 14 to 18. One-price

Boys' Wash Knickers, 2 Pairs 95c.

Smart Little Knickers for boys 2½ to 8 years, tailored from medium weight Palm Beach pockets and waist band; sizes 201/2 to 26. One-price day, 2

Linens

Regularly \$1.50 to \$2.50 Scarfs

500 pieces, some slightly soiled, and some show pieces taken from our regular stock. Including Madeira, Cluny and Battenberg Centrepieces; also filet lace designs. Lace-edged Irish Linen and Battenberg Scarts. No 'phone orders, no exchanges, no refunds. Marvellous value, To-

White Turkish Bath Towels of heavy quality. Clearing today, 2 pairs for 95c.

Fine Sheer Nainsook, 35 in. wide. Today, 5 yards for 95c. Bordered Crash Towelling, 16½ inches wide. Enough for two roller towels. Today, 5 vards for 95c.

Damask Table Cloths, in assorted designs and hemmed. Size 56 x 72 in. Today, 95c. Damask Napkins, size 20 x 20 in.; hemmed ready for use. To-day, 6 for 95c.

Pictures 95c.

Reg. \$1.25. \$1.49, \$1.75 to \$2.50. Beautiful colored carbons, hand colored and novelty pic-tures, framed in walnut, oak and antique gilt; medium sizes. One-price day, 95c.

Draperies

Tapestry Covering at 95c Yard. and portieres.

Lace Curtains at 95c Pair, 200 pairs, strong wearing, of twisted thread, with lockstitched edges; a dozen good designs in white: 21/2 to 3 yards long; 36 to 40 inches wide.

500 New Combination Window Shades at 95c. Heavy oilfinished cloth, mounted on guaranteed Hartshorn rollers, complete with brackets, nails and pull. Size 37 inches wide by 70 inches long.

Large Union Jacks, each 35c. Printed on durable cotton, in bright colorings, and finished with strong binding and gromets. Size 5 feet long and 3 feet wide.

Stair Carpet 95c

Shades--4 for 95c



Imported British make: very durable quality, in green, blue and red. 50 inches wide. Suitable for both furniture covers

36-inch Fancy Denim at 95c Yard. In the best tones of green, brown and blue—appropriate for lounge and chair covers, curtains, etc. Stripe and figured patterns.

Heavy Scotch Tapestry Stair Carpet—22½ inches wide—green and tan—fioral and tan Oriental designs. One-price day, yard, 95c.



Shades have six decorated paper panels. A brass frame at the top holds them on to the bulb and keeps them in shape.

Kitchen Cord Drops, with porcelain key sockets. Not in-stalled, 95c.

Porcelain Key Receptacles, for cellars, etc. Not installed, 2 for

Upright or Inverted Gas Man-tles, 8 for 95c.

60-Watt Mazda and Condor Tungsten Bulbs, both the very highest quality, 2 for 95c.

Women's \$3.00 Sport Shoes 95c

100 pairs 'nly of White Canyas Sport Boots, slightly soiled, tan leather toecap, ball and heel foxings. As illustrated. Sizes 3 to 4. Regularly \$3.00, 95c.



Pumps 95c.

This is about one-quarter regular price. 1,000 pairs, all clean, all new, White Canvas Pumps and Buckle Trimmed Colonials, for women. Comfortable, good-looking shapes; medium weight soles; wood covered heels, also leather heels. Sizes 2½ to 7. Today, One-price day, 95c.

Girls' White Canvas Boots and Pumps, 95c

About 750 pairs Girls' White Canvas Button Boots and Ankle Strap Slippers, wide fitting toe style, good weight sole and low heels; sizes 5, 8, 8½, 11, 11½ and 2. All one price, 95c.

No Phone, Mail or C.O.D. Orders on Sale Footwear.

Wall Papers

New floral and convention al designs—scenic tapestries— plain effects and stripes in phan effects and stripes in up-to-date colorings, suitable for all rooms. Regularly 15c to 25c single roll. One-price day, 10 rolls for 35c. Special Imported Wall Papers. Regularly \$1.50 to \$5.00. Single roll, 95c.

Boys' Scooters 95c.

150 only—Extra well con-structed and speedy—four easy - running hardwood wheels; steering handles. This Scooter folds up. 150 only. One-price day, 95c.

Up to \$50 Silk Suits for Women \$27.50

There has not been much silk suit weather yet this summer. so those who wisely invest in one of these today will have nearly as much "use" of it as the women who bought months ago—and look at the snug savings—the fifty dollar suits are practically half price.

Besides the silk poplin are rich taffetas and moires. All stunning styles, featuring in-York's foremost designers. Colors navy, brown, taupe and black. Regularly \$40.00, \$42.50, \$45.00 and \$50.00. No exchanges, no refunds, no C.O.D.'s. On sale 8.30 a.m. today, \$27.50.

Women's Up to \$20 Summer Frocks \$13.50

They are high-grade New York frocks of the sort you will be able to wear for the dress-lest occasion. Exquisitely dainty models in the sheerest or-gandles and voiles, plain or embroidered. Row after row of tucks, flutings and embroid-Many delicate colors and white. No exchanges, no refunds, no C.O.D.'s. Extremely reduced for today. \$13.50.

Also ginghams, voiles and muslins in great variety, and regular priced \$12.50. No ex-changes, no refunds, no C. O. D.'s. On sale today, \$4.95.

Cotton Gabardine Skirts \$6.50

High-class models from New style you would find in a tail-ored cloth skirt. Lingerie pockets and dainty button ming. Priced at \$6.50.

Women's Coats \$17.50

Formerly \$25.00 to \$35.00.

We could not begin to tell of their smartness, their excellent quality, and their marvellous value at today's sale price. You will have to see them to appreciate them.

Chiefly New York garments, they bear the mark of highclass tailoring, and were moderately priced even at the original figures. Tricotines, velours, wool serges and poplin are among them, in navy, Copen, brown, tan, black and novelty weaves. On sale today, \$17.50.

High-Class Blouses Half Price

They are taken from our regular stock of hand-embroidered georgettes and heavy silk crepe de chines. A variety of exquisite designs in all the favored colors. No exchanges, no refunds, no C,O.D.'s Sizes 34 to 44. Regularly \$5,00 to \$15.00, but marked for complete

Women's Wash Skirts Up to \$2.95, at \$1.69

Lucky, indeed, will be the woman who secures one of these smart skirts today. Note the assortment-repps, corde-line, whipcords and novelty weaves, in white and with color. A wonderful array of styles, including a few outsizes. No exchanges, no re-funds, no C.O.D.'s. The most striking feature is the low price. Regularly \$2.00 to \$2.95. Today, \$1.69.

Misses' Outing Dresses at \$5.00

Beach cloth-the most popular by far of all wash outing fabrics—was used to fashion these chic frocks. They possess a jaunty tailored style, enhanced by a broad straight belt, fancy pockets and button trim-ming. Colors delft blue, tan and pink Price, \$5.00.

Misses' Taffeta **Skirts \$4.95**

On Sale at 10 a.m. Had we bought them in the ordinary way they would have to sell at \$6.50, but a special purchase makes it possible to offer them to you at \$4.95. They are made of soft Swiss taffeta in a dressy style, with cunning pockets and button trimming to give attractiveness. Colors black and navy. No exchanges, no refunds, no C.O.D.'s. On sale at 10 a.m., today, \$4.95.

\$2.50 White Skirts

Made of fine repp in tailored style, with pretty buttoned front, fancy pockets and shirred back. No exchanges, no refunds, no C.O.D.'s. Regularly \$2.50. Today, \$1.49.

\$2.95 and \$3.50 House Dresses \$1.79

Smart and becoming style in a splendid variety of light and dark stripes, also in plain grey. Materials of a quality that can scarcely be purchased now. Styles for misses, women and

stort women in sizes running from 32 misses' to 49-inch stout women's sizes Regular \$2.95 and \$3.50 values. Today, \$1.79.

Bathing Caps and Sun Hats

Reduced 17-Different Styles-17. No. 80, 93, 95. Regular \$1.00. Special, 78c. No. 15, 60. Regular 75c. Special, 57c. No. 61, 101, 56. Regular 50c. Special, 37c. No. 3, 62. Regular 65c. Spe-

Sun Hats, different styles. Regular \$2.00 and \$2.50. Special \$1.49 and \$1.99.

Dark Zulu colored calf ox-fords—English recede toe,

Brussels Rugs, \$18.50

cial, 49c. No. 49, 33, 51. Regular 35c. Special, 27c. No. 51A. Regular 25c. Spe-Dundee Tapestry Rugs.

Sponges---Half!

Silk Sponges—Mandrukas—sheepswool—velvet—grass—etc. Bleached and unbleached. For family and garage use. 10c to \$5.00. Sale price 5c to \$2.50.

Women's Sample Low Shoes \$1.99

About 500 pairs, including pumps—oxfords—strap slippers and colonial styles. Patent, gunmetal, kid and other leathers, with buckle, tailored bow and fancy ornaments. Wide and narrow toes—flex-ible McKay and turn soles— high and low heels. Sample sizes. Today, \$1.99.

"Victor" Low Shoes for Men \$6.00

with neat perforated toecap-guaranteed rubber fibre soles Catspaw heels; widths C and D. Today, pair, \$6.00.

Brown and black calf, similar shape. Pair, \$10.00.



Pretty two-tone effects for bedroomsalso dark and light tans in both oriental and conventional designs for dining-ro

First shipment of these inexpensive rugs just received. They are made seamless in very pleasing colors—can be used for any room in house and will give excel-

Size 7.6 x 9.0. Special \$15.50 Size 9.0 x 10.6. Special \$21.50 Seamless Tapestry Rugs.

Very heavy seamless Tapestry Rugs, made in a size that will fit in so many rooms in which the standard sized rugs are too wide. Made in designs suitable for dining-room and living-room. Size 8.3 x 10.6, \$27.50. Furniture Down in Price

Dresser, surface oak, golden finish; has shaped top; large case, fitted with large bevelled mirror. Regular \$18.50, \$14.50. 6 only, Dressing Tables, in quarter-cut oak; golden and fumed finish; also oynx; fitted with plate mirror, Regular \$19.00 to \$24.00. Midsummer Sale price. \$13.95.

Kitchen Cupboards, golden surface oak base; two drawers and large cupboard with shelf; has glass front top, with two shelves. Regular \$22.25. Midummer Sale price, \$16.95.

Fall Leaf Tables, have turned legs, well bolted; golden finish top; when open 42 x 46. Midsummer Sale price, \$5.25. Extension Tables, quarter-cut oak; golden and fumed finish; 45-in. top. with deep rims; has massive colonial pedestal; extends to 6 feet. Midsummer Sale price,

Suits for Men and Young Men-Just \$14.95

Today 105 men will have good reason to feel proud of themselves. Slip into one of these suits, see whether they have a \$25.00 air about them instead

They are broken lines from of \$14.95. They are broken lines from regular stock, all fine suits. Smart tweeds in grey, brown, fawn and green stripes. Check and mixed effects. Single-breasted. 2 and 3-button models, and trenchers with all-round belt and half belted back effects. Well tailored vest and trousers. Mid-Summer Sale price is \$14.95.

Men's and Young Men's Palm Beach Suits, natural shade, single-breasted, three-button, unlined, sacque models. patch pockets; trousers well tailored, finished with helt loops and cuff bottoms. Sizes 36 to 44. Price \$15.00. Men's Heavy Weight White Duck Trousers, well tailored and strongly made, finished with 5 pockets, belt loops and cuff bottoms. Sizes 30 to 46. Price \$2.00.

Men's Medium Grey Lustre Coats, well tailored, single-breasted, three-button, patch pockets. Sizes 36 to 46. Price, \$4.75.

Boys' \$1.50 Wash Suits \$1.39 Smart Tommy Tucker—middy and junior Norfolk models. Natural linens with green collars, cuffs and belt—brown and white stripe galateas—blue chambrays—blue and white stripe ginghams and plain white tennis linens. Straight knickers with waist bands. Boys 2½ to 5 years. Today's special, \$1.39.

Boys' Tweed Suits \$8.65

Broken lines from our regular stock. Tailored in fancy yoke Norfolk, pinch-back and trench models. Medium brown worsted—dark grey check and grey and white check tweeds in cassimere and cheviot finishes. Trench models have the popular slash pockets, twill serge body linings. Full-fashioned bloomers are lined and have belted loops and expanding kneeband. Boys 7 to 17 years. Special, \$8.65.

The SIMPSON Company Robert SIMPSON Limited

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Troops at

Entry

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New York nadian marke easier tende ted with the mittances to I ns at the firs erday the pro 13-64 and 2 17 t week's ma wever, no rearial change is at two months

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