

Every Need of Every Home of Every Member of the Family Can Be Supplied to You With Added Profit at Simpson's Vacation Sale Today

A Great Summer Millinery Chance \$1.95

Offering Leading \$3.00 and \$3.50 Groups of Fine Leghorns, Fine Quality Panamas and Wanted Black Hair and Lace Hats

The Leghorns Fine natural quality Leghorn, on large sailor shapes. Regular price \$3.00 each.	The Panamas Extra fine qualities, in best shapes; a big new line. Regular selling price \$2.75 each.	Black Hair and Lace Are very dressy, and make a large black hat that requires very little to finish. Regularly \$3.50.
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It Takes But \$5.95 to Buy Finest White Milan Here

A new shipment; and by the way, White Milan is one of the scarcest braids in New York. These are exceptionally fine and portray the very latest shapes. The demand will be great, so come early. Today **5.95**

Two of Many Silk Opportunities Not to Be Missed! 5000 Yards of Silk Crepes, \$1.69 and \$2.00 Weaves, \$1.38

Silk Crepe de China and Silk Crepe Georgettes, exceptionally wide, in choice colorings and in different weaves, such as the well-known "Crepe D'Ettes," Balkan and Marionette, Crepe Chin-Chin, "Spiderweb," etc. There are big quantities of such scarce shades as grey, sage, Nile and teardrop greens, French brown, apricot, peach, mauve, yellow, new navy and sand. Ivory is included. Regular \$1.69 to \$2.00 a yard. Summer sale **1.38**

3,000 Yards Natural Shantung Silk, 60c.
Natural Shantung Silks and Ivory Habutal Silks, two weaves that have enormous selling at the present time. Regular prices, if bought in the usual way, would be from 85c to \$1.00. Summer sale price, today, yard **.69**

Just When the Demand for Pretty Wash Goods is at its Height Comes

50c Abiline Suitings 27c

45-inch Fine Cord Suitings, a strong weave, fast colors; suitable for dresses, suits, skirts. Regular 50c. Today **.27**

See Queen Street Window.

980 Yards Printed Voiles, in foulard effects, white grounds with black, sky, Nile, pink and navy; patterns suitable for summer dresses; 40 inches. Regular 50c. Today's sale price **.27**

Khaki Kool, a splendid imitation in silk and cotton; plain shades of green, gold, grey, Copen, pink and sand; 36 inches. Regular \$1.50. Today's sale price **.95**

500 Yards Sport Gabardines, in the new ring and link designs, suitable for suits and skirts; 36 inches wide. Regular 75c. Today's sale price **.59**

Only 1,200 Yards 45-inch White Voiles. A maker of waists could not get the help to make these up, so took a low price. Regular 39c. Today's sale price **.25**

4,000 Yards Lingerie Cloth. When we say regular value 29c we are quoting last year's price. Today we could not purchase to sell under 39c. Today's sale price **.19**

1,900 Yards Printed Tussahs, grounds of green, navy, Copen, etc., with cluster spots of white; suitable for that best dress; 36 inches. Regular 75c. Today's sale price **.49**

Four Extra Good Summer Blouses Low Priced

At 98c—A good looking English drill; front is fastened with five large ocean pearl buttons; has a rounded deep collar edged with colored soutache braid. Sizes 34 to 42 bust. Regular price \$1.48. To **.98** day. Phone orders taken as long as sizes hold out.

At 98c—Elaborate Waists of white voile, with open front and hemstitched panels of embroidery and tuckings on each side. It has a large embroidered organdy collar and cuffs. Sizes 34 to 42. Regular \$1.48. To **.98** day.

At 98c—A Middy Waist of fine white corded pique, lace front with square sailor collar, and shaped skirt with large pleated and buttoned pockets. Sizes 34 to 42. Regular price \$1.48. To **.98** day.

At 79c—A very pretty white waist of self striped voile; the open front is fastened with pearl buttons, has a hemstitched panel on each side, and a big collar of white or organdy muslin. Sizes 34 to 40. Regular \$1.25. To **.79** Today.

Dainty, Summery Whitewear Repriced for Brisk Selling



Bathing Suits and Caps at Special Prices

Women's Bathing Suits of black cotton poplin, two-in-one style, with blouse attached. Laced fronts, sailor collar, short sleeves, with trimmings of colored silk. Sizes 34 to 42. Regular \$4.00. Today **2.95**

Pure Grain Rubber Bathing Caps, in good fitting diving and fancy styles. Regular 35c to 50c. Today **.25**

600 Women's Aprons of good striped print, full fitting, short kimona sleeve and belted waist. Apron bound with tape binding. Sizes 34 to 42. Regular 75c. Today **.49**

Striped Print Dust Caps, Dutch style, with turn-back front and elastic in back. Regular 15c. Today **1.25**

Women's Nightgowns of good cotton, Swiss embroidery yokes, V neck. Sizes 56, 58 and 60. Regular \$1.00. Today **.50**

Women's Umbrella Drawers of cotton, with frills of Swiss embroidery. Sizes 25 and 27. Regular 50c. Today **.29**

Women's Corset Covers of fine soft nainsook, with round neck and yokes of lace. Sizes 34 to 42. Regular 39c. Today **.25**

Women's White Nainsook Underskirts, with deep flounces of Swiss embroidery. Sizes 36, 38, 40 and 42. Regular \$1.50. Today **.98**

Women's Corsets of good white coutil, medium and low bust, rustless boning, long free hips. Sizes 19 to 30. Regular \$1.00. Today **.69**

The SIMPSON Company Limited

Three Leading Groups of Women's Suits The Last Word of Real Authority---Much Reduced

Because these Women's Suits were so popular, and because they were originally priced so attractively, their "mates" sold quickly. The balance we have arranged at the following low prices, which will surely meet with the approval of women who know good value, good style and good quality all in one.

Women's Taffeta Suits, Special Price \$19.50	Women's Satin Suits, Regular \$35.00, for \$26.50	Women's Serge Suits, Regular \$45 to \$65, for \$25 to \$35
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A goodly selection of Taffeta Suits in smart styles, derivations of New York favorites. Real good values for today **19.50**

Satin Suits in pretty colors and styles, dependable in every way. Sold regularly for \$35.00. Special today **26.50**

Serge Suits, tailored in a variety of exclusive and novelty designs. Regular \$45.00 to \$65.00. Special today, **\$25.00 to \$35.00**

Women's Holiday Jersey Suits \$19.50, Reg. \$35.00

For sport or general knocking-about during your holidays, here are suits that will prove a great boon. They have that "something" which removes them from the commonplace, and, moreover, are reduced, making the purchase still more attractive. The fine wool jersey is in colors you will like, and each suit has the high-grade stamp of New York tailoring. In rose, green, honey, tan, amber and **19.50** hunters' green. Regular \$35.00. Special **19.50**

\$15.95 instead of \$26.00 for Women's Coats

These coats are shown in three most up-to-date and pretty styles, with extra charms around the collars, pockets and loosely girdled waistline. Reduced purely to season our day's business and to maintain the Simpson bargain prestige. **15.95**

Extensive Smartness in Women's Frocks at \$5.00

Coolness, prettiness and summery charm are all woven into a collection of Women's Frocks. Frocks at \$6.00—after which good value can be added. Grass green, sky blue, sunset helle, mid-summer rose, pink and twilight grey are the lovely colors, and the styles are equally ex- **5.00** quisite. Price **5.00** Today

Tub Skirts for Women \$1.50 Simplex House Dresses \$1.50

Made in white cordaline, in quality that is firm and will wash and retain appearance. Made smart, showing gathered back and mannish pockets. Regularly **\$2.00** value. Special **1.50**

American Lady "Simplex" Dress of striped percale, in blue, grey or mauve. The "Simplex" Dress has convertible waist that can be adjusted from one to three inches, low neck with stitched down collar and cuffs of chambray. Sizes 34 **1.50** to 44. At **1.50**

Taffeta Petticoats, Today \$5

Swiss Taffeta Petticoats, black, navy, Copen, and pretty shot effects; perfect fit and finish, with pretty flounces of shirring and tuckings; deep percaline underpiece. Lengths 34 to 40. **5.00** Selling today at **5.00**

New Style, Quality and Value Standards for Misses and Small Women Today

Stunning Tweed Coats \$9.95

For dusty motor trips, comfort aboard ship, cool evenings on the lake front, and a whole lot of other such holiday situations, or for street wear, young women will revel in their suitability; excellent material is not all—they are made with swing backs, and pockets are specially smart and daring. **9.95**

Misses' Silk Suits \$32.50

Quite the novelty kind of silk suits, with different belts, different pockets, different skirts, **32.50** in black, navy, green, brown and Copen. Taffeta, in a first-rate quality, and the price is only **32.50**

Smart Motor Coats \$25.00

There's eloquent style in the simplicity, and there's no telling how much wear, in the stout tweed coats ready today; the colors are brown, green and grey tweeds and checks. Prices **\$25.00 to \$27.50**

Men Will Keenly Appreciate These Underwear and Other Prices

Men's Athletic Underwear, particularly good for hot weather; made from a fine quality white nainsook; shirts and drawers to match. Sizes 34 to 44. Regular **.39** 50c. Today **.25**

Also Combinations, same as above **.79**

Men's Combination Underwear, Tru-Knit brand, in fine white mercerized cotton; short or long sleeves, knee or ankle length, closed crotch style. Sizes 34 to 44. Today **.75**

Men's Silk Combinations, Delpark brand, china silk, plain white athletic style, closed crotch, knee length, short sleeves. Sizes 34 to 44. To **3.75** day

Men's Balbriggan Underwear, Penangle brand, guaranteed two-thread Egyptian yarns; shirts and drawers. Sizes 34 to 44. Today **.75**

Men's Summer Weight Cashmere Underwear, Bodyguard brand; made from fine pure wool yarns, guaranteed unshrinkable; shirts and drawers. Sizes 34 to 44. Today **1.00**

Men's B.V.D. Athletic Underwear, made from fine nainsook material, short or no sleeves and knee length drawers. Sizes 34 to 44. **.75** Today **.75**

Also Combinations **1.50**

You've Postponed Summer Furnishing from Week to Week---Now's Your Chance

5000 Feet Oak Framing 4c ft.

5,000 feet of 1-inch oak, in either mission, Flemish, brown or black; suitable for soldiers' groups, battalion photos or colored prints. Regular 3c foot. Today, foot **.4**

350 feet 1 1/2-inch Gumwood, in carbon brown finish; suitable for photographic enlargements. Regular 10c. Today, foot **.5**

Tables, Parlor Suites, Mattresses

Extension Tables, in solid quarter-cut oak, 45-inch top, 6 ft. **14.50** when extended. Regular \$20.00. Today **14.50**

Extension Tables, in genuine quarter-cut oak, 45-inch top, 8 ft. **21.00** when extended, fumed or golden finish. Regular \$29.50. Today **21.00**

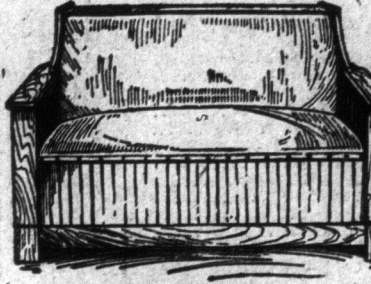
Mahogany Finished Parlor Suites—Settee, arm chair and arm rocker, full spring seats, upholstered in mixed silk tapestry, used as samples on floor and therefore slightly soiled. Regular \$24.95. Today **22.95**

Mattresses, sagrass centre, jute felt sides and ends, deeply tufted and enclosed. Regular \$4.50. Today **3.15**

Mattresses, half layer felt, wood fibre centre, deeply tufted. Regular \$6.25. Today **6.25**

Pillows, selected feathers. Size 19 x 26 inches; 6 lbs. per pair **1.50** Today, pair **1.50**

The prices mean selling at sight. Go carefully through this list and see how many things you need are advantageously priced.



\$40.00 Divanettes, Today \$32.75

Divanette, can be used during day as settee, at night as double bed; front of genuine oak, fumed finish, seat and back upholstered in imitation Spanish leather; bed has link fabric spring, helicals at each end; soft, comfortable mattress. Regular price \$40.00. Today **32.75**

Brass Bed, heavy 2-inch posts, ball corners, five 1-inch fillers; polette finish only; 4 feet 6 inch size. Regular \$25.50. Today **18.95**

Couches, black imitation leather; full spring seat. Regular **8.75** \$12.75. On sale today **8.75**

Big Clearance of Bamboo Verandah Screens 88c Up

250 Verandah Screens, split bamboo, firmly bound; six different widths; both in natural and green.

4 ft. wide x 8 ft.	1.49
5 ft. wide x 8 ft.	1.19
6 ft. wide x 8 ft.	1.39
7 ft. wide x 8 ft.	1.69
8 ft. wide x 8 ft.	1.99
10 ft. wide x 8 ft.	2.39

Window Awning, Ready to Hang, \$1.25—100 only, durable duck, in fawn or blue and white even stripes; complete with metal frame, ropes, etc. **2.6**, **1.25**

Reps Portieres, \$2.88—50 new styles chaille Rope Portieres, in good colorings of green and brown, also mixed shades; made with loop top, all ready to slide the pole through, no hooks or rings necessary; will fit any archway up to 5 ft. wide and 7 ft. long. Summer sale price, each at **2.88**

\$1.75 Casement Cloth for 98c—Very fine quality Russian Casement Cloth, sunfast, blue and gold or green and red; full 50 inches wide. Regular \$1.75. **.98** Summer sale price, per yard

Lovely Madras Curtains, Per Pair, \$1.98—75 pairs in this special lot of genuine Scotch Madras Muslin Curtains, having double borders with cream ground, blue floral sprays; easy laundered and requiring no starch. Regular \$2.75. Summer sale price, **1.98** per pair

Shoe Savings That Compel Attention

Women's White Sports Boots \$5.00

Made of finest Sea Island duck, on new sport last, with toecap, 8-inch top, fast colored eyelets, Neolin Good-year welt sole and solid rubber heel. The most popular of all summer styles. Width C and D. Per **5.00**

Women's White Canvas Shoes Today \$1.99

450 pairs, all styles, of Women's Low Shoes, in pump and small tongue colonial; made of fine white and Sea Island duck, turn soles, high Cuban and low heels, fancy ornament trimmings on vamp. Sizes 2 1/2 to 7. **1.99** Today

Men's Low Shoes, Today \$5.00

Rubber Sole Oxford—the popular mahogany shade of calf leather; made on English recode toe, with neat perforated toecap, rubber fibre Goodyear welted sole, cats-paw cushion heel. Sizes 5 1/2 to 10. Per pair **5.00**

Boys' Wash Suits at a Rush Price

Natural linen, white tennis cloth, striped cambric, in tan and blue; besides many novelty materials are used for these boyish little suits, in Eton, Norfolk and middie styles. They are priced far below the manufacturer's price. Regular 95c, \$1.00 and \$1.25. Special **.69**

Boys' Fancy Tweed Suits \$3.95 Regular \$5.00, \$5.50 & \$6.00

Of serviceable grey and brown fancy woven tweeds; these suits are very neatly tailored in junior Norfolk and fancy Eton styles, with large patch pockets, belts and pleats, with collars that button to the throat. Knicker pants. Sizes 2 1/2 to 8 years. Special **3.95**

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