

Midsummer Sale Features at Simpson's



A Summer Millinery Sale Hats Trimmed Free

Never was there an offering of summer hats more summery and altogether reasonable than those which are going into the mid-summer sale this last day or two. You would expect to see them steed, you find sale prices on the latest types in white felts, satins and fancy fabrics, coupled with a free trim offer, which covers these and all other lines in the department, and the newest white wings, breasts, mounts and flowers.

Buy your shape and trimmings Tuesday, and order your hat trimmed to your own taste. Some special prices:

At \$1.00—Shapes in white, black and burnt, in tags, Milans and Javans. Marked regularly \$2.25 and \$3.50. Last day, trimmed free

At \$2.00—Shapes in fine white and black, tags and Milans. Marked regularly \$3.50 and \$5.00. Last day, trimmed free

At \$1.50—White Satin Hats, velvet and tagel under brims. Regularly \$2.50. Last day, trimmed free

Cotton Frocks Tuesday \$4.85

These dainty frocks are new in style; New York dresses, in voiles, in striped and flounced designs; linen in new shades of tango, blue, white, pink, mauve; Gladstone collars, standing or flat effects. Special, 4.85

BALMAÇAN COATS FOR SUMMER, TUESDAY \$4.95

In soft wool tweeds, in a large variety of shades and mixtures; swag-ger, mannish cuts, with full ripple back; well tailored collar and cuffs, and smart patch pockets. A big value at

RATINE WASH SKIRTS, \$1.98

In white only; made in a clever tunic design; high waist line; misses' and women's sizes. Tuesday, special

FALL MODEL SUITS

New designs offered in lighter weight materials, showing the coats with their longer backs; some braid trimmed, and tunic skirts in many designs; serges and chevots, in misses' and women's sizes. Moderately priced, \$12.85, \$15.00 to \$21.50.

The Sports Blouse

A COMFORTABLE BLOUSE FOR GOLF, TENNIS, BOATING. Made as a man's coat shirt, long in the skirt, allowing it to be tucked in without blouse fasteners or any grip; made open front, with low roll collar, and fastened with solid pearl buttons. Materials are Shantung or heavy white China silk, at

Heavy white or colored crepe de chine at

H. and W. Corset Waists

We are pleased to announce that we have succeeded in having Miss Brown, of New York, pay us a return visit for a couple of weeks. Miss Brown, by her excellent advice on matters pertaining to corset waists and brassieres, has made hosts of friends on her previous visits.

There is, in the famous H. and W. line, a corset waist for every purpose, and a style for every figure.

Do not fail to bring your corset troubles to Miss Brown. Her time and attention will be at your disposal in our Corset Section on the Third Floor.

Dress Goods Values

Shepherd Checks and Worsteds, 36c. About 1250 yards broken lines from regular stock which must be cleared before stock taking begins, in different sized checks and stripe worsted designs. Regularly up to 75c, 42 and 44 in. wide. Tuesday, per yard, to clear

English Diagonal Serge, 48c. In a fine range of staple shades, made from thoroughly soap-shrunk, selected wools, and guaranteed fast, permanent dyes; perfect tailoring, cloths for women's and misses' suits, skirts, coats, etc.; 42 inches wide. Regularly 65c and 75c. Tuesday, per yard

\$1.00 College Serge, 94c. This excellent hard-wearing serge is well dyed and finish; stamped every four yards; 52 inches wide. Tuesday, per yard

Cream Serge and Fencil Stripes, 96c. 500 yards only, in lovely fine twill weaves; worsteds with hairline stripes; elegant cool materials for summer and holiday suits, dresses and separate skirts and coats; best London shrunk; 52 inches wide. Regularly \$1.25. Tuesday, per yard

Record Values in Black Silks

Black Duchesse Failletes, 2000 yards of a superior grade; more highly finished than failletes usually are, giving splendid appearance with good wear; 36 inches wide. On bargain

Exceptional dollar Satins; 36 and 38 inch widths; some of the nicest satins ever shown at the money; perfect tailoring, cloths for one of the best makers. On sale Tuesday

Several finishes in Black Dress Satins, including weaves from C. J. Bonnet; 36 in. and 38 in. All good \$1.35 values in the usual way. Sale price

39-inch Black Duchesse Mouseline, the balance of this popular fast selling satin; bought at a clearing price. Regularly \$1.50. Tuesday for

Black Mole Velours, in 40-inch, nicely marked moires; 1000 yards of \$2.50 grade. On sale Tuesday

Black Figured Silk Crepes de Chine; 36 and 40 inches; fabrics that are most desirable for summer wear; the balance of stocks clearing at, per yard

Dress Linens at Half Price

Natural and White Crashes; 36 inches wide; for ladies and children's wash dresses, dust coats, etc. Regularly 25c and 35c yard. Sale price Tuesday, yard

Clearing all our natural and thread about Dress Linens; width 36 inches. Regularly 50c yard; at this low price, yard

Circular Pillow Cotton, greatly reduced; closely woven, and free from filling; will launder nicely; 44 inches. Regularly 24c yard. Tuesday, yard, at

Hemmed Sheets clearing at \$1.49 pair. Plain bleached sheet, good sturdy quality; these come in two sizes, 72 x 90 or 80 x 90 inches. Tuesday, pair

Damask Table Cloths; all pure linen; in pretty floral and conventional designs; size 2 x 2 1/2 yards. Tuesday

80 Horrocks' Fine Cotton reduced to 25c yard; Macapollan, for making women's and children's dainty undergarments, etc.; 42 inches wide. Regularly 35c yard. Tuesday, yard

150 and 160 White Drill, clearing at 10c yard; nice fine quality for dainty wash dresses, aprons, etc.; 30 inches wide. Regularly 15c and 16c yard. On sale Cotton Counter, Tuesday, yard. 10

Popular demand is met at every point in the various lines of Midsummer merchandise listed on this page. Especially seasonable are the offerings in the Millinery Sale, with the additional attraction of free trimming of millinery purchased Tuesday. The sales of Boots and Shoes, the furnishings, the splendid values in men's and women's wear, and the specials in the Groceries combine to make

TUESDAY THE HOUSEKEEPER'S SHOPPING DAY

Store Hours: 8.30 a.m. to 5.30 p.m. Saturdays
Store Closes at 1.00 p.m. with no noon delivery.

Straw Hats for Men and Boys

Men's Panama Hats, in smart shapes, low square crowns, with slight ridge showing over the crown, neat curling brim which can be worn up or turned down at front or side, made from selected South American braids. A \$5.00 quality. Tuesday, special



Men's Rough Braid Straw Boater Hats, high crowns, with narrow silk bands, loose bow at quarter; medium wide brims, saw edge. One of the most popular American styles, fine quality and finish. Specially priced 2.00

SILK HAT BANDS AT 25c.

In fancy patterns, good assortment of the popular color combinations. Hooks on your hat in a moment Special price

Three-Day Sale of Fine Summer Shoes

Over 10,000 pairs of High-Grade Boots, Pumps, Oxfords, Sandals, etc., for men, women, boys, girls and children. Some less than half price.

WOMEN'S "QUEEN QUALITY," "CLASSIC" AND OTHER HIGH-GRADE PUMPS AND OXFORDS, \$1.95

Plain and Colonial Pumps, Button and Laced Oxfords, Two-Eyelet Ties, etc., etc., in tan Russia calf, patent cut, gunmetal and dull kid, Goodyear welt and hand-turned soles; all sizes from 2 to 8. Regularly \$2.50, \$3.00, \$4.00 and \$4.50. Three-Day Sale, Tuesday

WOMEN'S PUMPS AND OXFORDS, TUESDAY, 95c.

If you wear size 2 1/2, 3, 3 1/2 or 4, now is your chance to secure two or three pairs of good shoes at an exceptionally low price. There are pumps without straps, pumps with ankle and instep straps, and button and laced Oxfords. All popular leathers and fabrics. Regularly \$1.95, \$2.50 and \$3.00. Three Days' Sale, Tuesday

HIGH-GRADE COLONIAL PUMPS, \$2.95

Exclusive, perfect fitting shoes, made in the up-to-date Colonial style, with neat buckles and tongues, selected patent cut vamps, with black brocade quarters, medium weight, flexible hand-turned soles, newest kidney heels. All sizes from 2 1/2 to 7. Regularly \$4.00. Three Days' Sale, Tuesday

MISSIES \$2.25 TO \$3.00 "CLASSIC" PUMPS AND OXFORDS, \$1.75

These are the highest grade shoes made in Canada. They are all beautifully finished, and made on neat, comfortable lasts, with medium or full round toes. There is tan Russia calf and gunmetal calf, in dressy little pumps without straps; they have Goodyear welted soles and low heels, and are finished with tailored bows; neat laced Blucher Oxfords, with medium weight McKay-sewn soles and low heels; are also made in gunmetal calf and tan Russia calf. Sizes 11 to 2. Regularly \$2.25, \$2.50 and \$3.00. Three Days' Sale, Tuesday

BAREFOOT SANDALS

Cream American elk and tan leathers, open vamp, two straps and buckles; reinforced soles; easy fitting and cool:

Sizes 12 to 2. Three Days' Sale, Tuesday

Sizes 5 to 7. Three Days' Sale, Tuesday

Sizes 8 to 11. Three Days' Sale, Tuesday

Sizes 2 to 5, no heel. Three Days' Sale, Tuesday

MEN'S \$4.00, \$4.50 AND \$5.00 BOOTS, \$2.85

Over two thousand pairs; every one made with Goodyear welted soles, in the newest and most popular lasts; button and laced styles; patents, tans and black leathers; all sizes from 5 to 11. Regularly \$4.00 to \$5.00. Three Days' Sale, Tuesday

MEN'S \$4.00 OXFORDS, \$1.95

800 pairs Men's Patent and Tan Calf Oxfords, in button and laced styles; Goodyear welted soles; high or low heels. Sizes 5 to 10. Regularly \$3.50, \$4.00 and \$4.50. Three Days' Sale, Tuesday

Telephone orders filled as long as sizes last.

Women's Bathing Suits \$2.25

Fine navy blue lustre; waist and bloomers in one, with separate skirt; or waist and skirt in one, with separate bloomers; white lustre or striped silk trimming. Sizes 34 to 42 bust. Tuesday special, 2.25 (Phone orders filled).

\$4.50 and \$5.00 Sweater Coats \$2.50

Beautiful models from our regular stock; finest pure wool, fancy or plain knitted, high or V neck, or shawl collar, patch pockets, pearl buttons; colors white, red, navy or gray; sizes 34 to 44 bust. Regularly \$4.50 and \$5.00. Tuesday



Men's Hosiery for Summer

Men's Lisle Thread Socks, seamless, double stitched heel, toe and sole; black, tan, navy, gray; sizes 9 1/2 to 11. Regularly 25c and 35c. Tuesday, 10c pair, 3 pairs 55c.

Men's Cashmere Socks; the lot consists of Pen-Angle seconds, in black and tan, also black llama cashmere; all sizes. 35c value. Tuesday, pair

Infants' and Children's Socks—Lisle thread, with fancy tops; an imported line in a variety of patterns and colors; sizes 4 to 8 1/2. Regularly 20c. On sale Tuesday, pair, 12 1/2c

Boys' and Girls' Black Cotton Stockings—1-1 ribbed, with elastic knee, sole, heel and toe; sizes 5 to 10. Special, Tuesday, 19c; 3 pairs 55c.

Men's Two-Piece Suits \$5.95

Broken lines of two-piece Outing Suits to clear below cost prices. Light-weight English tweeds; a few homespuns, in light greys, and number of suits in medium dark grey colors; the coats are single-breasted, and the trousers have cut bottoms, and belt straps; neatly tailored throughout. These suits would sell in the regular way at \$8.50 and \$10.00. Tuesday

Worsted Pants, at \$2.00—English Worsted Cloth, in dark grey and medium shade of brown in stripe pattern. These trousers are neatly tailored with five pockets and belt straps. Sizes 34 to 42. Special

Men's \$12.50 Blue Suits—Made from an English clay-twill worsted cloth, in a medium twill, a cloth that cannot be surpassed for good wearing qualities. The coat is a good fitting, single-breasted, two-button model. The vest is single-breasted. Fine twill mohair, Hains and best tailoring. Sizes 34 to 44. Price

Boys' Norfolk Blazers for Summer Wear—Regularly \$4.50. Smart single-breasted style, belt at waist, yoke, pleats down hips and back. Blue and black, yellow and black and blue and white, but not in all sizes. Sizes 28 to 38. Tuesday

Boys' Linen Finished Duck Wash Suits—Single-breasted Russian style with wide sailor collar, belt and elastic bottom bloomers. Very neatly finished. Sizes 2 1/2 to 6 years. Tuesday

Men's and Boys' Furnishings

Men's Combinations, odd lines of English natural wools, best known makes in summer weights, lisle and silk regulars, French lisle threads, genuine Aertex and the very finest quality halibraggan. Sizes 34 to 44. Regularly \$2.00, \$2.50, \$3.00, and \$3.50. To clear, Tuesday, a pair for

No phone or mail orders for these sizes 10 am.

Men's Four-Ounce Duck Shirts, a large roomy garment, double eared throughout, just the kind to wear on your summer vacation, has a reversible collar, a pocket, and strong pearl buttons; colors white, light tan, and pearl grey; sizes 14 to 18. Special, Tuesday

Boys' Duck Shirts in a tan shade, very serviceable. Sizes 12 to 14. Regularly 75c. Tuesday

Boys' Plain White Open Mesh Combination Underwear, a splendid garment, well made throughout, closed crotch, wide back flap, short sleeves and knee length. Sizes 22 to 32. Regularly \$1.00. Tuesday

Carpets at Reduced Prices

Included are Oriental designs and many different colors, as well as attractive effects in floral and conventional styles; a splendid saving can be made by buying on Tuesday.

\$3.50 EXTRA FINE QUALITY IMPORTED AXMINSTER AND WILTON CARPETS AT \$4.15.

\$2.75 English Axminster and Wiltons. Tuesday, a yard

\$2.50 English Axminster, heavy quality. Tuesday, a yard

\$1.75 and \$1.50 English Axminster. Tuesday, a yard

\$1.50 Special Quality Axminster. Tuesday, a yard

\$1.50 and \$1.65 Best Brussels. Tuesday, a yard

\$1.25 Brussels. Tuesday, a yard

\$1.00 Brussels. Tuesday, a yard

Cut Prices on Furniture

Dresser—In rich golden quarter-cut oak finish, has three long, deep drawers, fitted with brass handles, large British bevel mirror. Regularly \$7.50. Special

Dresser—Made of selected elm, golden oak finish, has three long drawers, brass handles, good castors, British bevel mirror at back. Regularly \$6.25. Special

Chiffonier—In golden quarter-cut oak finish, has five deep drawers with brass handles. Special

Chiffonier—Genuine mahogany veneered, "Colonial" design, has two and four deep, long drawers, fitted with wood pulls, British bevel-mirror at back. Regularly \$41.00. Special

Dresser to match above chiffonier, in genuine mahogany veneered, has two short drawers and two long drawers, large British bevel mirror. Regularly \$46.00. Special

Iron Bedstead—in pure white enamel, has strong pillars with brass casters at head and foot ends, fitted with strong castors, supplied in all sizes. Regularly \$3.00. Special

Mattress—Well filled with elastic cotton felt, roll-stitched edges, neatly tufted and covered in good quality art ticking. Regularly \$7.50. Special

Pillows—Well filled with mixed feathers. Special, pair

Bed Spring—The frame is made of kiln-dried hardwood, woven wire steel springs, well supported, supplied in all sizes. Regularly \$2.00. Special

Extension Couch Bed—The frame is made of heavy steel angle, finished in gold bronze, spring in close-coil woven wire, suspended with oil-tempered helical springs; it is easily extended from couch to bed and can be made into two separate couches by raising at couch and separating when extended; mattress is tufted and covered in green denim, with valance at front and both ends; can be transformed from couch to bed in a few seconds. Regularly \$22.00. Special

Refrigerator—The case is made of thoroughly seasoned kiln-dried hardwood, finished in golden color, have plain raised panels and springing brass brass lever locks and hinges, self-retaining castors, cleanable floor, provision and ice chamber, lined with galvanized iron, removable provision shelves, strong ice rack, metal syphon, trap on bottom of drain pipe.

Refrigerator—23 1/2 inches wide, 20 1/2 inches deep, 45 1/2 inches high, galvanized lined. Special, \$14.25. White enamel lined, special, \$16.25.

Refrigerator—25 1/2 inches wide, 18 1/2 inches deep, 42 1/2 inches high, galvanized lined. Special

Refrigerator—29 inches wide, 19 inches deep, 48 inches high, galvanized lined. Special, \$11.50. White enamel lined, special, \$12.50.

Verandah Chairs—The frames are made of seasoned hardwood and can be supplied in red, green or natural finishes.

Verandah Rocker—Has double woven cane seat and back. Regularly 1.90

Verandah Arm Rocker—Has deep woven cane seat and high cane back. Regularly 2.49

Verandah Arm Chair—To match above rocker. Regularly 2.49

Telescope Folding Camp Cot—The frame is made of hardwood, steel wire heavy duty; can be folded and carried under arm. Special

Folding Camp Cot and Mattress—The frame is made of kiln-dried hardwood, spring in woven steel wire, mattress and covered in green denim, art ticking. Special



Groceries for Tuesday

One car Standard Granulated Sugar, in 20-lb. cotton bags. Per bag

Choice Picnic Hams, 6 to 8 lbs. each. Per lb.

Lake of the Woods Five Rows Flour, 1/2-bag

Finest Canned Tomatoes, 3 lbs. tin

Canned Corn or Peas, 3 lbs. tin

Klondike Lemonade Powder, 3 lbs. tin

Pure Kettle-Rendered Lard, 3-lb. tin

Finest Cassava Lemons, Per dozen

Canned Raspberries, Per tin

Imported English Malt Vinegar, Imperial quart

Canned Raspberries, Per tin

Rich Red Salmon, 3 lbs. tin

Quaker Oats, Large package

Post Toasties, 3 packages

Banner Brand Jam, assorted

St. Charles Milk, Per tin

Campbell's Soup, assorted

Blue Bell Jelly Powders, assorted

Pure Gold Quick Tapioca, Chocolate and Custard Powder, 3 packages

Morton's Kipperd Herrings, in tomato sauce, Per tin

500 lbs. Fresh Village Biscuits, 3 lbs. tin

1000 lbs. Nut Milk Chocolate, Per lb.

1000 lbs. Quaker Chewin' Candy, Per lb.

1000 lbs. Creamed Almonds, Per lb.

(Basement).