

Phone Main 7841 STORE HOURS 8:30 TO 5:30 SATURDAY 8:30 TO 1 O'CLOCK NO NOON DELIVERY SATURDAY Market Adel. 6100

# SIMPSON'S INVENTORY CLEARANCE

**INVENTORY TIME!**—the very name at once conjures up visions of price reductions—quick-selling stock clearances! It is at the close of the season, when stocks are counted, that modern store-keeping methods demand that merchandise be at its lowest sum—free from oddments and other surplus lots—ready and at its best for the new season.

It is towards this objective that Simpson's has planned a period of Inventory Clearance—a succession of notable under-pricings which will bring remarkable savings to all who share in them. **TODAY** the first of the unusual groups are presented!

## 100 Chic Frocks

For Women and Misses

**21.50**

Regularly \$35.00 and \$37.50

This is one of the most important values we have offered this season. In fact, we doubt if we have ever offered more smartness, quality and variety at one low sale price. There are:

**Bewitching Taffetas** in soft, lustrous finish, and in a score of designs, straight bouffant, bolero, vested, etc. Made lovely by embroideries, in wool or silk, vivid beadings, many ruffles and flounces, rows and rows of Valenciennes laces, georgette and that latest New York novelty, organdy collars, cuffs and vests.

**Dainty Georgettes**, combined with satin or taffeta, and beautifully embroidered.

**A Few Smart Satins** alone or with tunics and over-bodices of georgette.

**Navy, French and midnight blues, black, brown, taupe** and some light summer colors are featured. "This is an Inventory Clearance." Today at, only **21.50**

Simpson's—Third Floor.

## Inventory Clearance of Silks—Season's Sharpest Underprice

Special—the Most Gigantic Sale of the Season

Hundreds and hundreds of yards of Simpson's finest quality silks—all guaranteed values offered at amazingly low figures. 8:30 buying for best choice.

**\$1.33 Natural Shantung Pongees and Ivory Jap Habutais at 94c Yard**  
3,000 yards specially selected qualities Natural Pongee, free from fillings, guaranteed to wash and wear well. 1,000 yards Ivory Jap Habutais, splendid weight for almost every use. "This is an Inventory Clearance." Today, yard ..... 94c  
(Phone orders filled while quantity lasts.)

**\$1.95 Ivory Jap Habutais, \$1.29 Yard**  
2,000 yards—extra heavy quality. "This is an Inventory Clearance." Today, yard ..... 1.29  
(Phone orders taken for this number.)

**\$1.95 Ivory and Pink Wash Satins, \$1.69 Yard**  
Evenly woven—bright, lustrous finish—shades of flesh and rose pink. Splendid for underwear—36 inches wide. "This is an Inventory Clearance." Today, yard ..... 1.69

**\$2.95 Colored Wash Satins, \$1.98 Yard**  
One of our leading offerings. Many colors, including four shades pink, sky, full blue, maize, Nile, old rose, sand, gold, French blue, black, etc. 36 inches wide. "This is an Inventory Clearance." Today, yard ..... 1.98

**\$2.95 and \$3.50 Ivory Wash Satins, \$2.79 Yard**  
Our special "pichise" finish for sports skirts—guaranteed to launder perfectly and will not "pick up" in washing. "This is an Inventory Clearance." Today, yard ..... 2.79  
(Phone orders accepted for this item.)

**\$8.50 and \$10.00 Ivory Tricolette, \$6.95 Yard**  
Just a limited quantity of this wonderful fabric at an amazing low price. Will launder perfectly. 36 to 40 inches wide. "This is an Inventory Clearance." Today, yard ..... 6.95

**\$2.88 French Silk Crepe Georgettes, \$1.95 Yard**  
Almost every wanted shade, including pink, ivory, navy blue and black—40 inches wide. "This is an Inventory Clearance." Today, yard ..... 1.95

**\$2.95 Silk Crepe de Chine, \$2.24 Yard**  
Extra heavy quality—will give utmost satisfaction in wear—colors include two shades pink, four shades navy, black, ivory, open, sand, myrtle, peach, old rose, ocean blue, Nile, etc. "This is an Inventory Clearance." Today, yard ..... 2.24

**\$2.95 and \$3.50 Colored Dress Satins and Taffetas, \$2.24 Yard**  
Swiss and French manufacture—from our stock—wide range of colors—36 inches wide—a wonderful line of Satins and Taffetas marked down for one day's selling only. "This is an Inventory Clearance." Today, yard ..... 2.24

**\$3.50 Black Silk Satin Duchesse, \$2.55 Yard**  
3,000 yards—heavy quality—pure stein-dyed—bright, lustrous finish—guaranteed for wear—36 inches wide. "This is an Inventory Clearance." Today, yard ..... 2.55

Simpson's—Second Floor.

## Noteworthy Inventory Clearance Reductions in Dress Goods

**\$6.00 and \$6.50 Wool Jerseys, \$4.39 Yard**  
Navy, taupe, mouse, beaver, fawn, rose, nigger, peacock, French blue, and black. 52 to 54 inches wide. "This is an Inventory Clearance." Today, yard ..... 4.39

**\$5.00 and \$6.50 Broadcloths, \$4.39 Yard**  
Our finest qualities—navy, nigger, Russian, wine, purple, amethyst, and black—50 to 54 inches wide. "This is an Inventory Clearance." Today, yard ..... 4.39

**\$1.50 and \$1.95 Brocaded Sateens, \$1.37 Yard**  
4,000 yards—our best grade—satin-finished—brocade and novelty printed designs—pretty patterns—newest colorings—38 to 40 inches wide. "This is an Inventory Clearance." Today, yard ..... 1.37

**\$5.50 to \$6.50—Finest Botany Serge, \$4.95**  
Lovely soft finished British Botany Serge—guaranteed fast indigo—54 inches wide. "This is an Inventory Clearance." Today, yard ..... 4.95

**\$2.44 and \$2.79 "West of England" Serge, \$2.29**  
Dark shades—40 to 42 inches wide. "This is an Inventory Clearance." Today, yard ..... 2.29

**1,000 Yards Black Farmer's Satin, \$1.18**  
Made from the finest Egyptian cottons in deep, rich, full blacks. 54 inches wide. Greatly reduced. "This is an Inventory Clearance." Today, yard ..... 1.18

**British College Serge, \$1.59**  
Pure wool, fine twill British College Serge—38 inches wide—shades of medium and dark navy—priced far below regular value. "This is an Inventory Clearance." Today, yard ..... 1.59

**\$1.89 and \$1.95 Silk Warp Poplins, \$1.59 Yard**  
4,000 yards—our regular high-grade silk warp poplins—36 inches wide—upwards of 20 wanted shades. "This is an Inventory Clearance." Today, yard ..... 1.59

**\$1.25 Silvasheen Sateens, 88c Yard**  
1,000 yards imported British Sateen—finest Bradford dyes—splendid color range, including black—38 to 40 inches wide. "This is an Inventory Clearance." Today, yard ..... 88c  
Simpson's—Second Floor.

## Extraordinary! Silk Lingerie! Some Less Than Half!

**\$1.50 to \$5.00 Camisoles, 88c to \$2.48**      **\$4.50 to \$14.00 Underskirts, \$2.68 to \$6.98**  
**\$4.50 to \$15.00 Envelope Chemises, \$2.68 to \$6.98**      **\$7.50 to \$25.00 Nightgowns, \$4.95 to \$11.98**

Some of the loveliest garments in our lovely collections are included in this special selling, and the fact that the quantity is limited makes it doubly important that you should be here when the gong goes today for best choice.

Most of them are of silk or washable satin, with a few in crepe de chene. Trimmings of fine laces, ribbons, flowerets, hemstitching, etc., add charm. No phone or mail orders, please.

**Women's \$1.50 and \$1.75 Bloomers, \$1.18**  
They are made from fine cotton, finished with elastic at waist and knee, and come in pink, sky or white. Today ..... 1.18

**Women's 75c to 95c Combinations, 58c**  
Those women who can wear sizes 34 to 38 should be quick to take advantage of this extra special offering. The garments are made of fine ribbed cotton, finished with heading at neck, with wide lace-trimmed drawers. Today ..... 58c

**\$1.75 Envelope Combinations, \$1.19**  
Cool, smart and good fitting. Made from fine ribbed cotton, the low neck and arms finished with heading or knit tubular edgings. Sizes 34 to 44. Today ..... 1.19

**Women's \$1.50 to \$2.50 Brassieres, \$1.19**  
Samples—odd balances—in a host of wanted styles. Some are of strong cotton with lace or embroidery yokes, others are combinations of silk and lace, still others are in bandeau style of fine net. Sizes 34 to 44. Today ..... 1.19

**\$3.50 and \$4.50 Corsets, at \$2.25**  
Another excellent grouping of odd balances and broken lines. Made of fine coutil with medium or low bust, lace or embroidery trimmed. Some have elastic inserts. Sizes 20 to 30. Greatly reduced, today ..... 2.25  
Simpson's—Third Floor.

## Ten-Day Inventory Clearance of All Lingerie Waists, Commencing Today Madam! 1,000 Fine Voile Waists at \$1.89

This first of a series of wonderful sales in new and fashionable waists, offered at the precise moment when such styles are most needed, offers for the first day—

**1,000 Sheer White Voiles in a Wonderful Array of 50 Individual Styles**  
These, daintily trimmed with fine laces and embroideries, or beautifully tucked. Long, half or very short sleeves. Sizes 34 to 44.

Special facilities for quick buying have been arranged for. Be here at 8:30 a.m. sharp for best choice. "This is an Inventory Clearance." Today, at ..... **1.89**  
Simpson's—Third Floor.

## \$12.00 Trunks at \$9.95

Canvas-covered Tourist Trunks, as cut, with straps—tray—good lock and fasts. Sizes 32, 34 and 36. \$12.00 value. Today, special ..... **9.95**

## Club Bags, \$4.95

Smart Fabrikoid Bag—walrus or crepe grain—rubber cloth lined—pockets—double high handles. Sizes 16 and 18 inches. Regularly \$5.95 and \$6.50. Today ..... **4.95**

## Suit Cases, \$4.75

Fibre Suit Case—deep and strong—with outside and inside straps—shirt pocket. Sizes 24 and 26 inches. Today ..... **4.75**  
Simpson's—Sixth Floor.



## Misses' Coats \$29.75

Lovely coats for present and early autumn wear at a sale price which spells genuine economy. Developed in velour and cheviot velour, and half and full lined with silk or satin. Box inverted and fine pleats, chenille and silk stitchings, self and fancy buttons, novelty cuffs and narrow belts on some—others are made with full sweep of back and belted fronts—trimmed with silk stitchings and buttons.

Shades of taupe, brown, Pekin, French or navy blues and olive. Sizes 14 to 20 years. Extra-special value, today ..... **29.75**

Simpson's—Third Floor.

**The SIMPSON Company Limited**

## Little Girls' \$3.50 to \$5.00 Pullover and Sweater Coats

**\$1.95**

Sizes 2 to 10 Years

500 only—in dozens of styles. Mostly pullover styles, but a few sweater coats in smaller sizes are in the assortment. Colors include coral, sage, navy, white, old rose, maize, hunter green, turquoise, Copenhagen, Nile, American beauty and chocolate brown. "This is an Inventory Clearance." Today ..... 1.95  
No Phone Orders, Please.

## \$1.35 Forsyth Combinations, 65c

Athletic Style for Boys and Girls.  
Cool, summery undergarments of fine white cambric, nainsook and nainsook, for boys and girls of 2 to 10 years, and for girls of 11 to 14. "This is an Inventory Clearance." Today ..... 65c

## Infants' \$4.75 and \$5.50 Short Coats, \$2.65

Washable wide-wale white pique, made on smartly tailored lines and satin lined throughout. Prettily trimmed with pearl buttons, novelty collars, and waist belt. Sizes 6 months, 1 and 2 years. "This is an Inventory Clearance." Today ..... 2.65

## Girls' \$4.50 Regulation Dresses, Half-Price

Made in White Sailor Fashion.  
Splendid wearing quality white jean, popular regulation style, with wide box pleats from yoke to hem at front and back—sailor collar and cuffs are trimmed with wide braid, white opening at neck is tied with sailor cord and tassels—separate belt and kercher pocket—sizes 6 to 14 years. "This is an Inventory Clearance." Today ..... 2.25  
Simpson's—Third Floor.

## Women's Tub Suits—Reduced

**Cotton Suits, Now \$12.50 and \$15.00**  
**Silk Suits, Now \$25.00 and \$27.50**  
Beach cloth, cotton gabardines and natural rajah silks in several attractive, easily tubbed styles. Sizes 34 to 42.

## Women's Coats, Priced Low to Clear, \$19.50

Sports, three-quarter or full length garments for every occasion. Made from velours, serges and mixtures in sand, rookie, open, or Pekin blue. Broken sizes. Reduced from various higher prices for rush clearance, today ..... **19.50**  
Simpson's—Third Floor.

## Mattresses and Springs

**\$12.75 MATTRESSES, \$12.95**  
Mattresses of blown cotton, diamond tufted, roll edge, deep border with handles on sides, good art ticking, all sizes. Regularly \$15.75. August Sale **12.95**

**\$19.75 MATTRESSES, \$14.95**  
Felt Mattresses, built in layers, double size mattress, weigh 45 lbs., also in other sizes, roll edge, deeply tufted. Regularly \$19.75. August Sale ..... **14.95**

## Springs at \$4.95, \$8.00 and \$10.00

Spring, all-metal frame, cable edge, closely woven wire fabric, well supported, all sizes. August Sale ..... **4.95**  
Spring, all-metal frame, high angles, cable supports on edge, lock weave, all sizes. August Sale ..... **8.00**  
Spring, double-woven wire fabric, lock weave, heavy rope edge, all-metal frame. August Sale ..... **10.00**  
Simpson's—Fifth Floor.

## "Home-Maker" Sewing Machine

Just Today **\$39.95**



This is an extra low introductory price and will be offered for the one day only. During the balance of the August Sale the price will be \$42.50, and after that \$49.95. The "Home-Maker" is a high-grade machine, oak finished case, five drawers, drop lift head, positive feed, dust caps over needle and presser bar, automatic tension release, two spool pins, improved automatic bobbin winder, guaranteed for ten years, full set of attachments.

No extra charge for Home-lovers' Club terms.  
Simpson's—Sixth Floor.

## \$12.50 English China Tea Sets \$7.95

Three-Piece Set.  
Lovely English Chinaware in a facsimile of the famous Crown Derby pattern. The set includes teapot, sugar bowl and cream jug. The teapot has silver-plated cover. Special today, set ..... **7.95**

## \$2.85 Butter Dish With Knife, \$1.75

Heavily silver-plated dish with pierced border, bright finish, glass lined, open style. Silver-plated butter knife. Today ..... **1.75**

## 85c Silver-Plated Bon Bon Dishes, 69c

Dainty little dishes for nuts or candy, open design, with pierced border and bright finish. Today ..... **69c**  
Simpson's—Main Floor.

SACRI...  
ROBI...  
PROB...  
COUNSEL...  
AGREES...  
STORY...  
UPON H. HART...  
TORONTO FROM...  
HAVING REGARD...  
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