

## Going In for a Dip?

75c to \$1.00 Bathing Caps, 49c

Don't waste time drying your hair after a dip in the lake—wear one of these close-fitting, smart-looking Bathing Caps. There are all sorts of pretty bow and buckle effects, as well as plain diving models. Excellent quality rubber. Today ..... 49c  
Toilet Goods Dept.—Main Floor.

## SIMPSON'S

Telephone Main 7841 Store Hours 8:30 to 5:30; Saturday 8:30 to 1 p.m. Market Adel. 6100  
No Noon Delivery on Saturday

## Tuck a Veil in Your Suit Case

\$2.00 and \$2.25 Shetland Veils, \$1.33

195 sample veils of fine soft quality, in colors of black, navy and taupe. They are in large or small mesh with fancy borders. Midsummer Sale, special ..... 1.33  
Simpson's—Main Floor.

## Handsome Model Frocks Half-Price

In Simpson's Salons for Imported Gowns  
Regularly \$52.50 to \$145.00, at \$26.25 to \$72.50

Many a woman or miss who has secretly longed to possess one of these exclusive frocks, but who felt the original price a bit too high, will be able to satisfy taste and purse alike in this great half-price selling. And the best of it is, these dresses are equally charming for afternoon or dressy vacation wear now, and for the informal gatherings of early autumn.



There are softest navy taffetas, elegantly embroidered and beaded or combined with lace or with printed georgette.

Filmy georgette frocks in pastel tones and white, weighted with crystal beads in rare designs.

Printed georgettes in unique patterns and rich colorings—their designs often outlined in beads and trimmings of taffeta or satin.

A few stunning sports frocks in outdoor silk and bright or natural colorings.

Every frock possesses some different, artistic touch, the hall-mark of distinction, yet each is exactly half-priced for the Midsummer Sale, \$26.25 to \$72.50.  
Simpson's—Third Floor.

Every Pair From Our Regular Stocks at \$9.00  
Women's Smart Patent Oxfords  
\$5.50

An 8:30 clearance of just 300 pairs! Patent Colt Oxfords of very "dressy" appearance, splendidly made and finished, and good fitting. Baby Louis heels of covered wood, and dainty turned soles that will wear well because they are of oak tanned leather. There are all sizes from 2½ to 6 to start the sale, but a price reduction such as this will undoubtedly result in a rapid selling, and, to be sure of your size, come at 8:30. Big Midsummer Sale special, pair ..... 5.50



Women's White Canvas Boots,  
Today, \$5.00

Queen Quality Boots, of fine white Sea Island duck, with Goodyear welt sole (white felt), and covered Spanish heel of medium height. Sizes 2½ to 7. Today ..... 5.00

See the "Clearaway Tables" in the Shoe Department

Frequently there are odd lots or broken lines, too small to advertise. These are placed on special tables, and extra low-priced for quick selling. Always make it a point to see the "Clearaway Tables" when you come to the store.

## Men! Dr. Griggs' Comfort Shoes, Special \$8.75

The Regular Selling Price is \$10.00

Men who insist upon foot comfort—here is your day! Dr. Griggs' well-known Comfort Shoes are finely modeled from soft black kid, with strong soles of tough tanned leather. They are scientifically designed with every consideration towards the comfort of the wearer. Midsummer Sale, today, pair ..... 8.75

## Boys' Boots, Special, \$3.85

Offering an assortment of Boys' Boots of the better kinds at a saving price. Sizes 1 to 5½. Midsummer Sale, pair ..... 3.85  
No Phone or C.O.D. Orders on Sale Footwear, please.  
Simpson's—Second Floor.

Sale Today! British All-Wool Serges, Navy and Black, \$1.87 Yard

Colors Are Guaranteed Fast Quality

This is a very low price for British All-Wool Serges. These are in a fine twill weave—one of our special quality serges that at the regular price, \$2.24, is EXCEPTIONAL value, but is now specially reduced as a big Midsummer Sale feature for a bargain table on the Main Floor—near the Queen Street elevators, Main Floor. Yard ..... 1.87

## \$3.50 and \$4.00 Black Silk and Wool Poplins, \$2.95

Deep full blacks, of heavy weight quality, for smart dresses and skirts. 40 inches wide. Regular \$3.50 and \$4.00. Midsummer Sale, today, yard ..... 2.95

## \$1.50 Silk-Finished Lustre, \$1.24 Yard

Special sale today of high-grade silk-finished Lustre for bathing suits, skirts, dresses, etc. Fine, rich sheen. Navy and black of guaranteed fast dyes. 40 and 42 inches wide. Regularly \$1.50. On sale, yard ..... 1.24

## \$1.50 Striped Kremlane Flannel, 94c Yard

Fashionable for summer sports skirts and for suits and waists. This quality has a small percentage of cotton. Guaranteed to launder satisfactorily. 30 inches wide. A number of smart stripes in black, navy, rose, green, gray or sand on cream ground. Special selling, yard ..... .94  
Simpson's—Second Floor.

Suit Cases  
Special \$4.95

Japanese Matting Suit Cases. Made on strong, light wood frames, and with edges all neatly bound. Chintz lining. Shirt pocket. Size 24 x 26 in. Special ..... 4.95

Trunks, \$11.95—High, square canvas tourist trunks, with fibre-bound edges. Two trays, good fasts and lock. Sizes 34 and 36 in. Midsummer Sale ..... 11.95  
Simpson's—Sixth Floor.

Framed Pictures  
98c

Regularly \$1.49 and \$2.50

An important sale for two reasons—the substantial saving and the large assortment of subjects from which you choose. An interesting variety of landscapes and old masters, done in color or sepia, with gilt or oak frames, and some with gilt mat. Sizes 9 x 17, 11 x 15, 14 x 34 inches. Regularly \$1.49 and \$2.50. Midsummer Sale, today ..... .98  
Simpson's—Sixth Floor.

Nairn's Scotch  
Inlaid Linoleum  
\$2.45 Sq. Yd.

If it is long wear and continued good appearance you want, then you naturally turn to linoleums of the inlaid kind, for the patterns go right through to the burlap back, and stay bright and new-looking as long as the linoleum itself lasts. Obtainable here in a range of patterns, adaptable to every artistic and practical floor requirement, and in a 6-yard width, which makes possible the covering of nearly all floors without a seam. Square yard ..... 2.45  
Simpson's—Fourth Floor.

Bedroom Rag  
Rugs  
Midsummer Sale  
\$12.50

These rugs will give every satisfaction, both in wear and color, and remain perfectly flat on the floor. Made of double woven heavy material, in plain rose, with gray border, and plain blue with fawn border. Size 7 x 4 feet. Midsummer Sale, today ..... 12.50  
Simpson's—Fourth Floor.

Simpson's  
Palm Room

Luncheon in Simpson's Palm Room is such a delightful affair. Our slogan: Good Food, Courteous Service.

Extra! Women's \$7.50 to \$10.50 Lovely Silken  
Undergarments Reduced to \$5.95

Loveliest garments imaginable, and as dainty as can be—the sort that are tucked away in trousseau chests, whether a wedding is in the air, or just a mere vacation trip is being planned.

—The Nightgowns of soft washable white and maize satin are adorable with their neat was shirring and fluttering lingerie bows.  
—The Crepe de Chine Envelope Chemises feature hand embroideries, scalloped edges, and ribbon-run buttonholes. Flesh and white.  
—The Underskirts of white crepe de chine may be had with a flouncing of fine lace or a plainly hemstitched bottom.

This will be a brisk sale, probably all too short—so be on hand early today ..... 5.95

## Women's White Cotton Nightgowns, \$1.39

This is the fortunate result of a special purchase of fine white cotton Nightgowns. They have short sleeves, and are prettily trimmed at the neck with fine lace. Sizes 56, 58, 60. Today ..... 1.39

## Women's \$1.75 and \$2.00 Drawers, \$1.19

Soft white cotton, made in wide umbrella style, so cool and comfortable for hot weather wear. They have a full frill of dainty Swiss embroidery or lace. Both styles. Today ..... 1.19

## Women's \$1.50 Knitted Combinations, \$1.19

Taken directly from stock of finely ribbed white cotton garments. The low neck has beading and draw-string. Sleeveless effect, and wide lace trimmed drawers. Sizes 34 to 44. Today ..... 1.19

## Clearaway! \$6.00 to \$8.00 Corsets, \$4.49

This is a remarkable opportunity to get a pair of high-grade Corsets at a price very much less than their regular value.

—Odd sizes and slightly counter-soiled models.  
—Materials are fancy brocades and coutil, in pink or white.  
—Styles for average or full figures.

—Best of workmanship and boning in every model.  
—Sizes 19 to 30, but not in any one line.  
Extra special, today ..... 4.49  
Simpson's—Third Floor.



## Women's Serviceable Topcoats \$25.00

One of the Many Splendid Advantages of Simpson's Midsummer Sale

They are broken sizes and odd coats from regular stock of various higher prices. Thus there are so many designs that choice should be quickly and satisfactorily made at the low sale marking.

Materials include polo cloths, fine serges, chevots and velours. Colors navy, sand, rookie or black, and sizes 34 to 42 in the lot. Midsummer Sale, today 25.00

Advance Shipments of Autumn Suits Are  
Arriving

They foretell the mode and reflect the Midsummer Sale in their special pricings. Several tailored and semi-tailored designs, showing the new 34-inch coat, usually belted and trimmed with flat or cord tuckings, narrow panels, saddle-stitchings and braid-bound convertible collars.

Navy, brown or black, and a complete range of sizes, 34 to 42. In botany serge, price, \$45.00; in fall weight gabardine, \$50.00 and \$57.50.  
Simpson's—Third Floor.

Children's Whitewear and Dresses  
Half-Price

Regular Values 35c to \$10.00. Sale Prices Today, 17c to \$4.95.

No Phone Orders on This Item, Please.  
Big clearance of manufacturers' sample lines and broken lots, including also slightly soiled garments from our regular stock. Fine materials, with lovely laces and embroideries to trim them.

## IN THE LOT THERE ARE:

Infants' Long Robes and Skirts.  
Infants' Short Dresses and Skirts.  
Children's Drawers, Princess Slips, Nightgowns and Combinations.  
In sizes from infants' to 14 years, but not in each garment.  
Girls' White Dresses, sizes 2 to 10 years, but not in each style.

All half price, today ..... 17 to 4.95

Girls' Wash Frocks, Half-Price  
Today, \$2.25

Smart Dresses of gingham or chambray, for girls of 6 to 14 years. The woven ginghams are in pink, blue and brown effects, and the chambrays are solid pinks or sage blues. Empire styles, with smart collars, waist belts and novelty or patch pockets. Regularly \$4.50. Midsummer Sale, today ..... 2.25

Little Boys' Oliver Twist Suits,  
Special, Today, \$6.50

Excellent little suits that will stand any amount of wear. Finest quality pure wool jersey knit, trimmed with large white pearl buttons down front, around waistline, and on cuffs and knees. Loose knee pants, buttoning on at waist. Sizes 2 to 8 years. On summer sale, today ..... 6.50  
Simpson's—Third Floor.



The Robert SIMPSON Company Limited

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