

AT SIMPSON'S—Women's High-Class Dresses Half Price!

No C.O.D.'s,
No Refunds
No Exchanges
On Reduced
Ready-to-Wear.



Sale Begins at 9.30 a.m. Today

Exclusive styles, including many individual New York models, the popular shades, materials satins, georgette crepes, taffetas and crepe de chine.

\$57.50 Dresses	\$45.00 Dresses	\$37.50 Dresses	\$35.00 Dresses	\$30.00 Dresses	\$25.00 Dresses
28.75	22.50	18.75	17.50	15.00	12.50

Quite impossible to give you any adequate idea of the smartness and extraordinary value of the dresses offered for today. Needless to say it is an opportunity that should not be missed. There are soft satins, taffetas, crepe de chine and georgette—alone or in delightful combinations. There are only 75 dresses, assorted in sizes, so we advise you to be here on the stroke of 9.30 a.m. No exchanges, no refunds, no C.O.D.'s.

Women's Coats Half Price

100 of them, in a host of styles, featuring everything from smart low-priced coats to stunning high-class models. Designs and colors to suit every woman. Prices to agree with every purse. On sale today at following half prices:

\$45.00 Coats	\$22.50	\$30.00 Coats	\$15.00
\$40.00 Coats	\$20.00	\$27.50 Coats	\$13.75
\$35.00 Coats	\$17.50	\$19.50 Coats	\$9.75

Women's Taffeta and Serge Suits, Very Special at \$18.75

Former Price \$36.50. A two-fold opportunity this, offering the indispensable cloth suits and suits of soft taffeta for summer wear. Tailored and dressy styles, finished with smart stitchings, braid, buttons, many prettily veined and over-collared. SERGES — In colors TAFFETAS — In navy, taupe, sand, Copen, taupe, green, brown and black. Every suit a marvellous value at today's sale price, \$18.75.

Remarkable Values in Women's Wash Skirts

At 79c — White Indian Head Skirts, made with high waistline. Button down front or finished with three buttons at front closing. Patch pockets.
At \$1.95 — White Repp Skirts, with single pocket and separate belt. Stripped skirts in novelty fabrics in rose, sky, helio, grey and tan shades. Novelty pockets and girdles.
At \$2.25 — White Drill Skirts, with novelty and patch pockets and button trimming. Reg. price \$3.95. Today special, \$2.25.

Misses' Tweed Coats Half Price

17.50 Coats
8.75

Misses' Voile Frocks Moderately Priced at \$6.50

18.50 Coats
9.25



Millinery for Now

Four Unusual Values for Today

Women's Better Class Hats at \$7.85

Regularly \$10.00 to \$15.00.

Fancy Leghorns, with facings of good georgette crepe in light colors. White Italian Milans, with white trimmings. Fine Liseret Hats, in black, with white facings and trimmings. Real South American Panamas, with white or colored satin trimmings. Also a number of odd styles, fashioned from reasonable materials. All on sale today at \$7.85.

Trimmed Panamas on Sale at \$1.95

These are the finest quality butter finished Panamas, in a good variety of shapes, suitable for sports wear, including sailor, side roll, and close-fitting styles; banded with heavy silk cord ribbon, in white, navy and black. Today \$1.95.

Also Panamas Reduced to \$1.49

Fine white good shapes, including some cable edges; appropriate for sports or dress wear; beautifully finished, and regular \$1.75 to \$2.25 values. Today \$1.49.

Banded Hats at Less Than Half Price

A large variety of dark colors, in sports and banded hats; porcupine braids, liserets and Milans. Regularly priced \$3.50 to \$5.00. Today only \$1.95.

Misses' Outing Suits \$7.95

Excellent quality material, smartest style and the tailored appearance. They are made from beach cloth, in a semi-Norfolk style that is youthful and attractive. A variety of light shades. Today \$7.95.

Misses' Silk Poplin Suits \$17.50

They are made from lustrous silk poplin, as dressy as silk, noteworthy of wear. A belted style with novelty pockets and cuffs and chic button trimming. No exchanges or refunds, no C.O.D.'s. On sale at 3.30 a.m. today \$17.50.

Small Girls' Gingham Frocks \$2.49

Excellent value, regularly \$3.00 to \$4.50. Several jaunty styles, with collars and cuffs of white repp; novelty pockets and pretty buttons to make them chic. No exchanges, no refunds, no C.O.D.'s. Sizes 6 to 14 years. Today \$2.49.

10,500 Bound Books At Prices 50 Per Cent. Lower Than Market Value.

We were fortunate in being able to pick up in the English market a good stock of the regular shilling editions before the rise in price of paper and binding made it necessary for the publishers to raise their prices 50 per cent. Today these books are all 1s. 6d., instead of 1s. but we are going to offer this special purchase at the old price. Cloth bound books. Just the thing for your summer reading. The following are among the titles and authors. Per volume, 30c.

- GENE STRATTON PORTER, Laddie, Freddie, The Girl of the Limberlost, Moths of the Limberlost, The Harvesters, At the Foot of the Rainbow, JEAN WEBSTER, Daddy Long Legs, Dear Enemy, Just Patty, Jerry.
- FRANCES LITTLE, The Lady of the Decoration, ROBERT W. SERVICE, Trail of '98, O. HENRY, Heart of the West, SEWELL FORD, Shorty McCabe, Side-Stepping With Shorty, W. J. LOCKE, Septimus, J. J. BELL, The Lieutenant and Other, SERGEANT MICHAEL CADDY, ROBT. W. CHAMBERS, The Fighting Chance, JACK LONDON, The Call of the Wild, Iron Heel, The Scarlet Plague, The House of Pride, John Barleycorn, RUBY M. AVRES, The Uphill Road, Black Sheep, Richard Chatterton, V.C., HENRY HARRISON, Quoted, J. J. BELL, Was MacGregor Enlisted, Oh! Christina, Cupid in Oklahoma, W. W. SACOBBS, A Master of Craft, JOSEPH HOCKING, The Purple Robe, The Scarlet Woman.

June White Sale (SECOND WEEK)

600 Pairs of Summer Corsets, on Sale Today at \$2.25

Regularly Priced at \$3.00 and \$3.50 Per Pair

They are a clearance of odd lines in such well-known makes as Royal Worcester, Thomson's Glove Fitting, C. B. a la Spirite and Corset Royale. Made of fine pink or white batiste and coutil, with medium and low bust. Some have elastic inserts in bust and hip. Styles for slender, stout or medium figures, beautifully made and finished with silk ribbon, Swiss embroidery and novelty laces. Sizes 19 to 36 in lot. Regularly \$3.00 and \$3.50. Today's sale price, \$2.25.

Women's \$1.75 and \$2.00 Combinations 1.19

Women's \$2.00 Drawers 1.19

Half-Priced Women's Cotton Vests - 12c

Women's \$2.00 Nightgowns 1.39

Sample Corset Covers 18c to 88c

Women's New \$3.95 Bathing Suits

Three Wonderful Values in Embroidery

Mill Ends
Lot 1—Embroidered, 3, 4 and 5 inches wide. Pretty openwork designs in Swiss and Cambrie, excellent for practical sewing. Today, per yard, 10c.
Lot 2—Beautiful embroideries in good quality of Swiss and Cambrie, from 3 to 5 inches wide, choice patterns. Today, per yard, 15c.
Lot 3—17-inch Cambrie Flouncing Embroidery, also cambric in this lot. Neat floral patterns, 1/2-inch heading for ribbon. Today, per yard, 21c.

Better Kinds of Napkins Greatly Reduced

A limited quantity of exquisite pure linen satin, double damask, table napkins, size 23 x 23 inches. Handsome designs with spoke hemstitched hems. \$22.00 value. Dozen, \$12.75.
All Linen Satin Double Damask Table Cloths, a variety of rich designs. Size 2 x 2 1/2 yards; \$12.50 value, \$8.95.
White Turkish Bath Towels, large size, nicely hemmed; \$2.00 value, pair, \$1.25.
FINE BLEACHED COTTON LESS THAN MILL PRICE.
Madapolans, for making women's and children's undergarments, etc. Note the wide width, 45 inches, which cuts to great advantage. A limit of 20 yards to a customer. Extra special, yard, 35c.
All-Linen Huckaback Towelling, 15 inches wide; 50c value, yard, 35c.
Old-fashioned Brown Holland Linen, 23 inches wide. Splendid quality for wash dresses, motor coats, etc.; regularly 65c, per yard, 35c.

Pique Baby Carriage Robes at Half Price

A number of oddments and show pieces taken from regular stock have become slightly soiled through handling. In the lot will be found quite a number of exquisitely French hand-embroidered covers, made of finest white pique. Others are beautifully machine embroidered, and have edges trimmed with scalloping, fine laces or dainty embroideries. No exchanges, no refunds, no C.O.D.'s. Regular prices \$1.50 to \$6.00. Sale price today, 75c to \$3.00.

Children's Overall Aprons, made of strong print in various blue and white or black and white, dotted, striped or checked patterns. Sizes 2 to 6 years. Today 35c.
Wash Cloths of white Turkish towelling, 9 in. square, very soft quality. Today 50 each, 6 for 25c.
Oilcloth Bibs, cover-all style, bright clean patterns, a shoulder strap, waist straps, two pockets in front. Today, 2 for 35c.
Diaper Pads, made same shape as waterproof diapers; softly padded and quilted. Regularly 25c. Today 15c.

Initial Showing of Four New Styles in Crepe de Chine Blouses at \$2.95

The material alone is worth the price of the whole blouse, and their value is enhanced by the variety of designs and colors. Four lovely styles in main, white, champagne, flesh pink, and peach, fashioned from brilliant pure silk crepe. Pretty square and round collars, dainty buttoning and hemstitching add to their beauty. All sizes to 44. Extraordinary value at today's sale price, \$2.95.

Wash Goods Bought Early Offer Savings Now

Stocks Are Replete With Everything New---But Don't Delay---Choose Today

Voile	Gingham	Batiste	Organdy	White Voile	Beach Cloth	Suitings	Printed Voile
Fancy Printed Voiles, in small Voiles, without all-over designs. The best. Edge finish makes; 40 in. wide. Per yard, 75c.	Woven Gingham Voiles, in a variety of all-over designs, of which the best. Edge finish makes; 40 in. wide. Per yard, 75c.	Pink Battiste Mull, highly mercerized; 36 in. wide; scarce goods; much in demand. Today, yard 60c.	Swiss Organdy, all the rage in New York for summer dresses, waists, hats, collars and cuffs, etc.; all shades; 36 in. wide. Yard \$1.00.	Imported White Cotton Voiles, of exquisite texture and finish; 40 in. wide. Priced at 35c, 50c, 75c, \$1.00 and \$1.25 per yard.	Palm Beach Cloth, the real thing for men's or boys' suits; 36 in. wide. On sale today, per yard \$1.50.	Woven and Printed Voiles, in light effects, suitable for summer frocks; 36 in. wide. Reg. price 50c. Selling today, per yard 25c.	Prints and Cotton Serge Suitings, in light and dark grounds; 36 and 42 in. wide. Special for today's selling, per yard, 19c.

4 Specials in Black Silks

Black Duchess Dress Satins and fine grades in Taffeta Chiffon. Regularly \$2.50. Today, per yard, \$2.25.
Black Suiting Satins and extra fine weaves in Black Chiffon Taffetas. Special today, yard \$2.74.
Black Summer Silks, Pussy Willow Taffetas and Crepe de Chine. Regularly \$3.50. Today, per yard \$2.95.
Black Silk Suiting Failles, the finest obtainable. Regularly \$ 4.00. Today, per yard, \$3.44.

4 Specials in Dress Goods

Lustres for Dresses and Bathing Suits, guaranteed British brilliant finish, in navy, taupe, green, grey, brown, cream, etc.; 40 inches wide. Yard 55c.
Shepherd Check, in British worsted finish, also with fancy over-check in colors; 38 to 40 in. wide. Special today, per yard 65c.
Black Silk and Wool Poplin, in deep full blacks; 40 in. wide. Regular \$2.50 value. On sale in Black Dress Goods Section today, per yard \$2.00.
Silk Poplin Cord in about three fashionable shades, also ivory and black. Special today, yard \$1.55.

500 Pairs of Women's Sample Low Shoes, \$2.49



On Sale at 8.30 a.m., Today

Purchased last fall, and at a price concession of course. About 500 pairs, including pumps, Oxfords, strap slippers and colonial styles. Patent, gunmetal, kid and other leathers, with buckle; tailored bow and other fancy ornaments; wide and narrow toes, with flexible McKay and turn soles; high and low heels. Sample sizes. What an opportunity, madame! Today, \$2.49.

Women's \$9 Countess Boots at \$7.50

And we surely expect some lively selling once the sale starts. Countess Boots are fashionably cut—they're trim, neat and straight of line. Style 111 and 313, black or brown kid vamp, with field mouse lace tops; light flexible soles, covered Louis heels. Special at just \$7.50.

White Canvas Shoes at \$1.19 Pair

400 pairs of Shoes, muscled from display, go out at a fraction of the real price. A coat of white polish will make them as good as new. Pumps, colonials and other styles; wide and narrow toes; high and low heels. We cannot give the sizes, as they are a mixed lot, but it will pay to come early. You buy them away less than half. Today, pair \$1.19.

The SIMPSON Company Robert SIMPSON Limited

Kimonos Beauties of Silk and Crepe Reduced!

A beautiful lot of rich samples which we were fortunate enough to buy at a most interesting price have just been delivered from Japan, consisting of wash silks and some superb heavy silk crepe de chine; light or dark tones. They are richly hand embroidered in a gorgeous array of brilliant colorings. On sale today at the following prices:

\$10.75 Kimonos	\$20.00 Kimonos
\$7.50	\$12.50
\$12.75 Kimonos	\$25.00 Kimonos
\$8.95	\$15.00
\$15.00 Kimonos	\$27.50 Kimonos
\$10.50	\$16.50

Have You Seen Them? The New Pullover Sweaters

They are knit from pure wool yarns in a host of pretty weaves and in colorings that are rainbow-like in their variety and beauty. With or without sleeves. Specially featured in the Sweater Coat Section, Third Floor. Priced from \$4.50 to \$9.50.



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