

**IMPORTANT!**

That housewives should give their meat-buying particular attention in summer time. For "safety-first" choose in our clean, attractive market from fresh, government inspected meats. If you cannot shop yourself, phone Adelaide 6100. Your order will have the attention of experts.

# 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

**Nurses' \$3.95 Regulation Uniforms  
Friday Bargain, \$1.95**

75 only—fashioned of extra fine quality twill in two styles. One is a loose-fitting design, belted at the waist. There is a neat rounded collar, with V neck and half button cuff at the elbow. The other has the waistline effect, sleeves, reversible collar, and pocket in waist and skirt. They are fastened with pearl buttons. Sizes 36 to 44 in the Midsummer Sale, today.....  
Simpson's—Third Floor.

## Women's and Misses' Afternoon Frocks---\$37.50 to \$49.75 Values---Friday \$24.75



A wonderful collection of charming creations, fashioned with infinite skill of beautiful georgettes, crepes de chine, tricolettes and combinations of foulard and georgette---a Friday bargain of remarkable importance, offering an extraordinarily low price on frocks of high quality.

Our representatives secured these wonderful frocks in one of the most opportune transactions of the whole season. The maker's concession to us was so great that we can quote a Midsummer Sale price which is truly remarkable. Add to this that we have taken styles from regular stock at the above prices to make the sale more noteworthy still—then imagine the opportunity!

**Briefly Describing the Six Styles Which Are Pictured**

- they give a key to the whole assortment. We briefly describe them to give you some idea of the great variety:
- A—White georgette exquisitely embroidered in white and navy crystals. Ribbon girdle in navy and gold.
- B—Brown-taupe georgette veiling, brown satin and gleaming with iridescent beads.
- C—White crepe-de-chine Mushroom-pleated Skirt, embroidered in midnight blue. Bodice and girdle in blue georgette.
- D—Stunning combination of French blue and white foulard with blue georgette.
- E—Marine blue tricolette coat-bodice and pleated ivory rajah skirt (for sportswear).
- F—Flesh georgette, beautifully embroidered in self tone, with flesh silk underfrock.

Frocks for every summer occasion in styles for women and misses. Be here when the gong goes for choice at today's very low sale price.....  
Simpson's—Third Floor.



**Friday Bargains Extraordinary in the  
Midsummer Sale of Blouses**  
**Shantung Silk Middies  
Half Price---\$1.98.**

Regularly \$3.95  
Summertime is camp and middy time. Then what an opportunity is offered in these well-made natural shantung middies at just half regular price.  
They are made in the popular laced-front style, with two roomy pockets and long sleeves with turn-up cuffs. Sizes 34 to 42. The number is limited—we would advise early shopping for choice, today at.....  
Simpson's—Third Floor.

**Beautiful Lingerie Blouses  
Clearing at \$1.95**

Regularly \$2.95, \$3.95 and \$5.00  
Samples and oddments of lingerie blouses offered at an unusually low price because they are slightly soiled.  
Trimmed with dainty laces and insertions and groups of pintuckings. Round, square and convertible collars or slip-over styles. Good range of sizes to 42. Midsummer Sale, today.....  
Simpson's—Third Floor.

**Men! Cool Summer Combinations**

Tru-Knit and Watson Brands  
**\$1.98** Regular \$2.50, \$3.00, \$3.50 and \$4.00 Grades

When the manufacturers of the noted Tru-Knit and Watson Underwear for men decided upon a special clearance, Simpson's representative was on the receiving end. These wonderful savings are the result. There are 1,000 Combinations in the lot—balbriggans, meshes, merinos, lises, light-weight wool and cotton mixtures and Egyptian spun yarns—a few of them were classed as seconds because of slight oil stains or trivial defects in the making. Wherever necessary, repairs have been neatly made, and in no case is the wear of the garment impaired. Knee or ankle length—short or long sleeves—all sizes from 32 to 50, but not in every style. Friday bargain extraordinary 1.98

**\$1.00 and \$1.50  
Neckwear, Today, 49c**  
Men's and Boys' Pure Silk Neckwear, a special purchase from a large neckwear factory. Crepes, satins and all-over patterns. Greys, blues, helio, tan, greens, reds and purple shades. This lot represents an exceptional purchase at pre-war prices. Buy a generous supply now, as it will probably be months before another such opportunity comes. Today.....  
Simpson's—Main Floor.

**Women's \$3.50 and \$5 Corsets  
\$2.48**

One of the most noteworthy of these Friday bargains, because:  
—the corsets are in fashionable styles  
—they are of coutil or batiste or net  
—some even have elastic inserts  
—there are models for average or full figures  
—sizes range all the way from 20 to 28  
—they offer a saving of from \$1.00 to \$3.00  
Midsummer Sale, today.....  
**\$2.25 and \$2.50 Brassieres, \$1.48**  
All-over lace models, white cotton with heavy lace at top and bottom, bandeau style in brocade with elastic inserts. Sizes range from 32 to 44, though not in every style. Midsummer Sale, today only.....  
Simpson's—Third Floor.

**Jersey Cloth Bloomers, 59c**

These popular Bloomers will probably clear out quickly at so low a price—particularly as they are in the favored pink shade. Elastic at waist and knee. Well made. Midsummer Sale, Friday bargain.....  
**Women's 85c to \$1.25 Combinations, 59c**  
Comfortable to wear and a genuine saving of laundry bills, these cool ribbed Cotton Combinations offer real shopping inducements, particularly at the reduced price. Low neck and no sleeves and tight-knee drawers. Sizes 34 to 38. Midsummer Sale, today.....  
**Women's \$2.00 Envelope Chemises, \$1.39**  
Just as dainty as can be, and wonderful value—made from sheer pink or white cotton with deep V-shaped yoke of lace or trimmings of fine Swiss embroidery. Midsummer Sale, today at.....  
**\$2.00 and \$2.25 Cotton Underskirts, \$1.49**  
White Skirts demand smart white petticoats. Here is a chance to obtain one for much less than you expected to pay. Strong white cotton with lace-edged flounce of self or of Swiss embroidery. Midsummer Sale, today.....  
**\$2.00 and \$2.50 Camisoles, \$1.39**  
Rich Jap silk in flesh or white and in many charming styles. Lace yoked or hand-painted floral designs. Greatly reduced for today.....  
**Women's \$7.50 Nightgowns, \$4.95**  
Actually Irish hand-embroidered are these—think of the value in these days of high-priced cotton and scarcity of handwork. The nainsook is very fine and the finishings in keeping with the handwork. Midsummer Sale, today.....  
Simpson's—Third Floor.

**Women's Silk Stockings  
Today, 98c**

Seconds of the Usual \$2.00 Quality.  
Sheer Pure Thread Silk Stockings, with plain or ribbed lisle thread top. Black, white, gray and navy. All sizes. No phone orders, please. Friday bargain.....  
**Women's White Cotton Stockings, 39c**  
Perfect quality, seamless, good weight. Size 9 1/2 only. 49c value. Friday bargain, 39c, 3 pairs \$1.10.  
**Women's Lisle Thread Stockings, 59c**  
Pure white yarn, extra fine, close weave, seamless. Sizes 5 1/2 to 10. Extra special, today.....  
**Children's White Cotton Stockings, 59c**  
Good weight, pure white yarn, elastic rib. Sizes 5 to 7 1/2 and 9 1/2. Unusual value. Friday bargain.....  
**Boys' Black Cotton Stockings, 40c**  
"Buster Brown" and "Hercules" brands of regular 75c quality. Heavy ribbed leg. Sizes 5 to 9 1/2, but not in each kind. Friday bargain.....  
**Men's \$1.00 Cashmere Sox, 50c**  
Black wool and cotton mixed Sox, of strong, soft yarns, closely knitted. Summer weight. Sizes 9 1/2 to 11. Friday bargain.....  
Simpson's—Main Floor.

**Children's Books**

"Chatterbox," 1918 and 1914 volumes. Regular \$1.35. Friday bargain.....  
"Familiar Nursery Jingles," with illustrations in color, by Ethel Franklin Betts. Regular \$1.00. Friday bargain.....  
Excellent Novel at Half-Price  
"The Glory of the Conqueror," by Susan Glaspell. Regular \$6c. Friday bargain.....  
"THE BOYS OF THE BIBLE" and "UNCLE JIM'S BIBLE STORIES," by Hartwell James. Regular 60c. Friday bargain.....

**\$1 Baby Books 29c**

"THE BABY, HIS CARE AND TRAINING," by Marianna Wheeler. Revised edition, illustrated. Regular \$1.00. Friday bargain.....  
Phone Year Order, Main 7841. Book Dept.—Main Floor.

**\$2.50 Snapshot Albums \$1.95**

Imitation leather cover is stamped "PHOTOGRAPHS" in gilt. Fifty loose leaves. Size 7 x 10. Pocket in back. Regular \$2.50. Friday bargain.....  
Phone Main 7841. Kodak Dept.—Main Floor.

**Stationery**

Simpson's "Perfection" Box Files, with index. Regular 75c. Friday bargain.....  
"Boston" Automatic Penell Sharpener, any size pencil. Regular \$3.00. Friday bargain.....  
Children's "Applied Art" Drawing Books, Nos. 38 and 40, containing large number of illustrations, some in color, others to be colored. Friday bargain, each.....  
Children's "British Empire" Color Box, containing 8 colors and brush. Regular 25c. Friday bargain.....  
Phone Main 7841. Stationery Dept.—Main Floor.

**Art Needlework Department**

"Lady Mary" wool, in apple green and yellow, for sweaters, scarfs, etc. 2-oz. balls. Regular 65c. Friday bargain.....  
Girls' Ready-made Dresses of fine white mercerized voile, stamped in newest designs. Sizes 10 to 12 years. Regular \$3.75. Friday bargain.....  
Simpson's—Fourth Floor.

**\$9.50 Electric Fans \$5.75**

Six-inch two-speed Fans, slightly used for demonstrating in our showrooms, perfect except for a few small scratches. Regular \$9.50. Friday bargain.....  
80c TWO-WAY PLUGS. Friday bargain.....  
Simpson's—Sixth Floor.

**Much Smartness and Extraordinary Value  
Combine in**

**Misses' \$35.00 to \$47.00  
Coats, Today, \$24.50**

The two most outstanding characteristics of these low-priced coats are that they are fashioned of rich soft velours and are silk or satin lined. Moreover, the most sought-after styles of the season are represented, and the favored fawn, tan, gray, blue and olive shades are among them. There are also a few very snappy cover coats in navy styles. Sizes 14 to 20 years in the lot. Midsummer Sale, today.....  
**Misses' \$42.50 to \$47.50 Jersey Wash Suits \$32.00**  
Here are the most practical and wanted suits for motor, boat, town or country wear, offered at striking reductions from the original prices. Designed along simple, snappy lines in taupe, tan, reindeer and heather mixtures. Some trimmed with contrasting-colored jersey. Sizes 14 to 20 years in the lot. Midsummer Sale, today.....  
Simpson's—Third Floor.

**Women's \$32.50 and \$37.50  
Coats, \$22.50**

This splendid sale is the result of a late-in-the-season buy of better styles at many dollars below regular.  
There are sports and full-length models, in velours, serges and novelty mixed fabrics of excellent quality, and in colors sand, rookie, navy and black. Such a variety of fashionable designs as will surely meet every need. Well tailored, carefully finished. Midsummer Sale, today.....  
**Arrivals in Autumn Suits Offer Special Value at \$45.00**  
They are in semi-tailored styles and lay claim to smartness by reason of the long, slightly-nipped coat with its narrow belt and pleat at centre back, the mannish collar with its braid binding. Made from Botany serge, in navy, brown or black.....  
Simpson's—Third Floor.

**Baby Carriage Bargain, \$39.50**

Genuine reed bodies and hoods in cream, gray and white enamel finishes. Corduroy upholstery and windshields. Adjustable back—footwell—comfortable springs—brake—rubber-tired wheels. Regularly \$46.50, \$48.00 and \$51.00  
Simpson's—Sixth Floor.

**Mourzouk Rugs Reduced  
\$15.75**

Heavy reversible Fibre Rugs in stencilled designs, mostly on tan grounds, with the patterns in green, brown and blue. A rug that will give hard wear, and is suitable quality for inside or outside use. Size 7 x 10 ft. Today.....  
**Figured Japanese Matting, 55c Yard**  
Close, even weave. Design in green on natural ground. 34 inches wide. Today, yard.....  
**Tapestry Stair Carpet, \$1.39 Yard**  
Plain gray centre with green and black border. 27 inches wide. Also floral design on a tan ground. 22 inches wide. Today, yard.....  
**Stair Oilcloth, 54c Yard**  
Flexible canvas back. Neat designs in bright, useful colorings. 35 inches wide. Today, yard.....  
Simpson's—Fourth Floor.

**The Robert SIMPSON Company Limited**

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