



Look for the "Early Plum" Tickets Today  
Each one denotes an unadvertised bargain of exceptional merit.



The **SIMPSON** Company Limited  
Robert

Read these Bargain Announcements and remember the floor on which your choice is located.  
Elevators waiting when the doors open at 8.30 a.m.

**MAIN FLOOR**

- 45 MEN'S TWO-PIECE SUITS**  
Natural linen crash and Satara cord. Regular \$6.50, \$7.00 and \$8.00. Sizes 36 to 48. Today \$3.90.
- 75 MEN'S SUITS, TODAY, \$7.95**  
All-wool crash and cloth, tropical weights, Norfolk and sports styles. Regular \$10.50, \$12.50, and \$15.00. Today \$7.95.
- 200 PAIRS TROUSERS, TODAY, \$1.98**  
In tweeds and worsteds. Sizes 32 to 44. Regular \$2.50, \$3.00 and \$3.50. Today, \$1.98.
- 350 BOYS' WASH SUITS, 95c.**
- BOYS' BLOOMERS, SIZES 26 TO 32, FOR 95c**
- BOYS' RAINCOATS, \$3.85. SIZES 24 TO 32.**
- 500 MEN'S WORK SHIRTS, 44c**  
English and Canadian drills and denims. All sizes in the lot. Regular 59c and 75c. Today, 44c.
- MEN'S SHIRTS, TODAY, 50c**  
Pleated, white. Sizes 16 to 18. Regular \$1.00. Today, 50c.
- MEN'S SILK NECKWEAR**  
Regular 25c and 35c. Today, 13c; 2 for 25c.
- 180 MEN'S AND YOUTHS' HATS**  
Straw boater style. Regular \$1.00 and \$1.50. Today, 49c.
- MEN'S \$5.00 PANAMA HATS, TODAY, \$2.39.**
- WOMEN'S SILK ANKLE HOSE**  
Black, white and tan. Sizes 8 1/2 to 10. Today, 25c.
- WOMEN'S LISLE THREAD HOSE**  
Same sizes and colors, 19c; 3 for 55c.
- BOYS' AND GIRLS' HOSE**  
Cotton, 6 to 10. Today, 12 1/2c.
- MEN'S 20c LISLE SOCKS**  
Black, tan and navy. Sizes 9 1/2 to 11. Today, 15c.
- WOMEN'S GLOVES, TODAY, 19c**  
White lisle, wrist length. Sizes 6 to 8. Regular 25c. Today, 19c.
- WOMEN'S LONG GLOVES**  
Black or tan. Regular 39c. Samples at 29c.
- HAND BAGS, TODAY, 48c**  
Seal, morocco and crepe grain leathers, fitted. Regular 75c and 85c. Today, 48c.
- WOMEN'S BELTS, TODAY, 39c**  
White kid, black patent leather trim, metal buckle. Regular 50c and 65c. Today, 39c.
- \$3.00 HAIR SWITCHES, \$1.95**  
2 1/2-oz., real hair; browns. Today, \$1.95.
- 6-INCH WIDE SATIN RIBBONS, 10c**  
Pure silk; taffeta back; ten good millinery colors; for sashes, girdles and hair bows. No phone or mail orders. Regular 25c yard.
- 200 UMBRELLAS, REGULAR \$1.00, FOR 69c**
- ROGERS' TEA SPOONS, 54c**  
Set of six. Today, bargain, 54c.
- DESSERT SETS, TODAY, 95c**  
China, two pieces, in silver-plated stand. Regular \$2.00. Today, 95c.



**\$3.60 TEA POTS, \$1.98**

- Brown Betty ware, sterling silver deposit. Today \$1.98.
- HOLIDAY READING, 25c**  
Novels. Regular 50c. Ten titles. Today, each, 25c.
- \$21.50 FOLDING CAMERAS, TODAY, \$11.50**
- ROSE BEAD NECKLACES**  
Flower carvings, 25 beads. Regular \$1.00. Today, 49c.
- PEARL NECKLACES, 25c**  
"Fish scale." Regular 50c. Today, 25c.
- COTTON CLUNY LACES, 7c**  
And Insertions, white or ecru. Regular 15c and 20c.
- INITIAL HANDKERCHIEFS, 3 FOR 25c**  
Women's, Irish linen, hand-worked.
- 17-INCH CORSET COVER EMBROIDERIES, 23c YARD.**

**SECOND FLOOR**

Clearance of Millinery, Second Day

- WOMEN'S HATS.**  
Regularly \$1.50, \$2.50, \$3.85 and \$4.85. Today, 79c.  
Regularly \$1.10, \$1.25, \$1.65, \$1.85 to \$2.50. Today, 49c.  
Regularly \$1.00. Today, 25c.
- CHILDREN'S HATS**  
\$2.45 Trimmed Panamas. Today, \$1.65.  
\$1.95 Trimmed Hats. Today, 85c.  
85c Trimmed Hats. Today, 45c.
- 50c AND 75c WHITE AND BLACK FLOWERS, AT 25c**
- 50c CHECK SUITINGS, TODAY, 38c**
- WORSTED STRIPES AND SHEPHERD'S CHECKS**  
42 and 54 inches wide, in black and white, including 75c grades. Today, 48c.
- \$1.00 NAVY SERGE SUITINGS, 52 INCHES, 84c**
- \$1.25 CREPE BRITTA, SILK AND WOOL, \$1.10**
- BLACK AND COLORED SATINS, TODAY, 96c**  
Duchesse and satin paillettes. Regular \$1.25. Today, 96c.
- SHANTUNG PONGEE, TODAY, 75c**  
Sand color. Regular 85c and \$1.00. Today, 75c.
- BRITISH PEAU DE SOIE**  
and Tamalines, plain, checked and striped. Regular 75c. Today, 39c.
- 69c JAPANESE HABUTAI, YARD WIDE, 55c**
- WHITE INDIAN HEAD, 9 1/2c**  
36-inch. Regular 15c. Today, 9 1/2c.
- 26-INCH RIPPLETTE CREPE, REGULAR 65c, FOR 25c**
- 36-INCH WHITE CREPE, REGULAR 50c, FRIDAY, 25c**
- EYEGLASS CHAINS, 29c**  
Regular 75c and \$1.00. Today, 29c.
- SALE OF SUMMER SHOES**  
Women's \$3.50 to \$5.00 Shoes, \$1.99. All sizes in the lot.  
Men's Boots and Oxfords. Sizes 6 to 11. Regular \$2.50 to \$4.00. Today, \$1.99.  
Women's Canvas and Poplin Pumps, 2 1/2 to 7. Today, 99c.  
Boys' Boots. Regular \$2.29, \$2.45 and \$2.95. Sizes 11 to 13 1/2. Today, \$1.99.  
Boys' Tan Calf Oxfords, sizes 9 to 13 and 2 1/2 to 7, 79c.



**THIRD FLOOR**

- 300 WASH DRESSES, \$1.95**  
This season's \$3.50 to \$4.95 values; muslins, voiles and linens, in stripes, checks and flowered patterns. Today, \$1.95.
- RAW SILK DUST COATS, \$5.95**  
Were \$15.00, 30 only, new styles, sizes 36 to 42. Today, \$5.95.
- WOMEN'S AND MISSES' DRESSES, \$8.50**  
Were \$10.00 and \$11.50; silk poplins, taffetas and messalines; new styles and colors. Today, \$8.50.
- SILK AND SERGE SUITS, \$14.95**  
Were \$22.50 and \$35.00; cream serge and odd silk suits for women; many exclusive models. Today, \$14.95.
- WASH SKIRTS**  
In rep, cordeline and Beach cloth; sizes 36 to 41. Today, \$1.25, \$1.50 and \$1.95.
- WOMEN'S NIGHTDRESSES**  
White cotton, V neck or round, trimmed with lace or embroidery; lengths 56, 58 and 60 inches. Regular \$1.00. Today 69c.
- "CUMFY" COMBINATIONS**  
Sizes 34 to 38 bust. Regular 50c. Today, 29c.
- CORSETS, TODAY, 95c**  
"D. & A.," "C. C. a la Grace," Thomson's "Royal Worcester"; sizes 18 to 30 inches in the lot. No phone or mail orders. Regular \$1.50 to \$2.50. Today, 95c.
- "H. & W." BRASSIERES, \$1.00**  
Regular \$1.50. Four models. Sizes 36 to 48 bust.
- GIRLS' \$1.50 TO \$2.25 DRESSES, 75c**  
Percales, galateas and chambrays. No phone or mail orders.
- MIDDY WAISTS, 49c**  
Smart styles, in jean and drill, trimmed in colors; sizes 32 to 42 bust. Regular \$1.00 and \$1.75. Today, 49c.
- \$1.25 AND \$1.48 LINGERIE WAISTS, 79c**  
White or white and black stripes; sizes 32 to 44 bust.
- CREPE DE CHINE AND SILK WAISTS, \$1.00**  
Slightly mussed. Regular \$2.95 to \$5.00. Today, \$1.00.
- \$1.50 STRIPED HOUSE DRESSES, 95c**
- SEMI-READY NIGHTGOWNS**  
Three sizes, stamped for working. Regular 79c. Today, 44c.
- IRISH LINEN CLOTHS, 29c**  
18 x 27 inches; stamped for working. Regular 39c.

**FOURTH FLOOR**

- 300 YARDS NAINSOOK, 12 YARDS FOR \$1.00**
- DOUBLE BED SHEETS, PAIR, \$1.69**  
Fully bleached, 78 x 90 inches. Regular \$2.50.
- HEMMED PILLOW CASES, 5 PAIRS 99c**  
44 x 33 inches. Today, 5 pairs 99c.
- HONEYCOMB BED SPREADS, TODAY, 98c**  
White, 72 x 90 inches. Regular \$1.25 and \$1.35. Today, 98c.
- CREAM LINEN TABLE DAMASK, YARD, 63c**  
Dice pattern, 64 inches wide. Regular 85c. Today, yard, 63c.
- 25c SHADOW PRINTED CRETONNES, 19c**
- 25c ENGLISH BUNGALOW NETS, 19c YARD**

**\$12.50 TO \$15.00 VACUUM CLEANERS, \$2.75**  
"Domestic" machines to clear; most suction only; some suction and brush action; well made; easily operated; 8.30 price, \$2.75. This is the greatest opportunity of the year to get this modern house-keeping appliance at a purely nominal price. Be here promptly.



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**FIFTH and SIXTH**

- SAMPLE ELECTRIC FIXTURES, HALF-PRICE**
- 28-INCH CANVAS-COVERED TRUNKS, \$2.65**

**BASEMENT**

- CLOVER LEAF DINNERWARE**  
Prices regular 6c to 9c each. Today, 5c to 7c.
- ODD DINNERWARE**  
Regular 10c to 25c. Today, 5c.
- 25c CHINA CUPS, TODAY, 13c**  
Three gold lines. Today, 13c.
- 49c GIBSON TEA POTS, TODAY, 23c**
- TUMBLERS, EACH, 5c**  
Regular \$1.00 dozen, Today, each, 5c. Regular 30c dozen, Today, per dozen, 21c.
- "SANI-GENIC" FLOOR MOPS**  
with bottle of polish. Regular \$1.25. Today, 69c.
- LARGE PRESERVING KETTLES**  
10, 12 and 14-quart sizes, white lined. Today, 49c; 4, 5 and 6-quart sizes. Today, 25c.
- ENAMEL POTATO POTS**  
A large lipped saucepan with holdfast cover. Today, 25c.
- TWO-BURNER GAS PLATES, 98c**  
Regular \$1.50. Today, 98c.

**MAIN FLOOR**

- Weighted Tape**, in black and white. Regularly 10c yard. Today, yard . . . 8
- Dome Fastener Tape**, in black and white. Regularly 15c and 25c yard. Today, 2 yards . . . 25
- Buttonhole Tape**, fine lawn, buttonholes every 2 inches. Regularly 3-yard piece, 20c. Today, piece . . . 15
- Girdle Banding**, 3 inches wide, black and white. Regularly 12 1/2c yard. Friday, yard . . . 9
- Featherbone**, cotton ribbon covered, black and white. Regularly 12c yard. Today, yard . . . 10
- Dress Shields**, transparent, washable and guaranteed; sizes 3, 4 and 5. Regularly 28c and 38c pair. Today, pair . . . 15
- Safety Pins**, in leader, assorted, three sizes on card of one dozen pins. Regularly 4c card. Friday, 4 cards .10

**MAIN FLOOR**

- Pins**, 400 on paper, assorted sizes. Regularly 4c paper. Today, 4 for .10
- Garter Elastic**, black and white, 3/4-inch wide. Regularly 10c yard. Today, 2 yards . . . 10
- Belting**, black and white, 2 inches wide. Regularly 10c yard. Today, 2 for . . . 10
- Tape**, 12 pieces, assorted widths, white only. Regularly 5c bunch. Today, 3 for . . . 10
- Wool**, black only, 1 ounce balls, best quality. Regularly 25c ball. Today, ball . . . 15
- Mending Silk**, black and colors. Regularly 4c card. Today, 4 for . . . 10
- Buttons**, broken lines in fancy trimming, dress and suit buttons. Regularly 25c to 75c dozen. Today, Half-Price.

**MAIN FLOOR**

- TOILET GOODS.**  
Virgin French Castile Soap. Regular 35c per dozen cakes. Today, per dozen cakes . . . 25  
Olive Oil, Cucumber, Oatmeal and Buttermilk Toilet Soap. Today, 6 cakes for . . . 16  
Toilet Paper, in rolls. Today, 9 for . . . 19  
Toilet Paper, in flat packages. Today, 3 for . . . 13  
Real Ebony Hair Brushes. Regular \$1.00. Today . . . 50  
French Tooth Brushes. Regular 35c. Today . . . 25  
White Celluloid Hand Mirrors. Regular 25c. Today . . . 18  
Imported Bulk Perfumes. Regular \$1.00 per ounce. Today . . . 50  
\*War stamps extra.

**MAIN FLOOR**

- SIMPSON DRUG**  
\*Adams' Root Beer or Ginger Beer, makes 2 gallons of a cooling summer drink. Per bottle . . . 10  
\*Carter's Liver Pills, 25c size. Today, 2 for . . . 25  
Citrate Magnesia (so-called), 1-lb. parcels. Today . . . 30  
\*Dandrin, 25c size, .45; 50c size .30  
\*Canthrox, for the hair. Today . . . 33  
Vacuum Bottles, pint size . . . 69  
\*Beef, Iron and Wine. Regular 40c. Today . . . 29  
Pink Face Chamote; each in separate envelope. Special . . . 10  
\*Foot Powder, 25c size. Today, 2 for . . . 25  
\*War tax extra.

**Groceries**

- TELEPHONE DIRECT TO DEPT., ADELAIDE 6100.
- One Car Standard Granulated Sugar, in 20 lb. cotton bags, per bag . . . 1.33
- Choice Family Flour, quarter bag . . . .85
- California Seeded Raisins, Griffiths & Shelly Brand, regular 12c package . . . 10
- Choice Cleaned Currants, 2 lbs. . . . 10
- Yellow Cooking Sugar, 7 lbs. . . . 28
- Heather Brand Extracts, assorted, 2 1/2 oz. bottle, 3 bottles . . . 25
- Mixed Pastry Spice, per tin . . . . 7
- Perfection Baking Powder, 2 lbs. . . . 35
- Canada Cornstarch, package . . . . 7
- New Orleans Molasses, 2 lb. tin . . . . 10
- Finest Canned Pumpkins, 3 lbs. . . . 22
- Pure Lard, per lb. . . . 15
- Finest Creamery Butter, per lb. . . . 30
- 500 Picked Shoulders of Pork, lean and mild, 6 to 8 lbs. each, per lb. . . . 13
- Choice Pink Salmon, 1-lb. tins, per tin . . . 10
- Finest Canned Lowland Plums, 2 lbs. . . . 25
- Choice Rangoon Rice, 5 lbs. . . . 25
- Finest Pearl Tapioca, 2 lbs. . . . 25
- Finest Canned Corn, Peas or Tomatoes, 2 lbs. . . . 25
- Fancy Mixed Biscuits, 2 lbs. . . . 25
- 500 lbs. Fresh Fruit Cake, per lb. . . . 15
- Toasted Cornflakes, 3 packages . . . 25
- CANDY SECTION—MAIN FLOOR.**  
500 lbs. Toasted Marshmallow. Regular 30c per lb. . . . 25  
1,000 lbs. Lady Caramels, per lb. . . . 15  
1,000 lbs. Cheesing Candy, lb. . . . 10  
2 1/2 lbs. PURE CELONA TEA, 60c black or mixed. Friday, 3 1/2 lbs. . . . 60

The Robert Simpson Company, Limited

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