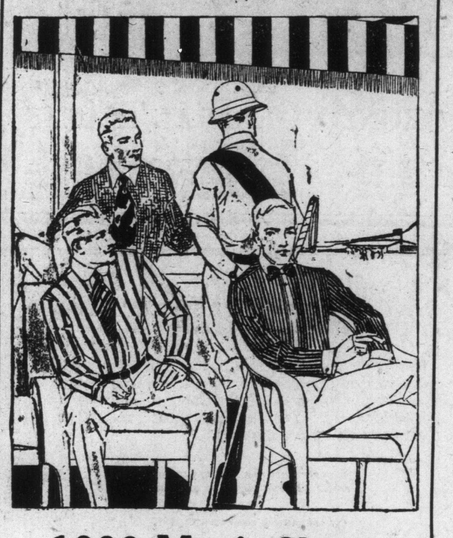
Keep Cool This Morning By Shopping at Simpson's

High Ceilings, Water-Washed Air, Heat Proof Construction---Store Closes at 1 p.m. Today---No Noon Delivery



1000 Men's Shirts

In all styles, soft lounge, outings, negligees and sport, collar attached, separate collar or neckband only; all sizes 14 to 17 inches, in plain and fancy white, hairline and fancy colored stripes; cambrics, chambrays, percales, etc. Regularly $1.25, $1.50 and $2.00. Saturday morning, each ..... .97

Men's Leather Belts, all sizes and makes. Regularly 50c and 75c. Saturday ..... .39

The New "Sport" Silk Tie. Regularly 75c. Saturday ..... .50

$6.00 Panama Hats $2.49

250 Men's Panama Hats, neglige and telescope shapes. Regularly $5.00 and $6.00. Saturday **2.49**

Men's Straw Sailor Hats, latest English and American styles. Regularly $1.50, $2.00 and $2.50. Saturday ..... .95

White Ribbon Trimmed Panamas for $3.00

These are one of the best selling Mid-Summer Hats. A big variety of fine South American Panamas. Regular $5.00 and $6.00. On sale Saturday at 3.00

260 White Cord Tams for 75c—Without tassels. Regular $1.00. On sale Saturday ..... .75

Children's and Misses' Trimmed Panamas. Regular $3.75 and $4.00. On sale Saturday 2.45

Clearing of Children's Hats. On sale Saturday .69

Lingerie Waists 79c

Fresh goods from the manufacturer; flesh pink and all white voiles, with beautiful embroidered fronts, stripes and flowered effects; all sizes. Special Saturday ..... .79

Women's and Children's Light Underwear

65c CORSET COVERS, SATURDAY, 35c.

Corset Covers, fine nainsook, yoke back and front of two rows Val. lace and row embroidery insertion; Val. lace beadings and edges; sizes 34 to 42 bust.

WOMEN'S 15c, 20c AND 25c VESTS, SATURDAY, 12½c.

Fine ribbed white cotton; low neck, with short or no sleeves; plain or fancy lace yokes; lace beading and draw tapes; sizes 34 to 42 bust.

WOMEN'S $1.50 CORSETS, SATURDAY, 95c.

New spring models of D. & A. make; fine white batiste; medium high bust; long and graceful below waist; reinforced abdominal section; finest all rust-proof steels; four strong garters; bust draw cord; sizes 19 to 27 inches. Regularly $1.50. Saturday special ..... .95

INFANTS' $1.50 COATS, SATURDAY, $1.00.

Infants' Coats, fine white pique, neat collar, turn-back cuffs, and wide separate belt; scalloped all round; large pearl buttons; lengths 20 and 22 inches.

Muslin House Dresses $1.49

Fine Black and White Striped Muslin, Gibson pleat to shoulder; collar is of white organdy, embroidered with black; full cut skirt; sizes 34 to 44. Saturday **1.49**

Fancy Ribbons for Panama Hats

This morning we will tie bows and bands for Panamas and Outing Hats free. Two ribbon specials provide the materials; 6 inches wide, white moire or corded ribbon. Special, yard ..... .39

Yes---Keep cool by shopping here, and be cool as a result of your shopping. Light Summer wares in light weights at light prices. You can defy the heat in one of the Palm Beach Suits on sale this morning at $9.45.

These Two-piece Suits are well cut and well tailored, made from Palm Beach cloth, or very light English tweeds, the former in striped linen color, and the latter in blue or gray with stripe or in homespun patterns, cuff trousers. Sizes 34 to 44. The regular prices from $12 to $18.

Youths' Long - Trousered Suits $7.45

79 Suits, two or three suits of a pattern, single-breasted sacque models or Norfolks; gray or brown; imported English materials; sizes 32 to 35. Saturday 7.45

Boys' Norfolk Suits, $2.95—85 Suits, Norfolk models, bloomers with belt loops; light and medium weight goods; sizes 8 to 15 years 2.95

Boys' Shirt Waists, 49c—Sizes 8 to 13 years. Regular 75c. Saturday ..... .49

TO SELL 3600 PAIRS IN A MORNING

These Footwear Prices Are Very Special

"QUEEN QUALITY" SHOES, SATURDAY, $2.29.
Regular $4.00 to $6.00.

1000 pairs, newest styles, best widths, all sizes; Pumps, Colonials and Oxfords, in black kid, box calf and patent colt leathers, with gray, fawn, brown, black cloth and dull calf tops; panelled and inlaid effects; beautiful ornaments; light and fairy weight soles; attractive and comfortable heel shapes. Regularly $4.00 to $6.00. Saturday... **2.29**

MEN'S "IMPERIAL" AND "ACTIVE SERVICE" BOOTS, AT $2.75.
Regular $4.00 to $5.00.

1400 pairs, all sizes; Blucher, lace and button styles; selected patent colt, box calf, gunmetal calf and tan Russia calf leathers; cushion and smooth oak leather insoles; every pair Goodyear welt; newest heel and toe shapes, and plenty of the conservative kind; black and fawn cloth and matt calf tops; plenty of all sizes. Branded boots, regular $4.00 to $5.00. Saturday ... **2.75**

BOYS' "SIMPSON SPECIAL" BOOTS, $1.99.
Regular $2.50 to $3.00.

800 pairs, button and lace styles, selected box calf, kip, gunmetal calf and patent leathers; best quality soles, full-fitting lasts; stylish, mannish toe boxes; sizes and half sizes 11 to 13½ and 1 to 5. Regularly $2.50 to $3.00. Saturday **1.99**

JUVENILE SHOES, 99c. REGULAR $1.50 to $2.50.

400 pairs, misses' and children's pumps, colonials and Oxfords; high-grade tans, patent and dull leathers. Sizes 3 to 10½ and 11 to 2 in the lot. Regular $1.50 to $2.50. Saturday... ... ... .99

Summer Gloves and Hosiery

Women's Silk Hose, 49c. Tan, sand, beige, gray, Copenhagen, silver, black and white. Sizes 8½ to 10. Saturday ..... .49

Women's Silk Lisle Hose, black, white and new shades; sizes 8½ to 10. Saturday, 3 pairs $1.00, pair 35c.

Women's Silk Gloves, guaranteed finger tips; heavy thread, black, white and colors; sizes 5½ to 8; wrist length. 50c, 75c and $1.00; long lengths, $1.00, $1.25, $1.50.

Women's Lisle Thread Gloves, wrist length; two dome fasteners; black, white and gray; all sizes. Regularly 50c. Saturday .39

Hand Bags Half Price

Pin seal, crepe seal and morocco leathers and moire silk, in fancy and plain designs; a few braided bags; all new styles; lined with silk or leather, fitted with purse and mirror; covered and metal frames. Regularly $5.00 to $10.00. Saturday .. Half Price

Sample Hand Bags, 54c—In leather and silk moire, purse and mirror. Regularly 75c and $1.00. Saturday ..... .54

Belts, in white kid and patent leather, combination stripes and checks of black and white, covered buckles, sizes 26 to 36. Regularly 50c and 65c. Saturday ..... .39

Sample Books

500 volumes. Regularly 15c to 50c. Saturday ..... .10
500 volumes. Regularly 25c to 75c. Saturday ..... .15
500 volumes. Regularly 50c to $1.25. Saturday ..... .25

Toilet Goods

Lever's and Crown Toilet Soap, regular 10c per cake. Special, per cake 5
Imported French Toilet Soap, guest room size. Special, per dozen cakes ..... .25
***Kirk's Witch Hazel and Cold Cream Toilet Soap.** Special, 6 cakes for ..... .25
Royal Japanese Crepe Toilet Paper, in rolls. Special, 3 rolls for .23
***Sachet Powder,** in bottles. Regular 25c. Special ..... .10
***Florida Toilet Cream,** for sunburn. Regular 20c. Special ... .10
***Houbigant's Rice Powder.** Regular 20c. Special ..... .12
***Pure Cold Cream,** in pots. Regular 40c. Special ..... .23
***Roger & Gallet's Violette Face Powder.** Regular 40c. Special .29
***Important Air Float and Corylopsis Talcum Powder.** Regular 15c. Special 9
***Williams' Week-end Package of Toilet Goods for Men.** Regular 25c. Special ..... .17

*War Stamps Extra.

The Robert SIMPSON DRUG Company Limited

***Mosquito Cream,** keeps away black flies and mosquitoes, 25c size, Saturday ..... .19
***Tiz,** for tired, aching, tender feet, 25c size. Saturday ..... .18
Peroxide Hydrogen, 10c size. Saturday 7
***Emulsified Cocoanut Oil,** 50c size ..... .30
***Dyspepsia Tablets,** 25c size. Saturday ..... .19
***Blaud's Iron Pills,** 100 in a box. Regularly 20c. Saturday ... .10
***Hamilton's Ointment,** 50c size ..... .29
***Kargon,** for kidney troubles, 50c size. Saturday ..... .25
***Miona Tablets for Dyspepsia,** 50c size. Saturday ..... .25
***Kellogg's Eye Water,** 25c size ..... .15
Straw Hat Cleaner, 10c packages 7
Ragshyne, for polishing brass or copper, 15c size. Saturday .. .8
Klean Kloth, a polishing cloth, in glove form. Special ..... .20
Moth Bags. Regularly 90c, $1.00 and $1.25. Saturday ..... .69

*War Tax Extra.

Irish Embroidered Lunch Cloths 49c

Only 500, 54 and 45-inch sizes. Less than half price.

White Satin Spreads, $3.95—Odd lines, best English satin, full size. Regular $5.00 and $6.00.

$2.65 White Blanket Sheets, $1.95 Pair—Size 70 x 90. Regular $2.65 pair.

Best English Sheeting, Yard, 38c—90 inches wide, perfectly bleached, heavy, even thread. Regular 55c.

All-Linen Damask Cloths, $1.55—300 cloths, size 2 x 2½ yards.

42-INCH NAINSOOK, YARD, 15c.

Soft, even thread, for ladies' and children's summer underwear.

$20.00 Cameras $10.00

6 only, Plate Cameras, taking pictures 3¼ x 4¼ inches. No phone or mail orders.

FLOORS, DRAPERIES

LARGE MATTING RUGS AT $1.95.

Two sizes, 9 ft. x 9 ft. and 9 ft. x 10 ft., in a number of colors and designs; 9 ft. x 9 ft., woven through in reds, greens, browns and blues; 9 ft. x 10 ft., stencilled, with bold Oriental and conventional design on the one side only, both sizes. Special **1.95**

Reversible English Rugs, $2.25 — Attractive Oriental designs, in rose, blue, green, and red; size 30 in. x 58 in., special **2.25;** size 36 in. x 72 in., special **2.95**

PLAIN WASHABLE RAG RUGS, 75c.

Plain green centres, with white striped end borders, size 27 in. x 54 in. Regular $1.25. 100 Saturday morning at ..... .75

Materials for Summer Cottage Use

Cushions for Verandah Chairs, 59c Per Set—24 sets only, seat and one back cushion for verandah chair, covered with good chintz on both sides. Set regular $1.50. Saturday ..... .59

English Cretonne—Small designs on dark, well-covered grounds. Saturday, yard ..... .18

ART SERGES, 49c YARD.

Well-Finished Art Serge—For curtains or couch throws, 50 inches wide; blue, green, brown, red or gold. Regularly 65c. Saturday, yard ..... .49

75c and $1.00 Underwear for Men, 44c—White lisle, French balbriggan, Penman's natural balbriggan, Mercury Brand fine elastic rib balbriggans, etc.; sizes 34 to 44. Regularly 65c, 75c and $1.00. Saturday ..... .44

Light Gray Tweed Outing Pants—In English tweeds; sizes 31 to 40. Saturday 2.50

White Duck Pants—Cuff bottoms and belt loops; sizes 36 to 44 ..... 1.00

Men's Summer Sox — Mercerized finish, lisle thread, every wanted shade; sizes 9½ to 11 ..... .25

Men's Pure Thread Silk Sox—Fancy patterns on colors, the season's newest, heavy silk; in sizes 9½ to 11. Regular 65c. Saturday, 3 pairs **1.10;** pair ..... .39

In Coolness and Comfort

Have Saturday's Breakfast in the Palm Room. Club Breakfasts—15c, 20c, 25c.

Three Furniture Specials

Brass Bedstead, 2-inch posts and heavy turned caps, fillers are evenly divided; satin, bright or polette finishes; all standard sizes Regularly $10.50. Saturday morning..... 6.15

Dining-room Chairs, made of solid quarter-cut oak, fumed or golden finish, neatly designed backs, with loose slip seats, covered in genuine leather, five side and one arm. Regularly $25.00. Saturday morning... ... ... 17.90

Extension Dining Table, selected quarter-cut oak, fumed or golden finish, has 45-inch top, extending on easy running castors to 6 ft., massive square pedestal. Regularly $20.00. Saturday morning 12.75

Silverware

6 Tea Spoons, Rogers' A1 silver-plate, thread pattern. Regularly $1.00. Saturday... ... ... .88

Electric Fixtures Half Price

200 only, "Mazda," continuous wire drawn filament, 60 watt lamps. Saturday, 8.30 a.m.... ... ... .20

China Priced Low

10c Blue Willow Tea Plates... 5

JAPANESE AND FANCY CHINA.

At 9c—Chocolate Cups and Saucers, Bon-bons, Pin Trays, Salt and Pepper Shakers, Powder Boxes, Hair Receivers, Match Holders, Mustard Pots, etc. Saturday, each... 9

At 39c—Vases, Plates, Fruit Bowls, Cups and Saucers, Nut Sets, Sugar and Cream, Manicure Sets, etc. Saturday... ... ... .39

6-inch Brass Ball-Footed Jardinieres... ... ... .98

Fancy and Art Brass, 95c—Fern Pots, Candlesticks, Vases, Flower Baskets, Ash Trays, Tobacco Jars, Match Holders, Smokers' Stands, Jardinieres, Bon-bons, Cuspidors, etc. Saturday... ... ... .95

$4.75 and $5.50 Hammocks $2.98

36 only, pillow and valance, assorted patterns and colors

$5.95 and $6.50 Lawn Mowers for $3.98—"Woodyatt" and "Empress" makes, high wheel, 16 and 18-inch cut. Saturday morning 3.98

Lawn Hose at Factory Cost—30 lengths of ¾-inch, 3-ply rubber hose. 50-foot lengths, with couplings and clamps. Saturday morning... ... ... 3.49

25-foot lengths. Saturday morning... ... ... 1.98

Damaged Screen Doors at 50c—48 only, mostly 2 ft. 10 in. x 6 ft. 10 in. and 3 ft. x 7 ft.; all slightly damaged in the wire. No exchanges. Regularly $1.25 to $2.00. Saturday morning... ... ... .50

Groceries

TELEPHONE DIRECT TO DEPARTMENT, ADELAIDE 6100.

2,000 lbs. Finest Creamery Butter, White Clover Brand. Per lb ... .32
Toasted Cornflakes. 3 packages ..... .25
Loaf Sugar. 3 lbs. ..... .25
Clark's Pork and Beans, in Chili Sauce. Large tin ..... .11
Choice Side Bacon, sliced, peameal, Ingersoll Brand. Per lb. ..... .26
Finest Canned Lobster. ½-lb. tin ..... .25
Finest Mild Cheese. Per lb. ..... .22
Shirriff's Marmalade. 2-lb. jar ..... .22
Baker's Cocoa. ½-lb. tin ..... .25
Finest Canned Fruit, raspberries, strawberries and cherries. Per tin .. .22
Garton's H. P. Sauce. Bottle ..... .18
Holbrook's Sardines. 2 tins ..... .18
Clark's Potted Meats, assorted. 5 tins ..... .25
Finest Canned Corn, Peas or Tomatoes. 3 tins ..... .25
Choice Olives, stuffed or plain. Bottle ..... .25
500 lbs. Peek Frean's Shortbread, regularly 30c. Per lb. ..... .15
Pure Gold Salad Dressing. 3 packages ..... .25
Finest Imported Pickles. 20-oz. bottle ..... .25
Dalton's Lemonade Syrup. 3 bottles ..... .25
500 lbs. Fresh Fruit Cake. Per lb. ..... .25
Fancy Mixed Biscuits. 2 lbs. ..... .25

FRESH ROASTED COFFEE, PER LB., 27c.

1,000 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Saturday, per lb. ..... .27

The Robert Simpson Company, Limited