1898 --TWENTY-FIRST ANNIVERSARY--COMING-OF-AGE YEAR ---1919 Whimpson's Black Silk Sale OpensToday-30,000 Yards on Sale

Store Opens at 8.30 a.m. and Closes at 5.30 p.m. Daily

Rousing Thursday Specials Blankets, Comforters and Bedspreads







An Enormous Special. Purchase of Standard Stocks Will Open the SaleWith the Keenest Reductions of the Season on W'anted Black Silks
10 Remarkable Offerings
No a doubt this great event will be hailed with enthusiasm, those who know "Simpson" silks
kno the represent the highest qualitites and best vaiues obtainable. The silks offered
in the sale are exact duplicates of regular stock lines an sale are exacl daplicates of regular stock lines,
By purchasing in huge. quantities we obtained special price concessions, you benefit by low
sale erices. Rich weaves from noted French, Swiss and American makers miake up the wonderful collection. Note the following rousing specials for the opening day, and shop at $8.30 \mathrm{a} . \mathrm{m}$. today.











Telephone Main 7841 Markets Adelaide 6100

## $\underset{\text { GIRLS }}{\text { RUSE }}$ SRESSES 49 c

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Coats Reduced---\$14.95
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## Half-Price Clearance

Women's Vests and Drawers
Seconds of 51.00 to $\$ 1.95$ Lines, at 49c to 98 c Excellent grments, in winter. .reight ribbed cotton or cot
go and wool mixture. Slight defects that will not affect the wearing qualities. Vests have high or low neck, long or short
lot sleeves. Drawers war ankle length, both styles. Priced for rush
selling today from 49 cto 98 c . WOMEN'S "RICHELEU" COMBINATIONS, of finely $\begin{array}{ll}\text { Hell }\end{array}$ ribbed Peruvian cotton. All
styles-knee and ankle-length styles-knee and ankle-1ength
dravers. White and a few pink. Today, $\$ 1.89$.
deven quality crepe de chine, in penke, and a fow white. Llace
and
timmed or smartly trimmed or smartly tailored,
and hand embroideres. Regr and hand embroidered. Regu-

larly $\$ 2.25$ and $\$ 2.50$. | larly $\$ 2.25$ and $\$ 2.50$. To- | $\begin{array}{c}\text { FRENCH COUTIL COR- } \\ \text { day, } \\ \text { SETS, average figure models }\end{array}$ |
| :--- | :--- | :--- | :--- | WHITE COTTON UN. $\begin{gathered}\text { with medium busk Sizes } 20 \text { to } \\ 26.0 \\ \text { Extra special value at }\end{gathered}$ Clearaway Specials in Children's Garments





Men's Victor Gold Medal Boots Reduced to \$12.00
Regularly $\$ 14.00$ Kinds


These Chic Lingerie Waists Are Excellent Value-- $\$ 1.95$ There are five designs-as illustrated-all of sheer voiles-
weil cut, and made attractive by fre laces and embroideries.
Sizes 34 to to 44 . Splendid value at $\$ 1.95$. d value at $\$ 1.95$.

Simpson's February Furniture SaleMakesGreatMid-Week Drive



Splendid Opportunities in Floor Coverings s21.00 Rugs for 56.95


 handsome medation and allo.
tarly $\$ 77.95$. Sale price, $\$ 37.95$.
 Brussels and Velvet Stair Carpet, $\$ 2.29$ Yard-Fast colors, 27 in.
wide. Regularly 82.75 yard. Sale price, yard, 82.29 .





This 8 -Piece Dining Suite $\$ 80.30^{+}$



 cind

 English Lace Curtains! Four Wonc̈erful Specials!



## so rutr- Repp Portieres, 57.98 Pait

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Special -Hardwood Flooring, 24c Square Foot


$\mathrm{Km}_{\mathrm{m}}^{\mathrm{H} \text { Street }} \mathrm{E}$ PROBS: ${ }^{M}$

