

# STORE CLOSED ALL DAY TODAY--VICTORIA DAY

# THE SIMPSON STORE

## These Special Values For Thursday's Selling



### For Misses--Smart New Silk Suits

For formal occasions; graceful styles, in chiffon taffeta of the new shades. Sizes 14 to 20 years. Prices, \$39.75, \$42.50 and \$45.00.

**Sport Suits**, the Country Club, extremely jaunty styles, in novelty linens, silks and silver bloom. Prices, \$15.00, \$22.50 and \$35.00.

**Cloth Suits**, in practical models of serges, gabardines, checks and stripes. Prices, \$15.00, \$18.50, \$25.00.

**Charming Frocks for Misses**. Simple voile dresses for morning wear, and smart novelty voiles, \$7.95, \$8.50, \$9.75.

**Effective Sport Dresses**, in striped rep and linens, \$6.75 to \$15.00.

**Summer Afternoon Frocks**, of filmy Georgette crepes, novelty silks, crepe de chine and lingerie, \$25.00, \$35.00, \$39.75, \$50.00.

#### NEW TAFFETA SKIRTS.

In taffeta silks, in plain colors and novelty stripes; rich in color and fabric, \$6.75, \$9.50, \$10.50, \$15.00.

### Special Display of Women's Apparel FOR RACE WEEK

Silk suits, examples of the newest designs from New York, showing plenty of fulness, pleatings or belted with full flare skirt; black, navy, gray, green or stripes. Priced at \$25.00, \$30.00, \$35.00 to \$50.00.

#### TUB SUITS FOR GENERAL WEAR.

Made of Rajah silk or the washable Palm Beach, which is most serviceable; semi-Norfolk, pleated, flared or tailored styles; \$10.00, \$11.50, \$12.50 to \$18.00.

#### WOMEN'S COATS AND WRAPS, \$15.00 AND \$18.50.

200 coats for travel, dress or general wear, latest models and materials. Smart coats in wool fabrics, flare models, trimmed, lined or half-lined. Smart travel coats in black or navy serge or gabardine; others in covert, fancy stripes or checks; including a number of silks; \$15.00 and \$18.50.

#### SUMMER DRESSES, \$12.95 TO \$25.00.

Striking dresses of linen with flare skirt, finished with wide Roman stripe band and blouse, in coat effect; Linen Dresses, in clever combination effects; Dainty Voile Dresses in pretty soft shades and all white.

Just in from New York, charming frocks in striped crepe de chine, made in midgy and fancy styles, sleeves and collars of self or Georgette crepe; \$12.95 to \$25.00.

#### SPORTS SKIRTS FOR WOMEN, \$6.95 TO \$25.00.

New ideas in pockets and deep belts, some with touches of leather and white pearl buttons, taffetas, moires, corduroy, stripes, checks, plaids, flannels and serges; \$6.95 to \$25.00.

**Special 25c Summer Cold Luncheon**  
Cold Boiled Ham and Tongue,  
Lettuce and Cucumber Salad,  
Apple Pie or Ice Cream,  
White or Brown Bread, Cup of Tea, Coffee or Glass of Milk.  
30c DINNER SERVED FROM 11.30 TO 2 P.M.  
Prime Cuts of Ribs of Beef,  
Potatoes, Boiled or Mashed, Boiled New Green Cabbage,  
Fresh Raspberry Pie or Ice Cream,  
White or Brown Bread, with Butter, Tea, Coffee or Milk.

A wonderful variety of new fashions in garments and materials awaits your visit to the store Thursday, whether you are a city resident or one of the welcome visitors from out-of-town.

### Millinery

#### TRIMMED HATS AT \$3.50.

Over 100 hats that were on sale at \$5.00 and \$7.50:

**Matrons' Turbans at \$1.95.** Only 8 dozen of them, are in black hair braids, with colored flower trimming; excellent shapes. Regular \$3.50.

**Girls' Trimmed Sailors at \$1.00.** A large, good-looking sailor, with heavy silk bands. Regular \$2.00.

#### MANY UNTRIMMED HATS AT \$1.95.

**\$3.50, \$4.50, \$5.00 and \$6.50 Hats at \$1.95**—Nearly all in liseret braid, and most of them large black dress shapes or sailors; with these are fine milan tagel sailors in black, white or colors.

**\$1.50 and \$2.75 Tagel Hats, 85c**—Silk lined, black or pure white sailors, turbans, tricornes and dress shapes.



Store Hours During May, including Saturdays, 8.30 a.m. to 5.30 p.m.  
Store Opens at 8.30 a.m. Thursday Morning

## Sale of Rare Oriental Rugs Tomorrow

The second day of this special three days' sale will bring added bargains in the small sizes. Some extraordinary values will be found among the Kazaks, Daghestans, Mosuls and Guendjis, some at half their former prices. Thursday, \$11.75, \$17.25, \$19.25, \$24.25 and to \$39.50.

**Genuine Persian Antiques at \$5.75**—Attractive little rugs, mostly antiques in many different kinds and sizes, ranging from 3 x 4 to 7 x 4 feet. Former prices, \$11.75 to \$15.00. All in one group for this special sale. \$5.75

**Room Size Persian and Turkish Rugs**—A splendid lot of most attractive and desirable rugs, in light and dark colors, for drawing-rooms, living-rooms, dining-rooms, etc., at reductions ranging from 45 to 50 per cent. Among the special rugs are extra fine Kirmanshahs, Suruks, Persian Mahals, Turkish Anatolians and Isphahans, etc.

**New Summer Mats**—All kinds of makes and colors. Place orders for the Summer cottage now.

China Matting, heavy make, special, 12c yard.  
Japanese Matting, 20c, 25c, 30c and 55c yard.

#### LINOLEUMS AT 50c.

Popular heavy printed linoleums, a big range of designs and colors, all two yards wide. Thursday, square yard . . . . . 50

**English and Scotch Tapestry Rugs**—Well colored Oriental patterns and attractive two-tone centres, with pretty chintz borders.

Size 6.9 x 9.0 . . . . . 7.50	Size 7.0 x 9.0 . . . . . 8.50
Size 9.0 x 9.0 . . . . . 10.25	Size 7.6 x 10.6 . . . . . 10.25
Size 9.0 x 10.6 . . . . . 11.95	Size 9.0 x 12.0 . . . . . 13.50
Size 10.6 x 12.0 . . . . . 16.75	

### Summer Furniture

Refrigerator Cases, of thoroughly kiln-dried hardwood; golden finish. The provision and ice chambers are lined with galvanized steel. Prices as follows:

Natural finish, galvanized lined; height 33 in.; width 24 in.; depth 17 in. Special, Thursday . . . . . 5.95

Natural finish, white-enamelled lined; height 40 1/2 in.; width 27 in.; depth 18 in. Special, Thursday . . . . . 7.50

Natural finish, white-enamelled lined; height 42 in.; width 26 in.; depth 18 in. Special, Thursday . . . . . 9.75

Solid oak, golden finish, white-enamelled lined; height 54 in.; width 28 in.; depth 19 1/2 in. Special, Thursday . . . . . 19.25

50 Verandah Chairs, in red, green or natural finishes; splint-seat and slat-back. Special, Thursday . . . . . 90

Folding Garden Settee . . . . . 1.00

Folding Garden Chair, in natural finish; strong duck. Special, Thursday, for . . . . . 1.25

Folding Camp Cot, in strong duck. Special, Thursday . . . . . 2.90

Folding Camp Stools, in strong duck. Special, Thursday . . . . . 30

### Silverware

**Cream and Sugar Set, 79c.** Cut glass with floral pattern, in sterling silver deposit. Regular \$1.25 pair. Thursday, pair . . . . . 79

**Nut Bowls, satin finished, gold lined, fluted pattern.** Regular \$1.75. Thursday . . . . . 1.25

### Limoges China Dinner Sets

**BERNARDAUD "VICTORIA," \$34.75.** Beautiful white Limoges china, rosebud border, perfectly modelled ware, full coin gold handles, 102 pieces. Set, Thursday . . . . . 34.75

**"CZARINA" DINNER SET, \$28.75.** A new Limoges china open stock pattern, rosebud festoon border, brown dice band border, half coin gold handles, 97 pieces. Thursday . . . . . 28.75

**A LIMOGES DINNER SET, \$20.50.** Ahrenfeldt Limoges china, pretty moss border decoration, clear, white, thin china, half met gold handles, 97 pieces. Thursday, the set, special . . . . . 20.50

### Three English Dinner Sets

**White and Gold Set, \$10.95**—Fine quality thin English semi-porcelain, popular plain gold band border, clear, white, even finish. Thursday, set . . . . . 10.95

**"MARQUIS," A NEW SET, \$8.75.** Excellent grade English semi-porcelain, pretty green border design, open stock pattern, 97 pieces. Thursday, set . . . . . 8.75

**"MINTON" BORDER SET, \$14.75.** Finest quality Fumivale, English semi-porcelain, perfectly modelled ware, open stock pattern. Thursday, the set . . . . . 14.75

### Cut Glass

\$4.00 Fruit Bowls . . . . . \$2.95  
\$8.50 Sugar and Cream Sets . . . . . \$1.95



## Drapery Fabrics For Country Homes

Tapestry Portieres—Manufactured in our own workroom, at three prices, as follows:

**At \$5.95 Per Pair**—Art Serges, in green and brown, trimmed with pretty tapestry borders to match; also a few pairs in red with fringe top and bottom. Per pair 5.95

**At \$8.50 Per Pair**—Made of Assyrian cloth, of a very pretty weave in brown, green or red, with tapestry bandings to match. Pair . . . . . 8.50

**At \$9.25 Per Pair**—The well-known popular fabric "Egyptian Cloth," in green, brown or red, with tapestry bandings to match. Pair . . . . . 9.25

**Madras Muslins, 35c Yard**—Cream or white, dainty floral and crossbar effects, 45 inches wide. Yard . . . . . 35c

**English Curtain Nets, 28c**—Fine quality, in soft ivory shades, 45 inches wide, conventional and floral patterns. Thursday, yard . . . . . 28c

**1,000 Window Shades at 23c**—An opaque cloth of good quality in cream or white, size 36 x 68 inches, mounted on strong spring roller, and complete with brackets and nickel ring pull. This is an opportunity to get window shades for the many windows of that summer home. Some of these shades are slightly defective, but the regular price is 30c and 39c. Thursday, 8.30 a.m. . . . . 23c

**Extension Rods at 9c**—Extend to 48 inches, fitted with hook brackets and silvered ball ends. Thursday . . . . . 9c

**In the Awning Section**—500 Awnings for windows, ready made, to put up, good quality awning stripe, mounted on adjustable frame; 2.6, 3.9 and 3.6 wide, with a 2.6 projection, each . . . 1.50

### Towels at 98c

TOWELS AT 98c, REGULAR \$1.50.

Fine huckaback, bedroom size, plain hemstitched. Regular \$1.25 and \$1.50 pair. Thursday, pair . . . . . 98c

**White Turkish Towels**, close thick pile; blue or red borders; hemmed; size 26 x 42 inches. Thursday, pair, 75c

**Hemstitched Damask Table Cloths**, pure linen; size 3 x 2 1/2 yards; chrysanthemum, daisy and rose designs. Thursday . . . . . 4.25

20-inch Napkins, to match cloth. Thursday, dozen 5.00

### Books

Nelson's History of the War, by John Buchan, Vol. XI, now ready; covering the struggle for the Dvina and the great invasion of Serbia . . . . . 25

The Royal Academy Illustrated for 1916 . . . . . 60

Care and Feeding of Children, by Dr. Emma Holt. The most reliable book on the market for the mother. Written in question and answer style . . . . . 75

Special Fancy Back Playing Cards, with gilt edges; splendid designs, good quality . . . . . 25

Bars of Iron, by Ethel M. Dell, just published. Undoubtedly her best story . . . . . 1.10

Wedding Stationery for the June bride, in invitations or announcements, either printed or engraved, the quality . . . . . 75

Patriotic Picture Postcards, in big variety of subjects. Just the thing to send to your soldier friends in the trenches . . . . . 25

Gilt-edged Correspondence Cards, 24 cards, with best quality of linen envelopes to match. Regular 50c. Special . . . . . 25

## NEW MARKET

TELEPHONE ADELAIDE 6100

#### MEATS.

Stewing Beef, lean, boneless, lb. . . . . 14

Mixed Shoulder Steak, lb. . . . . 15

Roller Boneless Brisket, lb. . . . . 18

Sirloin Steak, Simpson quality, special, Thursday, lb. . . . . 26

Loin Roast Fresh Veal, lb. . . . . 20

Fillet of Veal, lb. . . . . 25

Rack of Veal, lb. . . . . 16

Breast of Veal, lb. . . . . 13

2,000 lbs. Select Boneless Breakfast Bacon, mild curing, whole or half, special, per lb. . . . . 27

Silver Leaf Pure Lard, 3-lb. pails, gross weight. Thursday, special, pail . . . . . 55

#### GROCERIES.

One-car Standard Granulated Sugar, in 20-lb. cotton bags (only 3 bags to a customer), per bag . . . . . 1.60

2,000 lbs. Finest Creamery Butter, lb. . . . . 30

Ogden's or Purdy's Flour, 4-bag, gross . . . . . 95

4,000 tins Finest Canned Tomatoes, 2 tins . . . . . 19

Finest Featherstrip Coconut, per lb. . . . . 22

Choice California Prunes, 3 lbs. . . . . 25

Choice Red Salmon, 2 tins . . . . . 28

Teifer's Cream Soda Biscuits, special, tin . . . . . 25

500 lbs. Fresh Ginger Snaps, 3 lbs. . . . . 25

Imported English Malt Vinegar, Imperial quart bottle . . . . . 27

Fancy Patna Rice, 3 lbs. . . . . 25

Fresh Flaked Wheat, per stone . . . . . 55

Upton's Marmalade, 4-lb. pail . . . . . 50

Salt, 10-bags, 3 bags . . . . . 25

Pure Cocoa, in bulk, per lb. . . . . 14

Quaker Oats, large package . . . . . 24

Nestle's Condensed Peaches, per tin . . . . . 15

Buchanan's Pure Strawberry and Raspberry Jam, 16-oz. jar . . . . . 22

Pure Gold Quick Tapioca Chocolate and Custard Powder, 3 packages . . . . . 25

45c ASSAM TEA FOR 37c.

7,000 lbs. Fine, Rich, Full-Bodied Assam Tea of uniform quality and fine flavor. A 45c tea anywhere. Thursday, lb. . . . . 37

**FRUIT AND VEGETABLES.**

Choice Grapefruit, per doz. . . . . 40

Finest Delaware Potatoes, peck . . . . . 38

**FLOWER SECTION.**

Hanging Baskets for verandah, summer home, etc., filled with vines and good blooming plants. Special, each . . . . . 98

Boston Sword Ferns, each . . . . . 60

Asparagus Ferns, each . . . . . 40

Dahlia Buds, assorted, 2 for . . . . . 15

The Robert SIMPSON Company Limited