

SIMPSON'S-DAY OF 100 SPECIALS TODAY

Values that excel! 100 of them set forth in this page with a brevity and definiteness that will invite you to read them all. Owing to the extremely low prices and, in some cases, the limited quantity of merchandise, we cannot guarantee them to last through the entire day. 8:30 Shopping is urged.

Women's \$75 to \$90 Coats, \$35
10:30 a.m. Sale! Special purchase of velour, goldtone, tricotine and serge coats in leading shades and sizes. Full or half-lined with silk.
Simpson's—Third Floor.

Tuesday Dress Sale, \$22.50
Women's and misses' \$29.75 to \$35.00 figured voile frocks in popular beruffled, quantity shamed, organically collared styles. Favored shades.
Simpson's—Third Floor.

Tuesday Sale of Skirts, \$12.50
200 stunning examples of \$18.50 to \$32.50 designs in wash satins, drepols, silk crepes, wool plaids. White pastel and sports shades.
Simpson's—Third Floor.

Wool Jersey Suits, \$35.00
Misses' high-class styles of exceptional quality jersey in dark shades, including Oxford and smoke grays. Regularly \$45.00 to \$49.75. Today 35.00
Simpson's—Third Floor.

Millinery Special, \$1.49
Ready-to-wear hats, mostly fine Jap liere braids and Milan hems; also a few rough braid sailors. Splendid styles and colors. Today 1.49
Simpson's—Second Floor.

Women's Panamas, Only \$1.00
Mannish shapes, sports and outing styles, in the good quality Toyo Panama women usually pay much higher prices for. Clearing today at 1.00
Simpson's—Second Floor.

Women's \$9.00 Oxfords, \$4.50
Black Kid Lace Oxfords, sizes 4 to 8—turn sole, broad last, gray suede lining. Leather Spanish heel, medium height. Today . . . 4.50
Simpson's—Second Floor.

Women's Brown Pumps, \$4.50
Fine Havana brown calf leather. Sport last with medium Cuban heel—narrow toe with wing toecap. Good weight sewn sole. Sizes 4 to 8.
Simpson's—Second Floor.

Children's Slipper Special!
Gunmetal leather, on wide, plain toe last, with flexible welt leather outer sole. Sizes 2 to 4½, \$1.80; 5 to 7½, \$2.29; 8 to 10½, \$2.59.
Simpson's—Second Floor.

Men's Oxfords, Clearing \$6.95
Oxfords of calf and kid leathers, in brown, mahogany and black—recede, straight last—round toes. Sizes 5 to 11 in the lot.
Simpson's—Second Floor.

\$5.00 Silk Moire Bags, \$3.95
Neatly lined, with silk tassel. Fitted with change purse and vanity mirror. Black, navy, brown and taupe. Regularly \$5.00. Today 3.95
Simpson's—Main Floor.

\$3.00 Strap Purse, \$1.95
Black sheepskin in morocco finish. Top or back strap styles. Close fitting centre frame and space for car tickets. Black only. Today 1.95
Simpson's—Main Floor.

Middies and Waists, 95c
Regularly \$1.95 to \$2.95. Colored Middies, coat and sleeveless effects, also colored waists. Colors linen, open blue, rose salmon, maize, etc. Sizes to 42.
Simpson's—Third Floor.

Chintz Cushions, 65c
Porch and Hammock Chintz Cushions, in various shades of red, finished with frill of same. 500 on sale at 8:30. Special, each . . . 65c
Simpson's—Fourth Floor.

Women's 50c Stockings, 20c
Fine plain cotton, in brown or gray. Seamless style. Sizes 8½ to 9½. Worth shopping early for today at 20c
Simpson's—Main Floor.

Women's Silk Stockings, 95c
Regularly \$1.50. Perfect thread silk, with seamless high silk leg. Black, sizes 8½ to 9½; white, sizes 9 to 10; champagne, sizes 8½ to 10.
Simpson's—Main Floor.

50c and 75c Fancy Ribbons, 25c
Ribbons for every purpose. An exceptional collection of novelties. Hat Band Ribbons also included. All from our regular 50c and 75c stocks.
Simpson's—Main Floor.

Stamped Nightgowns, \$1.05
Fine quality Nainsook Nightgowns. Small, medium and large designs. Semi-ready. Special, today, each 1.05
Simpson's—Fourth Floor.

Women's Silk Gloves, \$1.69
Regularly \$2.00. "Kaiser" 4-star quality, milanese silk. Double finger tips. Black and white only. Sizes 2½ to 7½. Limited quantity.
Simpson's—Main Floor.

"La Deesse" Corset, \$2.49
Average figure models. Strong white coutil; low bust, medium length skirt. Four elastic supporters. Sizes 20 to 27.
Simpson's—Third Floor.

Smart Bathing Suits, \$1.49
One-piece style in navy or brown jersey with skirt. Neck, arms and bottom trimmed with white, cardinal or orange.
Simpson's—Third Floor.

Bathing Caps, Soaps, Etc.
75c Bathing Caps, 63c. 25c Bath Soap, 3 for 89c. Lifebuoy Soap, 6 cakes, 49c. Brilliantine, 50c bottle for 39c.
Simpson's—Main Floor.

Tooth Brushes, Powders, Etc.
Dupont's 50c Tooth Brushes, 2 for 75c. Vanity Boxes, Djer Kiss Rouge and Powder, 49c. Cutex Sets, 50c for 39c. Chlorox Tooth Paste, 50c for 29c.
Simpson's—Main Floor.

Vests and Drawers, 85c Garment
You will want several at this price. Vests are ribbed cotton with lace yokes or bead trimming. Umbrella drawers, lace trimmed.
Simpson's—Second Floor.

Women's Undies, \$1.98
Athletic combinations of plain striped or checked cotton. Chemises lace or embroidery trimmed. Today, garment 1.98
Simpson's—Third Floor.

Women's Print Aprons, 48c
Band style, of strong print, in striped effects. Very roomy. Tie strings of same material. Useful pocket. Today 48c
Simpson's—Third Floor.

Women's Bloomers at \$1.48
Wide roomy garments of good wearing cotton, elastic finishes waist and knee. Colors pink, sky or white. Today 1.48
Simpson's—Third Floor.

Infant's Short Dresses, 55c
Of soft white nainsook, lace and insertion trimmed. Pleated skirts, bodices trimmed with silk rosettes. Sizes 6 months to 2½ years.
Simpson's—Third Floor.

Girls' Wash Dresses, \$2.25
Pink and blue ginghams and plain chambrays, two styles, separate waist-belts, collars and cuffs of contrasting material. Sizes 6 to 14.
Simpson's—Third Floor.

Nainsook Combinations, 75c
White nainsook, drop-seat style, waist buttons down back; knee drawers, ribbon-run embroidery, beading and lace edging. Sizes 2 to 6.
Simpson's—Third Floor.

Knitted Cotton Drawers, 49c
White Egyptian cotton, close Balbriggan weave, tight knee with buttonholed waistband of strong white twilled. Sizes 3 to 14 years.
Simpson's—Third Floor.

Petticoats, 95c
One style of cambric in black ground with colored flowers and scrolls, and other of rose saateen, double row of ruffled tucks. Sizes 34 to 38.
Simpson's—Third Floor.

SIMPSON'S TELEPHONES
Simpson's telephones are at your service if you cannot come down to the store. Goods ordered before 12 noon will be delivered same day; goods ordered before 4 p.m. will be sent here, delivery following day. Every purchase backed by Simpson's guarantee of complete satisfaction. Main 7661 for All Departments. Market Phone Adelaide 6100.

\$1.50 Swiss Flouncings, 63c
600 yards fine Swiss Embroidery Flouncings, 27 inches wide, handsome open-work guipure effect scallops. Today, yard 63c
Simpson's—Main Floor.

Valenciennes Lace, 6c Yard
Edgings, Beadings and Lace Edgings in French and Nottingham Vals, ¾ to 1 in. wide; also odd insertions in linen torchon. Regularly 8c, 10c, 12½c, 16c.
Simpson's—Main Floor.

Women's Kerchiefs, 38c
About 400 Women's Linen Handkerchiefs with embroidered corner. All white or with touch of color. 50c and 60c values. Today, each 38c
Simpson's—Main Floor.

Men's Kerchiefs, 3 for 49c
Full size, made of a fine lawn, pure white, with hemstitched border. Today's price for these fine handkerchiefs is 3 for . . . 49c
Simpson's—Main Floor.

35c Notepaper, 29c Box
Rosco Linen Lawn Note Paper in 1-lb. boxes. Regularly 35c. 75 Envelopes to match, also reduced today to 29c
Stationery Dept.—Main Floor.

Diamonds Reduced One-Third
\$15.00 to \$25.00 Tie Pins, 1-3 off
\$36.00 to \$40.00 Pendants, 1-3 off
\$20.00 to \$35.00 Earrings, 1-3 off
\$25.00 to \$50.00 Rings, 1-3 off
Simpson's—Main Floor.

Brooches and Pendants, \$4.95
Pendants, Bar Pins and Brooches. Great assortment. 10k or 14k gold, set with real pearls and colored stones. Regularly \$7.00 to \$12.00.
Simpson's—Main Floor.

\$3 to \$6 Pearl Strings, \$1.95
Cream or iridescent pearls in either uniform or graduated sizes. 15 inches, 18 inches and 22 inches long. Regularly \$3.00 to \$6.00. Today 1.95
Simpson's—Main Floor.

\$3.50 to \$6.50 Beads, \$2.95
Finely cut beads, ivory beads, plain or carved; also a large assortment of metal trimmed beads in all colors. Regularly \$3.50 to \$8.50.
Simpson's—Main Floor.

Creme Georgettes, \$2.88 Yard
Also creme de chine, 38 and 40 in. wide. French, Swiss and Jap manufacture. Fine, medium and extra heavy weights. All shades. Regularly \$3.50 to \$4.50.
Simpson's—Second Floor.

\$2.95 Chiffon Taffeta, \$2.49 Yard
An extra special purchase makes this inviting offer possible. 35 and 36 inches wide. Our regular \$2.95 grade. 600 yards today, yard 2.49
Simpson's—Second Floor.

\$6.50 Wool Jersey, \$4.89 Yard
All-wool jersey in a complete range of fashionable and wanted shades for dresses and skirts. 54 inches wide. Regularly \$6.50. Today, yard 4.89
Simpson's—Second Floor.

Silk Poplin, \$1.53 Yard
About 3,000 yards of high-grade Silk Faille Poplin in a full range of colors—36 inches wide. Regularly \$1.89 and \$1.95. Today, yard 1.53
Simpson's—Second Floor.

Boys' Washable Suits, \$1.29
Regularly \$1.85 and \$2.00. The materials are gingham, chambray and Oxford, made in Buster and Billy Boy models. Knee pants. 2½ to 8 years.
Simpson's—Second Floor.

Boys' Khaki Bloomers, 95c
Khaki Drill Bloomers with two pockets, belt loops, strap with button-fastener at knee. Sizes 6 to 14 years. Today, special 95c
Simpson's—Second Floor.

27-Inch White Duck, 49c
Heavy weight, for skirts and sports wear. Also 36-inch poplin in amethyst shade only. Regularly 65c and \$1.25. Today, special, yard 49c
Simpson's—Second Floor.

40-Inch Pink Mull, 65c
Cool for summer. Fine plain quality for women's lingerie and afternoon frocks. Regularly \$1.00. Special, today, yard 65c
Simpson's—Second Floor.

36-Inch Silk Mull, 69c
A silk and cotton fabric, soft and cool for summer wear. Colors pink, sky, white and apple green. Regularly \$1.10. Today 69c
Simpson's—Second Floor.

Tea Towelling, 39c Yard
2,500 yards of our regular 49c linen-and-cotton Towelling, 20 inches wide; also 2,000 yards of 20-inch union tea or glass towelling, red or blue check.
Simpson's—Fourth Floor.

Novels Half-Price, 88c
Such fascinating novels as "Sir Harry," "House of Bathazar," "Ceste of Duke Jocelyn," "World of Wonderful Reality," etc. Special 88c
Book Dept.—Main Floor.

Hemstitched Sheets, \$4.50 Pair
Strong quality, fully bleached, hemstitched sheets, about 70 x 90 inches. Regularly \$5.50. Be early today for this special. Special, pair 4.50
Simpson's—Fourth Floor.

Young Men's Suits, \$24.95
Smart tweeds and plain navy blue chevrons. Choose from single-breasted, form-fitting and better sacque models. Sizes 33 to 39.
Simpson's—Main Floor.

Men's Trousers, \$3.75 Pair
200 pairs Trousers for business wear, well tailored, of dark shades of gray, neat stripe effects. Sizes 32 to 44. Today, pair 3.75
Simpson's—Main Floor.

Men's \$10.00 Panama Hats, \$6.95
South American Panamas. Fedora, telescope, negligee and sailor styles. Black and dark green bands. Today, special 6.95
Simpson's—Main Floor.

Children's \$1.50 Hats, 95c
Rah Rah shapes in silk and mercerized cottons. Shades of grays and greens, mostly check designs. Comfortable for summer.
Simpson's—Main Floor.

Men's Bathing Suits, 69c
Plain navy, navy trimmed, white and navy and red. Short sleeves or no sleeves. One piece, with skirt. Sizes 32 to 42.
Simpson's—Main Floor.

Men's \$4.00 Pajamas, \$2.49
Flannelette Pajamas, pink or blue stripes on light grounds. Military collar, silk frog on coat. Draw string at waist. Sizes 34 to 44.
Simpson's—Main Floor.

Boys' Washable Suits, \$1.29
Regularly \$1.85 and \$2.00. The materials are gingham, chambray and Oxford, made in Buster and Billy Boy models. Knee pants. 2½ to 8 years.
Simpson's—Second Floor.

Boys' Khaki Bloomers, 95c
Khaki Drill Bloomers with two pockets, belt loops, strap with button-fastener at knee. Sizes 6 to 14 years. Today, special 95c
Simpson's—Second Floor.

Clover Leaf Tea Sets, \$2.39
"Clover Leaf" is a substantial English ware. Set consists of 6 cups and saucers, 6 tea plates and 2 bread plates. Set 2.39
Simpson's—Basement.

Aluminum Saucepan Set, \$1.98
Need more aluminum utensils? This is a "Wear-Ever" set of 3 lipped saucepans, sizes 1, 1½ and 2 quarts. Special 1.98
Simpson's—Basement.

Marmalade Jars, 49c Each
A special offering of 100 only Cut Glass Marmalade Jars with dainty floral and leaf cutting, plated cover. Today, special, each 49c
Simpson's—Basement.

Chesterfield Suite, \$525.00
Spanish Renaissance style, walnut frame; Chesterfield has loose reversible pillow arms, large wing chair and arm chair. Tapestry covered. Regularly \$731.75.
Simpson's—Fifth Floor.

Living-Room Chair, \$45.00
One only, large Living-Room Chair with comfortable deep spring seat and back, covered in tapestry. Regularly \$79.75. Today . . . 45.00
Simpson's—Fifth Floor.

\$351.00 Chesterfield, \$251.00
7½ feet long, with Marshall spring cushions and having roll arms and 3-panel back. (Arm Chair to match. Regularly \$210.00. Today, \$180.00).
Simpson's—Fifth Floor.

\$239.00 Chesterfield, \$169.00
Covered in excellent tapestry. Luxurious deep spring seat and back, with roll arms and separate Marshall cushions. Special 169.00
Simpson's—Fifth Floor.

Adam Dining Suite, \$486.00
8 pieces, inlaid mahogany, 72" buffet, urn-decorated doors, plate mirror; table, pedestal base; chairs, leather seats. Regularly \$672.00.
Simpson's—Fifth Floor.

Wall Papers, 17c Single Roll
Attractive color treatments. Pretty stripes and floral patterns, in pink, blue, yellow and mixed shades for bedrooms.
Simpson's—Sixth Floor.

Oak Room Mouldings, 5c Foot
Regularly 7c to 15c. Polished and Raw Oak Room Mouldings and Chair Rails. Variety of patterns and widths. 1½, 2, 2½ and 3 inches.
Simpson's—Sixth Floor.

Baby Carriages, \$49.25
10 only, regularly \$65.00 to \$90.00. White, gray and cream finishes. Reed bodies and hoods. Reversible gears, corduroy upholstery.
Simpson's—Sixth Floor.

Simpson's Paints, 89c Quart
Colors, white, ivory, cream, buff, drab, pearl gray, medium gray, slate gray, golden brown, Brunswick brown, dark brown, pea green and dark green.
Simpson's—Sixth Floor.

Linoleum Remnants, 79c Sq. Yd.
Regularly \$1.25 and \$1.75. Various widths and assorted colorings. Canadian and Scotch qualities. Square yard 79c
Simpson's—Fourth Floor.

\$4.75 Bath Mats, \$2.95
Reversible Washable Mats, in blue, white and rose, tile designs. A few slightly soiled on the edges. 25 x 48 inches.
Simpson's—Fourth Floor.

\$1.50 Rubber Mats, \$1.25
Diamond Rubber Mats for vestibule, bathroom or kitchen wear. Heavy quality solid rubber. Size 18 x 30 inches. Regularly \$1.50. Special 1.25
Simpson's—Fourth Floor.

Bedroom Rugs, \$1.39
Reversible Cotton Rugs, for bedrooms or bathrooms. Gray and white centre with border effect. 34 x 48 inches. Very attractive and serviceable.
Simpson's—Fourth Floor.

40c Electric Bulbs, 3 for 95c
Grade A—23 and 40-watt. Any broken when delivered will be exchanged if returned with sales check by Friday next.
Simpson's—Sixth Floor.

11 Fixtures, Set \$34.75
Six-room set—cellar and veranda included. Inspection fees and bulbs extra. Regularly \$49.15. Today, special 34.75
Simpson's—Sixth Floor.

Boys' Neglige Shirts, \$1.39
Separate collar to match. Neat hairline and cluster stripes in black, blue or helio. Large, roomy bodies. Double soft cuffs. Sizes 12 to 14.
Simpson's—Main Floor.

\$1.50 Fruit Spoons, 79c
A splendid opportunity to obtain a wedding gift at a low price. Fruit or Berry Spoons in Rogers' A.A. quality silver plate. Today 79c
Simpson's—Main Floor.

\$1.00 Cold Meat Forks, 65c
Serving Forks, silver plate, in bright finish. Most attractive patterns from regular stock, marked to clear quickly today 65c
Simpson's—Main Floor.

\$3.75 Silver-Plate Ladies, \$1.00
Rogers' Silver-Plated Lemonade and Soup Ladles in fancy patterns. Bright, durable finish. Would make a very attractive gift. Today, only 1.00
Simpson's—Main Floor.

Hammocks, Special, \$3.49
With pillow and side valance. Striped pattern, red, green and white colors. 72 only to sell today at 3.49
Simpson's—Basement.

Tennis Racquets, \$1.49
This kind of racquet is popular for practice. It is full size and strongly made. Specially priced for today at 1.49
Simpson's—Basement.

Lawn Swings, \$8.95
Comfortable and well built swings for four passengers. Posts are painted red—seat and back are varnished in natural finish. Special, today 8.95
Simpson's—Basement.

Deluge Sprayers, 59c
If you work about the lawn or garden you will want this sprayer for spraying plants, trees, bushes, etc. Green japanned finish. Today 59c
Simpson's—Basement.

Simpson's Markets
Under Hallock, Neale, Today
Direct Telephone Ad. 6100.

MEATS
1,000 lbs. Prime Corned Flank of Beef, boned, rolled. Today, special, per lb. 24c
Shoulder Roasts, Simpson quality, per lb. 24c
Family Ham, our own make, per lb. 27c
Tenderloin, Simpson quality, per lb. 27c
Broam weight, per pair 1.00
Dimple Leg Brand Pure Lard, 3-lb. tin, per tin 1.00
Our Ready-for-the-table Meats, bottled, vacuum or jellied, are a great help for daily luncheon or picnic.

FISH
All Fresh Fish Advertised Subject to Arrival.
Wholesale, fresh dressed, per lb. 24c
Salmon Trout, fresh dressed, per lb. 24c
Cod, fresh, boiling pieces, per lb. 16c
Cod, fresh, choice steaks, per lb. 20c
Haddock, fresh, dressed, per lb. 18½c

GROCERIES
2,000 pails of Williams' Pure Strawberry Jam, No. 4 size pail, only 3 pails to a customer. 1.25
1,000 lbs. Fine Creamery Butter 60% Fat, Pure Cream, in bulk, white 24c
2,000 pails of 24c
500 bags Five Roses Flour, 24½ lb. 2.94
4,000 lbs. Choice California Prunes, 2 lb. 1.25
Choice Turkish Sultana Raisins, 10 lbs. 25c
Choice Currants, 10 lbs. 25c
Orleans, 1-lb. tin 25c
Eggs, Best, Fresh, per doz. 1.50
Finest Canned Peas, Early June 25c
Coca-Cola, 12 cans, 6 oz. each 25c
Coca-Cola, 6 cans, 12 oz. each 25c
Quaker Oats, large pail 25c
Finest Raisins, 2 lbs. 25c
Fruit Ceylon Tea, 2 lbs. 25c
Blue Bell Jelly, Powders, assorted 25c
Said's Tomato, 2 pkts. 25c
Hot Tomatoes, 2 pkts. 25c
Finest Canned Honey, 10 lbs. 25c
Finest Canned Powder, 10 lbs. 25c
Orange Marmalade, Canning Brand, No. 4 pail 1.25
Red Salmon, 14½ lb. tin 25c
Shredded Wheat, 2 pkts. 25c
FRUIT SOUVENIR
California Valencia Oranges, doz. 40
Roma Oranges, 8 lbs. 25
Home-grown Beets, 5 bunches 25

HARPER'S BAZAAR FOR JULY ARRIVES TODAY. Phone your order at once 50

The **SIMPSON** Company Limited