

IMPORTANT!

That housewives should give their meat-buying particular attention in summer time. For "safety-first" choose in our clean, attractive market from fresh, government inspected meats. If you cannot shop yourself, phone Adelaide 6100. Your order will have the attention of experts.

SIMPSON'S

Telephone Main 7841 Store Hours 8:30 to 5:30; Saturday 8:30 to 1 p.m. Market Adel. 6100
No Noon Delivery on Saturday

Remnants of Embroidery Flouncing Half-Price

Regularly \$1.00, \$1.25 to \$1.95.
Odd lengths of Swiss Embroidery Flouncings, 25 and 27 inches wide. Scalloped and frilled edges for baby dresses. Today, special, half-price and less. Cannot fill phone orders on this item.
Simpson's—Main Floor.

EXTRA!

Remarkable Clearance of Wash Fabrics

More than 8,950 yards—comprising the most wanted and serviceable of the season's wash fabrics, heavy suiting weights, light cool dress materials, gingham and firmer weights for kiddies' wear. These fabrics are in odd lots and broken ranges, hence the remarkable reduction. Be on hand early for best choice.

\$1.00 Pongee Linen, 49c Yard.

2,100 yards, highly mercerized materials in shades of navy, green, gray, sky, natural, black, brown and white. 27 inches wide. Midsummer Sale today, yard49

\$1.00 Beach Cloth 75c Yard.

3,400 yards, splendid weight for sports wear. Shades of rose, green, royal, gold, brown, navy, mauve and black and white. 36 inches wide. Midsummer Sale, today, yard .75

\$1.50 Silk-and-Cotton Georgette 98c Yard.

1,800 yards, a lovely soft material for the daintiest of summer frocks. In shades of maize, amethyst, gold, green, black, gray, rose, white and brown. 36 inches wide. Midsummer Sale, today, yard98

\$1.50 Cotton Gabardine 79c Yard

900 yards, Black Gabardine for cool traveling suits and skirts. 36 inches wide. Midsummer Sale, today, yard .79

65c White Duck 49c Yard.

750 yards, heavy suiting weight, in pure white, 27 inches wide. Midsummer Sale, today, yard49

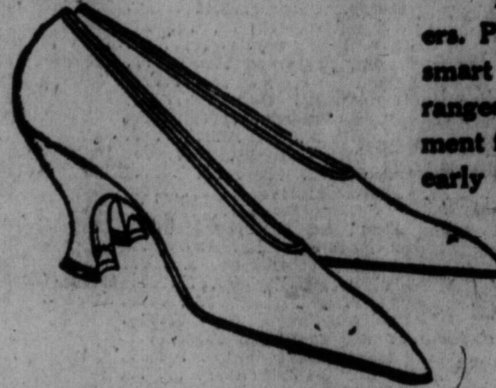
Duro Gingham \$1.25 Yard.

A belated shipment affords us the opportunity of offering these Ginghams at a price very much less than today's. In plain shades of navy, French blue, gray, amethyst and natural; also pretty plaid effects in contrasting tones. 40 inches wide. Midsummer Sale, today, yard1.25
Simpson's—Second Floor.

Save 1-5 on Oxfords and Pumps Today

Pre-Stock-Taking Clearance Brings Price Reductions of 20% on Seven Regular Stock Lines.

Taken directly from our stock of the season's best sellers. Patent leather and kid Oxfords and Pumps, cut on the smart lines and built on comfortable, good-fitting lasts. Size ranges may be slightly broken, but there is a splendid assortment from which to choose. Select your style and be on hand early this morning.



"Biltmore" Patent Leather Oxfords \$6.75.

One of the smartest and most fashionable New York lasts. Long plain vamp, light-weight hand-turned sole, and high wood covered Louis heels. Also a few plain kid, built on the same last, with Spanish leather heels. Sizes 2 1/2 to 8. Width AA to D. Today 6.75

- No. 1—French Patent Colt Tie Pumps, with welt sole, Regularly \$12.00. Today 9.60
- No. 2—Plain Patent Leather Pumps, with turn sole, Cuban or Baby Louis covered heel. Regularly \$12.00. Today 9.60
- No. 3—Smart Patent Colt Walking Pumps, Goodyear welted sole, leather Cuban heel. Regularly \$11.50. Today 9.20
- No. 4—Patent Colt Dress Oxfords, in tan shade, with turn sole, Spanish leather heel. Regularly \$11.00. Today 8.80
- No. 5—Perfect Fitting "High-Throat" Shimmy Pumps, with turn sole, leather Spanish heel. Regularly \$10.00. Today 8.00
- No. 6—Patent Leather 2-Bye Ties, Goodyear welt sole, Spanish heel. Regularly \$9.00. Today 7.20
- No. 7—Plain Patent Leather Lace Oxford, Goodyear welt sole, Spanish heel. Regularly \$8.25. Today \$6.60

Men's Oxfords \$6.35---Boots \$6.95

Clearance of our entire stock, black, Goodyear welted, calf and kid, brown calf and English booted veal. Sizes not complete in any one style, but all sizes in the lot. Today, special \$6.35
MEN'S LACED BOOTS, brown or black, laced blucher style. Round or recede toe. Goodyear welted soles. Calf and side stock leather. Large sizes only, 9 1/2 to 11. Today \$6.95
Simpson's—Second Floor.

SILKS!

Rare Values Today

Pongees and Shantung in fine natural shades—genuine "Echizen" Habutais in ivory shade—and fine Satins in pink and ivory.

These very decided underprices on the shantung and pongees come as the result of a remarkable special purchase of 6,000 yards at price concessions of the most unusual sort. Weights and grades for dresses, middie, men's shirts, women's coats and suits are included, and all are 33 in. wide.

- PONGEES AND SHANTUNGS, regularly \$1.29, yard98
- PONGEES AND SHANTUNGS, regularly \$1.39, yard 1.10
- PONGEES AND SHANTUNGS, regularly \$1.59, yard 1.29
- SHANTUNG SUITINGS, regularly \$2.00, yard 1.49

36-inch Ivory Habutais of the Superior "Echizen" Qualities.

- Regular \$1.39 Habutai, on sale, yard 1.10
- Regular \$1.59 Habutai, on sale, yard 1.33
- Regular \$2.20 Habutai, on sale, yard 1.59

\$2.18 Pink and Ivory Wash Satins \$1.79 Yard.

Yard wide. Very fine quality. Bright and lustrous. 300 yards of each shade in this Midsummer Sale offering at, yard 1.79
Simpson's—Second Floor.

All-Wool British SERGES

PRICED UNDER TODAY'S MILL COST.

They are all special qualities, imported direct from the best of West of England makers of serge, and are guaranteed fast color. Telephone orders filled—Main 7841.

\$2.24 and \$2.50 "College" Serge \$1.67 Yard.

We recommend buying now for fall and winter requirements for children's school wear. This quality is excellent for pleated or kilted skirts, 39 and 40-inch widths. Light, medium and dark shades of navy. Midsummer Sale, today, yard 1.67

\$2.44 Worsted Serge \$2.18 Yard.

Beautiful serges, in very fine weaves, especially recommended for dresses and separate skirts for women, misses and children. 40 inches wide. Fast navy and blacks. Midsummer Sale, today, yard, at 2.18

Fine \$2.79 Worsted Serge \$2.44

This is one of our finest grades of English worsted serges. 42 in. wide, in medium and dark navy and black. Ideal for women's, misses' and children's suits, skirts and dresses. Guaranteed fast dyes. Soap shrunk. Midsummer Sale, today, yard 2.44
Simpson's—Second Floor.

200 Voile Frocks---\$15 to \$20 Values

\$7.45



Made Possible by Midsummer Sale

Charmingly designed in great variety. These cool summery frocks offer more than usual shopping inducements at the low sale price, for some are even offered at a little below regular.

Dark foulard, patterned and coin spotted voiles, featuring much navy with ruffles and ruffles of self, or broad collars of white organdy. Dainty light colored voiles in novelty check of floral design, ruffy styles, prettily girdled, collared and sashed.

There is a very complete range of sizes for women and misses.

Shop early for choice today at only 7.45

200 Snowy White Tub Skirts at \$3.95

A VERY SPECIAL ASSORTMENT OF 4750 STYLES—Two skirts for little more than the regular price of one—the truly an opportunity worth taking advantage of today. Made from fine white cotton gabardine, in numerous well-tailored styles, with chic fancy pockets, broad girdles and button trimming. Midsummer Sale, today 3.95
Simpson's—Third Floor.

A Fortunate Purchase Makes Possible a Saving of \$15.00 on Women's Coats at \$35.00

Through a lucky purchase we obtained these \$50.00 coats at much less than regular. They are made from fine wool velours and polo cloths, two of the season's most popular fabrics. Various snappy styles in 46 and 48-inch lengths, and in the favored colors of sand, gray and Pekin blue. Half lined. 50 only—in the Midsummer Sale today at 35.00

Women's Tailored Suits, Special Value at \$45.00.

An offer which is doubly attractive, as these suits are made in advance autumn styles, and the price is lower than such suits would ordinarily sell for. Some tailored designs with the longer belted coat, braid bindings and smart saddle stitchings. Made from Botany serge in navy, a rich brown shade or black. Sizes 34 to 42. Special 45.00

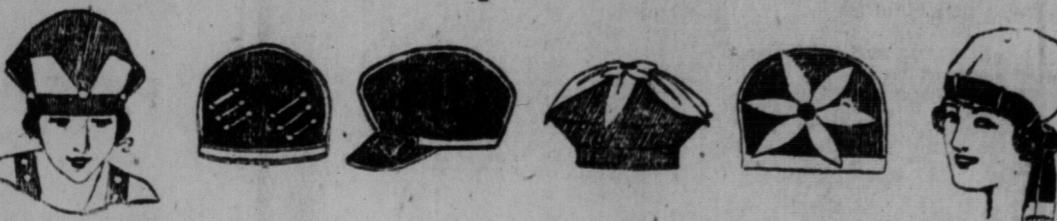
Misses' \$39.75 to \$42.50 Coats \$33.75.

Unconventionally smart styles in velour and cheviot velour, lined throughout with fancy silk. Some have neatly pleated backs, snappy pockets, and smart cuffs. Others have full swing back with belted front, silk stitching and button trimming. Colors taupe, tan, brown, rose and Pekin. Sizes 14 to 20 years. Midsummer Sale, today 33.75

Misses' \$32.50 Silk Suits \$23.75.

Rajah silk—favored for its practical smartness, and the perfection with which it will tub, fashions these clever suits. Pleats, cord tucks and patch pockets add chic. Sizes 14 to 20 years. Wonderful value in the Midsummer Sale, today 23.75
Simpson's—Third Floor.

Smart Bathing Caps! Get Yours Now!



There are dozens of styles and color combinations from which you may choose. A few of the many shapes are illustrated 25 to 1.25
Simpson's—Main Floor.

Bedspreads \$5.85

A Midsummer Sale special of importance—White Crochet Bedspreads, made from long-drawn cotton yarns. Assorted designs. Large double bed size. Until cleared, each 5.85

TABLE DAMASK, \$1.69 YARD—Serviceable quality and good, heavy weight, nicely finished and well woven, in a variety of good designs. 70 inches wide. Midsummer Sale, today, yard 1.69

\$2.50 IRISH HUCK TOWELS, \$2.55 PAIR—Fine White Cotton Huckaback Towels, showing a splendid variety of fancy damask borders, and neatly hemstitched. Size 22 x 38 inches. Midsummer Sale, today, pair 2.35

MADEIRA DOYLIES, 35c EACH—Hand-embroidered Madeira Doyleies, of pure linen. Six dainty designs, with hand scalloped edges. Round shape, size 6 in. Midsummer Sale, today, each 35c
Simpson's—Fourth Floor.

Regularly \$1.95 Window Shades \$1.49

Attractively Trimmed With Insertion

These are well-made shades of durable opaque cloth in the popular cream color. Easy-running spring rollers. Complete with brackets, nails and nickel pull. Standard size for ordinary window—27 inches wide and 70 inches long. Regularly \$1.95. Midsummer Sale, today, each 1.49

Double Curtain Rods, Complete 79c.

These are extremely strong, being flat in shape and having rounded corners so that the drapes can be brought around close to the frame. One rod is for the white curtains and the second for the side hangings. They will fit any window measuring from 28 to 48 inches wide. Today, set complete 79c
Simpson's—Fourth Floor.

\$1 to \$5 Earrings Half-Price

500 pairs—Pearl Stud Earrings. All sizes. Jets in studs or drops, and many novelty colors, including jade, red, amethyst and sapphire. All for unpierced ears. Half-price, today, 50c to \$2.50.
Gold-filled Neck Chains, 16 in. long. Regularly 95c and \$1.25. Today 49c
Simpson's—Main Floor.

3-Light Electric Fixture \$11.95



As illustrated, finished in Flemish gold, trimmed with castles, a suitable fixture for either living or dining-room. The shades are of good design and in delicate amber tone. Regularly \$16.40. Midsummer sale, today 11.95

Semi-indirect Fixture, of brush-finished brass, holding a 36-inch drilled bowl tinted in beautiful amber tones. Regularly \$20.20. Today 15.95

This 5-Light Fixture \$38.75

As shown, two finishes, Orillon or Dutch gold. This is a handsome fixture for the large living or dining-room, shades not included. Regularly \$53.25. Today 38.75
\$44.75 Fixture, \$53.00—Light Etched Brass Fixture, with large lantern shades, having amber panels. Regularly \$44.75. Today's selling \$35.00
\$61.50 Fixture, \$69.75—Candle effect, 5-light fixture, in gold finish, suitable for almost any large room. Regularly \$61.50. Today's selling 29.75
Simpson's—Sixth Floor.

Women's Black Jersey Cloth

Bathing Suits \$2.95

One-piece style, with attached skirt, "V"-shaped neck, little wing sleeves, and insert gussets in the skirts. An attractive bathing suit. Today, special 2.95
Simpson's—Third Floor.

Household Hardware, Lawn Mowers, Lawn Hose---Sale Priced

PHONE MAIN 7841.

"Woodyatt" Lawn Mowers \$8.95.
Taylor-Forbes, high-grade, 10-inch wheels, four blades, 14, 16 or 18-inch cut, \$10.00, \$10.50 and \$11.00 value. Today, one price 8.95

Lawn Hose, 1/2-inch, three ply, warranted grade, with couplings, clamps and nozzle. Complete in 50-foot lengths. Today, \$3.95

Deluge Sprayers, for spraying rose bushes, plants, trees, shrubs. Green japanned finish 50c

Garbage Cans.
Galva lined iron, rustproof, ball handle, slip-over cover or Three sizes priced for today at \$1.25, \$1.49 and \$1.75.

Polish or Dusting Mop 49c.
Polish mop is treated with Cedar Oil Polish. Dusting mop is for use on waxed floors. Today 49c

Aluminum Kettle \$1.98.
Wear-Ever Aluminum Preserving Kettle, 6-quart size. \$5.99 value. Today 1.98
Simpson's—Basement.

1,200 Corn Brooms 55c Each.
1,200 Corn Brooms of good 60c grade, medium weight, 4-trip sawn. Today 55c

Canning Racks 89c.
Holds eight quart jars—fits into ordinary oval wash boiler. A great convenience when canning fruit 89c

The Robert SIMPSON Company Limited