

\$1.75 Bath Towels \$1.39 Pair

Special today. 400 pairs Colored Bath Towels for early selling. Big heavy, red-striped Turkish bath towels with fringed ends. Size 23 x 45 inches. Regularly \$1.75. \$1.39 special, Midsummer Sale, today, pair

Damask Tea Cloths, 95c Each

Fine quality, with red or blue borders, in various attractive designs, all ready hemmed. Size 36 x 36 inches. Midsummer Sale, today, each

Women's \$1 Bathing Caps 69c

360 of these beautiful Bathing Caps on sale today. White with red trimming. White with blue trimming. White with navy trimming. White with green trimming. Regularly \$1.00. This morning

Telephone Main 7841—Market Adelaide 6100

Simpson's Midsummer Sale

Boys' Wash Suits \$1.25

Regularly \$2.00 to \$3.50. Sizes 2 1/2 to 6 Years. Early buyers will glean some wonderful values in this clearance of Boys' Wash Suits, gaiters, piques, peggy cloths, chambrays, in fawns, blues, grays, stripes and plain patterns. Not any one line complete, but a great array of patterns and styles to choose from. Sizes 2 1/2 to 6 years. Today, Midsummer special

Boys' \$20 to \$25 Suits at \$17.45

All-wool homespun and tweeds, in the newest creations for boys' summer wear. Delightful color combinations in gray, fawn and green checks, stripes and mixed effects. Novelty better models with full fashioned bloomers having belt loops and governor fasteners. Sizes 9 to 18 years. Regularly \$20.00 to \$25.00. Today, Midsummer Sale

4 1/2 Hours Special Selling Today! Store Closes at 1 p.m. and No Noon Delivery

8:30 a.m. Special Bridal Rose Cups and Saucers 39c. Regularly \$6.00 Doz. 200 dozen excellent quality thin Nippon China Cups and Saucers in the popular "Bridal Rose" decoration, with stippled gold handles and edges. Not more than two dozen to a customer. Regularly \$6.00 dozen. This morning, cup and saucer for

36-inch White Mosquito Netting 12 1/2c Yard. Telephone your order for this special—Main 7841. A limited supply to clear this morning at

Wash Fabrics Go at 49c Yard. A Clearance of Fine Materials, Formerly Priced at 65c to \$1.50. Fabrics of which there was no longer a complete range of colors or patterns—fabrics of which only short lengths remained—fabrics that had been mused or soiled from handling or display—all these gathered together for quick clearance this morning at a price that in some cases represents but a bare third of the former price.

Natural Shantung---Pongee Silk 4,000 Yards, Selling at 98c Yard. This low price is for regular \$1.39 and \$1.44 grades, of which we recently obtained another special quantity of 4,000 yards from a manufacturer who desired to lower his stocks. Extra special Midsummer Sale offering until cleared, yard

8:30 a.m. Dress Goods Values. PLAIN CREAM AND PENCIL-STRIPE SERGES, \$2.95 YARD—Actually under today's cost. 500 yards specially reduced for this morning! A lovely all-wool quality of British manufacture, thoroughly soap shrunk. Plain cream or with faint black hairlines on cream ground. 50 inches wide. Reduced to less than today's cost, yard

4 Specials in Toiletries. 1-LB. CAN TALCUM (Violet or Lily), 2 for 35c. 1,440 BOTTLES MULSIFIED COCONUT OIL SHAMPOO, regularly 35c. Today, special, 2 for 35c. 144 BOTTLES ARLAY'S LILAC TALCUM, regularly 50c. Today, special, 2 for 35c. 200 OUNCES POPULAR PERFUMES, rose, lily, lotus, carnation, violet, etc. Regularly \$1.25 oz. Today, special, 2 for 75c.

Women's Handkerchiefs Half-Price, 3 for 25c. 400 dozen Women's Initialed Lawn Handkerchiefs, Regularly 3 for 50c. Half-price, 3 for 25c. Dainty Organdy Neckwear, \$1.48. Finely embroidered little vestees with collar attached. Trimmed with Val. lace, ruffles and insertion. Pure white or with small design in blue. Regularly \$2.25. Midsummer Sale

1200 Good Shirts of \$2 to \$3 Grades at \$1.89. Bought under extremely favorable terms, these fine shirts are priced for early morning business today. Here you'll find the most wanted materials—CREPE, CORDS, MADRAS, PERCALE AND ZEPHYRS—in a wonderful variety of pleasing patterns and designs for summer wear. They have soft double cuffs and come in sizes 14 to 17. Regularly \$2.00, \$2.50 and \$3.00. Midsummer Sale, today

Bamboo Veranda Screens at Half Price Today. Complete with ropes, pulleys and hooks, ready to hang—half-price, as follows: Green Color 4' wide, 8' long. Regularly \$3.25, for 1.62. 6' wide, 8' long (limited quantity). Regularly \$4.85, for 2.42. 7' wide, 8' long (limited quantity). Regularly \$5.75, for 2.87. 8' wide, 8' long. Regularly \$6.50, for 3.25. 10' wide, 8' long. Regularly \$8.10, for 4.05. Natural Color 8' wide, 8' long. Regularly \$3.95, for 1.97. 10' wide, 8' long. Regularly \$4.90, for 2.45.

Hardware, Cutlery and Auto Needs. Phone Main 7841. TENNIS RACQUETS, full size, well strung, splendid practice racket. Specially priced today. 1.49. GOLF CLUBS, a complete range of iron and wood clubs. Today, each 2.49. Inner Tubes for Auto Tires, \$2.49. First quality, warranted make. Size 30 x 3 1/2. Today 2.49. Spark Plugs, 65c. Champion A. C. standard 1/2-inch size, suitable for most makes of cars. Today, each .55. ELECTRIC HORNS, \$3.95—Complete with wire and push button. Japanese finish with nickel plated face. \$6.00 value. Today 3.95.

"Woodyatt" Lawn Mowers, \$8.95. Taylor-Forbes high-grade mowers, 16-inch size, 10 1/2-inch wheel, four blades. An excellent mower. \$11 value. This morning 8.95. Pocket Knives, 15c, 25c. High-grade steel scissors—embroidery, nail, pocket, work scissors and straight trimmers. Today, one price, pair .69. POCKET KNIVES—Good serviceable knives for boys, with nickel-plated steel handles and good steel blades. 1-bladed, today .15. 2-bladed, today .25.

Wall Papers 11c Single Roll. WALL PAPERS FOR BEDROOMS, SITTING-ROOMS AND STAIRWAYS in figured and floral stripe effects, with suitable combinations of new color tones printed on light and medium colored backgrounds. Midsummer Sale, today, single roll .11. CUT-OUT OR 9-INCH BORDERS to match. Midsummer Sale, today, yard .3. Superior Quality Porch Floor Enamel 95c Quart. Four attractive colors to choose from—light gray, medium gray, dark gray and slate gray. Durable, glossy paint for veranda floors and steps—dries hard overnight. Rubberet Brushes, 1 1/4 inches Wide, 29c. Selected black bristles, securely bound. Old English Prepared Wax, 69c Tin. For floors, woodwork, furniture and automobiles. Easily applied and polished.

Jap Matting Rugs \$6.95. A cool, clean, sanitary floor covering in gold, green or purple on natural colored ground. A fine, even weave of matting—ideal for summer use in any room or as a permanent bedroom floor covering. Size 12 x 9 ft. This morning .69. The "Everwear" Rug, \$2.15. A heavy cocoon fibre rug in stenciled designs. Shades of green or brown on natural ground. A hard wearing, weatherproof rug. Size 27 x 54 inches, at 2.15. Passage Linoleum, 95c Yard. A heavy quality Passage Linoleum in neat tile designs and colorings. Will withstand hard, constant wear. 27 inches wide. Today, yard .95.

Adjustable Desk Lamp \$4.65. Brushed brass finish, can be adjusted to throw the light in any direction. Excellent for reading, sewing, writing, or for the medical man and dentist. Regularly \$6.25. This morning 4.65. Desk Lamps, \$2.95. Just 10 Desk Lamps with flexible arm, finished in statuary bronze. Regularly \$4.35. This morning 2.95. Stationery Specials. Packet of 54 doylies, containing 12 5-inch, 12 6-inch, 12 7-inch, 12 8-inch, 12 10-inch. Regularly 25c packet. Midsummer Sale, today .19. Children's Party Invitations. 12 invitations with pretty design and 12 envelopes. Regularly 35c. Midsummer Sale, today .23. Poker Chips. 1 1/4-inch size, 100 to a box. Regularly \$1.75 per 100. Midsummer Sale, today 1.35. Stationery Dept.—Main Floor.

Fishing Tackle, Golfers' Needs and Tennis Supplies. Braided Silk Casting Line, "The Continent", tested to 13 lbs. 25 yards to a spool. Today .75. "Silkline" Casting Line, tested to 18 lbs. 25 yards on a card. Today .40. Braided Copper Trolling Lines, 50 yards to the spool .90. "Kelso" Trolling Spoons, the ideal bait for trolling, 45c and 50c. Steel Casting Rods, from \$2.00 to \$8.00. Willow Baskets, from \$1.25 to \$3.75. Landing Nets, \$1.75 and \$3.75. Cincinnati Bass Hooks, double gut, all sizes, 50c to 75c a dozen. Three-piece Bamboo Rods .69. Also Floats, Sinkers, Swivels, Kirby Hooks, Rubber Frogs, etc. Columbia Golf Clubs, Drivers, Brassies, Mashies, Niblicks, Putters, Jiggers .249. "Active" and "Aero" Golf Balls .75. Golf Bags, from \$3.50 to \$7.50 each.

Tennis Supplies. Tennis Racquets, from \$1.00 to \$10.00, including Slazenger's and Walter Bentley's well-known makes. A special practice racquet of exceptional value at 1.49. "Champion" Tennis Balls, a very hard ball, specially adapted for grass courts, at .69. Tennis Nets, complete with posts, guy ropes and pegs, at 10.00. Also a complete line of Baseball Bats, Gloves, Mitts, Masks and Balls.

The SIMPSON Company. Robert Simpson Limited. Includes an illustration of a desk lamp and a tennis racket.

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