

IMPORTANT!

That housewives should give their meat-buying particular attention in summertime. 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

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 first delivery on following day. Every purchase backed by Simpson's guarantee of complete satisfaction. Main 7841 for All Departments Market Phone Adelaide 6100

Midsummer Sale Specials in Silks and Wash Fabrics Today

Ivory Habutai and Natural Pongee Silks 98c Yard

Silks of Regular \$1.29 to \$1.59 Grades

Such silks as these can be put to almost any number of summer uses—so cool and serviceable are they. For waists, for dresses, for middies, for children's garments, and, not least, for men's shirts, they are in popular demand. Our special selling today offers many thousands of yards in fine, medium and heavy weights of Habutais, 36 inches wide, and Pongees in natural shades, 33 inches wide. The Habutais are of fine "Echizen" qualities. Phone Orders will be filled as long as possible. Extra special for today, yard 98



Colored Wash Satins \$1.95 Yard

Regular \$2.44 and \$2.79 Grades

Simpson quality at a reduced price—what more can be said to emphasize the importance of this special! Choose from a splendid range of colorings—pastel shades of sand, orchid, taupe, sunset, maize, pink, mauve and ivory, and also in navy blue and black. Midsummer Sale, today, yard 1.95

Georgette and Crepes-de-Chine \$2.69 Yard

Regular \$2.95 and \$3.50 Grades

Mark this—there are more than fifty different colors and shades from which to make a selection in this special selling of silk Crepes de Chine and Georgettes. Grades most wanted for street and house wear—superior qualities imported direct from reputable French and Swiss manufacturers. Midsummer Sale, today, yard 2.69 Simpson's—Second Floor.

Big Values in the Midsummer Sale of Summery Wash Fabrics Today

For final clearance, prices have been placed upon lines already greatly reduced. Just the materials most wanted—in the desired colors and patterns—in the cool, dainty weaves that so attractively fashion airy summer wearables or the sturdier weaves that go to make long-wearing garments for children—are yours today at prices extraordinarily low. For example:

- Cilma Cloth, 49c Yard**
Highly mercerized fabric, in shades of cream, sky and brown. 40 inches wide. Today, yard 49
- Printed Silk and Cotton Georgette**
In light and dark grounds, with dainty floral designs. 36 inches wide. Today, yard 89
- Plain Voiles, 65c Yard**
In shades of sky, pink, maize, natural, green, white and gray. A nice sheer quality for Summer frocks. 40 inches wide. Today, yard 65
- Duro Nurses' Cloths, 65c Yard**
Broken range of staple stripes in navy and white and Alice and white. Exceptionally serviceable, therefore much used for children's garments. 28 inches wide. Today, yard 65
- Tropical Suiting, 65c Yard**
In natural shade with white stripe, for boys' suits, etc. 36 inches wide. Only 200 yards. Today, yard 65
- Plain Colored Piques, 49c Yard**
In green, navy, brown, French blue, and black. 36 inches wide. Only 180 yards. Today, yard 49
- Pique, 59c Yard**
In white grounds with black stripe, for skirts, suits, etc. 36 inches wide. Today, yard 59
- Printed Organdy, 49c Yard**
Dainty floral designs, in pink, mauve and blue, on white grounds. 36 inches wide. Today, yard 49 Simpson's—Second Floor.

Extra! Cream Flannelette 32c Yard

An important offering of 1,500 yards of an excellent quality, soft nap, cream flannelette of medium weight. Note the width—34 inches. Not more than 20 yards to a customer. Midsummer Sale, today, yard 32

- \$2.25 White Bath Towels, \$1.85 Pair**
Heavy White Turkish Bath Towels of close, thick pile, hemmed. Large size, 22 x 45 inches. Regularly \$2.25. Midsummer Sale, today, pair 1.85
- \$2.25 Embroidered Pillow Cases, \$1.69 Pair**
A wide variety of neatly embroidered designs. Size 44 x 33 inches, finished. Regularly \$2.25. Midsummer Sale, today, pair 1.69 Simpson's—Fourth Floor.
- Irish Damask Table Cloths, \$2.19 Each**
A manufacturer's clearance of Damask Table Cloths. Fine quality, in spot or dice designs, with key border. Size 58 x 58 inches. Midsummer Sale, today, each 2.19

Special Savings in Attractive Wall Papers at 17c and 39c Roll

Figured and Floral Stripe Wall Papers, 17c Single Roll
Regular Values to 35c Single Roll
Conventional and floral effects, with various arrangements of color combinations, including pretty tints of pink, blue, green, yellow or mauve for bedrooms. Deeper color tones, including desirable shades of brown, green, tan, etc., for breakfast-rooms, sitting-rooms, kitchens or stairways.

Imported and Domestic Chintz and Tapestry Wall Papers, 39c Roll
Regular Values 60c to \$1.00 Single Roll
Excellent variety of designs and colorings, including shadow and fabric-like treatments for use in living-rooms, dining-rooms, bedrooms and halls, printed with suitable combinations of tans, greens, browns, grays, blues or rose on neutral backgrounds. Simpson's—Sixth Floor.

\$90.00 Set of Fixtures and Shades for Six-Roomed House, Midsummer Sale \$65.00

11 pieces in all—shades where needed. 3-light fixtures for living and upstairs sitting-room; the dining-room fixture has 4 lights. This is really a handsome set. Midsummer Sale, today 65.00 Inspection fee extra. Bulbs extra. Simpson's—Sixth Floor.

Banded Repp Portieres, Special Today \$11.59 Pair

Regularly \$14.50
Perfectly made of self-colored repp, in either brown, green or gold. Trimmed in the newest style, with banding down one side and across the bottom. Regularly \$14.50. Midsummer Sale, today, pair 11.59



Imported Art Serge for Draperies, Special, Today, \$1.65 Yard
Regularly \$1.98 Yard.
British manufacture and comes in solid tones of brown, blue, red or green. 50 inches wide. For table covers, curtains, portieres, etc. Regularly \$1.98. Midsummer Sale, today, yard 1.65

Japanese Matting Rugs, 69c
Of fine quality, figured. Colors green, brown and purple, for bedroom or outside use. Size 36 in. x 72 in. Regularly 95c. Today 69

Mourzouk Rugs Reduced
Heavy reversible fibre rugs that are weatherproof and will withstand rough, hard usage. Mostly Navaho designs in attractive colorings. Size 7 ft. x 10 ft. Regularly \$17.95. Midsummer Sale, today 12.95

Smyrna Rugs, \$4.49
Wool pile reversible in good oriental designs—green, red and cream, also floral designs in light green, with red, tan and darker green. Fringed ends. Size 28 x 48 inches. Regularly \$5.75. Midsummer Sale, today 4.49 Simpson's—Fourth Floor.

Worsted Shepherd Checks and Plaids Clearing Yard \$1.49

Regularly \$1.95 to \$3.00
A big Midsummer Clearance Sale of high-grade English worsted shepherd checks, and many showing fancy plaids in black and white and fawn and gray with white. 52 to 54 inches wide. Excellent for holiday and outing skirts, suits and coats. Regularly \$1.95 to \$3.00. Midsummer Sale, yard 1.49

Black Silk and Wool Poplins \$2.95 Yard

Values from \$3.50 to \$5.00.
Included in this big Midsummer sale of rich Silk and Wool Poplins are weights for dresses, skirts and suits. 40 inches wide. All one price for today, yard 2.95

5,000 Yards Linings

Regularly \$1.95 for \$1.37 Yard
Special purchase of Fancy Brocaded Sateen Linings for suits and coats, in large variety of patterns and newest colorings.

These are from British, French and American makers—shipments which should have been delivered early in the Spring. Our sale price is lower than today's mill cost. Fashionable colors—taupe, sand, rose, fawn, brown, navy, French blue. 36 and 40 inches wide. Regularly \$1.95. Today's selling, yard 1.37 Simpson's—Second Floor.

Men's 2-Piece Suits Today 22.45

Values Up to \$30.00
Well-tailored from Palm Beach, beach, cool cloths and featherweight tweeds in all the most wanted shades. Models to suit both men and young men. Sizes 34 to 44. Midsummer Sale, today 22.45

Men's Gray Flannel Outing Trousers on Sale at \$5.95
75 pairs. Well-tailored, finished with 5 pockets, belt loops and cuff bottoms. Sizes 31 to 42. Midsummer Sale, 8:30 this morning 5.95 Simpson's—Main Floor.

Men's Summer Underwear Clearing Today 69c Garment
Regularly 75c, \$1.00, \$1.25, \$1.50 and \$2.00
Summer Underwear, in Balbriggans, Pores Knit and Wool and Cotton Mixtures. Broken ranges from our regular stock. Natural or white. Short or long sleeves. Shirts, sizes 34 to 44; drawers, sizes 30 to 40. Not all sizes in each line, but all sizes in the lot. Regularly 75c to \$2.00. Midsummer Sale, today 69 Simpson's—Main Floor.

Men! Toyo Panamas Specially Priced Today \$1.95
Fresh, clear white Toyo Panamas of Japanese manufacture in many becoming shapes, such as fedora, negligee and depressed crown styles, with flat set and slightly curled brims. Plain black and fancy colored bands in the lot. Midsummer Sale, today 1.95

Children's Straw Hats \$1.95
Regularly \$2.50 to \$3.50
Milans, cantons and split braid straws in several smart shapes. Midsummer Sale, today 1.95 Men's Hat Dept.—Main Floor.



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