

STORE TELEPHONE MAIN 7841

DIRECT MARKET PHONE ADEL. 6100

# SIMPSON'S MIDSUMMER SALE

## Men's Work Trousers \$3.49

A Special Purchase  
375 pairs in the lot. Shades of dark gray in neat stripe pattern effects. Sizes 32 to 42. This morning, at ..... 3.49

## Men's White Coats \$3.00

Regular \$3.50 Value  
For grocers, butchers, etc. 300 coats at this low price, made from a good weight duck. They have military collar, three patch pockets, and fasten with either buttons or frogs. Sizes 34 to 44. Midsummer Sale, this morning ..... 3.00  
Simpson's—Main Floor.

## Men's Straw Hats \$2.95

Enjoy the comfort of an easy-fitting, light sennet straw hat of Canadian or English make. Many shapes to choose from, with plain and notched edge brims. Plain black ribbon bands. No phone or C.O.D. orders taken. Midsummer Sale, today 2.95

Fancy Hat Bands, 39c

Regularly 50c to \$1.25

An excellent assortment of fancy colored silk bands. Midsummer Sale, today, at ..... 39  
Simpson's—Main Floor.

Midsummer Clearance Sale of

## Boys' Coveralls Today \$1.35

Sizes 3, 4 and 5 Years. Regularly \$1.50 and \$1.75.



Mothers! All the tubbing and scrubbing of the little fellow's summer clothes are greatly removed when he is dressed in a pair of coveralls. A one-piece combination overall with long sleeves and long legs—saves time; saves washing; saves stockings.

Size 3 years, in black and tan drill; size 4 years, in tan drill, gray pincheck denim and khaki percale; size 5 years, in natural linen, gray pincheck, khaki percale and blue and white striped drill. Regularly \$1.50 and \$1.75. Midsummer Sale, today, at 1.35

Midsummer Sale Special

## Boys' \$16.50 to \$20 Suits \$13.65

Summer Tweed Suits for boys, in neat stripes, checks and mixed effects, in medium brown and gray shades. Single-breasted belted models with pleated and plain back styles. Full fashioned bloomers, many having belt of self material and governor fasteners. Sizes 25 to 32. Regularly \$16.50 to \$20.00. Midsummer Sale, today . 13.65  
Simpson's—Second Floor.

## 'Play Ball'---Special Values

Men's and Boys' Baseball Mitts and Gloves from 25% to 35% less than regular prices.

Men's Fielder Gloves, D. & M. make and Reach's make, all fresh, clean stock.  
Regularly \$2.50, today ..... 2.49  
Regularly \$4.25, today ..... 2.95  
Regularly \$5.50, today ..... 3.85  
Regularly \$7.75, today ..... 5.25

Men's First Baseman's Mitts.  
Regularly \$3.50, today ..... 2.25  
Regularly \$4.25, today ..... 2.95  
Regularly \$5.50, today ..... 3.75

Men's Catcher's Mitts.  
Regularly \$3.10, today ..... 2.10  
Regularly \$5.65, today ..... 3.95

Boys' or Youth's Catcher's Mitts.  
Regularly \$2.00, today ..... 1.49

Boys' and Youth's Fielder's Gloves.  
Regularly \$1.75, today ..... 1.10  
Regularly \$2.00, today ..... 1.49  
Regularly \$2.35, today ..... 2.15

As the above quantities are somewhat limited, we cannot accept phone or C.O.D. orders.  
Simpson's—Basement.



## Window Shades 98c

Plain window shades of durable opaque cloth, in either white or cream—mounted on easy running spring rollers. Standard size, 37 inches wide, 70 inches long. Complete with brackets, nails and ring pull. Regularly \$1.29. Midsummer Sale, today, each ..... 98

Insertion Trimmed Window Shades, \$1.49 Each.  
Popular cream color—trimmed with strong insertion. Reliable spring roller and all necessary attachments. Size 37 inches wide, 70 inches long. Regularly \$1.98. Midsummer Sale, today, each ..... 1.49

"Double" Curtain Rods, 79c and 98c Set.  
Flat in shape with rounded corners, so that the drapes can be brought around close to the frame. There is one rod for the white curtains and a separate one for the side drapes. Non-rustable and will never sag. Two sizes:

Extending from 28 to 48 inches, set ..... 79  
Extending from 36 to 63 inches, set ..... 98  
Simpson's—Fourth Floor.

## Clearing 650 Men's \$1.00 Bathing Suits at 69c

Right at the height of the swimming season, and with vacations in full swing, every man and young man will do well to realize upon this opportunity. These are carefully made Bathing Suits, in the popular one-piece style, with skirt. Colors navy, navy and white, or navy and red, made with or without sleeves. Sizes 32 to 42. Regularly \$1.00. Midsummer Sale ..... 69

Boys' Pongee Silk Shirt Waists and Sport Blouses, \$2.69

Regular \$3.50 Grade.

Boys' Pongee Silk Shirt Waists and Sport Blouses, made of fine quality Jap silk. Some with attached collar, others with open neck. Sizes 8 to 14 years. Regularly \$3.50. Midsummer Sale, today ..... 2.69

Men's Balbriggan Underwear, 89c

This is the famous Tru-Knit Brand in natural shade. Shirts and drawers, sizes 34 to 46. Shirts have long sleeves; drawers knee length. Midsummer Sale, today ..... 89

Men's Balbriggan Combinations, \$1.47

A good chance to stock up for the summer, white or natural, short or long sleeves, knee or ankle length drawers, closed crotch style. Sizes 34 to 44. Midsummer Sale, today ..... 1.47

Men's Costless Suspenders, 47c

Special value in the Midsummer Sale today. Heavy lisle webbings, in two or four-point style, with nickel trimmings. Midsummer Sale, today ..... 47  
Simpson's—Main Floor.



## H. H. Quality White Paint \$1.48 Quart

500 quarts H.H. standard quality, high gloss White Paint for inside or outside use. Prepared from pure lead, zinc and oils by one of the foremost paint makers of Canada. For metal or woodwork—gives a durable, glossy finish. 500 quarts on sale today, quart ... 1.48

300 Only, Rubbet-Set Brushes, Midsummer Sale Price, 48c

Regularly 75c

2 3/4 inches wide. Heavy set Black Bristle Brushes, securely bound.  
Simpson's—Sixth Floor.

Pure Turpentine, 16-oz. bottle, special ..... 69  
Stickfast Dry Paste, 2-lb. packages ..... 35

## Verdure Tapestry and Chintz Wall Papers 23c

The Regular 35c to 60c Grades

Your choice of a large variety of up-to-date wall decorations, including many of this season's most popular papers. Some patterns limited quantity to one or two-room lots. Midsummer Sale, single roll ..... 23

Oil-Coated Burlap, 45c Yard—Heavy quality oil-coated Burlap, 36, 45 and 54 inches wide. Midsummer Sale price, square yard ..... 45

Half-Inch White Enamel Room Moulding, 2c Foot—1,000 feet only, good quality white enamel room moulding ..... 2c

Two-Inch White Enamel Chair Rail—Midsummer Sale special, foot ..... 4  
Simpson's—Sixth Floor.

## This Semi-Indirect Fixture \$12.25

Semi-Indirect Fixture, as illustrated, finished in Flemish, holding 16-inch bowl of beautiful amber color. Regularly \$15.60. Midsummer Sale, today ..... 12.25

Brush Brass Fixture and 16-Inch Bowl—Quiet in design and tinted in soft amber tones. Regularly \$20.20. Midsummer Sale, today ..... 16.15

Brush Brass and Black Fixture and 16-Inch Hexagonal Bowl, with delicate tones of green and amber. Regularly \$23.35. Midsummer Sale, today ..... 17.50  
Simpson's—Sixth Floor.



## Books in the Midsummer Sale

Red Wall, by Frank Savile. An excellent summer novel. Cloth bound, illustrated. Regularly \$1.00. Special ..... 50

Winnifrede's Journal of Her Life at Exeter, by Emma Marshall. Splendid gift book for a girl. Cloth, illustrated. Regularly \$1.50. Special ..... 45

Life of Joseph Chamberlain, by Viscount Milner, with portrait, cloth bound. Regularly 30c. Special ..... 10

Practical Gardening, by Hugh Findlay, well illustrated. Cloth. Regularly \$3.00. Midsummer Sale ..... 1.00  
Book Dept.—Main Floor.

## 3000 Yds. Linoleum at \$1.19 Square Yard

This is a heavy quality Cork Linoleum, well printed in a variety of splendid designs, including floral and tile effects. 2 yards wide. Midsummer Sale, today, square yard ... 1.19

\$1.50 Rubber Mats, \$1.19

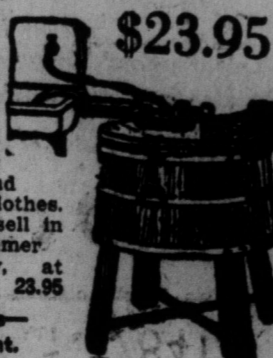
Diamond Rubber Mats for vestibule, bathroom or kitchen wear, heavy quality solid rubber. Size 18 x 30 inches. Regularly \$1.50. Midsummer Sale, special ..... 1.19  
Simpson's—Sixth Floor.

\$15.95 Grass Rugs, \$12.95

Size 9 x 12 feet. Strongly woven rugs, reinforced with patent cross-stitch. These rugs are reversible and come in artistic designs and colorings. Regularly \$15.95. Midsummer Sale, today ..... 12.95

## "Climax" Water Power Washing Machine

A great labor saver. Just attach the hose to water tap, the motor will turn the dolly and wash the clothes. 36 only, to sell in the Midsummer Sale today, at each ..... 23.95  
Simpson's—Basement.



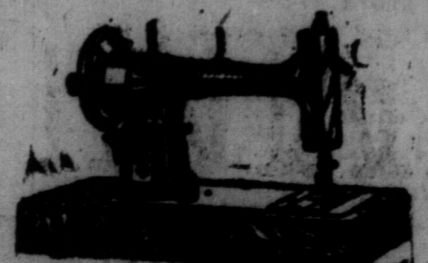
## Special Sewing Machine Offer

For a limited period we will allow you Ten Dollars for your old Sewing Machine, provided you buy a new

Florence Rotary or Florence Electric Sewing Machine

The Florence Rotary is built to give lifetime service. It is built to keep running in perfect order, the Florence Rotary Sewing Machine is unsurpassed at the price.

A complete stock of Electric Motors, Belts, Needles and Oils.  
Simpson's—Sixth Floor.



## Phone Specials in Toiletries

50c Hinds' Honey and Almond Cream ..... 38  
50c Dr. Charles' Flesh Food ..... 37  
50c Persian Beautifier, cream or white ..... 39  
\$1.50 Princess Skin Food 1.25  
\$1.50 Princess Skin Purifier ..... 1.25  
50c Sempre Giovine ..... 57  
50c Oriental Cream ..... 53  
25c Spiro Powder, deodorant ..... 19  
35c Karia Kopia, antiseptic deodorant ..... 27  
50c Mavia Face Powder ..... 39  
\$1.50 Piver's Talcum Powder, all odors ..... 1.00  
25c Swandown Face Powder ..... 19

30c Follows' Gossamer Face Powder ..... 23  
20c Pearl Violet Powder, 2 for ..... 25  
25c Mozart White Violet Talcum ..... 17  
50c Glorax Tooth Paste ..... 39  
35c Pebeoc Tooth Paste ..... 27  
\$1.00 Pyrrhoide (Tooth Powder) ..... 39  
\$1.25 Lilas de Rigaud's Face Powder ..... 59  
10c Vinolia Cold Cream Soap, 3 for ..... 19  
\$1.25 Roger & Gallet's Perfumes, all odors, ounce ..... 59  
50c French Cologne ..... 37  
25c French Cologne ..... 19  
35c Castile Soap, bar ..... 27  
Simpson's—Main Floor.

## Earrings Half-Price

Regularly \$1.00 to \$4.00, for 50c to \$2.00.

Plain pearl stud earrings in various sizes, also jet and colored earrings in a great assortment of designs. Regularly \$1.00 to \$4.00 pair. Midsummer Sale, today ..... 50 to 2.00

\$4.25 Bar Pins, \$2.49  
Barpins in neat designs, set with fine brilliants. Regularly \$4.25. Midsummer Sale, today ..... 2.49

Sterling Bangles, 50c  
Narrow style with chased design all around. A special purchase for the Midsummer Sale. Extra special at each . 50  
Simpson's—Main Floor.

## "I Think I'll Get Wed in the Summer"

A New Record by Sir Harry Lauder.

It details the adventures of a seaside lover ordered on vacation thru a bit of a cold in his chest. He meets Nellie, and — but just you hear the record. Price 1.65

We Deliver Records—Phone Main 7841  
Victrola Dept.—Sixth Floor.



## Simpson's MARKET Today

Phone Adel. 6100

MEATS	
SIMPSON QUALITY BEEF, SHOULDER ROASTS, per lb.	27
SIMPSON QUALITY BEEF, BLADE ROASTS, per lb.	30
SIMPSON QUALITY BEEF, THICK RIB ROASTS, per lb.	24
BRISKET BOILING BEEF, best cuts, per lb.	25
BREAKFAST BACON, mild sugar cured, by the piece, 3 lbs. and up.	55
DOMESTIC SHORTENING, 3-lb. pails, gross weight, per pail.	36
Our Ready-for-the-Table Meats are a great convenience for luncheon, supper or picnic.	
FISH—ALL FRESH FISH ADVERTISED SUBJECT TO ARRIVAL.	
FRESH-CAUGHT WHITEFISH, dressed, per lb.	24
FRESH-CAUGHT SALMON TROUT, dressed, per lb.	24
FRESH COD, fine boiling pieces, per lb.	16
FRESH COD, choice steaks, per lb.	20
FINNAN HADDIES, fresh smoked, per lb.	17
GROCERIES.	
2,000 pails St. Williams' Pure Strawberry Jam, No. 4 size pail, \$1.25, only 3 pails to a customer.	
6,000 lbs. Finest Creamery Butter, per lb.	48
2,000 lbs. Pure Cocoa, in bulk, while it lasts, lb.	36
2,000 pails. Waxlike Cornflakes, 2 pails.	22
500 bags Five Roses Flour, 24-lb. bag	23.4
4,000 lbs. Choice California Prunes, 3 lbs.	36
Choice Turkish Sultana Raisins, lb.	33
Choice Currants, lb.	30
Crisco, 1-lb tin	39
Eggs Baking Powder, tin	29
Finest Canned Peas, early June brand, tin	21
Clark's Potted Meats, assorted, tin	39
Starling Brand Catsup, bottle	39
Quaker Oats, large pkt.	21
Peanut Butter, in bulk, lb.	21
Pure Cayton Tea, 2 lbs.	1.29
Blue Bell Jelly Powders, assorted, 2 pkts.	25
Snider's Tomato Soup, 2 tins.	29
Finest Canned Honey Dew, Corn tin	30
FRUIT SECTION.	
California Valencia Oranges, per dozen	59
Choice Lemons, doz.	28
Bermuda Onions, 5 lbs.	23
Home Grown Beets, 4 bunches.	25
CANDY SECTION.	
After Dinner Mints, in tin, each weighing about 1/4 lb., each.	10
3 for	25
Assorted Chocolate Cream Bars, each 5c, 6 for 25c.	
English Cream Caramels, lb.	46
Assorted Cream Bon Bons, special, lb.	40
FLOWER SECTION.	
Palms, each	1.25
Rubber Plants, each	2.50
Agaragus Ferns, each	25
Fern Ferns, each	45 and 50
Regonias, each	35
Fuchsias, each	35
Baby Rambler Roses, in bloom, each	1.50

The Robert SIMPSON Company Limited