

Delay Is Dangerous

—Particularly with regard to Fur Storage. To make sure of the safe preservation of your fine furs, phone Main 7841, Women's Fur Department, and have our driver call for them. Throughout the hot summer months they will be kept in our Fur Storage Vaults, where a dry, freezing temperature will not only protect them, but will enhance their lustre and value.

SIMPSON'S

Telephone Main 7841

Market Adel. 6100

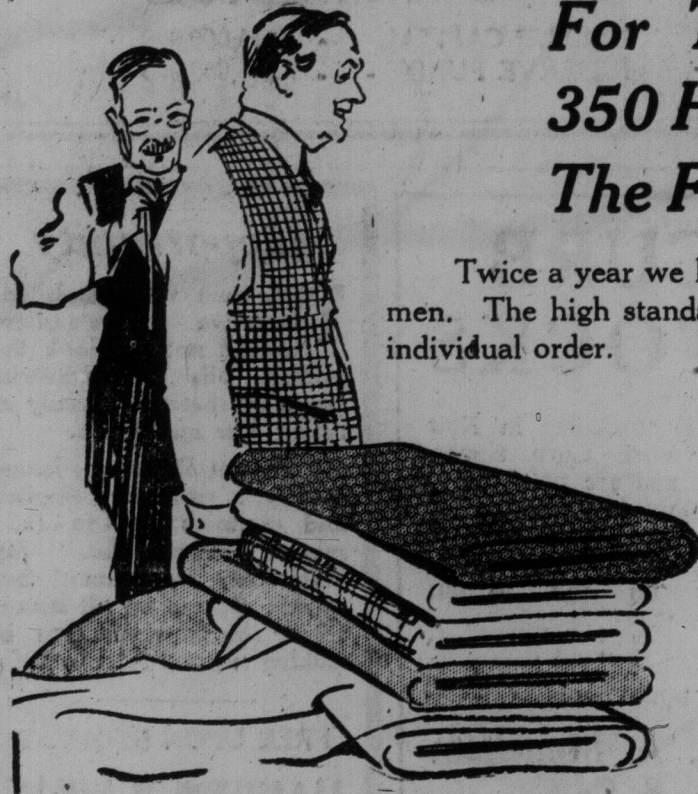
Summer Hours

During June, July and August, 8:30 to 5:30 daily, except Saturday, when the closing hour is 1 p.m.

No noon delivery on Saturday.

Semi-Annual Sale of Custom Tailored Suits to Order at \$42.50

For Two Days Only---Today and Tomorrow 350 High-Grade Suit Lengths to Choose From--- The Fit, Style and Workmanship Are Guaranteed



Twice a year we hold this sale, and each time the event grows in popularity among well-dressed men and young men. The high standard of quality suitings, the careful measurement and fitting ensure a perfect suit made to your individual order.

The suitings comprise spring-weight tweeds, fancy worsted, and several lengths of plain, neat, pick-and-pick worsted, in two shades of gray, light and medium. Also some Saxony finished tweeds in blue and brown effects and neat subdued stripes and checks.

These high-grade suitings made to your own individual measurement, today or tomorrow, in either single or double-breasted sacque style. Fit and workmanship guaranteed 42.50

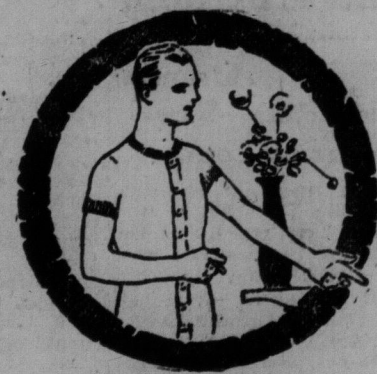
Two Days, Today and Tomorrow at \$42.50 the Suit

Hot Weather Underwear

Men's Summer Athletic Combinations, \$1.75 Arrow brand, made from fine quality nain-check material, sleeveless shirts and knee drawers, button-on leg, closed crotch. Sizes 34 to 44. Each 1.75 Men's Summer Balbriggan Combinations, \$1.50 White or natural shade, short or long sleeves, knee or ankle length drawers. Sizes 34 to 44. Price 1.50

Men's Finest Balbriggan Combinations, \$2.50

Natural shade, made from fine two-thread Egyptian yarns, short or long sleeves, knee or ankle length, sizes 34 to 44. Each 2.50



Silks for Summer Frocks

Cool glimmering silk and satin in all the favorite summertime hues and shades at considerably less than present cost.

\$2.95 Black Duchesse Paillettes at \$2.29 Special purchase of 1,500 yards of extra firm quality, famous Swiss manufacture, 35 and 36 inches wide. Regularly \$2.95. Today, yard 2.29 \$3.50 to \$5.00 Colored Duchesse Satins, Charmeuse Satins, Chiffon Taffetas and Broken Ranges in Pussy Willow Silk at \$2.95 Splendid qualities in all the season's fashionable colorings. Extra special, yard 2.95

Novelty Silks, Half-Price Checks, plaids and stripes, in satin and taffeta, and with both weaves combined. Regularly \$3.50. Today, yard 1.75

27-Inch Ivory Cord Velvet In fine terry and wide wale cords, will launder nicely. Regularly \$1.25 and \$1.50. June White Sale, yard 1.15

36-Inch Ivory Jap Silk 1,000 yards of a nice weighty quality, very much below regular value. Regularly \$1.89. Today, yd. 1.44

300 Boys' Wash Suits 95c

Made in Buster style in a light-weight white cotton, with either blue or tan collar and belt. Knicker pants. Sizes 3 to 8 years. Today, special 95c

Boys' Wash Suits At \$2.00—Blue striped cotton, in middy style. Turn-down collar, with eyelets and white lace at neck. Knee pants. Sizes 4 to 8 years, at 2.00

At \$2.25—White pique, in Billy Boy style, finished with blue collar and cuffs. Knee pants. Sizes 2 1/2 to 8 years, at 2.25

Boys' \$3.00 Cashmere Jerseys Today, \$1.95

A special purchase of 720 from a large manufacturer. Boys' English Cashmere Jerseys, button on shoulder style. Navy with red, maroon and green, brown and green, navy and green, navy and royal, seal and green. Sizes 22 to 32. Regular \$3.00 value. Today 1.95



Men's Palm Beach Suits And 2-Piece Outing Suits

Styles and sizes for all types of figures. These garments are cool, stylish and comfortable. Here are four of the many models in the Simpson Men's Store:

- At \$26.00 For Men and Young Men. Genuine Palm Beach Cloth, in sand and plain gray shades. Single-breasted, two-button, semi-conservative, sacque. Sizes 36 to 46. At \$30.00 For Men. A dark navy blue mohair, with neat narrow stripe pattern. Single-breasted, two-button conservative sacque. Sizes 36 to 44. At \$27.00 and \$28.50 For Tall Stout Men. Genuine Palm Beach cloth, medium plain gray shade; single-breasted, three-button sacque, especially designed and tailored for this particular type figure. Sizes 38 to 46 27.00 28.50 At \$34.00 For Young Men. Genuine Palm Beach cloth, in a novelty burgundy brown shade, single-breasted, two-button, form-fitting sacque, with peak lapels, and novelty patch pockets. Sizes 35 to 40. 34.00

Summer Hosiery For Men and Women

Cool Summer Hose that are, such a blessing during the Summer days when the feet get hot and tired.

- 59c White Cotton Stockings, 29c Heavy weight plain cotton stockings, pure white thread, closely knitted and seamless. Sizes 3 1/2 to 10. Today 29c 75c White Lisle Thread Stockings, 49c Women's extra fine quality Thread Stockings, good weight and seamless. Mill seconds. Sizes 3 1/2 to 10. Today 49c \$2.50 Pure Thread Silk Stockings, \$2.00 Special purchase of 720 dozen. Perfect finish, clear seamless thread. High silk leg. Black only. All sizes. Today 2.00 Men's Mercerized Black Lisle Sox, 50c Good quality thread, closely woven and seamless. Double sole. Sizes 9 1/2 to 11. Today 50c

At The Old Price \$100

The "Canadian" Phonograph

During the last three years no advance has been made on the price of the "Canadian" phonograph. Now's the time to get yours, while the old price continues in effect.

Please remember that quality has not been sacrificed to meet a price. The TONE, MOTOR, CONSTRUCTION and FINISH are of the same high standard as when we sold our first "Canadian" phonograph three years ago.

The "Canadian" Phonograph at \$100.00 is fully guaranteed. You may buy through the Home-Lovers' Club if you prefer—no extra charge for the convenience.

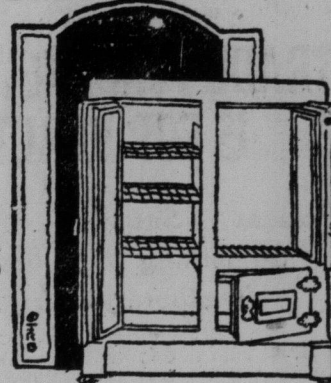


Pictures 2 for 25c

Small framed colored prints. Sizes 4 x 6, 5 x 7 inches, etc., 2 for 25c Framed Pictures, 59c—Small ornamented antique gilt frames, fancy corners, fitted with attractive color prints of landscapes, etc. Size 7 x 9 inches. Regularly 75c. Today 59c

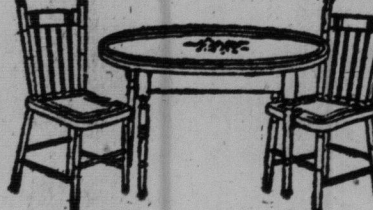
A Good Refrigerator

may be obtained at Simpson's at a very moderate price, as the following items go to show: At \$12.75 Refrigerator with hardwood case, in golden finish. Left top and galvanized interior. Width 24 in., depth 17 in., height 39 in. 12.75 At \$32.00 Refrigerator, hardwood case, golden finish, double door. White enamel provision chamber, two wire shelves. Width 38 in., depth 20 in., height 45 in. 32.00 At \$39.50 Refrigerator, solid oak case, white enamel interior. Ice chamber opens from front. All parts removable for cleaning. 39.50 Dressers, \$54.50 Mahogany finish, has large case with heavy top, shaped drawer fronts, two large and two small drawers, plate mirror. 54.50 \$24.00 Chiffoniers, \$21.00 Golden surface oak, has four large drawers, large beveled plate mirror. Regularly \$24.00. Today 21.00

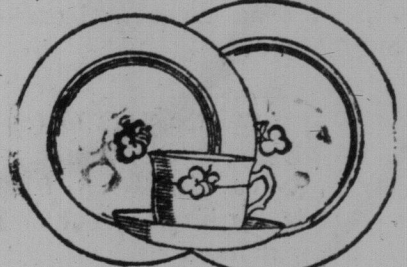


Toy Tea Party Sets \$1.98

Regularly \$4.25 and \$4.95 White and red enamel finishes. No phone orders for this item, please. Set consists of oval table and two chairs. Well constructed to give good service. Toy Carts, 69c 100 only on sale today. Regularly 95c to \$1.23. For little tots to play in the sand. Two styles. Four sizes. Velocipedes The King of Outdoor Toys. Large variety of styles and sizes. \$5.85, \$6.95, \$7.50, \$9.60, \$10.50, \$12.95 and \$14.25. Kiddie Kars Three sizes, \$2.00, \$2.50, \$3.00. Kiddie Kar Trailers, \$1.25.



Black Onyx Rings, \$3.95 10k and 14k Gold Rings, in square, long, oval and round designs, in black onyx, with pearl centres. Regularly \$6.00 to \$7.00. Today's selling 3.95



Clover Leaf China Tea Sets \$2.39

100 only, good quality English ware, pretty gold clover leaf border design, sets consist of 6 cups and saucers, 6 tea plates and 2 bread plates, 20 pieces in all. Today, special, set 2.39 Cut Glass Marmalade Jars, 59c 300 pretty cut marmalade pots, floral design, plated metal tops. Special, today, each 59c

Seamless Scotch Tapestry Rugs

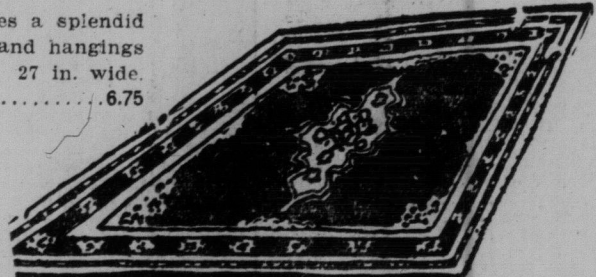
Seamless and in splendid designs and colorings for dining-room or living-room. New and original patterns, including a most effective Egyptian design on a taupe ground, with the design carried out in black, red and blue. Size 10 ft. 6 in. x 9 ft. Price 33.50

New English Wilton Carpets

A beautiful shade of blue, which makes a splendid floor-covering for rooms where the walls and hangings are figured—also most effective for stairs. 27 in. wide. Yard 6.75

Small Rugs for Summer Use

Cotton Rugs in plain shades of mauve, green, rose, blue and gray, with a line border of varied colorings. Size 27 inches x 54 inches. 3.15 With floral border 3.50



Reliable Printed Linoleum \$1.25 Square Yard

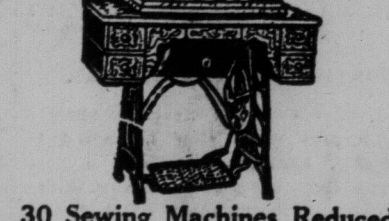
A hard wearing Printed Linoleum in various designs and colorings. Real cork linoleum body, with damp-proof back. Well finished surface and thoroughly seasoned. 6 ft. wide. Square yard 1.25

A Cotton Chenille Rug

A reversible bedroom floor covering. Delightful chintz borders with plain centres. Size 27 in. x 54 in. 5.95 Size 36 in. x 72 in. 7.50

Buy Your Sewing Machine The Home-lovers' Club Way

It costs nothing to join the Club, and it costs nothing in the way of fees or interest.



- 30 Sewing Machines Reduced Today All Are Fully Guaranteed Colonial, No. 52 32.50 Conqueror 33.00 New Century, No. 8 44.00 "Florence" Electric 79.50 New Century Electric 85.00 New Century, No. 33 51.00 Colonial, No. 9 35.50 Northern Electric 65.00 New Century Cabinet 62.00 Florence Rotary, No. 32 72.00

The Robert SIMPSON Company Limited