

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

16 Only
English China Tea Sets \$10.95

These sets are of good quality English bone china, with pretty floral and spray border decorations. Several designs to choose from: 12 cups and saucers, 12 tea plates, 2 cake plates, 1 slop and 1 cream jug. This 40-piece tea set, today, only \$10.95

Simpson's—Basement.



Kiddies' White Nainsook Short Dresses, 85c
Regularly \$1.50 and \$1.65

Dainty little dresses of white nainsook, trimmed with lace and insertion on the skirt and bodice. The neck and sleeves have fine lace edgings and the finely-pleated yokes have pretty touches of gaily-colored flowers. Sizes 1 and 2 years. Midsummer Sale .85

Mothers! Substantial Savings on Kiddies' Wearables

Little Girls' \$3.25 Wash Dresses \$1.95

Combination Frocks of Gingham and Chambray

The little pleated gingham skirts are neat blue and white check, while the little chambray bodice to match has two short narrow panels extending down over the waistline. Effectively trimmed with pearl buttons and pipings. Sizes 2 to 6 years. Midsummer Sale .195

Infants' White Bedford Cord Coats, \$4.25

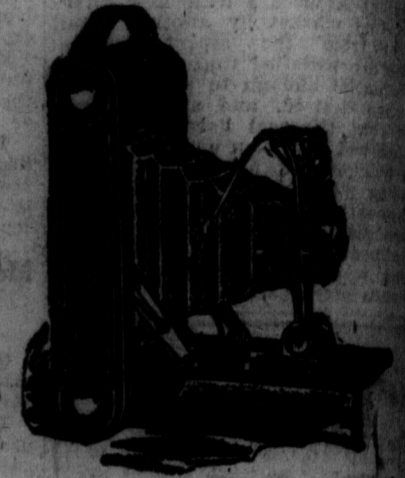
A practical little wrap for baby's summertime wear. Comfortably lined with moire, finished with mercerized poplin. The round, pointed collars and belts are trimmed with tiny white pearl buttons, while larger buttons finish the front. Sizes 6 months to 2 years. Midsummer Sale .425

Simpson's—Third Floor.

The Kodak Perpetuates Summer Joys

Take the friendly little camera with you—up the lakes, on the canoe trip or motor jaunt, to the happy picnic which marks the family reunion. It will add immeasurably to the pleasure of the day and perpetuate many happy scenes. We would remind you that "Simpson's" Kodak Department is replete with the leading and most reliable types of cameras, as well as accessories and albums. For instance:

- 1A Autographic Kodak Jr., taking pictures 2 1/2 x 4 1/4 inches, fitted with ball bearing shutter and R.R. lens. 22.43
- 1A Kodak Jr., with F.7.7 lens 28.57
- 2 Folding Brownie, metal construction, takes picture 2 1/4 x 3 1/4 inches; fitted with ball bearing shutter and single lens 10.95
- 2 Folding Brownie, with R. R. lens 12.82
- 2A Folding Brownie, taking picture 2 1/2 x 4 1/4, with R.R. lens 14.69
- 3A Folding Brownie, taking picture full postcard size. 17.00
- 0 Box Brownie, takes picture 1 1/2 x 2 1/2, very simple to operate 2.90
- 2 Box Brownie, picture 2 1/4 x 3 1/4 inches 3.58
- 2A Box Brownie, picture 2 1/2 x 4 1/4 inches 4.91
- 2C Brownie, picture 2 1/2 x 4 1/4 inches 6.41



Midsummer Clearance of High-Class Millinery \$12.00

This group of stunning summer hats includes many of our exclusive models, and no two of them are alike.

- Taffeta and ribbon hats
- Italian Leghorns and Milans
- Organdie hats
- Rich fabric hats

Trimmed with Georgette, lace, appliqued French flowers, ostrich bands, novelty ribbons and dashing ornaments, and featuring beautiful pastel colorings, sports shades and black. You must see them to appreciate their charm and amazing value today at 12.00

Trimmed Leghorns \$6.50

Regularly \$9.00 to \$13.50

High-class Italian Leghorn, trimmed or faced with Georgette, ostrich, flowers, also novelty ribbon. Many pretty color combinations. Offered in the Midsummer Sale at the price of shape alone 6.50

Sports Hats—Only \$2.45

Soft chrysanthemum braids with variously-colored wool bands and ties. Also plaited chrysanthemum braids. White, rose or green. Regularly \$4.50 and \$6.50. Midsummer Sale 2.45

Simpson's—Second Floor.



Hart, Schaffner and Marx Suits For Men and Young Men

65 Snappy Suits, any one of which will be certain to please the most discriminating of men and young men.

- 20 Suits. Regularly \$65.00, for 45.00
- 15 Suits. Regularly \$75.00, for 52.50
- 15 Suits. Regularly \$80.00, for 58.50
- 15 Suits. Regularly \$85.00, for 65.00

Good dressers in Toronto will see here an opportunity to secure the high quality they're looking for at the low price they wish to pay.

Suits of Hart, Schaffner and Marx manufacture are unsurpassed for downright goodness all through.

The fabrics, designing and hand-tailoring are correct in every way. The newest and best models here—single and double-breasted, 2 and 3-button, semi and form-fitting styles.

They're suits of unusual merit and any man who wants one should lose no time in taking advantage. Sizes 35 to 42 in the lot.

Simpson's—Main Floor.

Women's \$3.95 Porch Dresses \$2.95

This is another of our remarkable porch dress sales. These are particularly good quality English print, solid and durable. The neat square collar and cuffs are of fine pique. The half sleeves are trimmed with pearl buttons. Colors, white ground with black, blue or pink stripe. Sizes 34 to 42. Midsummer Sale 2.95

Simpson's—Third Floor.

EXTRA! Wonderful Silk Frocks \$35.00

A Phenomenal 9 o'Clock Sale of High-Class Afternoon Dresses Made to Sell at \$55.00 to \$95.00

When we saw these beautiful frocks fresh from their wrappings, we were literally speechless—we could not believe that such exclusive models could sell at so low a price. They couldn't, if the season were not a bit advanced and the Midsummer Sale were not in progress. What an opportunity just in vacation-time!

Exquisite light Georgettes in pastel pink and maize and white—crystal beaded, delicately embroidered.

Printed Georgettes in a host of designs and in dark or light shades—often combined with taffeta.

Plain dark Georgettes in navy, French or midnight blues or brown—simply, effectively-styled or handsome with beadings and embroideries.

Rich, heavy taffetas, mostly in navy and black—tucked, ruched, frilled, bouffant, accordeon-pleated, embroidered.

The fact that these frocks are nearly all individual models adds more interest still. Short sleeves predominate and the sizes are mostly 16 and 18, 36 and 38. On sale sharp at 9 a.m. today. 35.00

Simpson's—Third Floor.

Men's Khaki Handkerchiefs

Good serviceable cotton, workingmen's handkerchiefs at less than half-price. Regularly \$2.40 dozen. Midsummer Sale, dozen . . . 1.00

Phone Your Order—Main 7841

Simpson's—Main Floor.

Men's Silk Neckties 63c

These Are \$1.00, \$1.50 and \$2.50 Grades

To see these good-looking, well-made Silk Neckties is to want several. The low price is no indication of their real worth. Such neckties sell regularly at \$1.00 to \$2.50.

Choose from a wide variety of colorings and designs in crepe, jacquard and bengaline materials.

Today, hundreds of these silk four-in-hands will go on sale sharp at 8:30 a.m. Each, 63c, or 2 for \$1.25.



Men's \$4.00, \$5.00 and \$6.00 Straw Hats \$2.95

Special clearance of odd lines—English and Canadian Straw Hats in the wanted shapes. Plain and notched edge brims. No phone or C.O.D. orders, please. Midsummer Sale, today 2.95

Men's \$3 Toyo Panamas \$1.95

These popular Japanese Toyo Hats offer excellent service, and can be cleaned and re-blocked to good advantage. Fedora, sailor and negligee shapes. Midsummer Sale, today 1.95

Simpson's—Main Floor.

In the Hardware Department

Phone Main 7841

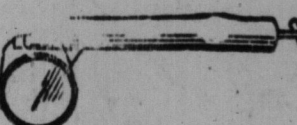


THE KENNEY NEEDLE SHOWER.

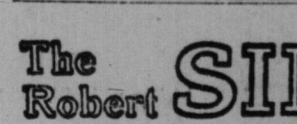
\$4.95—Quickly and easily attached to your bathtub faucet. It is made entirely of brass, nickel-plated, has four sprays, making an ideal bath shower. 20 only to sell today at, each 4.95



SWING HAMMOCKS. \$3.95—Closely woven cotton yarn—assortment of colors—good size, with pillow and side valance. Specially priced, today 3.95



GALVANIZED WATERING CANS, rustproof. 10-quart size, today 1.25
14-quart size, today 1.50



DELUGE SPRAYERS. 50c—For spraying plants, trees, shrubs. Green Japanese finish. Today 39

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