

STORE TELEPHONE MAIN 7841

DIRECT MARKET PHONE ADEL. 6100

SIMPSON'S MIDSUMMER SALE

150 High-Grade Suits for Men \$35 to \$45 Values, Today at

Special---Big Boys' Suits at \$17.95



Regularly \$20.00 to \$25.00.

Sizes 31 to 34.

Big boys! Here's a special for you that will mean dollars in your pocket. 65 suits in this lot of all-wool homespun and tweeds in the most attractive of this season's patterns. Heather mixtures, fawn herringbone stripe, gray mixtures and stripes; in all, a handsome array of colorings that will appeal to you.

Single-breasted better and waistline effects, with full fashioned bloomers having belt loops and governor fasteners. Many have belts of self material. Sizes 13 to 16 years. Midsummer Special . . . **17.95**

Boys' Wash Knickers 59c.

Gray and white striped washable cotton Knickers. Cool and serviceable for summer wear. Made with 2 pockets, belt loops. Sizes 4 to 10 years. Midsummer Sale, today . . . **59**

Boys' Sport Trousers at \$2.95.

Gray and white striped cotton serge washable Trousers, hip fitting and finished with five pockets, tunnel belt loops, cuff bottoms. Sizes 7 to 13 years. Midsummer Sale, today . . . **2.95**

Simpson's—Second Floor.

Chesterfield Suite \$525

Formerly \$731.75.

Spanish Renaissance style. Show wood frames of walnut. Chesterfield has loose, reversible pillow arms, spring seat and back. Marshall spring cushions. Large wing chair and arm to match. Covered in good grade of tapestry. Regularly \$731.75. Midsummer Sale, today . . . **525.00**

One Large Living-Room Chair \$45.00.

Deep spring seat and back, covered in tapestry. Regularly \$79.75. Midsummer Sale, today . . . **45.00**

Chesterfield \$251.00.

Regularly \$351.00.

7 feet 6 inches long—heavy roll arms and three-panel back. Fitted with separate Marshall cushion. Regularly \$351.00. Midsummer Sale, today . . . **251.00**

Arm Chair to match, deep seat, high back. Regularly \$210.00. Midsummer Sale, today . . . **150.00**

Adam Inlaid Mahogany Dining-Room Suite \$469.00.

Buffet, Extension Table and Set of Diners. Buffet has 72-inch case, large cupboards and ends, panel door with urn decorations, large plate mirror. Chairs have panel backs, box seats upholstered in good grade of leather.

Extension Table has massive pedestal base, 54-inch top, extending to 8 feet. Regularly \$672.00. Midsummer Sale, today . . . **469.00**

Simpson's—Fifth Floor.

2000 Rolls Wall Paper on Sale Today 23c

Wall papers for all classes of home decorating, including designs and colorings suitable for living-rooms, sleeping rooms and halls. Your choice from an excellent assortment today, many being at less than half regular prices.

18c Ceiling Paper, Today, 11c Single Roll. Semi-trimmed, ready to hand. Neat all-over design printed with silver mica on white or cream backgrounds. Simpson's—Sixth Floor.

\$23.75 Axminster Rugs \$19.95

Deep heavy pile in splendid Oriental designs and colors. Size 4' 6" x 7' 6", suitable for small rooms or halls. Regularly \$23.75. Midsummer Sale, today . . . **19.95**

Crex de Luxe Prairie Grass Matting \$10.95.

Regularly \$13.95. The best quality made in crex weaves, and is reinforced with a patent cross-stitch. Novel designs, mostly in greens and browns. Size 7' 6" x 4' 6". Regularly \$13.75. Midsummer Sale, today . . . **10.95**

Fine Japanese Rice Straw Mats 75c.

Browns, greens and purple, suitable for the bedroom, also for the porch or entrance hall. Size 36 x 72 inches. Regularly 95c. Midsummer Sale, today . . . **75**

Simpson's—Fourth Floor.

Simpson's Mid-Week Market

Specials Today, Phone Adelaide 6100.

- MEATS.**
- 1,000 lbs. FRESH BEEF, for stewing, lean, boneless. Mid-week selling, per lb. 24
 - 800 lbs. SHOULDER ROASTS, choice tender beef. Mid-week selling, lb. 24
 - 800 lbs. BLADE ROASTS, choice tender beef. Mid-week selling, per lb. 27
 - 1,000 lbs. ROUND ROASTS, choice tender beef. Mid-week selling, lb. 42
 - 800 lbs. BREAKFAST BACON, mild, sugar cured, by the piece, 3 lbs. and up. Mid-week selling, per lb. 55
 - 200 pairs EASIFIRST SHORTENING, 3 lbs. gross weight. Mid-week selling, per pair 45
 - 200 pairs MAPLE LEAF PURE LARD, 3 lbs. gross weight. Mid-week selling, per pair 99

- FISH.**
- All Fresh Fish Advertised Subject to Arrival.
- WHITEFISH, fresh-caught, dressed, per lb. 24
 - SALMON TROUT, fresh-caught, dressed, per lb. 24
 - ATLANTIC HADDOCK, fresh-caught, dressed, per lb. 12 1/2
 - HALIBUT, fresh-caught, hotting pieces, per lb. 30
 - HALIBUT, fresh-caught, choice steaks, per lb. 35
 - SMOKED BONELESS FILLETS, lb. 23

- GROCERIES.**
- 2,000 jars Old City Brand Strawberry Jam, 4-lb. glass jar 1.35
 - Wilson, Lytle Pure Malt Vinegar, bottle 23
 - Sunlight Soap, 10 bars 1.00
 - 500 stones Fresh Rolled Oats 3.04
 - 500 lbs. H. A. Margarine, lb. 40
 - Saxon Brand Pastry Flour, 24-lb. bag 2.50
 - Finest Lima Beans, lb. 15
 - Choice Japan Rice, 2 lbs. 39
 - Choice Prunes, 2 lbs. 35
 - Choice Featherstrip Coconut, lb. 45
 - Finest Canned Honey Dew Corn, tin 20
 - Finest Canned Peas, Early June brand, tin 21
 - Choice Mild Cheese, lb. 39
 - Pink Salmon, 1/2-lb. tin 15
 - Crisco, 1-lb. tin 39
 - Marah's Grape Juice, 28 28

- Quaker Cornflakes, 2 pkts. 22
- Klim, hotel size, tin 475
- Pure Gold Puddings, custard, chocolate and tapioca, 2 pkts. 28
- Gorton's Custard Powder, pkt. 15
- Masaroni, 2 pkts. 35
- Telfer's Cream Soda, pkt. 38
- H. O. Ammonia Powder, 3 pkts. 25
- Peanut Butter, in bulk, lb. 31
- Edwardsburg Laundry Star, 8-lb. packet 48

- COFFEE SECTION.**
- Fresh Roasted Coffee, in the bean, ground pure or with chicory, Today, lb. 55
- FRUIT SECTION.**
- California Valencia Oranges, Sunkist brand, dozen 59
 - Choice Lemons, dozen 28
 - Fancy Table Apples, 6-quart basket, each 1.20

Lawn and Garden Tools at Midsummer Sale Prices

Phone Main 7841.

Early Morning Special—No Phone Orders for These

Lawn Mowers.

Taylor-Forbes reliable make, fully warranted, 9-inch wheel, 14-inch cut. Today 7.95

LAWN HOSE, 3/4-inch size, with couplings and clamps, in 50-foot lengths. Today at 8.45

HOSE REELS, will hold 100 feet of hose, steel wheel, hardwood frame. Today 1.95

GARDEN WHEELBARROWS, iron wheel, painted red. A good general purpose household barrow. Today 4.95

HAND CULTIVATORS, a great labor saver in the garden. Today 1.39

Simpson's—Basement.



29.75

Styles for Men and Young Men

Some of these suits are price-reduced owing to the late arrival. Others are incomplete lines from regular selling stocks. It is a worth while offering.

Choose from fine-finished worsteds and tweeds in the most fashionable shades and weaves.

Models to suit both men and young men. Sizes 34 to 44. Midsummer Sale special, this morning **29.75**

575 Pairs of Men's and Youths' Khaki Trousers at Sale Prices

They are made of sturdy drill of substantial weight, and finished with side, hip, watch pocket, belt loops and cuff bottoms.

Youths' sizes, 28 to 31, at 3.00
Men's sizes, 31 to 44, at . . . **3.50**
Simpson's—Main Floor.

Men's Toyo Panamas \$1.95

Regular \$3.00 Value.



Fedora and telescope crown styles, with plain black and fancy colored ribbon bands. All sizes in the lot. Midsummer Sale, today **1.95**

Simpson's—Main Floor.

Men's \$3.00, \$3.50 Combinations

\$2.49

Forsyth Brand Athletic Underwear, in fine quality mesh, soisette and fancy satin stripes. No sleeves and knee length. Sizes 34 to 44. Regularly \$3.00 and \$3.50. Midsummer Sale, today . . . **2.49**

\$1.00 Police Braces 73c.

Men's Heavy Police Braces in light or dark patterns, with solid leather cast-off ends. Regularly \$1.00. Midsummer Sale, today **73**

Men's Balbriggan Underwear 89c.

Tru-Knit Brand in natural shade, made from two-thread spun yarns. Skirts have long sleeves, drawers are ankle length. Sizes 34 to 44. Midsummer Sale, today **89**

Simpson's—Main Floor.

Men's \$1.00 Bathing Suits 69c

One-piece Bathing Suits with skirt, made of heavy cotton in navy and white, navy and red, and plain navy. Buttoned shoulder with or without sleeves. Sizes 32 to 42. Regularly \$1.00. Midsummer Sale, today **69**

Boys' Bathing Suits 79c.

One-piece with skirt, in plain navy, heavy cotton, button shoulder. Sizes 24 to 32. Midsummer Sale, today **79**

Boys' Bathing Suits.

One-piece with skirt, made from fine wool worsted yarns. Navy and white, or navy and red trimmed. Buttoned shoulder. Midsummer Sale, today **3.00**

Simpson's—Main Floor.

Midsummer Sale Dinner Set \$16.95

20 only, pretty green floral decorated Dinner Sets. Good quality English ware, 97 pieces. Special today **16.95**

Simpson's—Basement.

The Robert SIMPSON Company Limited