



GREAT SEMI-ANNUAL CLEARANCE SALE

A TRULY GREAT SALE WITH BARGAINS FOR EVERYONE. THE ITEMS LISTED BELOW ARE NOT THE ONLY ONES WE HAVE ON BUT HURRY, SOME OF THESE ARE ONE OF A KIND AND ARE SURE TO GO FAST. COME IN AND BE SURE TO SEE ALL THE SALE. THERE ARE MANY MORE SETERRIFIC BUYS. SALE RUNS FROM JULY 7 TO JULY 16. SORRY NO PHONE ORDERS PLEASE.

Furniture Buys!

- * CHROME TABLE—A fine chrome table with a top of modern pearl design in gray plastic. One of a kind—hence the reduction. **REG. 44.95** **SAVE 5.00** **39.95**
- * CHROME CHAIRS—Red and Gray plastic with modern legs. We have only four of these chairs so hurry. **REG. 12.95** **SAVE 3.00** **9.95**
- * CHESTERFIELD SUITES—A real buy. These suites are wine and green repp and just the thing for that playroom or country cottage. Hurry because at this price they'll go fast. **REG. 149.50** **SAVE 50.00** **99.50**
- * CHESTERFIELD SUITE—Just one of the many furniture bargains. A good wearing wool freeze cover in a mushroom shade. Make this a must **REG. 364.50** **SAVE 95.00** **269.50**
- * CHESTERFIELD SUITES—3 pc. nylon or wool freeze suites with foam rubber cushioning. Colours red and green for good all round use. Look at that saving. **REG. 419.50** **SAVE 59.05** **359.95**
- * CHESTERFIELD SUITES—3 pc. wool freeze suites. Kroehler cushionized construction. The colours are rose, beige, red and green. **REG. 349.00** **SAVE 49.05** **299.95**
- * CHESTERFIELD SUITE—Someone must need a 3 pc. chesterfield that has been used for a very short time. That \$90 saving will buy you a kitchen suite. **REG. 289.50** **SAVE 89.55** **199.95**
- * CHESTERFIELD SUITES—Hard wearing velour cover smartly designed in wine color—for years and years of good looking use. **REG. 149.95** **SAVE 30.00** **119.95**
- * LA-Z-BOY AND OTTOMAN—In a rose wool freeze for years and years of real comfort. Compare this price anywhere in town. We're lowest! **REG. \$135.00** **SAVE 15.05** **119.95**
- * END TABLE—A fine walnut end table that we had as a sample. There's only one of these. That's why the price is so low. **REG. 11.95** **SAVE 3.07** **8.88**
- * COCKTAIL TABLES—These walnut cocktail tables are just what you have been looking for. They were big sellers at our regular price but now they are a must! **REG. 19.95** **SAVE 2.00** **17.95**
- * VANITY AND BENCH—Here's an item that's almost half price. It's an odd piece but will fit in with most bedroom suites. **REG. 72.50** **SAVE 22.55** **49.95**
- * WOOD CHAIRS—We have five of these fine wood chairs in natural finish. Just perfect for extra chairs and look at the price. **REG. 4.50** **SAVE 1.25** **3.25**
- * WARDROBE—Need something to keep those winter clothes in? Well here it is! A smart walnut wardrobe at a new low price. **REG. 64.95** **SAVE 6.07** **58.88**
- * MATTRESSES—Spring filled for greater comfort. We bought these for a previous sale and have a few left. Hurry we sold a lot last time. 54" widths. **REG. 39.95** **SAVE 10.07** **29.88**
- * MATTRESSES—Cotton filled mattresses for low cost and ideal for that extra bed. We only have three so be first in the store. **REG. 14.95** **SAVE 3.07** **11.88**
- * DAVENPORT—A steel davenport with a good quality wine cover. Just the thing for your playroom or country cottage. **REG. 39.95** **SAVE 5.00** **34.95**
- * CRIBS—Honey and maple cribs reduced because we feel sure that there are lots of people who want one of these right now. **REG. 39.95** **SAVE 5.00** **34.95**

Appliance Bargains!

- * COAL AND WOOD RANGE—A real giveaway. It's had lots of use and still is good for more cooking. The metal is worth more than we're asking. **REG. 17.88**
- * KENMORE COAL AND WOOD RANGE—A top quality range. It's last year's model and that's why we've put the price so low. A wonderful buy. **REG. 214.95** **SAVE 26.07** **188.88**
- * CORVETTE COAL AND WOOD RANGE—We only have one of these popular stoves, so hurry. Look at the low, low price. **REG. 165.40** **SAVE 15.52** **149.88**
- * KENMORE GAS RANGE—Here's a stove that will do a real job of cooking for you. No expensive wiring to do and no dirty coal or wood, to keep in your kitchen. **REG. 219.95** **SAVE 41.07** **178.88**
- * KENMORE RANGETTE—A big small electric stove. Two top elements and good sized oven for that extra cooking space. **REG. 77.95** **SAVE 8.07** **69.88**
- * VISIMATIC WASHER—With full 3 inch rollers, automatic pump, automatic timer, make this a real bargain. It's our very own washer and we know it's good. **REG. 199.95** **SAVE 35.07** **164.88**
- * AUTOMATIC DRYER—Have you ever seen an automatic dryer at such a low price? This is one of those once a year chances to get a top notch KENMORE drier. **REG. 269.00** **SAVE 69.05** **199.95**
- * COLD SPOT REFRIGERATOR—9 Cubic feet. With special color-toned interior. Has a butter keeper, shelves in the doors and all those extras only found in deluxe models. **REG. 319.95** **SAVE 30.00** **289.95**

17" TV SET

* One of our special bargains is this 17" Silvertone Table Model T. V. Set. It's our deluxe model in the 17" inch size and we've sold lots at the regular price. **189.95** **Reg. 239.95**

CONSOLE RADIO

FREE RECORDS
* Yes—that's right. We're going to give away free \$25.00 worth of records and still reduce the price on this combination Silvertone radio. The records are not on the hit parade but we know you'll like them. **99.95** **Reg. 149.95**

METAL BEDS

* Here's a real chance to get that extra bed for when company arrives unexpectedly. These beds are 39", 48" and 54" and the original prices ranged from \$12.50 to 21.00. You can't miss at this low, low price. Hurry though, first come first served. **11.88** **Reg. to 21.00**

7 1/2 H. P. Outboard Motor

* Now's the time to buy that outboard motor. Pay off season prices and get it for your holidays. Our very own Elgin with rewind starter, handle for reverse, and besides a top quality motor with full written guarantee. **219.88** **Reg. 259.00**

1/2 PRICE!

- * BABY CARRIAGE—Regular \$53.00. Slightly used. **26.50**
- * CHROME CHAIR—We've only one of these with a green back and grey seat. **6.88**
- * DRESSER—Unpainted, 3 drawer dresser. All you need is some sandpaper and paint. **9.95**
- * VANITY—We've sold the bench but at this price you can do without that. **39.95**
- * BASSINET MATTRESS—You can buy this and a Bassinet for less than you would pay anywhere for a Bassinet. **2.50**
- * JIG SAW—It's small but will do lots of good work. **19.25**
- * CAR BATTERIES—These have never been used but have been in the store for a while. They're still good! **9.45**
- * COTTON RUG—A 6' x 9' cotton rug that we ordered for a customer who moved away. **16.25**
- * FELT BASE RUGS—6' x 9' Lanecstrum rugs in grey, green or wine, tone on tone. **1.75**
- * BAROLEUM RUGS—9' x 9'. First quality but we only have two left. **3.63**
- * REXOLEUM RUGS—6' x 9' make these a must for the cottage. **2.33**
- * CONGOLEUM RUGS—9' x 6". The odd size is the reason for the low price. **3.47**

Radio and TV Sale!

- * 21" TABLE T. V.—A Silvertone T. V. Set with aluminized picture tube for what you would expect to pay for a 17" set. **REG. 268.88** **SAVE 40.00** **228.88**
- * 21" TABLE T. V.—Deluxe Model, aluminized picture tube, front controls and best of all it's a Silvertone. **REG. 289.95** **SAVE 51.07** **238.88**
- * 21" CONSOLE T. V.—Look at this price and remember, it's a console. Aluminized picture tube, walnut cabinet and front controls. Hurry the quantities are limited. **REG. 298.00** **SAVE 49.12** **248.88**
- * 21" DELUXE T. V.—With full length doors, horizontal chassis, aluminized picture tube. Lined oak. Walnut \$10.00 extra. **REG. 409.95** **SAVE 70.00** **339.95**
- * 21" CONSOLE T. V.—Our very best T. V. Set with hi-fidelity twin speakers, smart brass tipped legs, and aluminized picture tube. Lined Oak \$10.00 extra. **REG. 319.95** **SAVE 30.00** **289.95**
- * CONSOLE RADIO PLUS \$50.00 OF FREE RECORDS—This is a 8 tube deluxe Walnut combination radio. That regular price does not show the value of the records. **REG. 219.95** **SAVE 100.00** **169.95**
- * TABLE RADIOS—Here are some radios that we thought would be just what you needed for your cottage. They're Silvertone. **REG. 31.95** **SAVE 3.00** **28.95**
- * TABLE RADIO—This is a radio that has been used and used but it's working. Come in and see if it isn't worth the price. **ORIG. 49.95** **9.95**
- * BATTERY RADIO—R. C. A. Victor. One of a kind but just the thing for the cottage. **REG. 40.95** **SAVE 11.00** **29.95**
- * TABLE RADIO—A real low priced buy in a good looking Silvertone. **REG. 20.95** **SAVE 6.00** **14.95**
- * Silvertone short and long wave radio. Six tube chassis. Walnut case. Variable tone control. A real buy. **REG. 64.50** **SAVE 9.55** **54.95**
- * SILVERTONE PORTABLE RADIO—Need a good radio to take to the beach? Here it is! **REG. 41.95** **SAVE 6.00** **35.95**

Use Our Easy Payment Plan!

We have developed a plan where you can buy what you want without having the ready cash. Our carrying charges are the lowest in town, you deal direct with Simpsons-Sears, no middleman to worry about, and you can pay as you enjoy your purchase. Take a long time or short time to pay. Our rates are lowest both ways.

Miscellaneous Savings!

- * PORTABLE SEWING MACHINE—A Kenmore sewing machine with smart leather carrying case, sleek appearance and one of the smoothest machines on the market today. **REG. 164.95** **SAVE 26.07** **138.88**
- * WILTON RUG—A spice beige 9x12 frieze woven rug reduced because we are now selling our rugs from samples. **REG. 119.95** **SAVE 20.00** **99.95**
- * FRIEZE RUG—9x12 green rug made of top quality materials and in top condition. You've got to see it to believe the price. **REG. 110.40** **SAVE 35.52** **74.88**
- * AXMINSTER RUG—Avalon Axminster Rug. The size 6' 9"x9' accounts for the selling price. Choice of grey or wine. **REG. 56.50** **SAVE 21.62** **34.88**
- * CABINET SINK—A gleaming white porcelain and metal 34" sink reduced almost 20per cent to clear it from our stock. Slightly damaged. **REG. 113.50** **SAVE 18.55** **94.95**
- * SINK—We're not saying what it's like but you can't miss at this price. Come in and take it home with you. **REG. 6.50** **SAVE 1.62** **4.88**
- * C. C. M. BICYCLE—This two wheel bike has seen better days but at this price you can fix it up yourself. **9.88**
- * LADIES 3 SPEED BICYCLES—They're top quality J. C. Higgins bicycles with a 3 speed gear and hand calibre brakes. **REG. 54.95** **SAVE 10.07** **44.88**
- * TRACTOR—A David Bradley tractor reduced because it's the last one we'll have in the store this season. **REG. 243.50** **SAVE 43.62** **199.88**
- * STAINLESS STEEL SINK—Full double size with modern styling. The sink which many prefer because of its gleaming polished easy-to-clean surface. **REG. 59.50** **SAVE 9.62** **49.88**
- * DOUBLE DOOR BOOKCASE—In beautiful walnut. A well finished, nicely styled cabinet which can be used to keep your books and to display your treasured china. **REG. 59.50** **SAVE 10.62** **48.88**