

Telephone Main 7841

1898--- TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR --- 1919

Market Adelaide 6100

THE SECRET

"HOW delightfully their little home is furnished—such pretty portieres—splendid rugs, and what a wonderful davenport!" So remarked Miss Blanch Bronson to her fiancé as they strolled home one summer evening after a visit to the home of her friend, Bessie Glendenning, recently a bride. "Yes," answered Bert Bradwin, "But I cannot understand how Glendenning managed to pay for it all." These were plain remarks in a casual conversation, and did not indicate curiosity on the financial affairs of their friends. But just now it was a very interesting question for this young couple, because they contemplated going housekeeping themselves as soon as Bert could conveniently furnish a little home. Bert had a good position and had been earning a creditable salary for some years, but his present bank account was not sufficient for all their plans. Their idea was to buy a little home, pay something on it and have enough left over for furniture and the thousand and one other little things which new homekeepers require.

A few days later in the afternoon Blanch was enjoying a cup of tea in her friend's home. Suddenly Bessie with a tone of direct enquiry said, "Blanch, why don't you and Bert get married?" "Well, we intend to, Bessie, just as soon as Bert adds a little more to his bank account," replied Blanch. "Oh, that's the cause of the delay. I understand your position, because Glen and I were in the same dilemma for a long time ourselves. But one day I read about

Simpson's Home-Lovers' Club

Explaining their convenient plan of selling home furnishings. To make a long story short, Glen went to see the secretary of the Home-Lovers' Club the next day. We bought all our home furnishings on the club plan and paid exactly the same price as if we had paid spot cash. But we saved! There she was, looking wistfully at her friend "many long, long, months of waiting." Blanch listened attentively as Bessie explained how the club and Glen had managed and how splendidly it had all worked out. On her way home she had much to think about and when Bert called to see her that evening, she told him the whole story. After carefully considering the proposition, they came to the conclusion that buying furniture on the Simpson plan was just like putting money in the bank, only much easier in their case.

So, another wedding was announced much sooner than it might otherwise have been. Of course, as the proverbial story ends, Blanch and Bert were married and lived happily ever afterwards.—Moral—

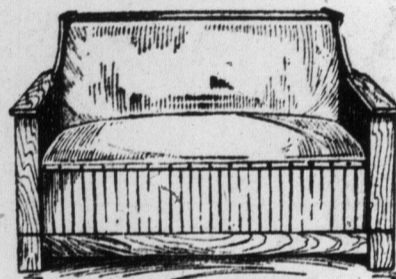
See the Club Secretary Today—Fourth Floor.

Offerings in the Furniture Department

These are graceful and useful pieces of furniture which will do you a lasting credit, for they are as well built as they are good-looking. They are temptingly priced.

Divanettes \$51.00

Solid oak frames—fumed finish. Have strong link spring, with helicals at each end. Soft comfortable mattress. Seat has deep coil spring, covered in good grade of artificial leather, \$51.00.



Set of Dining-Room Chairs \$35.00.

Quarter-cut oak, fumed and golden finish, box seats, panel backs, slip seats upholstered in genuine leather, \$35.00.

BUFFET \$37.50.

Fumed finish, 46-inch case. Long linen and cutlery drawers. Bevelled plate mirror, \$37.50.

Buffet of Solid Oak \$31.00.

Heavy mission design, large cupboard, one drawer, lined. Bevelled plate mirror, \$31.00.

REFRIGERATORS \$23.75.

Hardwood case—golden finish. Provision case of galvanized steel. All parts removable for cleaning, \$23.75.

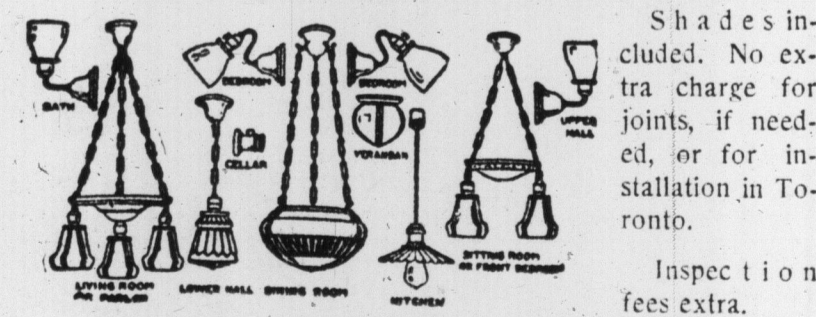
REFRIGERATORS \$34.75.

Oak case, rounded corners, panel ends, white enamel interior, two wire shelves, \$34.75.

Simpson's—Fifth Floor

THE MIDSUMMER SALE OF

6-Room Outfit Fixtures \$27.50



Shades included. No extra charge for joints, if needed, or for installation in Toronto.

Inspection fees extra.

IDEAL FOR HOT WEATHER—THESE

Small Electric Stoves \$4.50

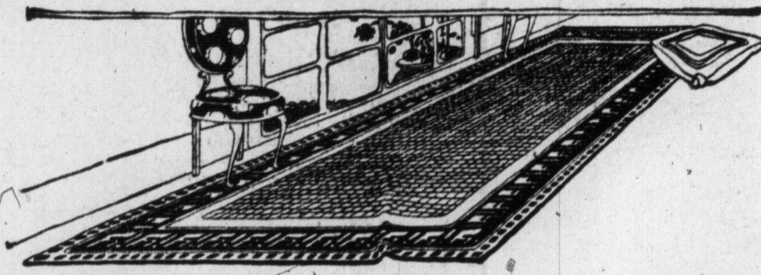
Compact and durable. These stoves are square on top, measuring 12 inches across. The electric element is laid in a round porcelain bed—the most approved method, and is guaranteed against burn-outs for one year. Cord and plug included. Price, \$4.50.

Simpson's—Sixth Floor.

SIMPSON'S MID-SUMMER SALE

Specials in Home Furnishings Today Useful Rugs at Moderate Prices

Suitable for city or summer home. Pleasing designs and durable materials attractively priced. Also Cocoa and Rubber Mats and Linoleums.



Heavy Axminster Rugs.

Handsome rugs in thick and heavy pile, oriental designs. Rich colorings in brown, copper, green, and rose shades. Size 9' x 10' 6", at \$49.75; size 9' x 12' at \$57.50.

Hard Wearing Tapestry Rugs.

Inexpensive and suitable for bedroom or living-room use. Soft colorings and good designs, in tan, green and brown. Size 9' x 12', at \$23.25; 9' x 10' 6", at \$17.50 each; 7' 6" x 9' at \$14.75 each.

Bedroom Rugs—Special.

Wool and Union Rugs, in artistic soft shades of blue, rose and grey effects. Dainty small designs, pretty borders, and woven without seam. Size 9' x 9', today special, \$14.95 each. Size 9' x 10' 6", today special, \$17.95 each. Size 9' x 12', today special, \$19.95 each.

Simpson's—Fourth Floor.

Fancy Cocoa Mats, Only \$3.75 Each.

An extra fine grade of cocoa fibre, very closely woven with inlaid colored border. Handsome mat for veranda or vestibule use, offered at about half usual price. Size 18" x 30", only \$3.75 each.

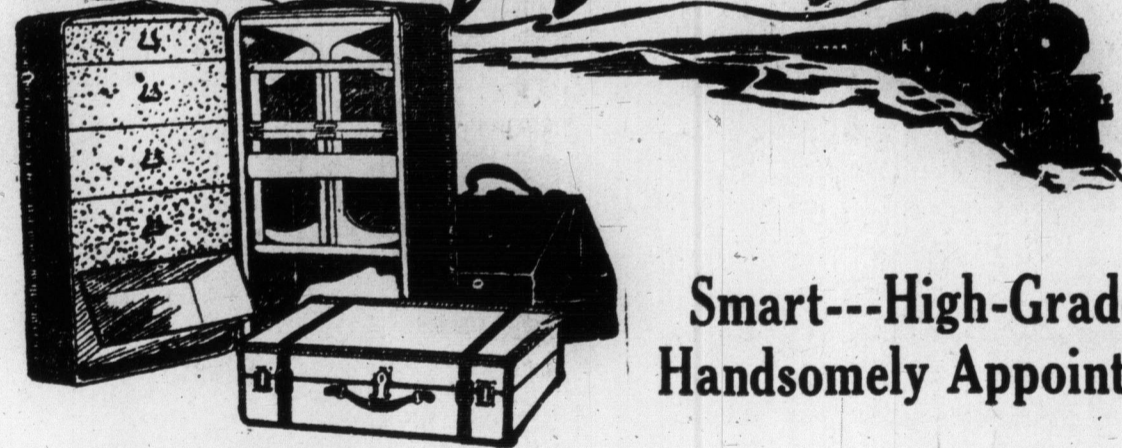
Rubber Mats, Regularly \$1.35, at \$1.15 Each.

Diamond rubber mats in good heavy quality, suitable for kitchen or vestibule use. Size 18" x 30". Regularly \$1.35. Today, special, \$1.15 each.

Heavy Printed Linoleum, Only \$1.19 Per Square Yard.

Splendid designs and colors in useful quality printed linoleum. Well-seasoned, in tile, wood and floral effects. Two yards wide only. \$1.19 per square yard.

Luggage



Smart---High-Grade Handsomely Appointed

The Newest Wardrobe Trunk.

You will need to see this splendid piece of luggage to appreciate its smartness, for it is as handsome as it is substantial and convenient.

Made from rich parrot-green Craftsmal fabricoid, heavily bound with black fabricoid and gayly lined with "Bird of Paradise" chintz. Complete with dust valance, shoe and laundry boxes, hangers and special locking device. Price, \$125.00.

Hat Box to match—a necessity when going long journeys where many dressy outfits will be required. Fitted with tray and five hat-domes. Price, \$25.00.

Steamer Trunk to match, with deep tray. Regulation size. Heavily bound, and finished with strong locks and straps. A steamer trunk you will long to possess as soon as you see it. Priced moderately at \$36.00.

The Continental Steamer Trunk.

Since the coming of Peace, the Continental Steamer Trunk has been revived—and it is, indeed, the acme of smartness and convenience for the long steamer journey—so light, so compact, so roomy.

At the same time it is strongly built from heavy black enameled duck, bound with tan leather and supported by wooden slats. Daintily lined, and fitted with strong locks. Price, \$67.50.

The Motor Portmanteau.

If you would be absolutely correct in style and well taken care of when touring the country in your motor, you will not go without one of these splendid cases. They are 25 inches long, 14 inches wide, and 10 inches deep—you can imagine their roominess.

Built in the Gladstone type from the favored black enameled duck, and lined with Royal blue shadow-cloth. It is practically dust-proof. An unusual feature is the deep, double pocket effect in the cover, while a sectional tray adds to its convenience. Strong locks and heavy straps. Price, \$47.50. Lower priced styles, \$10.50 and \$12.50.

The Handy Suit Case.

No luggage is complete without a Suit Case, and you will find no difficulty in making a selection from our excellent assortment of solid leather models. Hand sewn, French edges—erect or drop handles—with or without straps. Priced all the way from \$11.95 for neatly-fashioned cases to \$75.00 for handsome models of rich seal, walrus and alligator leather.

The Hand-Boarded Club and Kit Bag.

For over-night trips, week-ending, or short motor jaunts, the Club Bag is quite indispensable. Among our varied assortment of high-grade Suit Cases you will find:

Solid Leather Club Bags, handsewn and leather lined. Priced, \$12.50 to \$50.00. Specially selected hand-boarded cowhide Club Bags, particularly handsome, and priced from \$27.50 to \$31.50.

Rich soft-side solid leather Kit Bags, with or without straps; in imperial brown, London or black. Priced, \$43.50 to \$65.00.

New Wall Papers at Special Prices

Artistic Tapestry Designs, 50c Single Roll

Beautifully colored with harmonious combinations of grey, blue, rose, pink, tan or brown. Numerous varieties to select from. Special value, 50c single roll.

Bedroom Papers, 22 Inches Wide, 35c and 40c Roll

Distinctive in their colorings and designs. Soft shadow-stripe and dainty chintz effects, and combinations of subdued stripes and ornaments that are particularly attractive wall decorations for the modern bedroom.

Fine Swiss and Tambour Curtains, Pair \$9.75

There are only 30 pairs in this offering of imported Swiss Net Curtains. All have plain centres with appliqued borders in floral and conventional styles. The net is fine and durable. White, ivory or ecru, 40 inches wide. Two and a half yards long. Today, pair \$9.75.



Fine Frilled Muslin Curtains at \$3.98 Pair

50 pairs in all, of grenadine muslin, showing polka or coin dots and a good full fringe. Ideal for the bedroom or summer home. 2 1/2 yards long. Today, pair \$3.98.

Simpson's—Fourth Floor

Picture Framing Special

Today we will frame your pictures complete in suitable mouldings with glass and back, up to and including size 11 x 14 inches, for 65c.

For larger pictures we offer the following good mouldings at half-price—

- 4-inch gilt, suitable for water colors and oils. Regularly \$1.25 for 63c.
- 2-inch gilt, suitable for hand colors and water colors. Regularly 42c for 21c.
- 1 1/2-inch gilt, suitable for hand colored and water colors. Regularly 42c for 21c.
- 3 1/2-inch solid walnut. Regularly 60c, for 30c.
- 1 1/2-inch solid walnut. Regularly 30c, for 15c.
- 1-inch solid walnut. Regularly 35c, for 18c.

Simpson's—Sixth Floor.

Simpson's Market Today

Simpson Quality Meats—Government Inspected.

- Fresh Beef, lean, boneless, for stewing, lb. 31
- Brisket Cuts, for boiling, lb. 22
- Mixed Shoulder Steak, lb. 22
- Fresh Veal, for pot pie, lb. 28
- Lamb Chops, off rib or loin, lb. 40
- Family Sausage, our own make, lb. 25
- Breakfast Bacon, select, mild, sliced, lb. 58
- Our Ready for the Table, Meats, Salads, etc. at the Cooked Meat Counter, are a great convenience for quick meals or picnics.

FISH

- Whitefish, fresh caught, dressed, lb. 15
- Sea Herring, fresh caught, lb. 15
- Finnan Haddie, fresh smoked, mild, lb. 15

GROCERIES.

- 2,000 Pails St. Williams Raspberry Jam, No. 4 size pail, \$1.00 (Only 2 pails to a customer.)
- Standard Granulated Sugar, 10-lb. bag, per bag, \$1.10.
- Monarch Flour, 24-lb. bag, \$1.59.
- Pure Gold Salad Dressing, 2 pkts., 15c.
- Malt Vinegar, bottle, 10c.
- Choice Rice, 3 lbs., 35c.
- Cocoa, in bulk, lb., 24c.
- White Beans, 3 lbs., 25c.
- Choice Cooking Figs, lb., 20c.
- Finest Gold Dust Cornmeal, 7 lbs., 42c.
- 2,000 tins Finest Canned Corn, tin, 12c.
- Salt, 2 packets 15c.
- Pea Naptha Soap, 2 bars 27c.
- Lux, 3 packets 25c.
- Surprise, Comfort, Borax and Gold Soap, 4 bars 22c.
- Lenox Soap, 5 bars 35c.
- Sunlight and P. & G. Naptha Soap, 4 bars 22c.
- Simpson's Big Bar, per bar 15c.
- Ammonia Powder, 2 pkts., 25c.

FRUIT SECTIONS.

- California Valencia Oranges, doz., 35c.
- California Lemons, doz., 35c.
- Choice Horse Radish, lb., 15c.

POULTRY SECTION.

- Finest Scratch Feed, 10 lbs., 45c.
- 25 lbs., \$1.09, 100 lbs., \$4.10.
- Laying Meal, 10 lbs., 25c.
- Shorts, 10 lbs., 25c.
- Bran, 10 lbs., 25c.
- Oyster Shell, 6 lbs., 10c.
- Mica Grit, 9 lbs., 10c.
- Cracked Corn, 7 lbs., 25c.

TEA SECTION.

- 2,000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed. Today, lb., 45c.

The Robert SIMPSON Limited

FOR SALE—Humber brown stone building Valley and 2 bedrooms (2 1/2 baths). Garage with stone fence. Home appointments. Particulars apply to H. WILLIAMS, 100 West Street, East.

JOBS: Showers and followed.

THOUSAND AMERICAN JOHN STRIK

All Vessels By the United Shipping Co.

REJECT CONG

Principal Bone of Is Over Que Closed Sh

New York, July 14.—

of men employ controlled by the shipping board was called into action, according to 50,000 seamen, and the ranks of the in the coastwise.

The offer of the ship increase in wages working hours in port day by the American union, which contro cent of the coast the proposals failed.

Effect on Cor Officials of the ship make another effort to agreement with the and a situation a serious commerce. The of continuation, the union the question of a principle which the o steamship association ally refuses to conce The outlook was ma ing today when Wil international president members, telegraphed that his union had v without if the dema were not met.

Highest Wage The statement iss the steamship associ consented to meet shipping board, it was in wages at tably interfere w the and maintenance merchant marine in

The statement de held on American sl than those paid sear the world. But the shipping board n on private own rate of pay.

DR. GRENFE OF LATE

Trying to Oper Hospitals for Work in L

Sydney, N.S., Jul 14. C. G. S.A., who today, on his way to an interesting acco this region.

"At present," he s ing to open hospit ands, and Twilling operation of the peo ment has accepted those outpost hosp the doctors to a service. Owing to a quarrel betwee in the sick care, the aid that right to expect ha possible to admini he been to put h each hospital a big unit, superinte who is in touch w trial by wire. At t the way the sick ca get them into hos we have three ho serving stations, a strict another sou

AERIAL EX GOES TO

To Make Surv An "Amaz Is Pro

Halifax, N.S., Ju expedition, will li 24 hours, on the voyage. Her that, well north, the base of the established. C. A. F. P. comman Dr. Murdoch command, were in the evening. Ca For Hastings, Ca Sunday from B completing the equ tion. While the position is a surv area of timb wood, a great work will be done few days, a n led-to the part of New York, an a "When we ret report that will- which" is the wa of the time he lo the return is lo