

Telephone Main 7841

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

Market Adelaide 6100

SIMPSON'S

MID-SUMMER SALE



Sale Specials for Infants and Children---

Little Girls' Summer Dresses \$1.95.

Smart little dresses, featuring belts, silk cord and tassel at neck—or dainty Empire styles with button trimmed yokes.

Both styles have two pockets on skirt and collars of contrasting color. Plain shades of reseda, green, maize, copen or pink in the lot. Sizes 2 to 6 years. Midsummer Sale, today, \$1.95.

Infants' Long Robes \$1.39.

Fine white cotton, with wide flounce of scalloped embroidery. Finished with dainty yokes of embroidery, lace insertion and fine lace edges at the neck and sleeves. Midsummer Sale, today, \$1.39.

Children's Princess Slips and Waist Attached Underskirts 49c.

Fine white cotton with embroidery edging on slips—lace and fine pink tucks on underskirts. Neck and armholes firmly bound. Sizes 2 to 6 years. Midsummer Sale, today, 49c.

Pure Wool Spencers, \$3.50

Suitable for slip-on evening wear or underneath coat. Links-and-links weave in two-ply surface. Collarless style with full length sleeves and cuffs. Pretty shades of Nile green, orange, new rose or saxe over inner surface of white. Sizes 36 to 44 bust. Today, \$3.50. Simpson's—Third Floor.

Wash Goods Clearance Today



Remnants At Reduced Prices.

Remnants of our best material reduced because of their short lengths. Included are voiles, silk and cotton fabrics, suitings, prints, ginghams, etc. 27 to 40 inches wide. Midsummer Sale, today, 15c to 50c.

39c Gingham 25c Yard.

Two staple stripes, black with grey and two-tone copen. 27 in. wide. Regularly 39c. Midsummer Sale, today, 25c.

75c Beach Cloth 49c Yard.

One of the most popular wash fabrics of the season. Green, rose, royal, tan, brown and white. Regularly 75c. Midsummer Sale, today, 49c.

75c Zephyr Gingham 49c.

A wide assortment of stripes and checks in fast colors, 32 inches wide. Regularly 75c. Midsummer Sale, today, 49c.

50c Krinkle Crepe 45c.

Intensely practical for summer underwear. Pink, sky and white, 30 inches wide. Regularly 50c. Midsummer Sale, today, 45c.

\$1.25 Silk and Cotton Crepe de Chine 75c Yard.

Extra fine weave, in colors white, pink, yellow, rose, deep sky, copen, light grey, deep grey, purple, sand and black. 36 inches wide. Regularly \$1.25. Midsummer Sale, today, 75c. Simpson's—Second Floor.

Two Silk Opportunities Ivory Wash Satins \$2.19 Yard

The Ivory satin comes in two finishes and is a material unsurpassed for the summer frock by reason of its coolness and the fact that it launders so easily and well.

Light weight "spun silk" and "uzen" for summer dresses—also heavier qualities suitable for separate skirts. Midsummer Sale, today, \$2.19.

\$2.79 Black Silks at \$2.49 Yard

Including Satin Messalines, Swiss and American Silk-Satins and Chiffon-Taffetas—so practical for every summer need. Sufficiently light and cool for the hottest days, they combine correct style with labor economy, banishing laundry cares. We are also offering an extra firm quality peau de sole which will give excellent wear. Regularly \$2.79. Midsummer Sale, today, \$2.49. Simpson's—Second Floor.



The Midsummer Sale Brings—A Clearance of Untrimmed Shapes \$1.39

Made of fine white Milan hemp, in a variety of becoming outing shapes. Including large sailors and mushrooms and dress shapes. White only. Regularly \$2.75. Midsummer Sale, \$1.39.

Felt Hats 99c.

Ladies' White, Mannish Felt Crushers, for golf or outing wear. Extra value in the Midsummer Sale, today, 99c.

Toyo Panama Ready-to-Wears, Today, \$2.25.

Desirable bright gloss finish. Large variety good sport styles and manish outing shapes. All banded with silk cord ribbon in different colors. Special for the Midsummer Sale, today, \$2.25.

\$2.00 Large Toyo Panamas \$1.25.

Extra Fine Toyo Panamas, in large sport and dress shapes, good roll brim styles, mushroom and sailors. Regularly \$2.00. Midsummer Sale, \$1.25. Simpson's—Second Floor.

Boys' Khaki Bloomers \$1.69

Boys' high-grade khaki bloomers, made with belt loops, 2 side, hip and watch pocket. Strap with button and buttonhole at knee. Sizes 24 to 32. Midsummer Sale, today, \$1.69. Simpson's—Main Floor.

2000 Yds. American Chintz 79c Yd.—Today

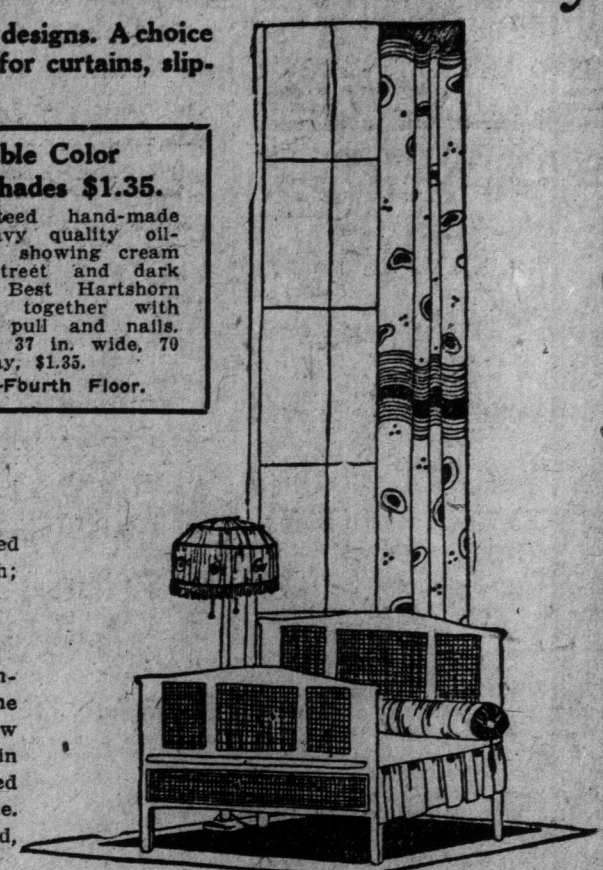
New arrivals, showing the very newest color combinations and most effective designs. A choice can easily be made for any room in the home. The value is exceptional—suitable for curtains, slip-covers, bedspreads, box covers, cushions, etc., 36 inches wide. Today, yard 79c.

- 2,000 Yards Green Denim and Burlap 59c Yard**
Strong durable qualities, in green denim and burlap. One yard wide. Very serviceable for curtains, cushions, lounge covers, etc. Today, yard, 59c. Simpson's—Fourth Floor.
- English Lace Curtains, Special \$2.75 Pair.**
100 pairs of extra strong wearing lace curtains. Choice of either white or ivory in eight especially attractive styles—plain or figured centres—floral or conventional borders. 2 1/2 to 3 yards long. 45 to 50 inches wide. Today, pair \$2.75. Simpson's—Fourth Floor.
- Reversible Color Window Shades \$1.35.**
250 guaranteed hand-made shades of heavy quality unfinished cloth, showing cream color to the street and dark green inside. Best Hartshorn spring rollers, together with brackets, ring pull and nails. Standard size, 27 in. wide, 70 in. long. Today, \$1.35. Simpson's—Fourth Floor.

3 Sizes in Grass Rugs—Special!

Strongly woven and well-bound rugs, in plain centres, with fancy border of figured designs, in two-toned brown or green shades. Size 9 ft. x 12 ft., today, clearing at \$10.95 each; size 8 ft. x 10 ft., clearing at \$8.95; size 6 ft. x 9 ft., clearing at \$4.95.

- Plaited Rush Rugs**
Very quaint and artistic in appearance, and most durable. The hand-plaited rugs are woven in squares, and can be sewn into rugs of larger size. Size 3 ft. x 6 ft. Today, special, \$2.95. Simpson's—Fourth Floor.
- Japanese Matting Rugs.**
Special prices on these inexpensive and quaint Japanese Rugs, stencilled in green and red colorings. Size 6 ft. x 8 ft. 8 in., special \$2.95 each; 3 ft. x 5 ft. 8 in., special, 98c each; 2 ft. x 3 in. x 4 ft. 6 in., special, 55c each.
- Japanese Matting.**
Clearing out a limited quantity of fine quality Japanese Straw Matting, reversible, in plain colors or figured effects. 36 in. wide. Today, special, per yard, 33c.



New "Stucco" Wall Papers

New Plaster Effect Wall Papers. Swirl and stucco designs, with soft colorings of grey, blue, green, fawn or brown—excellent backgrounds for the walls of the modern living-room. Printed on 21-inch and 30-inch stock. Special value, \$1.50 single roll.

10-Inch Size Victor Records at 90c

Six Records—Twelve Selections. Dances—10-inch, 90c Each—Song Dear Old, Pal of Mine (Waltz), When You Look in the Heart of a Rose (Waltz), J. C. Smith's Orchestra. I'll Say She Does (Fox Trot), You're Some Pretty Doll (Fox Trot), All Star Trio. Girl Behind the Gun (Two-Step), Smith's Orchestra. Hush-a-Bye, Ma Baby (Vocal Duet), When the Shadows Softly Come and Go (Vocal Duet), Vivian Holt-Lillian Rose-dale. By the Camp Fire, Peerless Quartet; I'm Forever Blowing Bubbles, Charles Hart and Elliott Shaw.

R.S.Co. White Enamel, Special Value 88c Qt.

Special prepared for interior wood-work—dries hard and glossy. Today, quart 88c. Durable Linoleum Varnish 59c Pint. First quality clear varnish—renews appearance and gives hard wearing finish to linoleums and oilcloths. Berry Bros.' Prepared Wax. Special Value, 33c Lb. Tin. Specially prepared—will not discolor hardwood floors. Easily applied and polishes quickly. Pure Turpentine. 16-ounce bottle, 35c; 32-ounce bottle, 65c. Simpson's—Sixth Floor.

Today--Midsummer Sale Offerings in C-B a la Spirite Corsets \$2.69

Developed from fine coutil, in fashionable lines to suit every figure. Colors pink and white—medium and low bust—some with elastic inserts at back, others elastic at bust. Sizes 20 to 36. Midsummer Sale, today, \$2.69.

\$2 Black Camisoles \$1.49

Made of rich quality black Jap silk, trimmed with deep yokes of lace. Lace edging finishes the neck and arms. Midsummer Sale, today, \$1.49.

Women's Vests 48c

Made of fine ribbed cotton, finished with lace yokes or beading. No sleeves or short sleeves. Midsummer Sale, today, 48c.

Women's Bathing Suits \$4.95

Truly tempting are the cool blue waters of the lake on these hot, dusty summer days. And if you wish to enjoy your swim to the utmost, you will choose one of these jauntily fetching bathing suits, made of glossy lustre in tunic style. Saucily trimmed in a dozen smart designs, fancy collars, natty belts. Variety of colors, including black and white spot, cerise, orange, paddy and stripes. All sizes. Midsummer Sale today, \$4.95.

Women's \$1.25 Nightgowns 98c

Pretty slip-over style, made of fine white cotton. The round neck and short kimona sleeves are edged with dainty lace. Draw ribbon at top. Midsummer Sale, today, 98c. Simpson's—Third Floor.

Interesting Novels 29c Each

- The Shepherd of the Hills** by Harold Bell Wright
- White People** by Myrtle Reed
- Master of the Deception** by Myrtle Reed
- Waver of Dreams**, by Myrtle Reed
- Nobody**, by L. J. Vance
- Molly Make Believe**, by E. M. Abbott
- General John Regan**, by G. A. Birmingham
- Shorty McCabe**, by Sewell Ford
- Side Stepping With Shorty**, by Sewell Ford
- Richard Chatterton, V.C.**, by Ruby M. Ayres
- Beverly of Graustark**, by G. B. McCutcheon
- Sergt. Michael Cassidy**, by Lieut. Grant and Others, by Sapper
- Mr. Dooley's Philosophy**
- Cloth Bound—Good Type.** You want restful and invigorating reading to take with you on the vacation. These books will please.
- Tommy**, by Joseph Hocking, Pte. Pinkerton, Millionaire, by Harold Ashton, Charmides and other poems, by Oscar Wilde. Special, each, 29c. Phone Main 7841. Book Department—Main Floor.

If You Are a Tall Man You Can Buy a Suit at 28.50

Mens who are above the average height often experience difficulty in securing clothes which fit them perfectly. We have a variety of suits specially designed and tailored for this type of figure. These are offered at a remarkably low price. They are in the latest and most popular styles and imported English worsteds, in rich shades of brown and grey. Attractive check and stripe pattern effects. They are fashioned in the single-breasted, three-button, soft roll, conservative and semi-fitted, jockey models. Well-tailored vest and trousers. The latter can be finished up to 37 inches inside leg, cuff or plain bottom. Sizes 37 to 48—\$28.50.

- Terry Cloth Robes \$7.00.** Light grey ground with very dark grey narrow stripe effect, finished with two pockets, cord at neck and fancy cord girdle. Sizes 36 to 44, \$7.00. Simpson's—Main Floor.
- Light Weight Blanket Robes \$7.75.** In rich green, brown, grey and blue shades, with Gothic and Oriental colored pattern effects. Finished with two pockets, button and hole at neck and fancy cord girdle. Sizes 36 to 46, \$7.75.
- Terry Cloth Robes \$9.00.** In the newest colored check effects. Very smart. Finished with two pockets and fancy cord girdle. Sizes 36 to 46, \$9.00. Simpson's—Main Floor.

Thrifty Housekeepers Will Read This Simpson Market List of Meats, Fish, Groceries

- MARKET MIDWEEK ATTRACTIVE PRICES.**
CHUCK ROASTS, choice beef. Midweek special, per lb., 18c.
SHOULDER ROASTS, choice beef. Midweek special, per lb., 21c.
100 ONLY, SMOKED HAM, select, mild curing. Midweek special, per lb., 52c.
500 LBS. SWEET PICKLED PORK HOCKS, Midweek special, per lb., 18c.
100 ONLY, PAULS GUNN'S MAPLE LEAF PURE LARD, 3 lbs. gross weight. Midweek special, per pack \$1.19.
HEADCHEESE, sliced, our own make. Midweek special, per lb., 16c.
Ready for the table meats at the Cooked Meat Counter saves time and trouble for quick meals or picnics.
- LAKE AND SEA FISH.**
LAKE HERRING, fresh caught, lb., 12 1/2c.
WHITEFISH, fresh caught, dressed, per lb., 15c.
SALMON TROUT, fresh caught, dressed, per lb., 19c.
- GROCERIES.**
2,000 Sections Pure Clover Honey, regular 40¢, while they last, per section, 25¢.
Williams Raspberry and Red Currant Jam, No. 4 size, per pack, 25¢.
One car Standard Granulated Sugar, 20-lb. bag, \$2.15.
Five Roses Flour, 24-lb. bag, \$1.99.
2,500 lbs. Finest Creamery Butter, lb., 58c.
4,000 tins Finest Canned Peas, 2 tins 75c.
- Curtis Ripe Olives, 15-oz. tin 45c.
Lyle's Pure Malt Vinegar, per bottle, 18c.
Seeded Raisins, packet 17c.
Finest Cooking Molasses, 4 in. tin. California Currants, 15-oz. pkt., 22c.
Canned Peaches, Hygiene Brand, per tin 25c.
Magic Baking Powder, 1-lb. tin, 26c.
Domina Canned Vegetable Soup, 2 tins 27c.
Crisco, 1-lb. tin 28c.
Eagle Brand Jolly Powders, assorted, 3 packets 25c.
Garrison's Custard Powder, packet, 18c.
Shredded Wheat or Grape-nuts, per packet 14c.
Orange Marmalade, No. 4 size, per pack, 57c.
Red Salmon, salt tin 24c.
Dalton's Lemonade or Orange-ade Powder, tin 15c.
Quaker Oats, large packet 80c.
Post Toasties, 2 packets 25c.
Lemon Syrup, 2 bars 24c.
Pure Ceylon Tea, 2 lbs., \$1.25.
Boston Beans, 5-lb. tin, 35c.
Paina Rice, 5 lbs., 25c.
Sure-Whip, bottle 25c.
- FRUIT SECTION.**
California Oranges, doz., 55c.
Choice Cabbages, each 15c.
Beets, 2 bunches 25c.
- CANDY SECTION.**
Lady Caramels, lb., 25c.
Summer Fruits, lb., 20c.
Quaker Candy, pkt., 15c and 25c.
- FLOWER SECTION.**
Small Geraniums, 3 for 15c.
Maidenhair Ferns, each 25c.
Boston Ferns, 35c and \$1.25.
Palms, each 65c.
Asparagus Ferns, each 15c.
Papa Pans, well filled, 5 lb., 45c each; 6 lb., 60c each.
Rubber Plants, each \$1.00.

The Robert SIMPSON Company Limited

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