

Telephone Main 7841

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

Market Adelaide 6110

SIMPSON'S MID-SUMMER SALE

Store Hours: 8.30 a.m. to 5.30 p.m.
 Store Closes Saturday at 1 p.m.
 NO NOON DELIVERY SATURDAY

China and Glass Bargains

CHINA TEA SETS, \$6.95.
 20 only, good quality thin English bone china. Floral border decoration. Gold line on handles and edges. All 40-piece composition. Regular price \$10.00. Friday bargain, the set, \$6.95.

\$25.50 WHITE AND GOLD DINNER SETS
 at \$18.95.
 10 only, clear white English ware. Plain gold band border design. Gold handles. Complete 97-piece dinner set for 12 persons. Only for today's selling, the set, \$18.95.

CUP AND SAUCER, 13c.
 200 dozen thin white ovide shape cups and saucers. Friday bargain, cup and saucer for 13c.

Old White Cups, 8c.—Thin ovide shape English ware, today, each, 8c.

CLOVER LEAF WARE.
 Cups and Saucers for 19
 Dinner Plates for 19
 Breakfast Plates for 18
 Tea Plates for 17
 Bread and Butter Plates for 13
 Fruit Saucers for 8

CROCKETS, FRIDAY, 69c.
 300 No. 3 size Covered Stoneware Preserving Crockets for butter, eggs, pickles, etc. Friday bargain, crock with cover, 69c.

PHONE YOUR ORDER FOR FRUIT JARS.
 Crown Jars.
 Pint size, per dozen 1.00
 Quart size, per dozen 1.10
 Half gallon, per dozen 1.30

Perfect Seal Jars.
 Pint size, per dozen 1.25
 Quart size, per dozen 1.40
 Half gallon, per dozen 1.75

White Rubber Jar Rings, doz., 10c.
Glass Taps for Crown Jars, doz., 25c.
Metal Rings for Crown Jars, doz., 40c.
Zinc Rings for Crown Jars, doz., 40c.
Glass Measuring Cups, doz., 9c.

GLASSWARE BARGAINS.
 Seven-piece Pressed Glass Berry Sets, 75c.
 Glass Table Sets—Sugar bowl, cream jug, covered butter dish, and spoon holder. The set 75c.
 Large 10-inch Berry Bowl, Today 49c.
 Glass Lemon Reamers, each 10c.
 Glass Orange Reamers, each 15c.
 Glass Butter Dishes, each 25c.
 200 dozen Strong and Serviceable Glass Kitchen Tumblers, Friday bargain, each 4c. Simpson's—Basement.

Bargains in Aluminum Ware and Household Needs

WEAR-EVER ALUMINUM WINDSOR

KETTLES, \$1.98.
 Aluminum cover, 4-qt. size, \$2.70 value. Today, \$1.98.

Aluminum Double Boiler, \$1.79—1 1/2-qt. size (inside dish), \$2.25 value. Today, \$1.79.

ALUMINUM LIPPED SAUCEPANS.
 1 1/2 qt. size, today 49
 2 1/2 qt. size, today 59

Kitchen and Paring Knives, 10c—Sharp steel blades, wood handle. Today, each 10c.

Table Knives, 25c—Good steel blade, white celluloid handle, table or dessert size. Today, at each, 25c.

Scissors and Shears, 95c—Universal make, "seconds," 7, and 8 in. sizes. The defects are only in the finish, and are scarcely noticeable. About half the price of firsts. Today, pair, 95c.

FOOD CHOPPERS, \$1.69.
 Cuts meat, fruit and vegetables, coarse, medium or fine, \$2.00 value. Today \$1.69.

Wash Bolders, \$1.25—Galvanized iron, rustproof, No. 9 size, today, \$1.25.

Banister Brushes, \$2.95—Useful for sweeping stairs, getting into the corners, under furniture, etc. Today, each, 25c.

Whisks, 19c—Good grade, medium size, today, 19c.

Polish Mops, 98c—About 100 complete with handle. To clear today at each, 98c.

Brush Floor Brooms, 98c—2-in. wide, good grade hair broom, long handle; \$1.25 value. Today, 98c.

Garment Hangers, 2 for 25c—All wood combination hangers for coats, with bar for trousers. Today, 2 for 25c.

Colonel Herbert Bruce's volume of disclosures, "Politics and the Canadian Army Medical Corps," is being discussed everywhere.
 Buy a copy today at our book dept. **\$2.00**

MEN! 65 Suits in a Friday Bargain Offering at \$17.75

If you're looking for a good business suit—here is your opportunity to get it at a substantial saving. These suits are developed in fine finished tweeds and come in shades of grey and brown. The patterns are striped, checked and mixed effects. Single-breasted, 2 and 3-button, soft roll, semi and form-fitting sacque models, with 5-button vests. Trousers with 5 pockets, belt loops and cuff bottoms. Sizes 35 to 44. Friday bargain, \$17.75.

Midsummer Sale Friday Bargains in Sheeting, Cotton and Towels

4,000 Yards Cotton Today, 22c Yard.
 It comes in a medium weight with a smooth finish. A special purchase! 35 inches wide. Friday bargain, yard, 22c.

Bleached Sheeting 55c Yard.
 2,000 yards of 70c quality, fully bleached, plain weave for double beds. 68 inches wide. Regularly 70c yard. Friday bargain, yard, 55c.

\$1.50 Huck Towels at 98c Pair.
 48 dozen heavy quality towels, hemmed or hem-stitched, large sizes. Regularly \$1.50 pair. Friday bargain, pair 98c.

75c Hoprockes' Shirting at 48c Yard.
 1,200 yards of this English shirting in fawn, mauve, blue and black stripes. Fast colors, 32 inches wide. Regularly 75c yard. Friday bargain, yard 48c.

48c Crash Toweling at 36c Yard.
 1,000 yards Scotch crash roller toweling with red border, 17 inches wide. Regularly 48c yard. Friday bargain, yard 36c.

55c Stripe Flannelette at 37c Yard.
 1,200 yards in pink and white stripes, 35 inches wide. Regularly 55c yard. Friday bargain, yard 37c.

Simpson's—Fourth Floor

Youths' "First Long Trouser" Suits \$14.75.
 If your boy has outgrown his bloomer suit and is looking forward to wearing "trousers" here is a fine chance to get his suit at a bargain price. Tweed suits in numerous shades of grey and brown. Form-fitting and trencher models—tailored especially for the young man adopting his first suit of long. Sizes 32 to 36. Friday bargain at \$14.75.

275 Pairs Men's Working Trousers \$2.75.
 Carefully made from serviceable dark grey tweeds. Finished with side, 2 hip, watch pocket and belt loops. Sizes 32 to 44. Friday bargain, \$2.75.

375 Men's Regulation Bib Overalls and Smocks \$1.50.
 Strongly made from a good weight black denim. Sizes: Overalls, 32 to 44; smocks 36 to 44. Friday bargain, \$1.50.

Men's Shirts, \$1.47
 Negligee Shirts, with plain and fancy halftone and cluster stripes of black, blue, helio. Some have separate collars to match—double French cuffs. Sizes 13 1/2 to 17. Regularly \$1.75, \$2.00 and \$2.50. Friday bargain, \$1.47.

Combinations, \$1.48
 Sizes 32 and 34 Only.
 200 suits high-grade Men's Summer Combinations. Broken ranges from our regular stock, in white or natural shades. Tru-Knit brand. Regularly \$2.00 to \$2.50. Friday bargain, \$1.48.

Men's \$3.00 Summer Pyjamas \$2.49.
 In plain or fancy stripes of black, blue, helio. French neck, pearl buttons, silk frogs. Sizes 34 to 46. Regularly \$3.00. Friday bargain, \$2.49.

Men's Balbriggan Underwear 69c.
 Natural shade. Tru-Knit brand. Two-thread Egyptian yarn. Long sleeves and ankle length. Sizes 34 to 44. Regularly 75c. Friday bargain, 69c.

Bargain! Up to \$4.00 Straw Hats, 98c
 Soiled hats taken from our regular stock, priced from \$1.50 to \$4.00. Consist of sailor, fedora and telescope crown shapes in split, sennet, Canton, Yeddo and Manila straw. No phone or C.O.D. orders. Regularly up to \$4.00. Friday bargain, 98c.

Men's \$3.00 and \$5.00 Panamas, Today, \$1.95
 Tuyo and South American Panamas in fedora and negligee shapes. Some are slightly soiled. No phone or C. O. D. orders accepted. Friday bargain, \$1.95.
 Simpson's—Second Floor



Boys' 65c Shirt Waists, 33c
 Blue Chambray Work Shirts. Collar attached. Long sleeves, fast dyes. Sizes 4 to 12 years. Regularly 65c. Friday bargain at 33c.
 Simpson's—Main Floor.

Friday Bargains in Homefurnishings

Brass Bed, Spring and Mattress Complete \$29.90

Bed has 2-inch posts, with heavy top rails, close fillers. All sizes. Spring has all-metal frame, woven wire fabric, strongly reinforced. Mattress has seagrass centre, with jute top and bottom. Art ticking, \$29.90.

Brass Bed Outfit, \$47.75—Bed has 2-inch posts and top rails, with ball corners. Springs has metal frame, with high angles, woven wire fabric, lock weave support. Mattress, all felt, roll edge, art ticking, today, \$47.75.

Mattresses, \$5.25—Half seagrass and half jute felt in layers. Roll edge—covered in art ticking, \$8.25.

Mattresses, \$11.50—All felt in layers. Has deep border and roll edge. Covered in good grade art ticking, \$11.50.

Bed Springs, \$6.95—Have all metal frames, with tubular sides—closely woven wire fabric, lock-weave, reinforced, today, \$6.95.

Bed Springs, \$8.50—With heavy metal frames—flexible steel band down centre, connecting link fabric, with helical springs, \$8.50.
 Simpson's—Fifth Floor.

Buy Paint and Varnish Today
Duplex Varnish Stain 39c Quart
 Light or dark oak, for interior woodwork and floors. Stains and varnishes at one operation. Gives a durable and glossy finish. Friday bargain, quart, 39c.

Durable Porch Floor Paint, 88c Quart.
 Light Grey, Medium Grey, Slate Grey. Paint that withstands hard wear on veranda floors, steps or other exposed surfaces. Friday bargain, quart, 88c.

20c and 25c Wall Papers at 11c Roll.
 Dainty chintz effects and floral stripes for bedrooms. Conventional patterns and shadow stripe designs top living-rooms. Friday bargain, roll, 11c.

2,500 Tungsten Bulbs 27c Each—4 for \$1 40 and 60 Watt
 Bulbs broken in delivery will be replaced if returned with sales check by Monday morning next.
 About two-thirds of this quantity are 60-watt size.
 Simpson's—Sixth Floor.

\$7.50 Grass Rugs \$5.95

Coal and artistic for summer. Brown and green colorings, assorted designs. Size 8 ft. x 10 ft., regularly \$7.50, today \$5.95; size 9 ft. x 12 ft., regularly \$12.50, today \$9.95.

Bedroom Rugs, Special \$9.95 Each.
 Reversible Rugs, in light colors in brown, green and rose shades. Size 9 ft. x 10 ft. 6 in. Friday bargain, priced at \$9.95.

Small Congoleum Rugs from \$1.19 Each.
 Small Size Rugs for vestibule, bathroom or hall. Good rug designs. Size 3 ft. x 4 ft. 6 in., today, each \$1.59; size 3 ft. x 4 ft., today, \$1.19.

Reversible Smyrna Rugs Only \$2.95 Each.
 300—extra quality. Plain colors or mottled effects. Size 24 in. x 48 in. Today, \$2.95.

Sunfast Matting, Special, 98c Yard.
 Absolutely color and water fast. In hardwood oak pattern or in two-toned blue designs. Made reversible. 36 in. wide. Today, special, per yard, 98c.

\$4.75 Cocoa Mats at \$1.19—Heavy grade. Size 18 in. x 29 in. Regularly \$1.75, today, each, \$1.19.

Oilcloth Seconds at 75c Per Square Yard—A few rolls of slightly imperfect oilcloth—different colorings. 2 yards wide only. Today, to clear, square yard, 75c.
 Simpson's—Fourth Floor

Reversible Chintz Chair Cushions 88c Each.
 Fully reversible coverings of dainty chintz in light and medium colors. Size about 19 x 19 inches. Phone orders promptly filled for these. Friday bargain, each, 88c.

American Art Chintzes 39c Yard.
 2000 yards of chintz—floral, verdure and conventional designs. 21 to 26 in. wide. Almost every wanted color in the lot. Regularly 49c. Friday bargain, yard, 39c.

Scotch Madras Muslin 59c Yard.
 1,000 yards. 45 in. wide, in white and cream. Choice of a dozen new and attractive patterns. Regularly 69c. Friday bargain, yard, 59c.

Novelty Table Lamps for Verandas, Half-Price, \$7.50.
 Limited quantity. The lamp is in the form of a flower pot, and has a dainty chintz covered shade. 18 two sizes: 16-inch size shades, with 2-light fixtures. Regularly \$15.00, Friday bargain, \$7.50.

Filled Muslin Curtains, Special at \$3.98 Pair.
 50 pairs White Grenadine Muslin Curtains, with a nice frill down the side and across the bottom. Friday bargain, pair, \$3.98.
 Simpson's—Fourth Floor.

Boys' Suits at \$7.65

Regularly \$11.50 to \$15.00.
 A varied assortment of much wanted patterns and materials in popular models. Brown and grey stripes and mixtures, fawn and heather mixed homespun and shepherd checks in trencher, novelty Norfolk and semi-Norfolk models with full-fashioned bloomers. Sizes 10 to 17 years. Regularly \$11.50 to \$15.00. Friday bargain, \$7.65.

Boys' Wash Suits at \$1.19.
 White percales, tan and white striped galateas, natural shade linenette, chambrays and peggy cloths.

Some in Oliver Twist, others in Tommy Tucker or Billy Boy models. Sizes 2 1/2 to 8 years. Friday bargain, \$1.19.

Kiddies' Coveralls at \$1.29.
 Blue chambrays, blue and white, plain blue, khaki and grey check frills with bound edges, which make dressy as well as serviceable play suits. Sizes 2 1/2 to 8 years. Regularly \$1.50 and \$1.75. Friday bargain, \$1.29.
 Simpson's—Main Floor.

SIMPSON'S FRIDAY MARKET

SIMPSON QUALITY MEATS.
 Government Inspected.
 Order Friday for Early Saturday Delivery.

Chuck Roasts, Simpson Quality Beef, per lb., 21c.
 Shoulder Roasts, Simpson Quality Beef, per lb., 23c.
 Blade Roasts, Simpson Quality Beef, per lb., 26c.
 Thick Rib Roasts, Simpson Quality Beef, per lb., 30c.
 Prime Rib Roasts, Simpson Quality Beef, per lb., 40c.
 Brisket, lean boiling cuts, per lb., 22c.
 Front-quarters Young Lamb, per lb., 34c.
 Loins, Young Lamb, flanks off, per lb., 34c.
 Legs, Young Lamb, per lb., 40c.
 Peamealed Cottage Hams, boneless, rolled, for boiling or frying, lb., 48c.
 Maple Leaf Pure Lard, 3-lb. pails, gross weight, per pail, \$1.15.
 Eastfirst Shortening, 3-lb. pails, gross weight, per pail, 95c.

GEORGIAN BAY WHITEFISH.
 Fresh-caught, Dressed Whitefish, from the cold water of Georgian Bay, per lb., 3c.
 Salmon Trout, dressed, per lb., 19c.
 Haddock, headless, dressed, per lb., 12c.
 Fresh Cod Steaks, per lb., 15c.
 Fresh Halibut Steaks, per lb., 30c.
 Fresh Smoked Finnan Haddies, per lb., 15c.

GROCERIES.
 2,000 tins Finest Canned Corn, tin, 12c.
 Finest Canned Peas, 2 tins 27c.
 Finest Canned Tomatoes, per tin, 18c. (Only 5 tins to a customer.)
 One car Standard Granulated Sugar, 10-lb. bag, \$1.10.
 Yellow Sugar, 5 lbs. 55c.
 California Raisins, a substitute for currants, lb., 21c.

2,000 packets Seeded Raisins, per pkt., 16c.
 Finest Cooking Molasses, tin, 14c.
 Choice Family Flour, 24-lb. bag, \$1.69.
 Perfection Baking Powder, 2 tins 75c.
 California Creamery Butter, lb., 55c.
 Cornstarch, packet 12c.
 Crisco, 1-lb. tin 38c.
 Pearl Tapioca, 2 lbs. 25c.
 Dalton's Extracts, assorted, 3 bottles 27c.
 Choice White Beans, 3 lbs. 25c.
 Orange Marmalade, No. 4 size pail, 57c.
 Skim, tin 39c.
 Pink Salmon, tall tin, 24c.
 Quaker Oats, large packet, 20c.
 Raspberry Jam, No. 4 size pail, \$1.00.
 Fruit Cake, lb., 30c.
 Mixed Biscuits, lb. 25c.
 Choice Rice, 3 lbs. 25c.

TEA SECTION.
 2,000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed. Today, lb., 49c.

FRUIT SECTION.
 1,000 Choice Green Home-grown Cabbages, each 15c.
 Home-grown Beets, 5 bunches 25c.
 New Potatoes, small size, peck 53c.
 California Valencia Oranges, Sunlight Brand, dozen 45c.

CANDY SECTION.
 Summer Fruits, assorted flavors, lb. 30c.
 Peanut, Coconut and Raisin Cluster, lb., 38c.
 Scotch Mint, lb., 36c.

FLOWER SECTION.
 Umbrella Plants, each 15c.
 Small Geraniums, 2 for 15c.
 Fuchsias, each 25c.
 Heliotrope, 2 for 35c.
 Boston Ferns, each 95c and \$1.39.
 Asparagus Ferns, each 15c.
 Palms, each 65c.
 A large assortment of Cut Flowers, prices reasonable.

Trunks 8.95, Club Bags 4.95 and Suit Cases 3.95---Today

Trunks \$8.95.
 Steamer and tourist trunks. In fibreite, fibre bound and canvas covered—all with trays. Some slightly soiled. Some have two trays and two leather straps. Sizes 32, 34, 36 and 38 in., and steamer 40 in. To clear today, \$8.95.

Club Bags \$4.95.
 Fabrikoid Club Bags—double high handles and double drop handles. Reinforced corners, rubber cloth lining. Smart and serviceable. Sizes 16 and 18 inches. Today, \$4.95.

Suit Cases \$3.95.
 Deep fibre cases, two leather straps. Swing handle, inside shirt pocket. Sizes 24 and 26 inches, \$3.95.
 Simpson's—Sixth Floor.

The Robert SIMPSON Company Limited