

Telephone Main 7841

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

Market Adelaide 6100

**Dine in the Palm Room**  
Breakfast, 8.30 till 11. Dinner, 11.30 till 2.30.  
Afternoon Tea, 3.00 till 5.30. Lunches a la carte  
throughout the day.  
Simpson's—Sixth Floor.

# SIMPSON'S

**Optical News**  
Stop and think! What percentage of your life's  
accomplishments depend upon your sight?  
Consult our Optician.  
Optical, Watch and Jewelry Repair Dept.—Second Floor.

## A Victrola in the Home Is a Never Failing Source of Entertainment

It brings the world's greatest musical artists, Alda, Caruso, Farrar, Alma Gluck, Galli-Curci and others to your home. Let them sing the songs of the opera to you. No matter where you are you can share in the music of the hour, a privilege formerly only existing for the favored few in the great metropolitan centres. The Victrola is always yours to command. It is ready for any occasion and never refuses an encore. Our Victrola department is equipped with a limited assortment of machines and supplies. Four of the more popular varieties are here described.

### Victrola XVI, \$340

With this machine you can dance at home to the same music and the same orchestra, as you would in the gayest metropolitan ballroom.



Victrola XVI.—Exquisitely finished in mahogany or oak and stands 49 inches high, 23 inches wide, 24 3/4 inches deep. It is equipped with automatic brake and speed regulator and automatic speed indicator. Can be wound while playing, \$340.00.

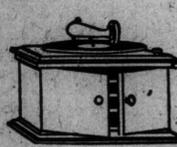
### Victrola XI, \$174

A handsome model, in mahogany or oak. The cabinet is 43 inches high, 20 inches wide, 23 1/2 inches deep. It has nickel-plated Exhibition sound box, Victor tapering tone arm and new improved "goose neck" sound box tube — automatic break, speed regulator and automatic speed indicator. Every musical longing can be easily satisfied with this machine, \$174.00.



### Victrola VI, \$49

This machine will bring you a perfect rendition of almost any music you want to hear. A convenient, portable machine, finished in either oak or mahogany. The cabinet is 33 1/4 inches high, 15 1/2 inches wide, 16 1/2 inches deep. It has a newly-designed, patented, and improved double spring. Spiral drive motor, which can be wound while playing, \$49.00.



### Victrola IV, \$34

Particularly suitable for the camp or summer home—a compact, portable machine. Plays all records with an appealing, deep tone. The cabinet is fashioned from oak and stands 7 3/4 inches high, 13 inches wide, 14 3/4 inches deep. It is equipped with all the latest improvements, including the newly-designed, patented and improved single spring spiral drive motor. It has an improved floating wood horn and horn elbow, \$34.00.



### Record Albums



They protect your records and enable you to keep them arranged in a systematic manner. Two styles—10-inch, \$1.25; 12-inch, \$1.75. They are both of the first quality.

## Suggestions for the August Camper

To those who take their vacation this month the items listed below will make a special appeal. The selection has been made for the purpose of assisting the camper in the choice of requisites for his holiday equipment.

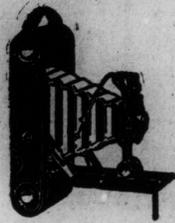
### Camp and Picnic Supplies

Requisites for the holiday outing. Convenient and light, and by their use you avoid the risk of injuring your expensive chinaware and linen.

- Picnic Plates, 5-inch size. Per doz., 5c.
- Picnic Plates, 6-inch size. Per doz., 6c.
- Picnic Plates, 9-inch size. Per doz., 7c.
- Picnic Plates, 8-inch size. Put up in sanitary box containing 12. Per box, 8c.
- Drinking Cups. Per doz., 10c; per 100, 75c.

- Serviettes, plain. Per 100, 18c.
- Lunch Set, containing one table cover, 52 x 42 inches, and 12 napkins, 10c.
- Outing Set, containing two heavy crepe table covers, 6 x 4 1/2 feet, and 25 napkins, 25c.
- Pure Food Wax Rolls, containing 20 sheets, 5c.

### A Kodak for Your Holiday



A few suggestions in Kodaks, which are most suitable for the vacation outing. They are compact, durable, and are ready for any occasion. The following are very popular:

- 2 Folding Premo, single lens, \$7.50.
- 2 Folding Premo, R.R. lens, \$9.00.
- 2A Folding Premo, single lens, \$8.50.
- 2A Folding Premo, R.R. lens, \$10.75.
- 3A Folding Premo, single lens, \$12.25.
- 3A Folding Premo, R.R. lens, \$15.00.

You will also require to have plenty of films to take with you on your camping trip. Kodak Dept.—Main Floor.

### Killarney Linen Note Paper

Put up in packages containing 102 sheets, 25c. Envelopes to match. Per packet, 8c; per 100, 30c.

### Fountain Pens

Take a fountain pen with you, convenient and serviceable in the camp. Two popular pens at modest prices are: Remex Fountain Pen, in all points, \$1.00. Victor Fountain Pen, in all points, \$1.50.

### Camp Reading

Fascinating books, with which you can while away the happy hours in camp. These books are carefully printed and cloth bound. Price, 75c.



- Tarzan of the Apes, by Burroughs.
- Beasts of Tarzan, by Burroughs.
- Return of Tarzan, by Burroughs.
- Ridgeway of Montana, by Raine.
- Gold, by Stewart Edward White.
- Sheaf of Bluebells, by Orczy.
- Adventures of Huckleberry Finn, by Mark Twain.
- Desert Gold, by Zane Grey.
- Way of an Eagle, by Ethel M. Dell.
- Double Traitor, by Oppenheim.
- Salt of the Earth, by Sedgewick.
- Love of the Wild, by McKishnie.

- Titles by Joseph Hocking worth reading.**
- Follow the Gleam.
- Price of a Throne.
- Rosaleen O'Hara.
- Wilderness.
- Path of Glory.
- Dearest Than Life.
- Curtain of Fire.
- Pomp of Yesterday.
- Dominic Wildthorne.
- All For a Scrap of Paper.
- Man Who Rose Again.
- Library size, well printed and cloth bound, 75c.

### Chair Cushions, 69c

Dainty cushions with pretty coverings, will fit wicker chairs. Particularly suitable for the canoe or the veranda of the summer cottage or camp. About 1 1/2 inches thick. Regularly 98c value. Today, 69c.

## Imported English Worsted Suits \$35

### For Men and Young Men

Designed exclusively for particular men.

These suits carry with them an air of distinction, which pleases the man who wears one. They are fashioned in the latest models from the most popular and serviceable materials and will yield lasting satisfaction.

They are made up from a pick-in-pick worsted. Single-breasted, three-button, soft roll, semi-form-fitted sacque, with medium height vest. The trousers are finished with five pockets, belt loops, cuff or plain bottoms. Sizes 36 to 42, \$35.00.

### English Paramatta Raincoats for Men, \$13.95

Stylish and serviceable raincoats, which can be used as light-weight overcoats or swagger raincoats.

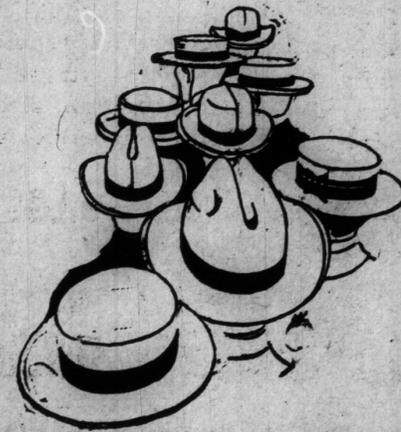
Made up from an import wool English Paramatta Cloth—the raglan model, with close-fitting collar and slash pockets.

Edges and seams both sewn and cemented. Sizes 36 to 44. On sale 8.30 today, at \$13.95.

Simpson's—Main Floor.

## MEN! Panama Hats Half Price, \$7.50

Values Which Regularly Sold at \$15.00



An opportunity you cannot afford to miss. Snappy and up-to-date models in the season's most popular sizes—cool and comfortable for the hot weather.

Prepare for next season by taking advantage of this money saving offering today. This is a clearance sale of high-grade Monte Cristo Panamas of genuine quality. They are of fine even weave and are finished with grease-proof leather sweat-band—fedora and negligee shapes. No phone or C.O.D. orders accepted on these hats. Today, \$7.50.

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The **SIMPSON** Company Limited