

Telephone Main 7841

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

Market Adelaide 6100

Simpson's Will Be Closed Saturday All Day For the Celebration of Peace

# SIMPSON'S

Shop Today For Week-End Needs. No Delivery Saturday

## Fascinating Books and a Real Vacation

75c books, so pick up a few of these excellent novels and forget the 75c everyday things for a while. The best novels in the popular edition.



Unpardonable Sin, by Rupert Hughes.  
Daddy Long Legs, by Jean Webster. (Mary Pickford edition).  
Double Traitor, by E. Phillips Oppenheim.  
Kingdom of the Blind, by E. Phillips Oppenheim.  
Way of an Eagle, by Ethel M. Dell.  
Knave of Diamonds, by Ethel M. Dell.  
Swindler, by Ethel M. Dell.  
The Major, by Ralph Connor.  
Rosary, by Florence Barclay.  
Tarzan of the Apes, by E. R. Burroughs.



Beasts of Tarzan, by E. R. Burroughs.  
Return of Tarzan, by E. R. Burroughs.  
Sudden Jim, by C. B. Kelland.  
Yellow Dove, by George Gibbs.  
Martha By the Day, by J. M. Lippmann.  
Torchy, Private Secretary, by Sewell Ford.  
Glory of the Conquered, by Susan Glaspell.  
Heart of the Sunset, by Rex Beach.  
Iron Trail, by Rex Beach.  
Victory of Allan Rutledge, by A. Corkey.

Traitor, by Thomas Dixon, Jr.  
Foolish Virgin, by Thomas Dixon, Jr.  
Sins of the Children, by Cosmo Hamilton.  
The Woman Gives, by Owen Johnson.  
Circular Staircase, by Mary Roberts Rinehart.  
Bab, a Sub Deb, by Mary Roberts Rinehart.  
Tom Sawyer Detective, by Mark Twain.  
Adventures of Huckleberry Finn, by Mark Twain.  
Trump Abroad, by Mark Twain.

Gold, by Stewart E. White.  
Salt of the Earth, by Mrs. A. Sidgwick.  
Katherine, by E. Temple Thurston.  
Tess of the Storm Country, by Grace Miller White.  
Secret Garden, by F. Hodgson Burnett.  
Princess Passes, by Mrs. C. N. Williamson.  
Motor Maid, by Mrs. C. N. Williamson.  
Why Not? by Margaret Widdemer.  
Desert Gold, by Zane Grey.  
Trail of the Axe, by Ridgwell Culum.  
Sheaf of Bluebells, by Baroness Orczy.

Love of the Wild, by Archie P. McKishnie.  
Range Dwellers, by B. M. Bower.  
Prairie Knight, by B. M. Bower.  
Ridgeway of Montana, by W. L. Raine.  
Danger Trail, by J. O. Curwood.  
Joyce of the North Woods, by H. T. Comstock.  
Told in the Hills, by M. E. Ryan.  
God's Country and the Woman, by J. O. Curwood.  
Brand of the Engineers, by Harold Bindloss.  
Good type; cloth bound. Each, 75c. Phone your order.  
Book Dept.—Main Floor.



### An Imported English Gabardine Raincoat for Men at \$36.00

Stylish coat for the holiday, for wear as a top coat or a very swagger raincoat.

Made up from a rich fawn yarn proof gabardine, in the Trencher Model with all-round belt, convertible collar, raglan shoulders, bellows pockets. 1/4-lined with waterproof silk. Sizes 36 to 40. \$36.00.

Men's Blazer and Sport Coats in particularly attractive models. A wide choice of selection is offered. Sizes 35 to 42. Prices from \$4.50 to \$15.00.

### Oil-Silk Golf or Sport Coat \$10.50

An imported English garment, absolutely waterproof. Takes up little room in your golf or club bag. Sizes 38 to 42. \$10.50.

### Men's White Duck Trousers \$2.25

Good weight duck. 5 pockets, belt loops and cuff bottoms. Sizes 30 to 44. \$2.25.

Men's Khaki Duck Trousers—strong and serviceable. 5 pockets, belt loops and cuff bottoms. Sizes 31 to 44. \$2.50.

Simpson's—Main Floor.

### Sale Boys' High-Grade Wash Suits \$2.89

Regularly \$4.00 and \$4.50

Mothers! Here are guaranteed Wash Suits that you cannot afford to overlook. Absolutely sun-proof and tub-proof chambrays, oxfords and peggy cloths in Norfolk, Novelty Norfolk and yoke-fronted models.

The colors are pink and white, navy and butcher, white with blue hairline, tan and white and white with red and black narrow stripe.

All attractive in design—beautifully tailored and well laundered. Sizes 2 1/2 to 8 years. Regularly \$4.00 and \$4.50. Today, Midsummer Sale, \$2.89.

Simpson's—Main Floor.



The Robert SIMPSON Company Limited

### Outing Shoes for Men and Women

Cool and comfortable for summer wear, suitable for every holiday pastime, tennis, golf, yachting, or the stroll along the waterside. These shoes are attractive in design and will prove serviceable in use.

#### FOR WOMEN

#### White Canvas Outing Oxfords \$2.79

A neat and attractive model, very popular for summer wear. It is made of Sea Island Duck and has a rubber sole and leather insole. The heel is straight and is made of wood, canvas covered, with a rubber top piece. The shoe has a long vamp, comes in narrow widths, and has an Oxford tie. Sizes 2 1/2 to 7. Price, today, \$2.79.



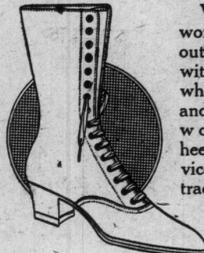
#### White Canvas Outing Pumps \$2.79

Equally attractive and popular—suitable for all out-of-door occasions. Built on the same lines as the Oxford, with the difference that the heels are both covered and straight. Sizes 2 1/2 to 7. Today, \$2.79.



#### Outing Boots \$2.99

White canvas women's high outing boots, with recede toe, white rubber sole and medium wood covered heel. Both serviceable and attractive. Sizes 2 1/2 to 7. \$2.99.



#### FOR MEN

#### Outing Shoes \$2.19

Suitable for yachting, golfing or bowling, cool and comfortable in the highest degree. The shoes are made of white duck, with rubber sole and solid rubber heel. Sizes 6 to 10. Price \$2.19. Same shoe without heel, \$1.69.



#### Men's Trampers \$2.29

Just the thing for camping, made of strong khaki duck which will not soil—brown rubber sole and solid rubber heel. Sizes 6 to 10. \$2.29.

### GRASS RUGS GREATLY REDUCED

Our stock of summer and veranda rugs is getting very low, and bargains can be found in various sizes and qualities. Useful for summer wear or bedroom use are the woven grass rugs in two-toned green and brown coloring, with plain centres or figured effects. Size 4 feet 6 inches x 7 feet. Clearing price, \$3.95 each; 8 x 10 feet, clearing price, \$5.95.

Stencilled Matting Rugs—Japanese straw matting in small sized rugs, stencilled in red and blue colorings. Inexpensive. Size 3 feet x 5 feet 8 inches, clearing price 98c each; size 2 feet 3 inches x 4 feet 6 inches, clearing price 55c each.

Congoleum Rugs—Very popular, sanitary and artistic. Good rug patterns in rich colorings. Size 9 feet x 10 feet 6 inches, only \$17.95 each; 7 feet 6 inches x 9 feet, at \$10.95 each; 6 feet x 9 feet, at \$8.95 each.

Simpson's—Fourth Floor.

### Men's Bathing Suits \$1 to \$6

What is so pleasant and invigorating in this torrid weather as a cooling plunge at the close of the day's toil? Save the expense of hiring a bathing suit by bringing your own. For the holiday outing a bathing suit is a necessity. We have them in all sizes in pleasing materials at attractive prices.

Men's One-Piece Bathing Suits with skirt in grey, navy, or navy trimmed. Sizes 34 to 46. \$1.00.

Men's One-Piece Bathing Suit with skirt, made of heavy cotton in navy, trimmed with white, cardinal or orange. Sizes 34 to 42. \$1.50.

Men's One-Piece Bathing Suit with skirt, in extra heavy cotton, colors grey trimmed with cardinal or orange. Sizes 34 to 42. \$2.00.

Men's Two-Piece Pure Wool Cashmere Bathing Suits in plain navy and navy with white trimming. Sizes 34 to 36. \$3.50.

Men's Two-Piece Bathing Suit, pure wool in navy with white trimming. Only sizes 34 and 36. \$5.00.

Men's One-Piece Bathing Suit with skirt, made of heavy all-wool cashmere, assorted colors. Price \$6.00.



### Simpson's Market Today

SIMPSON QUALITY MEATS—GOVERNMENT INSPECTED.	
BLADE ROASTS, Simpson quality beef, per lb.	25
SHOULDER ROASTS, Simpson quality beef, per lb.	24
BRISKET, lean boiling cuts, per lb.	22
BONELESS BEEF, lean, for stew, per lb.	22
CORNED BEEF, mild, our own curing, per lb.	20, 22, 24
COTTAGE HAM, boneless, rolled, mild curing, for boiling or frying, per lb.	18
BREAKFAST BACON, boneless, mild curing, whole or half pieces, per lb.	22
100 ONLY, SWEET PICKLED PORK SHOULDERS, 5 to 9 lbs. each, special per lb.	10
EASIFIRST SHORTENING, 5-lb. pails, gross weight, each	25
FISH.	
Order Today for Early Delivery Friday.	
MACKEREL, special, per lb.	12 1/2
WHITEFISH, per lb.	12
SALMON TROUT, per lb.	19
LAKE HERRING, per lb.	12 1/2
COD STEAKS, per lb.	18
HALIBUT STEAKS, per lb.	20
SEA SALMON STEAKS, per lb.	20
PINNAN HADDIES, per lb.	15
GROCERIES.	
Finest Creamery Butter, lb. 55c.	
1,000 pails St. William's Raspberry Jam, No. 6 size pail, \$1.00.	
One car Standard Granulated Sugar, 25-lb. bag, \$2.19.	
2,000 tins Finest Canned Tomatoes, tin, 25c.	
(Only 5 tins to a customer).	
Finest Canned Peas, 2 tins, 25c.	
H.O. Ammonia Powder, 3 pkts., 24c.	
Ogilvie's or Purty Flour, 24-lb. bag, \$1.49.	
Campbell's Soup, assorted, 2 tins, 24c.	
Morrill's Margarine, lb. 35c.	
Dingman's Naphtha Soap, 7 bars, 45c.	
Assam Tea, regular, 50c. lb., 55c.	
Seedless Raisins, lb. 22c.	
Magic Baking Powder, 1-lb. tin, 55c.	
Choice Currants, lb. 30c.	
Flaked Wheat, 7 lbs., 55c.	
Peanut Butter, in bulk, lb. 25c.	
Molasses Snaps, 2 lbs., 25c.	
Orange Marmalade, 1-lb. jar, 25c.	
Salt, 5 packets, 15c.	
Japan Rice, 2 lbs., 25c.	
Peasantry Coconut, lb. 35c.	
Edwardburg or Beehive Table Syrup, 4-lb. ball, 55c.	
Cocoa, in bulk, lb. 54c.	
Red Salmon, tall tin, 24c.	
Choice Olives, jar, 40c.	
FRUIT SECTION.	
California Valencia Oranges, per dozen, 43c.	
California Lemons, doz. 32c.	
Choice Onions, 2 lbs., 25c.	
FLOWER SECTION.	
Fern Fans, well filled, 40c and 50c.	
Boston Ferns 50c and \$1.29.	
Statenair Ferns, each, 35c.	
Small Geraniums, 2 for 15c.	
Amargus Ferns, each, 15c.	
Winnamit Ferns, each, 65c.	

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