

Telephone Main 7841

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

Market Adelaide 6100

Today--Last Day of Simpson's Midsummer Sale

\$1 and \$1.50 Wall Papers Only 47c Roll

Imported wall hangings, distinctive in coloring and design, including tapestry, fabric weave and shadow cloth effects, suitable for use in living-rooms, dining-rooms and halls.



60c and 75c Wall Papers 29c Roll.
Pretty chintz effect for bedrooms, sitting-rooms and halls, conventional and allover patterns. Many designs and color combinations to choose from, including several of this season's most popular wall decoration.

15c and 20c Wall Papers 7c Single Roll.
New conventional designs printed on grey, green or yellow backgrounds, neat pattern and stripe effects with delicate colorings, suitable for wall of bedrooms. Many pleasing color combinations to select from, including blue, rose, green, grey, fawn and tan.

Some papers have borders to match. Less than half price, 2c yard.

Berry Bros.' Floor Wax, 33c Pound Tin.
Specially prepared for hardwood floors and linoleums, easily applied, polished quickly, will not discolor.

Pure Turpentine—16-ounce bottle, 35c; 32-ounce bottle, 65c.
Linoleum Varnish 59c Pint—First quality clear varnish for renewing the finish and increasing the wear of linoleums and oilcloths.

Simpson's—Sixth Floor.

Heavy Linoleum \$1.19 Square Yard

Rich colorings, in tile, conventional and floral effects. Splendid wearing quality, 2 yards wide at \$1.19 per square yard.

Sturdy Inlaid Linoleum, \$1.95. Square yard—A low price for a real inlaid linoleum. Straight lined effects, in tile and mosaic patterns. Limited stock. Two yards wide.

Four-Yard Wide Linoleum at \$1.35 Square Yard—Will cover your room without a seam. Conventional and floral patterns, in good colors.

New Designs in Congoleum Rugs—Included in our latest shipment are several new patterns in these popular rugs. Heavy glazed finish, sanitary, easy to clean, and require no tacking down. Size 9 feet x 12 feet at \$19.95 each; 9 feet x 10 feet 6 inches at \$17.95 each; 6 feet x 9 feet at \$8.95 each.

Simpson's—Fourth Floor.

Buy "Sunresista" Casement Cloth

For Casement Windows, Drapes, Summer Homes, Sunrooms.

This fabric is entirely a British production, dyed with British dyes. Every yard of "Sunresista" carries with it an absolute guarantee covering fully what we claim for the fabric.

"Sunresista" will not fade with exposure to sunlight. "Sunresista" will stand a rigorous washing without the colors being affected.

In Three Widths As Follows:

In greens and blues, 30-inch Sunresista at 75c yard. In natural color, 40-inch Sunresista at 98c yard.

In green, blue, fawn and cream, 50-inch Sunresista at \$1.25 yard.

Simpson's—Fourth Floor.

\$28.00 for Men's Worsted Suits

An opportunity of securing a stylish business suit at a remarkably low cost. These suits were made up in our own workrooms and this fact is an assurance that they are correctly fashioned in every detail.

The materials have been among our best selling lines, but we are forced to discontinue their use as we cannot get delivery from the mills for six months, and then only at an advanced price. Included are neat, plain greys and small checks and stripes.

They are cut in the standard 3-buttoned, single-breasted sacque style with soft roll lapels, carefully tailored and lined with mohair twill lining. Sizes 36 to 44. On sale, today, at \$28.00.

Men's Worsted Trousers \$5.50.

They come in two patterns, a grey ground with a lighter hairline stripe, also a neat fancy colored check—made up from a smooth, serviceable material, well-tailored and finished with five pockets and belt-loops. Sizes 32 to 44. \$5.50.

Men's Homespun Outing Trousers \$7.50.

Light fawn and grey, all-wool English homespun, made up for summer wear with cuff bottoms, five pockets and belt loops. Sizes 30 to 42. \$7.50.

Men's \$2.00 and \$2.50 Combinations 98c.

Small Men, Attention!—Summer under-wear, combination style, made from two-thread Egyptian yarn in natural or white colors. Form fitting, closed crotch, neat French neck finish. Sizes 30, 32, 34. Regularly \$2.00 and \$2.50. Today, 98c.

75c Men's Balbriggan Underwear 59c.

Shirts and drawers—natural shade. Shirts have long sleeves, drawers ankle length. Fine elastic ribbed cuffs and ankles. Sizes 34 to 44. Regularly 75c. Today, garment, 59c.

Simpson's—Main Floor.

Clearing Boys' Wash Suits \$1.69

Regularly \$2.00, \$2.75 and \$3.00.

The little chaps will delight in wearing one of these cool, attractively styled wash suits. They are developed in drills, chambrays, palm beach cloth and Oxfords. Patterns are white with blue or grey stripes—all white—natural linen and fawn stripe.

Styles are Junior Novelty, Billy Boy, and Oliver Twist models. Not every size in every pattern, but all sizes are represented. Sizes 2 1/2 to 8 years. Regularly \$2.00, \$2.75 and \$3.00. Midsummer Sale, today, \$1.69.

Boys' Long Khaki Trousers \$1.85

Good quality khaki drill, neatly tailored with two side, hip and watch pockets, strap with button fastener at knee. Sizes 8 to 14 years. Midsummer Sale, today, \$1.85.

Boys' Khaki Bloomers \$1.49

Extra good quality boys' khaki drill bloomers. Made with belt loops, four pockets, strap with button fastener at knee. Sizes 34 to 32, 6 to 14 years. Midsummer Sale, today, \$1.49.

Simpson's—Main Floor.

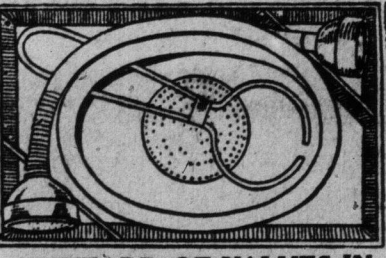


Men's Panamas \$3.45

Attractive models in fine weaves—light and comfortable for the hot weather. South American panamas of guaranteed qualities in telescope, fedora and negligé shapes—natural and white bleached. Sizes 6 1/2 to 7 1/2. Today, \$3.45.

Italian Milan Hats \$1.95

Regularly \$3.00. For the man who likes a nice, easy fitting, light weight hat, here is an opportunity. High grade makes in telescope and negligé shapes. No phone or C.O.D. orders. Today, \$1.95. Simpson's—Main Floor.



UNHEARD OF VALUES IN Bath Sprays

Regularly \$2.00. Special 98c. Regularly \$2.50. Special \$1.27.

Regularly \$3.00 (as illustrated), Special, \$1.49.

Pint and Quart Corrugated Nickel Vacuum Bottles.

Just the thing for camper, picnic, etc. Today special, \$1.99 and \$2.37.

Tooth Brushes



Beautiful Brushes—French manufacture—very finest bristle. Today, 60c.

Extraordinary Special—25c size Antiseptic Tooth Paste FREE with each brush.

The Latest FICTION For Vacation Days

"Dangerous Days," by Mary Roberts Rinehart, author of "K" and "The Amazing Interlude," \$1.60.

"The Undying Fire," by H. G. Wells, \$1.50.

"La Bodega" (The Fruit of the Vine), by Vicente Blasco Ibañez, author of "The Four Horsemen" and "The Apocalypse," \$1.90.

"Mr. Standfast," by John Buchan. A new novel by the author of "Greenmantle," \$1.35.

"Price of a Throne," by Jos. Hocking, \$1.25.

"The Saints' Progress," by John Galsworthy, \$1.60.

"The Cricket," by M. B. Cooke, author of "Bambi," \$1.35.

"In Secret," by Robert W. Chambers. A novel of love and mystery, \$1.50.

"A Land Girl's Love Story," by Bertha Ruck, \$1.50.

"Crafter's Gold," by Philip Curtis, \$1.50.

"From Sunup to Sundown," by Cora Harris, \$1.35.

"Countess" Low Shoes Quarter Less

Marvelous opportunity! Every pair of our regular stock of women's "Countess" low shoes clearing today at one-quarter off regular prices.

Included are grey, brown and black kid, gunmetal and patent leather pumps and oxfords, made with featherweight and medium weight McKay sewn and Goodyear welt soles. Wood covered leather, Spanish, Cuban and low heels. Widths AA to D. These goods will be fitted and sold in regular stock sections, by experienced shoe sales people. No phone or C.O.D. orders taken.

Reg. \$8.00, \$6.00. Reg. \$6.00, \$4.50. Reg. \$4.75, \$3.50.

Women's \$7 to \$9 Canvas and Kid Boots at \$4.95

300 pairs slightly soiled "Queen Quality" and "Mennihan" makes. All sizes in the lot, white canvas, white kid and white buck, lace boots with covered Spanish, Cuban and low heels, with rubber top lift, Goodyear welt, turn and McKay sewn soles, plain vamps and imitation toe caps. Widths AA to D. Values \$7.00, \$8.00 and \$9.00. Today, \$4.95.

Children's Strap Slippers, \$1.19. Children's canvas, poplin and patent ankle strap slippers, trimmed with bow, and low heels. Sizes 8 to 10 1/2, 11 to 2, \$1.19.

Simpson's—Second Floor.

Clearing \$1.50 Scarfs and Centres 89c

The fact that some are slightly soiled and mused accounts for this big reduction. Shams, centrepieces, etc., including Battenberg, lace edge and filet lace designs. No phone orders taken for this item. Regularly \$1.50. Midsummer Sale, today, each 89c.

Bed Comforters \$2.39

200 silkolite covered bed comforters in mostly dark colorings. Filled with white fluffy cotton, serviceable quality. Size 72 x 72 inches. Midsummer Sale, today, each \$2.39.

Crash Towelling 25c Yard. 3,000 yards heavy quality, closely woven crash with red striped borders, for roller or tea towels. 19 inches wide. Less than wholesale price. Midsummer Sale, today, yard 25c.

Natural Crash Towelling. Extra Special at 29c Yard. 1,200 yards heavy crash union kitchen towelling, without border, 18 inches wide. Not more than 20 yards to each customer. Less than manufacturers' price, Midsummer Sale, today, yard, 29c.

500 Roller Towels 55c Each. Linen and cotton, made from a plain white crash, 2 1/2 yards long and 17 inches wide. Phone orders taken while quantity lasts. Midsummer Sale price, today, each 55c.

Striped Flannellette 19c Yard. Soft quality in popular pink, blue and fawn stripes, 27 inches wide. Not more than 20 yards to each customer. Midsummer Sale, today, yard 19c.

Simpson's—Fourth Floor.

Six Wash Goods Specials

75c White Voiles 49c Yard. 1,000 yards, 40 inches wide. Regularly 75c. Midsummer Sale, today, yard, 49c.

59c Krinkle Crepes 45c Yard. Need no ironing. Pink, sky and white. 28 inches wide. Regularly 59c. Midsummer Sale, today, yard, 45c.

\$1.00 and \$1.25 Fancy Voiles 69c Yard. Broken ranges from regular stock, 36 inches wide. Regularly \$1.00 and \$1.25. Midsummer Sale, today, yard 69c.

75c Plaid Gingham 49c Yard. Anderson's plaid and broken ranges of other gingham, 27 and 38 inches wide. Regularly 75c. Midsummer Sale, today, yard 49c.

Plaid Ratines 77c Yard. A special purchase of \$1.50 to \$2.25 qualities—the best cloth made for sports skirts and suits. No ironing needed, 38 inches wide. Midsummer Sale, today, yard 77c.

75c Plain Poplins 49c. 36 inches wide. In green, grey, natural, sky, copen, rose, pink and black. Regularly 75c. Midsummer Sale, today, yard 49c.

Simpson's—Second Floor.

Simpson's Market Today

600 lbs. Chuck Roasts, choice beef. Midweek special, lb. 17c
600 lbs. Shoulder Roasts, choice beef. Midweek special, lb. 20c
500 lbs. Fresh Lean, Stewing Beef, boneless. Midweek special, lb. 20c
100 only, Legs Young Lamb. Midweek special, lb. 37c
200 only, Cottage Hams, pickled, boneless, 3 to 5 lbs. each, for boiling or frying. Midweek special, lb. 46c
100 only, Patis Maple Leaf Pure Lard, 3 lbs. gross weight. Midweek special, pall. 11.12
100 only, Patis Basifirst Shortening, 3 lbs. gross weight. Midweek special, pall. 95c
1000 lbs. Fresh-caught Sea Herring, very fine. Midweek special, lb. 10c
Our Ready-for-the-Table Meats are just what you require for a quick meal or picnic. A large variety boiled, roasted, jellied or smoked, at the cooked meat counter.

GROCERIES.

2,000 sections Pure Clover Honey, in the comb, while they last, section, 38c.
Sixteen Brand Pastry Flour, the finest, 24-lb. bag, \$1.50.
2,000 lbs. Indian Ceylon Tea, good quality, lb. 46c.
2,000 pails Pure Plum Jam, No. 4 size pail, 82c.
100 boxes Lenox Soap, small cakes, 5 cakes 35c.
Cider Vinegar, gallon, 35c.
Mustard, in bulk, compound, lb. 35c.
Fresh Rolled Oats, none, 78c.
Pulver Meal Dinner, tin, 24c.
Pineapple Canned Corn, tin, 30c.
Pure Orange Marmalade, No. 4 size pail, per pall, 87c.
Egg-O Baking Powder, tin, 35c.
2,000 tins Finest Canned Golden Malt, tin, 17c.
Kivohal Lemonade Powder, tin, 35c.
Pink Salmon, 1/2-lb. tin, 14c.
Orlaco, 1-lb. tin, 85c.
Klins, hotel size, tin, 58c.
Kingsnut Butter, lb., 56c.
Pure Gold Puddings, Custard, Chocolate and Tapioca, 2 pkts., 25c.

Quaker Cornflakes, 3 pkts., 35c.
Rolyat Sauce, for meats, bottle, 18c.
Macaroni in 1-lb. packets, 3 packets, 35c.
Teller's Cream Soda, packet, 35c.
Bluebell Jelly Powders, assorted, three packets, 35c.
Peanut Butter, in bulk, 1-lb., 55c.
Edwardward Laundry Starch, 8-lb. packets 35c.

COFFEE SECTION. Fresh Roasted Coffee, in the bean, ground pure or with glucose, today, lb., 48c.

FRUIT SECTION. California Valencia Oranges, dozen, 50c.
California Lemons, doz., 75c.
New Carrots, 4 bunches 15c.

FLOWER SECTION. Boston Ferns, each 60c and \$1.25.
Rubber Plants, each, \$1.00.
Palms, each, 85c.
Asparagus Ferns, each, 15c.
Poinsettias, well filled, 8 in., 45c; 6 in., 40c.
Large Rubber Plants, each \$2.50.
Maidenhair Ferns, each, 85c.

Women's \$30.00 to \$45.00 Silk Suits \$22.50

These broken sizes from our regular stock of high-class New York styles offer wonderful opportunity to women who shop early today.

Developed from excellent quality taffetas and silk poplins, and featuring dressy overcollars, rippling or pleated peplum and attractive vestees. Colors, navy, taupe, copen, grey and black. No exchanges, no refunds, no C.O.D.'s on these suits. Midsummer Sale, today, \$22.50.

45 Women's Summer Capes \$19.50

Regularly \$23.50 to \$40.00.

Stunning versions of the popular cape-mode are selling today at a price that does not begin to indicate their attractiveness and marvellous value.

They are of fine serge or delhi cloth (mostly navy) in a pleasing variety of the favored coat front styles, many silk-lined throughout. No exchanges, no refunds, no C. O. D.'s on these capes. Midsummer Sale, today, \$19.50.

The Robert SIMPSON Company Limited

FACTORY at RICHMOND ST. THROUGH APPROXIMATELY 35 MILES. IMMEDIATELY AT 25 KING STREET EAST. PROBS: FA ARN FISH ACCU IN STOR Over Twenty Hand, Co in BIG STOC General H Favorably La Ottawa, July food products in compare favorably shown by the living commissio labor concerning in process of an date. Attention the export dema be considerable, also to a serious The report follow Butter went i during the mon standing the hig we had 10,365,11 and 1,900,634,11 This is a total pounds above Jul should be no sho if exports are no less than the ment for next we The oleomarga 41,654 pounds. A the heavy flow of a large effect up have approximat on hand as an amount would st requirements for we had no expor is the heaviest p Last year we pounds. Eggs are also more freely than the high prices, freely as two year, include 12,263,536 (\$2.71 dozen on cold storage an frozen eggs. Beef B The stocks of less than last n normally at th prices for beef a as earlier in th for the meat. I markedly, and fact that the r don and Chicag the world silbe silne rather than set portion. (Continued) PRINCE T UN Heir to Brit Guest London, July King George, o has accepted a prince by Presi president in W After his visi will go to Was and is the Brit guest of the g PREMIER E OTTA Ottawa, July is expected has week-end. He St. Lawrence G Royalty For From Pr Weimar, July family that at Germany is el President of G assembly has a motion of bas was Agnus. WOULD Luxemburg. the chambe today that th adopted. The with enthusias