

Telephone Main 7841

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

Market Adelaide 6100

Sale of Diamonds At Decided Reductions

- Solitaire Rings, Regularly \$40.00. Today, \$28.75.
- Solitaire Rings, Regularly \$100.00. Today, \$77.75.
- Five-stone Rings, Regularly \$50.00. Today, \$37.50.
- Five-stone Rings, Regularly \$75.00. Today, \$57.00.
- Marquise Style Rings, 3-diamonds. Regularly \$55.00. Today, \$42.50.
- Square 2-Diamond Ring, Regularly \$70.00. Today, \$52.50.
- Fancy Pierced Dress Ring, 15 diamonds. Regularly \$175.00. Today, \$138.50.
- Hexagon Single Stone Ring, Regularly \$115.00. Today, \$89.00.
- 17-diamond Marquise Ring, Regularly \$150.00. Today, \$128.50.
- 3-stone Ring, platinum set, Regularly \$200.00. Today, \$165.00.
- Man's Cluster Ring, Regularly \$68.00. Today, \$52.00.
- Man's Single Stone Ring, Regularly \$100.00. Today, \$77.00.
- Festoon Diamond and Peridot Necklace, Regularly \$55.00. Today, \$42.00.
- Hexagon Pendant, Regularly \$80.00. Today, \$63.50.
- Cluster Lavalliere, 8 diamonds, Regularly \$75.00. Today, \$57.00.
- 3-circle Drop Lavalliere, Regularly \$90.00. Today, \$72.50.
- Single Diamond Pendants, Regularly \$25.00. Today, \$18.75.

Simpson's—Main Floor.

Special Value In Handkerchiefs

- Men's White Lawn Handkerchiefs, hemstitched borders—full size. Midsummer Sale, today, 3 for 23c.
- Women's Sheer Lawn Initial Handkerchiefs—Narrow hemstitched borders. Plain and corded stripe inside hem. Midsummer Sale, today, 2 for 23c.
- Women's Plain White Lawn Hemstitched Handkerchiefs—Midsummer Sale, today, 6 for 23c.
- Girls' and Boys' Lawn Handkerchiefs—Neat colored borders. Midsummer Sale, today, 6 for 23c.
- Children's White Lawn Handkerchiefs—Neat colored borders. Midsummer Sale, today, 8 for 23c.

Simpson's—Main Floor.

Buy Crocks Now At Reduced Prices

- These Heavy Stoneware Crocks and Covers for preserving eggs, pickles and butter, etc., at reduced prices.
- Size 1, today only, 32c.
- Size 2, today only, 44c.
- Size 3, today only, 69c.
- Size 4, today only, 89c.
- Size 5, today only, 98c.
- Size 6, today only, \$1.34.

SEALERS. Crown Jars.

- Pints, dozen, \$1.00.
- Quarts, dozen, \$1.10.
- 1/2-gallon, dozen, \$1.35.

Perfect Seal.

- Pints, dozen, \$1.25.
- Quarts, dozen, \$1.40.
- 1/2-gallon, dozen, \$1.75.
- Zinc Rings, dozen, 40c.
- Metal Rings, dozen, 25c.
- Glass Tops, 20c.
- White Rubber Rings, 10c.
- Glass Measuring Cups, 9c.
- Lemon Reamers, 10c.
- Orange Reamers, 15c.

Simpson's—Basement.

Tennis Racquets, Fishing Tackle and Hammocks Specially Priced for Today

- Country Club Tennis Racquets—A very good make, double string centre, assorted weights, \$2.50 value. Today, \$1.69.
- Tennis Balls, Slazengers, high-grade make. Today, 60c each.
- Baseballs for boys, 10c and 15c each.
- Golf Balls—Osprey, 40c; Hawk, 50c; Silver King, \$1.00.
- Boys' Baseball Bats, Today, 25c each.
- "Vim" Steel Rods—A good reliable make. Today, \$1.69.
- "Standard" Steel Rods, Today, \$2.75.
- Trotting Lines, assorted weights, 34 feet long. Today, 10c.
- Trotting Spoons, 4 sizes, 60c value. Today, 35c each.
- Folding Landing Nets, \$2.25 value. Today, 98c each.
- Hammocks, \$2.25—With pillow and valance, assorted colors. 35c only to sell today, \$2.95 each.
- Other grades at \$4.50 and \$6.50 each.

Simpson's—Basement.

SIMPSON'S MID-SUMMER SALE

Special! Slightly Soiled Table Cloths \$2.69

About 100 Irish Damask Table Cloths, in three designs only—rose and spot, tulip and shamrock and spot. They are slightly counter soiled. Size 67 x 68 inches. Midsummer Sale, today, \$2.69.

- Bleached Sheeting, 79c Yard**
Plain weave, in a quality that will stand the rub of the tub. 64 inches wide. Midsummer Sale, today, yard, 79c.
- White Longcloth, 23c Yard**
This cotton is of medium weight, close even weave. 35 inches wide. Midsummer Sale, today, yard, 23c.
- Embroidered Pillow Cases, \$2.35 Pair**
Irish embroidered in small neat designs. Hemstitched. Size 45 x 36 inches. Midsummer Sale, today, \$2.35.
- Madeira Lunch Sets, \$3.45**
12-piece Madeira Lunch Sets of six 6-inch doilies, six 10-inch doilies and one 22-inch centerpiece. Slightly soiled from display. Midsummer Sale, today, set, \$3.45.
- Lunch Cloths, \$1.75 Each**
Fillet Lace Design Lunch or Table Cloths, with linen-finished cotton centres—48 x 48 inches across. Half-price, today, each, \$1.75.
- Satin Bedspreads, \$4.25 Each**
White English Satin Bedspreads, in three exclusive patterns. Size 72 x 90 inches. Midsummer Sale, today, each, \$4.25.

Midsummer Sale of Boys' \$4, \$5 Wash Suits \$2.98



Mothers who appreciate superiority in Boys' Wash Suits will quickly grasp the opportunity of selecting several of these suits at this unusually low price today.

All woven patterns (no prints), absolutely sunproof and tubproof. The materials are Oxfords, Peggy cloths and chambrays in blue and white, tan and white, pink and white, grey and white stripes, white, grey and blue with contrasting trimmings and many novelty shades and patterns.

The styles are junior Norfolk, semi-middy and smart and attractive novelty models. Knicker pants. Sizes 2 1/2 to 4 years. Regularly \$4.00, \$4.50 and \$5.00. Midsummer Sale price, \$2.98.

Simpson's—Main Floor.

Midsummer Sale of Men's Pyjamas at \$3.89

Regularly \$4.25 and \$4.50.

Men's Summer-weight Pyjamas in fine corded materials in one-inch stripes of grey, blue, pink, green, helio on white grounds; also purple, blue and grey stripes in neat hairlines on grey ground. French neck. Sizes 34 to 46. Regularly \$4.25 and \$4.50. Today, \$3.89.



\$3.50 White Night Robes \$2.89
Made from finest quality American corded material, silk facings, large, roomy bodies. Sizes 14 to 20. Regularly \$3.50. Today, \$2.89.

\$1.50 White Night Robes 98c
Size 14 Only.
Men's White Cotton Night Robes, collar attached and V-neck style. Size 14 neck only. Regularly \$1.50. Today, 98c.

Simpson's—Main Floor.

9 x 12 Handsome Living-Room Rugs, Today \$69.75

Great Heavy Pile Rugs in a Wilton velvet quality, in rich Oriental designs and Chinese effects, in new colorings such as copper, deep blue, gold and orange effects. Seamless. Size 9 x 12 feet only, \$69.75 each.

Axminster Hall Runners From \$11.50 Up.
Have just received a fresh shipment, in splendid shades and small Oriental designs, suitable for hall and passage furnishings. Sizes 2 ft. 3 in. x 7 ft. 6 in. at \$11.50 each; 2 ft. 3 in. x 9 ft. at \$13.50 each; 2 ft. 3 in. x 10 ft. 6 in. at \$15.75 each; 2 ft. 3 in. x 12 ft. at \$18.50 each.

Axminster Rugs at \$19.50 Each.
For small rooms a useful rug where there are hardwood floors. Heavy pile Axminster. Oriental designs, in soft colorings, in good variety. Size 4 ft. 6 in. x 7 ft. 6 in. at \$19.50 each.

Clearing Phonographs!
We have in stock five standard instruments that have been used for the demonstration of records in the store. These phonographs are good as new, and have always been in perfect order. They are guaranteed to give perfect satisfaction.

- 1 Only, Large Cabinet Style Phonograph, \$100.00.**
Finished in mahogany. Universal tone arm will play any make of record. Regularly \$137.50. Sale price, \$100.00.
- 2 Only, Large Cabinet Style Phonographs, \$95.00.**
Handsome fumed oak case. Guaranteed. Regularly \$137.50. Sale price, \$95.00.
- 1 ONLY IN MAHOGANY FINISH, \$80.00—**Universal tone arm to play any make of record. Regularly \$100.00. Sale price, \$80.00.
- 1 ONLY TABLE STYLE INSTRUMENT, \$45.00—**Mahogany finish. Will play any make of record. Regularly \$60.00. Sale price, \$45.00.

Simpson's Phonographic Dept.—Sixth Floor.

Dressers, Tables, Chairs and Rockers

- Dressers, \$21.00**
Golden surface oak, large case, two long and two small drawers, fitted with bevel plate mirror. Size 25 x 19 inches. \$21.00.
- Dressers, \$22.50**
Golden surface oak, case 38 inches wide, has shaped standards and is fitted with bevel plate mirror. Two long and two small drawers, \$22.50.
- Kitchen Cupboards, \$17.95.**
Elm, golden finish. Top fitted with shelves and double glass door. Has two drawers and large cupboard. \$17.95.
- Drop Leaf Tables, \$6.75**
Golden finish. Turned legs, well bolted. Makes 4-foot table when opened. \$6.75.
- Living-room Chairs and Rockers, \$11.00**
Have deep spring seats, heavily padded arms, all-over upholstered in good grade artificial leather, \$11.00.

Simpson's—Main Floor.

Heavy Printed Linoleum at \$1.19 Per Square Yard.

2500 yards, well seasoned, good tile, block, wood and floral designs. 2 yards wide. Today, \$1.19 per square yard.

New Wall Papers for Living Rooms \$1.25 Per Roll

- High-class American Wall Hangings, 30 inches wide, distinctive in coloring and design. Soft tone, shadow cloth effects, rich tapestry and textile weave patterns in many pleasing combinations of coloring. Special value, single roll, \$1.25.
- Varnish Tile Paper, 28c Single Roll**
Neat black and figured designs, suitable for use in bathrooms, kitchens and stores. Heavy crystal varnish finish that can be wiped with a damp cloth. Special value, single roll, 28c.
- White or Cream Moire Ceilings, 11c Roll**
Dainty moire design printed with silver mica on white or cream colored backgrounds. Suitable for bedrooms, living-rooms and halls. Special value, single roll, 11c.

Simpson's—Sixth Floor.

Simpson's Tuesday Market

- MEATS.**
Simpson Quality Meats—Government Inspected.
Chuck Roast Beef, Simpson quality, per lb., 21c.
Shoulder Roast Beef, Simpson quality, per lb., 21c.
Boneless Pot Roast, per lb., 21c.
Hawke's Young Lamb, per lb., 21c.
Simpson Sausage, our own make, per lb., 18c.
Maple Leaf Pure Lard, 5-lb. pails, gross weight, per pail, \$1.15.
SPECIAL—500 lbs. Prime Mild Corned Beef, shoulder cuts, white if last, per lb., 28c.
- FISH.**
Whitefish, fresh-caught, dressed, per lb., 10c.
Salmon Trout, fresh-caught, dressed, per lb., 12c.
Cod Steaks, fresh, per lb., 15c.
Halibut Steaks, fresh, per lb., 20c.
Finnan Haddie, fresh smoked, lb., 15c.
- GROCERIES.**
2,000 Sections Pure Clover Honey, regular 40c, while they last, 35c, per pail, 35c.
500 pails St. Williams Raspberry and Currant Jam, No. 4 size pail, per pail, 25c.
One car Standard Granulated Sugar, Redpath or St. Lawrence, 20-lb. bag, \$2.10.
Five Roses Sugar, 24-lb. bag, \$1.69.
2,000 lbs. Finest Creamery Butter, lb., 58c.
- 4,000 tins Finest Canned Pumpkin, 2 lbs. 20c.
4,000 tins Finest Canned Peas, 2 lbs. 20c.
Lyle's Pure Malt Vinegar, bottle 15c.
Seeded Raisins, packet, 17c.
Finest Cooking Molasses, tin, 14c.
California Currants, 1-lb. pail, 22c.
Canned Peaches Hygiene Brand, per tin, 10c.
Magic Baking Powder, 1-lb. tin, 8c.
Dominion Canned Vegetable Soup, 4 tins 27c.
Crisco, 1-lb. tin, 30c.
Bluebell Jelly Powders, assorted, 3 packets 21c.
Gorton's Custard Powder, pkt., 15c.
Shredded Wheat or Grape-nuts, per packet, 14c.
Orange Marmalade, No. 4 size pail, per pail, 87c.
Red Salmon, call tin 34c.
Dai-ri's Lemonade, lb., 25c.
Powder, tin 15c.
Quaker Oats, large packet, 20c.
3 packets 55c.
Choice Beets, 5 bunches 35c.
Old Potatoes, peck, 25c.
Mellons 2 for 10c.
- CANDY SECTION.**
Summer Fruits lb., 25c.
Sugar-coated Almonds, lb., 25c.
Fruit and Nut Fudge, lb., 25c.
Salted Peanuts, lb., 25c.
- FLOWER SECTION.**
Latic Cabbage Plants, doz., 10c.
Pumpkins, each, 2c.
Small Geraniums, 2 for 10c.
2,000 lbs. Finest Creamery Butter, lb., 58c.

M-E-N

Hot Weather Suits, Auto Dusters, Sport Coats, Duck Trousers and Lightweight Bath Robes for Vacationists and Week-enders.

Genuine

Palm Beach and Cool Cloth Suits

For men and young men of all type figures, in rich sand, grey and natural shades. Sizes 34 to 48, \$18.50 to \$24.00.

Auto Dusters, \$4.50.

Well tailored and finished—made up from a light-weight linenette, in a medium grey and natural shade. Sizes 34 to 46, \$4.50.

Blazer Coats, \$4.50.

Made up from a novelty effect, black and white stripe mohair. Single-breasted, 4 patch pockets; half belted back. Sizes 34 to 42, \$4.50.

White Duck Trousers, \$2.25

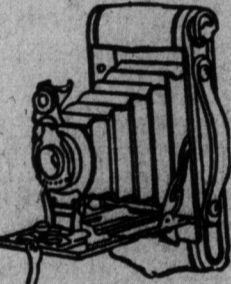
Well tailored, finished with five pockets, belt loops and cuff bottoms. Sizes 31 to 44, \$2.25.

Terry Cloth Bath Robes, \$7.00

Light weight—attractive pattern effects, finished with two patch pockets, cord at neck and fancy cord girdle. Sizes 36 to 46, \$7.00.

Simpson's—Main Floor.

Kodak Days--Now Get Ready for Picture-Taking



Be prepared to make a record of your holidays by taking a KODAK with you. We have a complete list of Kodaks and supplies to choose from:

- No. 1 Kodak Jr., single lens, \$12.50.
- No. 1 Kodak Jr., R.R. lens, \$14.00.
- No. 1 Kodak Jr., anastigmat lens, \$19.75.
- No. 1A Kodak Jr., single lens, \$14.50.
- No. 1A Kodak Jr., R.R. lens, \$16.75.
- No. 1A Kodak Jr., anastigmat lens, \$28.00.
- No. 3A Kodak Jr., R.R. lens, \$21.50.
- No. 3A Kodak Jr., anastigmat lens, \$25.25.
- No. 3A Kodak, with raising front and brilliant view-finder, \$31.50.

We also carry a full line of Brownie and Premo Folding Cameras, ranging from \$7.50 to \$16.00.

Kodak Dept.—Main Floor.

B-O-O-K-S Of the Hour

- The Saint's Progress, by J. Galsworthy, \$1.60.
- Blind Alley, by W. L. George, \$1.75.
- In Secret, by R. W. Chambers, \$1.50.
- The Cricket, by M. B. Cooke (author of Bamby), \$1.35.
- Land Girls' Love Story, by Bertha Ruck, \$1.50.
- The Undying Fire, by H. G. Wells, \$1.50.
- Mr. Standfast, by J. Buchan, \$1.35.
- The Gay-Donboys, by Sir H. Johnston, \$1.75.
- Two Important Publications.
Politics and the Canadian Army Medical Corps, by Col. Herbert Bruce—a story of intrigue. Just out, \$2.00.
- The Birthright, by Arthur Hawkes. Just published, \$3.00.
- The Years Between, by R. Kipling. A new volume of verse. Cloth, \$2.00.

Phone your order, Main 7841. Book Dept.—Main Floor.

Rogers' Silver-Plated Tea Spoons HALF PRICE, \$1.25 DOZ.

Your choice of medium or large size Tea Spoons—Rogers' silver-plated, in plain or beaded patterns. Regularly \$2.50 dozen. Today, \$1.25.

An excellent chance to replenish your supply at real savings, today.

These are not stamped Rogers, but are made in the Rogers factory. They are silver-plated, and come in bright finish, with attractive floral pattern.

Dessert Spoons, Regularly \$3.75 dozen. Half-price, dozen, \$1.80.

Table Spoons, Regularly \$4.00 dozen. Half-price, dozen, \$1.80.

Table Forks, Regularly \$4.00 dozen. Half-price, dozen, \$1.80.

Table Spoons, Regularly \$4.00 dozen. Half-price, dozen, \$1.80.

Simpson's—Main Floor.

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W. H. WILLI...
1109 Street East.

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