

Telephone Main 7841

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

Market Adelaide 6100

# SIMPSON'S MID-SUMMER SALE



THE SALE starts today. We frankly believe that the great stocks of Simpson merchandise now gathered together for this event surpass anything ever attempted heretofore. Our marvelous offerings are made possible through the many BIG CASH PURCHASES consummated during several months past. Not only are the offerings of first importance but the goods are such as everybody is interested in now. Summer apparel, things for the home, for summer comfort, for vacationing, wearable for men, women and children. Shop in the morning, when the stocks and salespeople are at their best.

## Clearance of Women's and Misses' Suits Half Price Today

**175 Women's Holiday Suits Half Price**

Stunning high-class styles from regular stock, including all our imported models.

Tricotines, gabardines, wool jersey and silk tricolettes in navy and summer shades. No exchanges, no refunds, no C.O.D.'s on these suits. On sale at 8.30 a.m. today, at the following prices:

\$45.00 Suits at ...	\$22.50	\$85.00 Suits at ...	\$42.50
\$50.00 Suits at ...	\$25.00	\$95.00 Suits at ...	\$47.50
\$60.00 Suits at ...	\$30.00	\$100.00 Suits at ...	\$50.00
\$75.00 Suits at ...	\$37.50		

Simpson's—Third Floor.

**150 Misses' Suits at Half Price**

Just in time for the holiday comes this half-price sale of suits in a wonderful collection beyond all description. The original prices, however, show them to be suits of every type, at prices for every purse. Many handsome New York models are among them.

Cloth materials in gabardines, tricotines, men's serges and wool poplins, silks in tricolettes, porettes and Roshanara crepe. Leading shades. No exchanges, no refunds, no C.O.D.'s on these suits. Regularly \$25.00 to \$175.00. Today, \$12.50 to \$87.50.

**Misses' Coats and Dolmans \$19.50**

Smartest styles for motor, dress or beach wear, developed from soft silvertones, velours and summer tweeds, in a host of popular shades. No exchanges, no refunds, no C.O.D.'s on these coats. Regularly \$35.00 to \$50.00. Marvellous value today at \$19.50.

Simpson's—Third Floor.

**STORE CONVENIENCES FOR OUT-OF-TOWN VISITORS**

THE PALM ROOM—On the Sixth Floor.  
INFORMATION BUREAU—Main Floor, Centre.  
TELEGRAPH STATION AND FREE PARCEL CHECK ROOM—In the Basement, Centre.

POST OFFICE—On the Street Floor, Centre.  
WOMEN'S REST ROOM—On the Third Floor, Richmond side.  
TELEPHONE BOOTHS—Conveniently located throughout the store.

**We Pay Delivery Charges.**

On all purchases of \$10.00 or more, to any station in Ontario.

**Special for Men**

175 Pairs Men's Working Trousers, \$3.25—Made from firm Italian worsted. Shades of grey and brown with neat strip effects—finished with five pockets and belt loops. Sizes 32 to 44. On sale 8.30 today at \$3.25.

Two-Purpose Tweed Raincoats \$18.50—For men and young men. Lovette shade. Trencher model with all-around belt, convertible collar, natural shoulder, split sleeve, bellows pockets and plain lining. A coat for wear either as a raincoat or lightweight overcoat. Sizes 34 to 42, \$18.50.

The Regent Imported English Gabardine Trencher Coat \$36.00—Dark fawn shade, single-breasted, all-around belt, convertible collar, bellows pockets, raglan sleeves and quarter shot lining. Sizes 35 to 39. \$36.00.

Simpson's—Main Floor.

**Mid-Summer Sale SILVERWARE Half Price and Less Today.**

LARGE SILVER-PLATED FLOWER BASKET for table centre. Plain thread pattern. Stands 15 in. high, including handle. Regularly \$10.00. Today, \$5.00.

SILVER-PLATED CAKE BASKET, in pierced design, with handles on side. Regularly \$5.00. Today, \$2.50.

**ROGERS' 1917 WARE.**

Dessert Forks, Medium Forks, Dessert Spoons and Table Spoons in the "Lotus" and "Vest" patterns. Engraved with one letter on each piece. Every piece stamped. Regularly \$11.00 and \$12.00 doz. Today, set of six, \$2.49.

**Mid-Summer Sale Holiday Handkerchiefs.**

Silk Crepe de Chine Handkerchiefs, in plain colors or novelty designs. Large variety to select from. Today, each, 25c.

Men's All-Linen Handkerchiefs, hemstitched hems, full size. Special, today, 3 for 85c.

Simpson's—Main Floor.

**Mid-Summer Sale 2,000 Yards Bleached SHEETING Clearing 89c.**

Plain weave sheeting, width 3 1/4 yards. Regularly \$1.25 yard. Today, 89c.

95c SHEETING, 65c YARD—1,500 yards of a bleached plain weave sheeting, 64 inches wide. Regularly 95c yard. Today, 65c.

\$6.50 RED SHEETS, \$4.95 PAIR—63 pairs only, plain bleached sheets—hemmed ready for use. Size 80 x 100 inches. Regularly \$6.50 pair. Today, pair, \$4.95.

\$3.50 EMBROIDERED PILLOW-CASES, \$2.35 PAIR—150 pairs, Irish embroidered, deep hemstitched hems. Size 45 x 26 inches. Regularly \$3.50 pair. Today, pair, \$2.35.

\$4.50 TABLE CLOTHS, \$2.55 EACH—200 satin damask table cloths in spot, fleur de lis and scroll designs. Size 66 x 82 inches. Regularly \$4.50. Today, each, \$2.55.

**Mid-Summer Sale! Women's Pure Wool Pullover Sweaters at \$2.95**

*Real Wool Sweaters—Sizes 36 to 42 Special Purchase of 500 Altogether*

A wonderfully fortunate purchase from a high-class manufacturer makes possible this extremely low price for stunning pullovers.

They are fashioned, as illustrated, in one of the smartest of the new styles. Lustrous fancy weave, with plain ribbed waistline. The collar and cuffs are trimmed with stripe of contrasting color.

Such lovely color combinations as turquoise with camel, coralette with black, Kelly with corn, rose with silver grey and saxe with corn. Sizes 36 to 42. Be here sharp at 8.30 a.m. today for choice, at only \$2.95.

Simpson's—Third Floor.



**New Victor Records for July—Popular Songs**



35890—Oh! My Dear! (Medley) Fox Trott, J. C. Smith's Orchestra; Somebody's Sweetheart and Good Morning Judge, J. C. Smith's Orchestra; 12-in., \$1.50.

18556—Oh, Susie, Behave (Medley) One-Step Van Cope Trio; Monte Cristo Jr. (Fox Trot), Van Eps Trio; 10-in., 90c.

The "Song Hit" from "The Better 'Ole".

64814—When You Look in the Heart of a Rose, John McCormack; 10-in., \$1.25.

**A Few from a Fine List of Red Seal.**

64815—The Quilting Party (Sealing Nellie Home), Mabel Garrison; 10-in., \$1.25.

64780—Sorter Miss You, Frances Alda; 10-in., \$1.25.

74500—Nocturne in D Flat, Mischa Elman; 12-in., \$2.00.

Imported Root Hove Radish, 10-in., \$1.25.

64812—Juanita, De Gogorza; 10-in., \$1.25.

We deliver Records. Phone Main 7841.

Simpson's Photograph Department—Sixth Floor.

**Politics and the Canadian Army Medical Corps.**

A history of intrigue, containing many facts omitted from the official records, showing how efforts at rehabilitation were balked. Author Herbert A. Bruce, M.D., F.R.C.S. Cloth, \$2.00.

**Simpson's Basement Sale Today** Phone Main 7841

Exceptional Value in Aluminum Cooking Utensils—Oil and Gas Stoves—Mops—Brooms and Screens

**Aluminum Tea Kettles.**

2 1/2 qt. size. Today, \$2.49.

Aluminum Tea Kettles, 5 qt. size. A handsome kettle of very superior make; 36 only to sell today, at \$3.49.

Wear-Ever Aluminum Windsor Kettles, with aluminum cover, 4 qt. size, an excellent kettle for preserving, stewing, etc., \$4.75 value. Today, \$1.99.

1,600 Corn Brooms, 36 Each.—A very good broom, medium weight, 15c value. Today, 5c.

**Wear-Ever Aluminum Covered Saucepans.**

4 qt. size. Today, \$1.99.

**Screen Doors and Window Screens.**

Screen Doors, oak grained finish, 4 in. frame. Three sizes, 7' x 8' 6", 7' 6" x 7' 6", and 7' x 7'. Any size, today, \$1.99.

Other styles of doors in the above-mentioned sizes, also 2' x 6' 6", \$2.50, \$2.95 and \$3.25.

Screen Door Fittings, per set, 20c.

**ADJUSTABLE WINDOW SCREENS.**

Order by No. Phone Main 7841.

No. Height. Closed. Open. Price.				
20	10	18	25	25c
21	10	20	25	25c
22	10	22	25	25c
23	10	24	25	25c
24	10	26	25	25c
25	10	28	25	25c
26	10	30	25	25c
27	10	32	25	25c
28	10	34	25	25c
29	10	36	25	25c
30	10	38	25	25c
31	10	40	25	25c
32	10	42	25	25c
33	10	44	25	25c

**Pressed Glass Berry Sets.**

7 pieces, similar to but not exactly as illustrated, set, 69c.

**Pressed Glass Table Sets, as illustrated, four pieces.**

Phone your order. Today, set, 79c.

**7-Piece Water Sets \$1.49.**

Star Cut Glass Seven-piece Water Sets. Phone your order. Today, \$1.49.

**Three Cut-Glass Specials.**

Star Cut Glass Salt and Pepper Shakers, pearl nickel silver tops, the pair, \$2.00.

600 Glass Decorated Teapots, 4 1/2 and 6-cup sizes. Today, special, 39c.

\*Phone orders filled.

Covered 1-lb. Butter Blocks, 25c.

**Cut Glass Butter Tubs, formal design, each, 49c.**

\$2.00 Wedgwood & Co. Dinner Sets, 15.95.

Finest grade rosebud decoration, gold-line on handles and edges. Today, set, \$19.95.

**FRUIT JARS.**

\*Phone Your Order.

Crown Jars—Pint jars, doz., \$1.00; quart jars, doz., \$1.10; half gallon jars, doz., \$1.15.

Perfect Seal—Pint jars, doz., \$1.50; quart jars, doz., \$1.75; half gallon jars, doz., \$1.75.

**Simpson's Market Today**

SIMPSON QUALITY MEATS—GOVERNMENT INSPECTED

Holiday Specials—Order Early.

600 lbs. FINEST BOILED HAM, thinly sliced. Holiday special, lb., 65c.

1000 lbs. SMOKED HAMS, select, mild, whole or half. Holiday special, lb., 55c.

500 lbs. PRIME CORNED BEEF, boneless, rolled. Holiday special, lb., 25c.

200 only SWEET PICKLED PORK SHOULDERS, 5 to 10 lbs. Holiday special, lb., 34c.

200 lbs. BONELESS LEAN STEWING BEEF. Holiday special, lb., 20c.

500 lbs. CHUCK ROASTS, Simpson quality beef. Holiday special, lb., 19c.

500 lbs. FRESH-CAUGHT WHITEFISH, dressed. Holiday special, lb., 14c.

200 lbs. FRESH SMOKED, HOME-CURED FINNAN HAD. DIEN. Holiday special, lb., 14c.

**GROCERIES.**

2,000 pairs St. Williams' Raspberry Jam, No. 4 size past, \$1.00. (Only 2 pairs to a customer.)

Standard Granulated Sugar, 10-lb. bag, \$1.10. 34-lb. bag, \$1.49.

Pure Gold Salad Dressing, two packets, 15c.

Mellin's Food, 1 lb., 25c.

Choice Canned Tomatoes, 10-lb. cans, 25c.

White Beans, 5 lbs., 25c.

Choice Canning Beans, 5 lbs., 25c.

Finest Gold Dust Cornmeal, 7 lbs., for 42c.

Prunes, 2 lbs., 25c.

Salt, 2 packets, 15c.

Blue 2 packets, 15c.

2,000 Dutch Cleanser, 3 size 37c.

200 Dutch Cleanser, 3 size 37c.

500 Chops, 2 lbs., 34c.

500 Chops, 2 lbs., 34c.

Large packet, 25c.

Laundry Starch, packet, 15c.

Topo Tablets, 6 packets, 25c.

Sapello for Bon Ami, cake, 12c.

Imported Root Hove Radish, 10-in., \$1.25.

**TEA SECTION.**

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

Imported Root Hove Radish, 10-in., \$1.25.

**FRUIT SECTION.**

California Raisins, Oranges, Sunket Brand, dozen, 14c.

California Lemons, dozen, 35c.

Imported Root Hove Radish, 10-in., \$1.25.

**POULTRY SECTION.**

Finest Scratch Feed, 10 lbs., 45c.

25 lbs. \$1.09, 100 lbs. \$4.19.

Laying Meal, 10 lbs., 35c.

Shorts, 10 lbs., 25c.

Branch, 10 lbs., 25c.

Oyster Shell, 5 lbs., 15c.

Mica Grit, 3 lbs., 10c.

Cracked Corn, 7 lbs., 25c.