

**The Homelovers' Club** will arrange to extend the payments on your purchase over a number of months if you would rather not deplete your cash reserve at this time. Out-of-town people may also take advantage of the generous proposition offered by the Homelovers' Club.

**The New Lace Curtains**

**Priced Attractively Low**

The new fall shipments of Lace Curtains that have been pouring into this department during the last two weeks have been priced exceptionally low, so as to make the August Home-furnishing Sales even more interesting. These deserve your special attention:

At \$1.95—Marquiesettes and Scrims in pretty effects with hemstitched borders and lace edges, ivory or ecru, 2 1/2 yards long.

At \$2.29—Marquiesettes and scrims, in pretty effects with hemstitched borders and lace edges, ivory or ecru, 2 1/2 yards long.

At \$3.75—Some dainty effects for bedroom, in ivory or ecru, 2 1/2 yards long, with plain hemstitched edges and fitted with double hemmed top ready for rod, at per pair \$3.75.

At \$7.95—Unusually effective patterns, in marquisette, 45 inches wide, ivory or ecru, 2 1/2 yards long, for living-room or dining-room windows.

Mesh Curtains—Specially made for small windows in bedroom, bathroom or kitchen, 32 in. long and each curtain 18 inches wide, with plain hemstitched edges and fitted with double hemmed top ready for rod, at per pair \$2.35.

A better quality trimmed with neat laces, \$3.95, per pair.

New Chintzes—Do not fail to look through our Chintz Section, where we are displaying new chintzes. Also six windows specially decorated and treated with chintz and scrim curtains.

**Visitors to the Exhibition as well as Toronto folks should take advantage of the special price opportunity in this display of new pattern French Wilton Rugs. Watch the papers every day this week for announcements of other big sale events.**

**Save \$36.50 on These Rugs**

**\$110.00 FRENCH WILTONS TODAY AT \$73.50.**

These magnificent French Seamless Wilton Rugs are copies of the finest Oriental, reproduced in all their beauty of design and soft colors. Included is rich blue centre, having an elaborately figured border; another with dark blue ground, all-over design, in brown and gold colorings; a fawn Oriental with a handsome border; a blue ground Persian pine design; a rich red ground oval design centre, with foliage figures in brown, blue and gold shades; a cream ground medallion centre, well covered with chocolate and cream border, and a dark blue ground Oriental design, fawn and blue border. Size 9 1/2 x 13 1/2. The cost at the mill today would necessitate our asking \$110.00. Because we contracted for them a long time ago, you save \$36.50 at our price of \$73.50. Value \$110.00. Monday special **73.50**

Reg. 95c and \$1.00

**Scotch Tapestry Carpets at 79c Per Yard**

This is an extra heavy quality carpet, in a good range of patterns, in fawn and green Oriental, light floral, two-tone green and useful chintz colorings. This is extra good value, 22 1/2 and 27 inches wide. Regular 95c and \$1.00 values. Monday special, yard **.79**

**PARQUETRY FLOOR CLOTH SURROUNDS AT A SAVING OF ONE-THIRD.**

Several different designs in light and dark oak colorings, some have borders on the one side, in the three most useful widths, 18 in. wide, at 30c per yard; 22 1/2 in. wide, at 40c per yard, and 27 in. wide, at 50c per yard.

**AXMINSTER HEARTH RUGS, \$2.25.**

There are eight different designs; some medallion and other all-over effects; in soft Oriental colorings, in fawn, rose, blue, green and tan shades. We bought 2,000 to get them, so as to make the price so low to you. It's a rug we thoroughly recommend for wear. Size 27 in. x 54 in. Here Monday at **2.25**

**35c to 59c Japanese Baskets 25c.**

200 travellers' samples of fine Japanese Baskets, Fern Pots and Vases. Practically all individual articles, therefore showing a wonderful variety in shape and color, marked to effect a one-hour's clearance on Monday at **8.30, each** **.25**

**TODAY AT SIMPSON'S**

We wish to call particular attention to the fact that today we enter on the last week of our great August Homefurnishing Sale—a sale that has placed new Furniture, Rugs, Draperies and other furnishings into a multitude of homes at prices away below the ordinary. The last week offers hundreds of bargains of such splendid merit that the opportunity should be grasped by every person requiring new things to make the home beautiful. And, last but not least, remember that the Homelovers' Club is here to serve you.

**Today's Items From the Men's Store**

- MEN'S DRESS TROUSERS, \$5.00.**  
Worsted trousers, of superior quality materials and highest class tailoring. Neat stripe pattern gray fabric that is just right for dress wear, with blue or black coat. Sizes 32 to 44 waist. Monday at **5.00**
- ENGLISH WORSTED TROUSERS, \$3.00.**  
A nice, dressy material of a quality that will give exceptionally good service; it comes in a medium shade of gray in a neat striped pattern. Fits nicely and is really very fine value at **3.00**
- STRONG TWEED TROUSERS, \$2.00.**  
These come in a good assortment of English tweeds, in gray and brown striped patterns. Strong English materials, cut and tailored so as to assure satisfaction to the wearer. Price, per pair **2.00**
- SPECIAL WORK PANTS, \$1.49.**  
We say special, because they are of stronger materials and are made better than most pants at the price. Worsted finished, tweeds in very dark gray stripe pattern. Sizes 32 to 44 waist. Extra good value at **1.49**
- Penman No. 95 Underwear \$1.25**  
Men's Underwear, fine natural color wool and cotton mixture. Sizes 34 to 42. Shirts and drawers, per garment **1.25**  
Combinations, sizes 34 to 42. Per suit **2.25**
- \$1 and \$1.25 Sport Shirts 69c**  
Positively no Phone or Mail Orders.  
Men's Sport Shirts, with large roll collar that can be worn open or closed at neck; plain white madras or striped blue or black. Sizes 14 1/2 to 17. Regular \$1.00 and \$1.25 shirts, Monday **.69**
- Boys' School Suits \$4.95**  
This lot of Boys' School Suits includes all the good Fall models. The materials are mostly tweeds in stripe, check and solid colors—grays, browns, tans, blue-grays and darker mixtures. One handsome style has a single-breasted Norfolk coat, with patch pockets and pleats to the belt. A collection of splendid suits, well tailored, good fitting and excellent wearing. Sizes 25 to 34 for boys, 7 to 16 years of age. Very fine value. On sale Monday at **4.95**
- BOYS' TWEED BLOOMERS, 95c.**  
They are specially made for school wear. Strong English materials, in browns and grays, mostly plain and faint stripe patterns. Lined throughout. Sizes 24 to 34, for ages 6 to 16 years. The price is **.95**
- High-Grade Umbrellas \$1.95**  
We have a large assortment of splendid quality, well made Umbrellas at this low price. They have silk and wood covers that are close rolling, and will not cut; best steel frames, and a good variety of plain or mounted handles. The value is thoroughly good at **1.95**
- A Splendid Suit Case \$3.25**  
Made of keratol; has outside straps; is extra deep, strong handle; brass lock and bolts; leather corners. On sale Monday: **3.25**  
24-inch size **3.25** 26-inch size **3.75**  
It has double handle, brass lock and catches; neat lining, with pocket, 19-in. size. An excellent bag for **3.75**



**Foot Comfort for Fall—Come Today for These Boots**

- \$4.50 AND \$5.00 CRAVENETTE BOOTS, \$1.99.**  
550 pairs Beautiful Black, Brown and Gray Cravenette Boots for Women. New, distinctive, lace, with button and lace styles; Goodyear welt soles; Cuban and Spanish leather heels. These boots are very becoming, and wear better than most fine leathers. You are assured of a perfect fit if you come early, as the size range is complete, and widths from B to D. Regular \$4.50 and \$5.00. Monday, at **8.30** a.m. **1.99**
- WOMEN'S \$4, \$5 AND \$6 BOSTON MADE BOOTS AT \$2.95.**  
Custom grade styles for early fall wear; made from selected patent colt, vic kid and gunmetal leathers, with dull kid, black and colored cloth and leather tops; lace and button styles, with newest trimmings and perforations; high Cuban and medium heels; all sizes in the lot, 2 1/2 to 7. Regular \$4.00, \$5.00 and \$6.00. Special for Monday at **2.95**
- MEN'S SPLENDID BOOTS AT \$3.24.**  
750 pairs perfect fitting and carefully made boots, in gunmetal, patent colt and vic kid leathers; button and lace styles; light and heavyweight Goodyear welt soles; low and military heels; a splendid lot of custom grade boots, in which every man should find just his fit and what he wants. They are comfortable and last and fine wearing qualities. Monday **3.24**
- BOYS' SCHOOL BOOTS.**  
600 pairs of Boys' Boots, in box kid and dongola kid leathers; Blucher cut; good weight standard screw 13, \$1.09; sizes 1 to 5, \$1.09.
- BOOTS FOR MISSES AND GIRLS.**  
Button or lace, polished box kid and dongola kid, with patent toe caps; made on good-looking, easy-fitting last, with full round toes; medium weight soles; low College Girl heels. Sizes 8 to 10, \$1.29; sizes 11 to 2, \$1.49.

**The Fall Suit for Misses**

In the department devoted to young women there is now on exhibition an assortment of distinctive suits that are correct for immediate as well as for later wear. Russian straight lines and flare effects are both featured, and the new ideas in plush and velvet trimmed collars and belts are very striking. The largest assortment is priced at **\$18.50, \$22.50 and \$25.00.**

**The Young Women's Fall Dresses**

The new models from New York are truly charming. Those now ready are in plain serge, plain taffeta and taffeta and serge combined. Priced from **\$15.00 to \$25.00.**

**New Taffeta Petticoats**

Full, fluffy Petticoats of "Swiss taffeta," in beautiful shades of emerald, purple, gray, nigger brown, mahogany, cardinal, navy, Russian green, russet, copan, pink, white and rich soft effects; many and varied styles; smart little trills; knife and novelty pleatings; also tailored effects; lengths 34 to 40. Priced **\$3.95 to \$10.00.** Out sizes, \$6.00 and \$7.50.

**100 Early Fall Hats at \$5.00**

Every hat prominently featuring some new style, and there are no two alike; black velvets, colored velvets, black or colored plush, velvet and felt combinations; all smartly trimmed with ribbons and ornaments or ribbons and wings or fancy feathers. Special for **5.00** Opening Day

**An Invitation to Women**

From Toronto or from out of town we know you'll be interested in the Autumn Exhibition of Silks, Velvets and Dress Goods on the Second Floor. Paris, London and New York are all represented by fabrics in a multitude of weaves and colorings. The display includes:

- Silks—**  
New Chiffon Taffetas.  
New Shot Taffetas.  
New French, Swiss, Italian and Japanese Crepe-de-Chines.  
New Satins and Silks.  
New Charmeuse Satins.  
New Georgette Crepes.  
New Mouseline de Soies.  
New Fancy Plaids and Tartans, in Satins and Taffetas.
- New Stripe and Check Taffetas and Duchesse Mouseline.**  
New Fancy Trimming Silks.
- Dress Goods**  
New Silk and Wool Poplins.  
New Broadcloths.  
New West of England Serges.  
New Santoyes.  
New Armures.  
New Tweeds.
- New Checks and Plaids.**  
New Bureau Suitings.  
New Gabardines.  
New Cloakings, Etc.
- Velvets—**  
New French Chiffon Velvets.  
New Crushed Velvets.  
New Crushed Velvets.  
New Silk Terry Cordes.  
New Plain and Fancy Trimming Velvets.



**A Preliminary Display of Early Fall Millinery**

To show you the trend of fashion in regard to hats and to delight you with some of the smartest models of the autumn season.

Hats of velvet, of lustrous plush, of fine French felt, will prove their fitness for present wear, their origins being France, England and America. They are mostly smartly tailored, to suit the cool briskness of the autumn days.

**THE MARKET**

- Telephone Adelaide 6100
- MEATS.**  
Boneless Stewing beef, lean, per lb. **.12**  
Brislet Boiling Beef, lb. **.12 1/2**  
Shoulder Pot Roast Beef, lb. **.12 1/2**  
Family Sausage, our own make, per lb. **.12 1/2**  
Forequarter Spring Lamb, lb. **.20**  
Smoked Picnic Hams, mild, lb. **.18**  
Cooked Pressed Pork, lb. **.25**  
Cooked Corned Beef, 5 lbs. **.15**  
Tongue, lb. **.25**  
Headcheese, lb. **.18 1/2**
- GROCERIES.**  
Monarch Flour, 1/2-bag **.35**  
Finest Canned Corn, Peas or Beans, per tin **.10**  
2,000 ounces Finest Goldenrod Cornmeal, per stone **.45**  
Quaker Oats, large square pkg. **.25**  
Upton's Marmalade, 4-lb. pail **.50**  
Choice Pink Salmon, tall tin **.10**  
Fancy Japan Rice, 3 lbs. **.25**  
Choice Lima Beans, 4 lbs. **.28**  
Post Toasties, 3 packages **.10**  
Finest Canned Haddock, per tin **.25**  
Pure English Malt Vinegar, reputed pure bottle **.10**  
Fels Naphtha Soap, per bar **.05**  
Comfort and Taylor's Borax Soap, 5 bars **.25**  
Pearline, 24-oz. package **.10**  
Gold Soap, 5 bars, 25c; 22 bars, \$1.00.  
Sunlight and Surprise Soap, 6 bars **.25**  
Simpson's Big Bar Soap, per bar **.10**  
Ammonia Powder, 4 packages **.25**  
Old Dutch Cleanser, 3 tins **.25**  
Ivory or Silver Gless Starch, 6-lb. **.50**  
Parovox, for sealing jars, etc., 1-lb. package **.59**  
Finest Catsup, Delhi Brand, 2 bottles **.25**  
2 1/2 LBS. PURE CELONA Tea, 74c.  
1,000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed. Monday, 2 1/2 lbs. **.74**
- FRUIT SECTION.**  
One car Choice California Sunkist Oranges, per doz. **.38**  
Finest Grape Fruit, 2 for **.35**  
Choice Cooking Onions, per lb. **.35**  
Choice Table Fruit at lowest prices.

**An Invitation to Visitors**

Come to the store to write your letters, to telephone, to telegraph, to check your parcels, to meet your friends, and after a busy morning you will enjoy your luncheon in the Simpson Lunch Room or Palm Room where we also serve afternoon tea from 3 o'clock until 5.30 at moderate prices.

**Out-of-town customers can benefit by this sale—we prepay delivery charges of \$10 or over to any destination in Ontario.**

**Some of the Furniture Values**

- Odd Parlor Chairs, veneered mahogany base, spring upholstered seats; covered in mixed silk. Regular \$7.50 to \$8.75. August Sale **5.95**
- Bedroom Chairs, birch mahogany finish, iron frames; upholstered leather seats. Regular \$2.00. August Sale price **1.65**
- Couches, showwood frames, well upholstered and covered in good grade imitation leather. Reg. \$11.75. August Sale price **8.00**
- Couches, mission design; fumed finish; mahogany laced leather cushions. Regular **29.50** \$37.50. August Sale price **25.00**
- Wood Beds, genuine quartered oak; fumed finish; can be supplied in double size. Regular \$14.75. August Sale **10.95**
- Wash Stands, in genuine quarter-cut oak; fumed finish; mission design; will match above \$5.99. Regular \$8.00. August Sale price **5.99**
- Chiffonier, mission design, fumed finish only; genuine oak; four large and two small drawers; top fitted with large bevelled plate mirror, match above bed and washstand. Reg. \$14.75. August Sale price **12.65**
- Parlor Tables, polished empire mahogany finish; bolted legs; large bottom shelf. Regular \$4.75. August Sale price **3.25**
- Parlor Suits, 3-piece, mahogany finish; upholstered buttoned back; spring edge seat, covered in mixed silk. Regular \$56.00. August Sale price **25.00**
- Dining-room Chairs, fumed or golden finish; frames; pad seats; 5 side and 1 arm chair. Regular \$19.75. August Sale **14.75**
- Dining-room Chairs, birch mahogany finish; Colonial design; box frames; slip seats; upholstered in genuine leather; 5 small and 1 arm chair. Regular \$30.50. August Sale price **15.70**
- Dining-room Chairs, in fumed or golden finish; upholstered backs and seats, covered in genuine leather; 5 side and 1 arm chair. Regular \$36.50. August Sale price **24.50**
- Buffet, genuine quartered oak; golden finish only; large bevelled plate mirror in back; ample cupboard space; long lines and 18 drawers. Regular \$28.50. August **18.95**
- Buffet, selected quartered oak; fumed finish only; heavily constructed; plank top; long lines drawer; 11 drawers, 11 small and 1 large. Regular \$37.50. August Sale price **26.50**
- Extension Table, in solid quarter-cut oak; fumed or golden finish; 48-inch top, 6 ft. when extended. Regular \$19.00. August **14.50**
- Extension Table, in solid quarter-cut oak; fumed or golden finish; double pedestal; 48-inch top, 8 feet when extended. Regular \$22.50. August Sale price **14.50**
- Electric Fixtures \$14.75 for 7-Roomed House**
- 7-room Outfit of Electric Fixtures, 11 fixtures in all, comprising 1 kitchen light, 1 cellar, 1 verandah, 1 hall, 1 parlor, 1 dining-room, 1 living-room, 1 bedroom, 1 upstairs hall, 1 bathroom, all in brushed brass, complete with glassware **14.75**
- Insulation joints and inspection fees extra.
- Several One, Two and Three-Light Fixtures, suitable for halls, dining-rooms or drawing-rooms. Half price and less, \$1.35 to \$3.00, 25, 40 and 60 Watt Lamps **.25**
- Framed Pictures \$2.50**
- Reproductions of the world's masterpieces. The subjects include "Age of Innocence," "The Laughing Cavalier," "My Mother," "Broken Pitcher," "The Carleyle," "The Lady of Shalott," "Boyhood of Sir Walter Raleigh," and a dozen others, mounted in walnut mats and solid walnut frames. Sizes average **2.50** about 14 x 18. An unusual value at **2.50**
- Linen Values Today**
- Hemmed Pillow Cases, your choice in three sizes, 40 x 33, 42 x 33 and 44 x 33 inches. Three pairs for **.98**
- Bleached Sheeting, twilled weave, 70 in. wide. Clearing Monday, per yard **.25**
- White Flannellette Blankets, pink or blue borders. Size 64 x 80 in. Per pair **1.28**
- White Hemmed Crochet Bed Quilts; 1.48 size 72 x 90 inches. Each
- Damaak Table Cloths Greatly Reduced. No phone or mail orders for this item. These are all pure linen and come in a range of pretty bordered designs. A few are finished hemstitched. Sizes 2 x 2, 2 x 2 1/2 and 2 x 3 yards. Regular \$3.50 to \$4.25. Monday **2.95**
- Fine Damaak Table Napkins, assorted 2.48 designs. Size 21 x 21 inches. Per dozen
- Checked Tea or Glass Towelling, 20 in. wide. Per yard **.81 1/2**
- Turkey Red Chintz Bed Comforters, filled with white fluffy cotton. Size 72 x 78 inches. Each **1.69**