



Shirts and Hats for Men at August Prices

Men's Outing Shirts \$1.25 Today

Men's Negligee Shirts, consisting of travellers' samples and broken lines from our regular stock. Blues and blacks, helio and tan stripes in single, double and cluster stripes on light backgrounds. All sizes from 14 to 17 in the lot, but not all sizes in each pattern. Regular \$1.50 and \$2.00. **1.25** shirts. Thursday.

There's No Reason for Wearing an Old Discolored Hat When You Can Finish Up the Season With a Brand New One for 95c.

And it will be a hat that you would have had to pay either \$1.50, \$2.00 or \$2.50 for a few weeks ago. There are sen- nish, split, rustic and pineapple braid hats, in the lot, all in first-class condition and nicely finished. Clearance price now, each **.95**

Of Interest to Women

Clearing Prices on Wearing Apparel That Are Hard to Beat

SUMMER DRESSES, IN CREPE DE CHINE, \$16.50, FORMER PRICE \$25.00.
Crepe de chine, all white or in combination with pretty stripes; others in all stripes, assorted designs; made with "V" neck, large collars in self or Georgette, and fancy sleeves, some with belts and pockets. The ideal dress for hot weather.

WOMEN'S VOILE DRESSES, \$7.95.
A wonderful collection of dainty summer dresses in striped, checked, figured or plain voile, also novelty muslins in pretty designs. Fancy waists and skirts that are quite the newest, showing fullness, drapes, tiered or pleated designs. Other Smart Designs, \$2.95, \$3.95 and \$4.95.

Another Shipment of French Ivory
These goods were bought in France over a year ago and have just arrived. Since they were bought the prices have advanced considerably. You will get the benefit of the former prices as long as this lot lasts.

ON THURSDAY WE WILL ENGRAVE FREE ONE LETTER ON EACH ARTICLE.
Included are Hair and Military Brushes, Cloth and Hat Brushes, Hand Mirrors, Dressing Combs, Puff Boxes, Jewel Boxes, Per- fume Bottles and Jewel Cases.

TUB SKIRTS FOR WOMEN, 95c, \$1.25, \$1.50, \$1.95.
English rep or cordeline with pockets, belts and flared hem; special values.

SUMMER FELT HATS FROM NEW YORK.
See them in the windows. Colored crowns, with white brims and white crowns with colored brims—the most fashionable summer idea in women's hats developed in New York. See those in the window at **\$3.00**. Others **\$1.50 to \$6.00**.

Clearing Wash Goods

Renfrew Devonshire Cloth, 32 inches, in stripes, check and plain shades; the colors are woven in and fast. **.25** Thursday, per yard.
Moire Popline, fast colors of pink, sky, cream, white, apricot and green; 40 inches wide. Regular 60c per yard. **.29** Thursday.
Silk and Cotton Chiffons, printed designs of stripes and floral effects; suitable for warm weather waists and dresses; 36 inches wide. Regular, **.49c**. Thursday **.39**
Printed Galateas for children's wear, a hard wearing quality; fast colors, white, butcher and navy grounds, with spots, stripes, figures in white; **.15** Thursday.
Marquise Voiles, in silk and cotton; 48 inches wide; floral borders of pink, mauve, blue and maize. Regular \$1.00 per yard. Thursday, per yard **.49**

SIMPSON'S

Homelovers' Club has pleased and satisfied over 5000 families since the war began. If you don't know about this Club, do you not think it might be worth investigating? The Club Secretary, Fourth Floor, will be glad to explain its advantages.

Visitors in town are cordially invited to make use of the store's conveniences. Telegraph Office and free Check Room in the Basement; Post Office, Main Floor; Rest Room, Third Floor; Restaurant, Sixth Floor.



Here Are Some of Today's Values for the Home:

Pretty Chintzes at Reduced Prices

15c Per Yard—A special collection of inexpensive cretonnes, suitable for covering cushions or chair seats. They are 30 to 34 inches wide and of good quality.

21c Per Yard—Many of the chintzes at this price were originally sold as high as 35c per yard; there are colorings to suit every style of decoration for the bedroom; 30 and 36 inches wide.

35c Per Yard—There are some beautiful effects at this price for the living-room, some of which were originally 75c per yard. In pretty color combinations; 30 and 36 inches wide.

44c Per Yard—Unusual color combinations, beautifully printed on fine quality English rep and linen taffeta, which would be suitable for covering furniture; 30 inches wide. Regularly sold at 85c per yard.

50c Per Yard—A beautiful collection of fabrics, including some very fine Holland prints in dark colorings, suitable for the living-room or dining-room; 30 inches wide. Sold regularly at 75c and 85c per yard.

95c Per Yard—French linens, 30 inches wide, beautifully printed in colorings and designs by some of the leading French artists; suitable for decorations of bedroom, living-room or dining-room. Sold regularly at \$1.50 per yard.

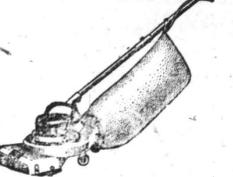
Cut Glass

On Thursday we will sell Sugar and Cream Sets of \$4.00 value at \$2.75. They are heavy and richly cut.

Also Fruit Bowls that were \$4.00, at \$2.95. Heavy glass, with beautiful star cutting.
7-piece Fruit Set, large 8-inch bowl and six fruit nappies, cut in notched edge, and floral (aster) design. Thursday 6.95
7-piece Water Set, perfectly cut design, on finest quality clear glass; popular buzz design; 6.95 pitcher and six tumblers.

'Hoover' Vacuum Cleaners at Reduced Prices

We have four or five only, machines which have been used for demonstrating purposes and consequently have not the brand new appearance, but which are in perfectly good working order and just as good as new, which are reduced specially for Thursday sale.
No. 1 Extra Large Size "Senior" Model, 25 Cycle, Regular \$130.00, Thursday 75.00
Attachments for above. Regular \$15.00. Thursday, set **7.50**
One Only, "Junior" Model, 25 Cycle, Regular \$100.00. Thursday 59.50
Attachments for above. Regular \$15.00. Thursday, set **7.50**
Two Only, "Baby" Model, a very useful size for household work. Regular \$35.50. Thursday **39.50**



Furniture

When you see our furniture, you'll know at a glance the pieces that will fit in your home. One of its best points is that the price is made to fit war-time purses.

Parlor Suites—Complete, consisting of settee, arm rocker, arm chair and parlor table, in rich mahogany finish. The settee and chairs are nicely upholstered, plain seats and tufted backs, covered in dainty colorings of mixed silk. Table is nicely designed and finished in rich Empire finish. Regularly **28.25** \$40.75. August Sale Price **28.25**

Parlor Suites—4-piece, complete, consisting of settee, arm chair and arm rocker, in birch mahogany polish finish. Settee and chairs are well upholstered and covered in rich mixed silk coverings. The table is artistically designed and beautifully finished. Regularly \$29.75. August Sale Price **17.40**

4-Piece Bedroom Suites—Extraordinary offering, consisting of brass bed, spring, mattress and dresser. Bed is of special design, heavy ball corner posts and fillers, patented side rails, extra well lacquered, all standard sizes and finishes. Mattress is well made of fibre centre, felt both sides, well tufted and encased in a good grade of art ticking. Spring is closely woven wire fabric, reinforced tubular iron frame, all regular sizes. Dresser, Colonial design, in rich Empire mahogany finish, large case with two long and two short drawers, large oval bevel plate mirror in back. Regularly \$67.25. August Sale Price **50.00**

8-Piece Bedroom Suite—Consisting of brass bed, dresser, chiffonier, toilet table, mattress, spring and pillows. Bed is one of our special designs, beautifully finished in Empire mahogany. Dresser is Princess style, good drawer space, large oval bevel plate mirror, supported by beautifully shaped standards. Chiffonier and Toilet Table match dresser perfectly, and complete a very handsome suite. Spring is heavily constructed, very closely woven wire fabric, guaranteed. Mattress is all-felt, deeply tufted and encased in good quality art ticking. Pillows are made of mixed goose and duck feathers, encased in good art ticking. Regularly \$144.75. August Sale Price **93.00**

8-Piece Dining-Room Suite—Buffet, Colonial design, in genuine quarter-cut oak, fumed or golden finish, case is 52 inches long, heavily constructed and conveniently arranged as to drawer and cupboard space, back fitted with large bevel plate mirror. Diners, Colonial design, solid quartered oak, either fumed or golden finish, full box frames, slip seats, upholstered in genuine leather, neatly designed and strongly constructed; five small and one arm in set. Extension table of quarter-cut oak, fumed or golden finish, 48-inch top, extending to 8 feet, divided pedestal, with lock, also lock to top. Suite complete regularly \$104.00. August Sale Price **84.60**

Dining-Room Suite, consisting of buffet, extension table and 6 chairs. Buffet of genuine quarter-cut oak, fumed finish, Colonial design, 48-inch case, extra well made, with spacious cupboards and drawer space. Table is genuine quartered oak top, with solid oak case, fumed finish, 45-inch top, extending to 6 feet. Diners solid oak throughout, with full box frames, block corners and pad seats, upholstered in genuine leather, 8 pieces complete. Regularly \$65.00. August Sale Price **42.50**

8-Piece Dining-Room Suite—Buffet in genuine quarter-cut oak, fumed finish, neatly designed cross band veneered standards to case and back, cutlery, doily and linen drawers, with ample cupboard space, also large bevel plate mirror in back. Diners in genuine quartered oak, fumed finish, full box frames, slip seats upholstered in genuine leather, five small and one arm chair in set. Extension table in genuine quarter-cut oak, fumed, 48-inch top, 8-foot extension, double locks. Suite complete, regularly \$96.00. August Sale Price **64.25**

Your Noon Hour

well spent does you as much good psychologically as physi- ologically, providing your noonday meal is wholesome and is partaken of amid pleasant surroundings. This Store's Lunch Rooms and the food served there cover these neces- sary points. Here is today's bill-of-fare of our thirty-cent luncheon:

- Roast Leg of Choice Veal with Savory Dressing.
 - Boiled New or Mashed Potatoes.
 - Vegetable Marrow with Cream Sauce.
 - White or Brown Bread with Butter.
 - Fresh Black Currant Pie or Ice Cream.
 - Cup of Tea or Coffee or Glass of Milk.
- SERVED FROM 11.30 TO 2 P.M.

Whether the ancient Egyptians wore Stockings or not the fact remains that they are quite an item in our personal expense accounts today. However,

Our August Hosiery Sale Beginning Today

offers an opportunity for wise buyers to lay in a supply of Hosiery for months to come. These Sale Hosiery consist of our own clearance lots, of manufacturers' clear- ance lots, some of "seconds," the imper- fections, however, being so slight that in most cases you won't be able to find them. Hosiery for men, women and children at great savings in these times of advanc- ing prices.

LOT NO. 1 Women's Heavy Silk Hosiery. American make, travellers' sam- ples and floor stock; full silk leg to the top; full fashioned; seven colors, including black and white. Good \$2.00 value. **1.49** Thursday, per pair.

LOT NO. 2 Women's Extra Fine Quality Silk Ankle Hose, seamless finish; sheer weave; closely woven; deep lisle thread top; come in blue, grey, navy, helio, yellow, taupe, pink, pink and brown, black and white. Usual 55c value. Thursday, 3 pairs \$1.25, or, per **.45** pair.

LOT NO. 3 Ladies' Vio- let Hosiery. mer- cerized lisle thread; extra fine high lustre and elastic weave; seamless finish; they look like silk, but will outwear any ordi- nary silk stocking; applied heel, toe and sole. Sale price Thursday, 3 pairs \$1.50, or, per pair **.39**

LOT NO. 4 Women's All- wool Cashmere Hosiery; English make; manu- facturers' samples; excellent values; various weights; seamless; and full fashioned; applied heel, toe and sole. Sizes 7 1/2 to 10. Usual 75c and 85c value. Ho- siery Sale, Thursday **.49**

LOT NO. 5 Boys' and Girls' Hosiery. All-wool Eng- lish Ribbed Black Cashmere Stockings; good weight, extra

fine quality; 2-1 and 1-1 ribbed ankle; applied heel, toe and sole. Sizes 6 to 8 1/2. Usual 65c value. Sale price Thursday, **.49** pair.

LOT NO. 6 Children's All- wool Fine Rib- bed Black and White Children's Stockings; travellers' samples; nice weight; closely woven; good wearing; applied heel, toe and sole. Usual 75c value. **.39** Thursday, pair.

LOT NO. 7 Men's Fine plain black cotton; fast dye; soft, fine yarn; closely woven; splendid, good wearing yarn; applied heel, toe and sole. Sizes 7 1/2 to 11. Regular 12 1/2c pair. Thursday, **10**

LOT NO. 8 1000 pairs of Men's Pure Silk Sox; perfect finish; nice, fine, sheer weave; seamless foot; shades, white, polka dot, navy, striped and clox, in black, white, grey and navy and many other effects; applied heel, toe and sole. Regular 75c. Thursday, **.59** pair.

LOT NO. 9 Men's Silk and Wool Cashmere Hosiery. In two shades, grey and black, and blue and black; neat summer sock; light weight; wool cashmere and silk mixture; popular for wearing with low shoes. Usual 50c value. Ho- siery Sale, Thursday, 3 pairs \$1.00, or, per pair **.35**

Each Day of the Sale Will Provide Equally Good Values



Women's High-Grade Colored Boots, Reg. \$7.00 to \$10.00, for \$5.50

Here are 21 styles of this season's most popular footwear, in all gray, ivory, white, bronze, purple, African brown kid, white buckskin, and brown with white kid top; button and lace styles; Goodyear welt and hand-turned soles. Covered and leather Spanish and spool heels. Not all sizes in each style, but all sizes 2 1/2 to 7 and widths AA to D in the lot. An early selection will be to your advantage. Sale starts Thursday 5.50 morning at 8.30. All one price **5.50**

Women's Silk Sport Coats Today \$5.00

The season's smartest styles in fine lustrous art silk; plain and fancy weaves, with and without collars, belted back or with smart sash, some are lined throughout. Colors emerald, ne- vy, brown, black, white, orange, white and black, purple, royal, battleship grey, russet, terra cotta, Paddy green, king blue, silver grey and gold; they were \$8.00 to \$11.00. All sizes in the lot. No phone or mail orders.

Parasols Now Reduced

Parasols that sold at \$1.25 to \$1.50, for 89c. They come in a large range of stripe or floral patterns, on the standard shape frames. **ANOTHER LINE, NOW \$1.95.** These are of silk and silk mixtures, in plain shades or smart stripe designs. Sold regularly at \$2.50 to \$4.00.

The New Market Telephone Adelaide 6100

- | GROCERIES. | | GROCERIES (Continued) | |
|--|----|---|--|
| 4,000 lbs. Finest Creamery But- ter, special, per lb. | 30 | Shredded Wheat or Grape-nuts, 2 packages, each 25 | |
| One car Standard Granulated Sugar, in 20-lb. cotton bags, per bag 1.66 | | Pure Gold Salad Dressing, 2 packages 25 | |
| Finest Canned Corn, Peas or Beans, 3 tins 25 | | Choice Olives, bottle 13 | |
| Edwardsburg or Beehive Table Syrup, 5-lb. pail 23 | | 1,000 lbs. Fine, Rich, Full Bodied Assam Tea of uniform quality and fine flavor, 4 1/2c anywhere. Thursday, per lb. 37 | |
| Finest Featherstrip Cocoanut, per lb. 22 | | | |
| Banner Brand Marmalade, 5-lb. tin 59 | | FRUIT SECTION | |
| Finest Canned Lobster, 1/2-lb. tin 26 | | Choice California Sun-kist Oranges, per doz. 37 | |
| Fresh Flaked Wheat, per stone 55 | | Fresh Cucumbers, 2 for 5 | |
| Peanut Butter, in bulk, our own make, special, per lb. 17 | | Fresh Canadian Tomatoes, 2 lbs. 3 | |
| Ingersoll Cream Cheese, large package 23 | | Butter Beans, measure 15 | |
| Choice Red Salmon, 2 tins 23 | | MEATS | |
| Salt, in bags, 3 bags 25 | | 1,000 lbs. Sweet Pickled Picnic Hams, 6 to 8 lbs. each, special, per lb. 17 | |
| Fancy Patna Rice, 3 lbs. 25 | | Pure Lard, 20-lb. pails, net weight, special, per lb. 13 | |
| Pure Cocoa in bulk, per lb. 22 | | Chuck Roast, finest beef, per lb. 17 | |
| Choice Lima Beans, 3 lbs. 27 | | Brisket Boiling Beef, per lb. 14 | |
| Imported English Malt Vinegar, imperial quart bottle 27 | | Sirloin Steak, Simpson quality, per lb. 28 | |
| 500 lbs. Fresh Mixed Blueberries, quality, per lb. 20 | | Porterhouse Steak, Simpson quality, per lb. 28 | |
| Imperial Jelly Lunch, Blueberries, etc., per lb. 16 | | Minced Shoulder Steak, per lb. 15 | |
| Finest Canned Pumpkin, 3 tins 24 | | Family Sausage, our own make, per lb. 12 | |
| Fresh Codfish Steak, per tin 14 | | Sliced Breakfast Bacon, mid, per lb. 50 | |
| Sovereign Brand Lime Juice, bottle 27 | | | |

The **SIMPSON** Company Limited