

Out-of-town customers are reminded that any purchases they may make in this store amounting to \$10.00 or over, will have the charges prepaid on them to any station in Ontario.

THE ROBERT SIMPSON COMPANY LIMITED

COME TODAY FOR THESE BARGAINS

Breakfast in the Palm Room for business people. Daintily served promptly at 8.30 a.m. Prices, 15c, 20c, 25c, 30c and 35c. —"and it's good!"

Are You Ready for Your Guests at Exhibition Time? Things That Will Furnish Your Extra Rooms

Linens and Staples

- Flannelette Blankets, \$1.39 Pair. Less than present mill price. Size 70 x 84 in.; white only, with pink or blue borders. Friday, per pair **1.39**
 - Reversible Bed Comforters, all-wool cover. Size 70 x 70 inches. Regular \$2.25. Friday **1.85**
 - Bleached Sheet, plain weave, 70 inches wide, Friday, yard **.24**
 - Pillow Cases, hemstitched. Size 45 x 55 inches. Friday, 3 pairs for **.98**
 - Factory Cotton, good weight for sheets. Width 40 inches. Friday, per yard **.9**
 - Bleached Longcloth, 36 inches wide. Friday, yard **.10**
 - Damask Table Cloth, serviceable quality. Size 66 x 86 inches. Friday special **1.39**
 - Huckaback Bedroom Towels. Friday, 3 pairs for **.95**
 - White Terry Towelling, 15 inches wide. Friday, yard **.9**
 - White Flannelette, 35 inches wide. Friday, yard **.11**
 - Japanese Drawn Work and Embroidered Pillow Shams, Size 32 x 38 inches, hemstitched. Pair **.79**
- Fourth Floor.



A Great Sale of Beds

- Pure White Enamel Beds, in 2 ft. and 3 ft. 6 in. sizes only. Regular \$2.60. August Sale price **1.90**
- Pure White Enamel Beds, scroll head and foot end, 3 ft. and 3 ft. 6 in. only. Regular \$4.00. August Sale price **2.20**
- Pure White Enamel Beds, continuous posts, 3 ft. and 3 ft. 6 in. sizes only. Regular \$4.75. August Sale price **2.30**
- Pure White Enamel Beds, in 2 ft. and 4 ft. sizes only; fitted with brass knobs and caps. Regular \$4.75. August Sale price **2.40**
- 17 Only White Enamel Beds, 2 ft. and 3 ft. 6 in. sizes only; brass caps and knobs. Regular \$4.50. August Sale price **2.50**
- Pure White Enamel Beds, brass trimmed, 3 ft. and 3 ft. 6 in. sizes only. Regular \$5.00. August Sale price **2.60**
- White Enamel Beds, brass rails, knobs and caps, 2 ft. and 3 ft. 6 in. sizes only. Regular \$5.75. August Sale price **3.15**
- Pure White Enamel Beds, in 2 ft. and 3 ft. 6 in. sizes only; have brass rails, knobs and caps. Regular \$5.25. August Sale price **3.00**
- Metal Beds, in pure white enamel, trimmed with brass caps, 3 ft. and 3 ft. 6 in. only. August Sale price **3.25**
- Brass Bedsteads, in bright, poliole or satin finishes; heavy posts, rails and fillers; trimmings artistically designed; all regular sizes. Regular \$24.75. August Sale price **15.95**
- Brass Bedsteads, ball corners, two-inch posts and top rails, heavy fillers and specially designed trimmings, patent side rail locks. Regular \$23.00. August Sale price **22.75**
- Mattress, curled seagrass in centre, layer of jute on both sides. August Sale price **2.90**
- Mattress, selected seagrass centre, jute both sides, deeply tufted and encased in good grade of art ticking. August Sale price **3.45**
- Mattress, fibre in centre, layer of cotton on both sides, very soft and comfortable, all regular sizes. Regular \$4.00. August Sale price **6.00**
- Metal Springs, link fabric, helical springs at both ends, all regular sizes. August Sale price **2.75**
- Bed Spring, all steel tube frame, woven wire fabric, reinforced and strongly supported. August Sale price **3.25**
- Simpson's Special Springs, all iron frames, very closely woven fabric, extra heavy edge, all regular sizes. August Sale price **3.95**
- Pillows, well filled with mixed feathers and covered in good grade of ticking. August Sale price, pair **.95**
- Pillows, extra well filled with pure feathers, carefully selected and perfectly sanitary, covered in good grade of ticking. August Sale price, pair **2.95**

The Drapery Sale Items

- \$1.75 Lace Curtains for \$1.49—150 pairs, Nottingham Lace Curtains, 2 1/2 and 3 yards long; white, ivory and ecru. Regular \$1.75 to \$2.00. Friday, pair **1.49**
- Lace Curtains for \$1.89—A limited quantity, in white or ivory, 2 1/2 and 3 yards long. Regular \$2.25 and \$2.50 pair. Friday, pair **1.89**
- Lace Curtains at 96c—100 pairs, 2 1/2 yards long, white only. Special **.59** Friday, pair
- 85c Curtain Nets at 80c—Zunglow nets of exceptionally good quality, in white, ivory or ecru; 50 inches wide. Reg. 75c and 85c. Friday **.59**
- 75c Curtain Nets at 40c—White or ivory, 50 inches wide, for bedroom windows. Regular 65c to 75c. Friday, yard **.49**
- 50c Nets for 39c—Cross-bar patterns, in white and ecru, 50 inches wide. Reg. 50c. Friday, yard **.39**

The August Carpet Sale

- Tapestry Rugs, in a good range of patterns, in Oriental, floral, medallion and two-tone effects. Size 7.6 x 9.0, at \$11.25; 9.0 x 9.0, at \$12.25; 9.0 x 10.6, at \$14.25; 9.0 x 12.0, at \$15.25.
- Floor Cloth for 39c. 1,000 yards, extra heavy; range of patterns; 2 yards wide only. Regular 45c. Friday, per square **.39**
- MADE-UP CARPETS.
- Some of our best selling designs.
- Two-tone green Axminster. Size 6.9 x 9.0. Regular \$30.75. Friday **21.75**
- Wool Back Axminster, Oriental design, 7.6 x 7.6. Regular \$30.75. Friday **21.75**
- Axminster Rug, fawn Oriental, 7.6 x 8.3. Regular \$22.75. Friday **15.50**
- Rose Axminster Rug, 5.8 x 7.9. Regular \$27.50. Friday **17.50**
- Super Axminster Rug, 6.0 x 9.9. Regular \$49.75. Friday **29.75**
- Green Axminster Rug, 7.6 x 7.6. Regular \$24.25. Friday **18.50**
- Two-tone Green Brussels, 6.9 x 9.6. Regular \$16.25. Friday **10.95**
- Brussels Rug, Oriental design. Size 6.9 x 11.3. Regular \$20.25. Friday **14.25**
- Japanese Matting, regular 20c and 25c per yard, for, per yard **.17**

Household Hardware and Cutlery

- Aluminum Preserving Kettles, 6-qt. size, Friday 89c; 8-qt. size, 99c; 10-qt. size, \$1.19; 12-qt. size, \$1.38.
- Aluminum Double Boilers, 1 1/2-qt. size, Friday **1.25**
- Japanese Watering Cans, 10- and 12-qt. sizes. Regular 60c and 75c. Friday **.39**
- Corn Brooms, extra good grade broom corn, well made. Friday 25c
- Splint Clothes Baskets, medium size, Friday **.25**
- Clothes Racks, substantially built, made entirely of hardwood and steel, has 24 arms, can be folded into small space when not in use; a good \$1.50 stand. Friday **.88**
- The National Triangle Polish Mop, large size for cleaning and polishing hardwood floors, linoleums, oilcloths. Friday **.69**
- Wash Boards, well finished, full size. Friday **.45**
- Chamois Skins, for cleaning windows, silverware, etc.; 30c size, Friday 25c; 60c size, 40c.
- Putz Cream Metal Polish, 15c size, Friday, 12c; 50c size, 35c.
- Weighted Waxing Brushes, for polishing hardwood floors. Friday **1.69**
- Royal Floor Wax, in the same grade as is sold under another label at 50c tin, while the price of Simpson's "Royal" is, pound tin **.39**
- Scissors and Shears, reliable American and English makes, 6, 7, 8, 9-inch sizes, including high-grade nickel-plated bent trimmers. Friday, pair **.48**

English Dinner Set

Semi-porcelain, 97 pieces, green floral border. Regular \$9.00. Friday **5.95**

ODD DINNERSWARE

- 69c Decorated Vegetable Dishes for **.39**
- 2c to 10c Decorated Bread and Butter, Tea and Breakfast Plates. Friday bargain, each **.25**
- 8c to 10c Pudding Bowls. Friday, **.5**

12c DECORATED CUPS AND SAUCERS FOR 30c

Good quality English ware, pink, blue and green floral decorations. Friday bargain, cup and saucer, for **.8**

ODD TOILETWARE

- Decorated Ewers, Friday, 69c. Basins, 69c. Chambers, 49c.
- White Basins, Friday, 49c. Ewers, 49c. Chambers, 25c.

GLASSWARE

- 49c Colonial Water Sets, 7 **.29**
- 49c Pressed Glass Berry Sets, 7 **.29**
- 59c Colonial Table Sets. Sugar bowl, cream jug, butter dish and spoonholder **.39**
- 19c Fruit Bowls (pressed glass). Friday **.12**
- 10c Measuring Cups, Friday **.3**
- 10c Lemon Reamers, Friday **.3**
- Kitchen Tumblers (plain). Friday **.2**
- Key Design Tumblers, Friday **.2**
- Bell Shaped Tumblers, Friday **.5**
- Decorated Tumblers, Friday **.5**
- 19c Tankard Water Pitchers, Friday **.12**
- Comports (for ice cream), Friday **.5**
- Salt and Pepper Shakers, Each **.5**
- Butter Tubs, heavy glass, Friday **.25**
- Candle Shades, in great variety of color and design. Prices range 15c, 25c up to \$1.50.

Wall Papers

- Bedroom Floral Stripe Papers, Walls, regular 12 1/2c. Friday, single roll, 8c, 9-inch border to match, Friday, yard, **2c.**
- Ceiling Papers, regular 12 1/2c and 15c. Friday, single roll **.5**
- Fabric Weaves, tapestries, floral and medallion patterns. Regular 35c. Friday, single roll **.11**
- English Chintz Papers, Regular 50c. Friday, single roll **.19**

Phone Your Order for Fruit Jars

- Special Attention Given to Fruit Jar Orders.
- PERFECT SEAL.
- Pints, dozen **.80**
- Quarts, dozen **.80**
- Half gallons, dozen **1.00**
- CROWN JARS.
- Pints, dozen **.55**
- Quarts, dozen **.55**
- Half gallons, dozen **.55**
- Glass Tops for Crown jars, doz. **.20**
- Metal Rings for Crown jars, doz. **.20**
- Nubber Rings, red rubber, dozen **.3**
- Fruit Jar Funnel, each **.10**
- Tin Top 6-oz. Jelly Glasses, doz. **.30**
- Tin Top 8-oz. Jelly Glasses, doz. **.35**

Some Values That Will Appeal to the Woman Who Knows Simpson Standards of Quality—Come Early

Three Waist Bargains

- At \$1.48 Fine Lingerie Waists, open front or back; best imported voiles, sheer crepes and organics, in white or white in combination with black and other colors, all-black and delicate light shades; trimmed with solid embroideries, Cluny and other laces. Regular \$5.00, \$5.95, \$6.50 and \$6.95, for Friday **1.48**
 - At 98c Messaline Silk Waists, black, Belgian blue and brown; knife pleated, with plain yoke, long sleeves, and collar and cuffs of Oriental silk. Sizes 36 to 42. Regular \$3.95 and \$5.00. Friday **.98**
 - At \$1.95 250 Silk Crepe de Chine Waists, heavy striped washing silk, and duchesse satins, in white, light and dark colorings, and black; all sizes to 42 in the lot. Regular \$2.95 and \$3.95. Friday **1.95**
- No Phone or Mail Orders.

Women's Attractive Suits at \$17.50 and \$18.50

- Elegant English serge, smartly tailored, in belted or slightly fitting coats, lined with satin; detachable collar and cuffs of velvet, with a wide skirt; shades brown, black, navy and Copen. Friday, **\$17.50 and \$18.50.**
- BARGAIN IN WASH SUITS, \$2.95.
- Smart Belted Norfolk Coats, with collar fastening up to the neck; good and wide skirt; plain white or hairline stripe. Regular \$5.95. Friday **2.95**
- WOMEN'S MUSLIN DRESSES AT \$5.00.
- In voiles, muslins and linen; stripes, checks, floral and combination effects. Former prices \$10.00 and \$12.00. Friday **5.00**
- WHITE VOILE DRESSES AT \$10.00.
- In voile, waist having silk coatee with large sailor collar; two tier skirt, box pleated; embroidered at hem. Former price \$15.00. Friday **10.00**
- Shirred, snug-fitting yoke; flare style. Friday **3.95**
- WOMEN'S SPORTS COATS HALF PRICE.
- Some of the season's smartest models; silk and velvet cord stripes, with quaint pockets; belted and gathered collars. Regular \$20.00 and \$25.00. Friday, **\$10.00 and \$12.50.**

Girls' \$1.50 Middy Suits, Today 59c

- 100, all white Middy, lace front and breast pocket. Sizes 14 to 18. Regular \$1.50. Friday **.59**
- MISSIE'S WASH DRESSES.
- 30 only, in striped muslins; coatee effect, button trimmed. Sizes 14 to 18. Friday, to clear **.69**
- GIRLS' DRESSES.
- 300 Wash Dresses, of fine chambray and striped ginghams; collars and cuffs of plaid. Friday **.59**

Now That the Hot, Dry Spell is Broken, You'd Better Be Prepared for Showers

Men's Paramatta Waterproofs \$6.95

- English double texture paramatta, greenish fawn color. Sizes 34 to 36. Regular \$10.00 and \$12.00. Friday **6.95**
- Khaki Outing Trousers, \$1.75—Cuff bottoms, belt loops and five pockets. Sizes 30 to 44, at **1.75**
- Work Trousers, \$1.49—Strong worsted-finished tweeds, dark gray stripe pattern. Sizes 32 to 44. Friday **1.49**

Boys' Blue Reefers at \$5.95

Tailored from English chevots, suitable for fall wear; dark navy blue; full fitting, double-breasted style, with emblem on sleeve; boys 2 1/2 to 10 years. Sizes 20 1/2 to 28. Friday bargain **5.95**

- BOYS' WASH SUITS, 59c.
- Smartly cut from good wash fabrics, including tennis linens, chambrays and percales; middie, Tommy Tucker and Billy Boy styles, in natural linen; blue and white, and brown and white stripes. Boys 2 1/2 to 6 years. Sizes 20 1/2 to 24. Friday **.59**
- BOYS' ODD BLOOMERS, 43c.
- Tweeds in light and dark browns. Boys 4 to 8 years. Sizes 22 to 26. Friday **.43**

Men's and Boys' Wear

- Balbriggan Underwear, natural shade; broken ranges and left-overs; shirts and drawers. Sizes, shirts, 34, 36 and 38; drawers, 32, 34, 36 only. Regular 33c. Friday **.25**
- Boys' Balbriggan Underwear, 25c—Natural shade, shirts and drawers. Sizes 18 to 32. Special **.25**
- Boys' Bathing Suits, in gray and red trimming, one-piece style. Sizes 2 to 12 years. Friday **.35**
- Negligee Shirts, 59c—Stripes of blue, black, helio and tan. Sizes 14 to 17. Regular 75c and 89c. Friday **.59**
- Men's One-piece Bathing Suits, cashmere, in navy only. Sizes 32 to 44. Special **1.00**
- Men's Night Robes, white cotton, collar attached style. Sizes 14 to 19. Special **.75**

Comfort for Your Head

- MEN'S SOFT FELT HATS
- Fine quality English Felt Hats, in fedora and telescope shapes, with flat set and silk-bound curling brims. Regular price \$2.00. Friday bargain **1.45**
- BOYS' VARSITY CAPS.
- Navy blue serge, black and white check, and cardinal velvets, Varsity caps; 8-piece top. Regular 25c and 35c. Friday bargain **.19**
- MEN'S GOLF CAPS.
- Tweeds, in four and 8-piece golf shapes. Friday bargain **.45**

Today's Bargains in Boots for the Family

- WOMEN'S BOOTS AT LESS THAN TODAY'S MANUFACTURERS' PRICES. FRIDAY BARGAIN, \$1.99.
- A special purchase of Women's Boots, made for a Toronto wholesaler. These should have come with plain vamp, but were made with toe caps; the only reason we got them at our price. Friday we offer this lot, with other fresh, clean goods as follows:
- 1,200 PAIRS WOMEN'S BOOTS.
- Patent colt and gunmetal and kid, button and lace, with dull calf and black cloth tops; medium weight and light. McKay sewn soles; newest toe shapes; Cuban and Spanish heels. Sizes 2 1/2 to 7. Reg. \$3.00 and \$4.00. Friday **1.99**
- MEN'S BOX KIP BLUCHER BOOTS, \$2.19.
- 650 pairs, made with full round toe; heavy soft standard screw soles; low heels. Sizes 6 to 11. Regular price \$3.00. Friday **2.19**
- BOYS' SCHOOL BOOTS.
- 500 pairs Boys' Box Kip and Gunmetal Boots, Blucher cut; heavy solid standard screw and sewn soles; solid heels; box toe and counters. Sizes 11 to 13, \$1.99; sizes 1 to 5, \$2.29.
- 500 PAIRS GIRLS' STRONG BOOTS.
- Button and lace, made of box kip leather, with dull tops; College Girl last; solid screw soles; low heels. Sizes 5 to 7, \$1.09; sizes 8 to 10 1/2, \$1.19; sizes 11 to 2, \$1.49.

Sample Bags \$1.29

- Real leather, new fall styles; leather and silk linings; mirror and purse; some have card case; covered metal frames. Regular \$1.50 to \$3.50. Friday **1.29**
- COIN AND VANITY CASES.
- Oxidized silver, engine turned and fancy engraved, space for three size coins, powder puff, memo tablet and mirror. Regular \$2.00. Friday **1.50**
- WHITE KID BELTS.
- 1, 2 and 3 inches wide, covered buckles, waist or coat length, 28 to 36 inches. Friday, 35c, 50c and 65c.
- Pearl Beads with clasp. Friday **.25**
- day, string **1.50**

Bargains in Jewelry

- California Perfumed Rose Beads, in festooned style. Regular 75c. Friday **.49**
- Men's Vest Chains, gold filled. **.49**
- Regular 95c. Friday **.49**
- Sterling Butterfly Hat Pins, beautifully enamelled. Regular 75c. Friday **.49**
- Hat Pins in various stone set patterns. Regular 25c and more. **.10**
- Clearing Friday, each **.10**
- Gold-filled Cuff Links. Regular 50c pair. Friday **.25**
- Men's Soft Collar Pins, plain flat style. Regular 25c. Friday **.10**

Silver-plated Sets \$1.49

- Set of 6 Rogers' Silver-plated Dessert Spoons, or your choice of 6 Dessert Forks. Complete in a satin lined case. Regular \$2.50. Friday **1.49**
- Set of 6 Rogers' All Quality Silver-plated Ten Spoons and 6 Dessert Spoons. Complete in fancy lined case. Regular \$2.90 set. Friday **1.98**
- day, set **1.98**
- Sandwich or Fancy Cake Trays, 9 1/2 inches in diameter, round design, supported on a solid base. The tray is beautifully plated, heavily silver-plated in a bright finish. Regular \$3.00. Friday **1.98**
- Butter Dishes or Butter Plates. The tray is manufactured and silver-plated on a nickel-silver base by Wm. A. Rogers, with a beautiful pierced edge. Complete with glass butter holder. Regular \$2.50. Friday **1.98**

'Phone Tonight, 5.30 to 10 o'clock, for Provisions to go by early delivery Saturday. Call Adelaide 6100.

- MEATS.
- Forequarter Spring Lamb, Friday special, per lb. **12c**
- Loin Spring Lamb, Friday special, per lb. **12c**
- Leg Spring Lamb, Friday special, per lb. **12c**
- Shoulder Spring Lamb, Friday special, per lb. **12c**
- Blade Bones, per lb. **12c**
- Choice Beef Bones, per lb. **12c**
- Family Sausage, our own make, lb. **12c**
- Domestic Shortening, 5-lb. pails, gross weight, per pail **1.25**
- Choice Pork Sausage, 5-lb. pail, gross weight, per pail **1.25**
- One Car Standard Granulated Sugar, 20-lb. cotton bags, not more than three bags to our customer, per bag **1.25**
- Choice Family Flour, quarter bag **1.25**
- Yellow Cooking Sugar, 5-lb. tin **1.25**
- California Seed Raisins, 3 packages **1.25**
- Perfection Baking Powder, 3 packages **1.25**
- Finest Canned Corn, Peas or Beans, tin **1.25**
- Canada Cornmeal, package **1.25**
- Crisco, 1 1/2 lb. tin **1.25**
- Choice Pink Salmon, half tin **1.25**
- Shirley's Marmalade, 2-lb. jar **1.25**
- Choice Kangaroo Hides, 1/4 lb. **1.25**
- Choice Pickles, Minceur Brand, bottle **1.25**
- Malt Vinegar, scented quart bottle **1.25**
- Garston's Custard Powder, makes 5 plates **1.25**
- Mixed Pickles, per tin **1.25**
- Toasted Cornflakes, 3 packages **1.25**
- 200 lbs. Fresh Fruit Cakes, per lb. **1.25**
- Fancy Mixed Blueberries, per lb. **1.25**
- 2000 lbs. Fresh California Tea, of uniform quality and fine flavor, black or mixed, not more than 3 lbs. to one customer. Friday special, per lb. **1.25**
- FRUIT AND VEGETABLES.
- Fresh Beets or Carrots, 3 bunches **1.25**
- Fresh Apples, measure **1.25**
- Large California Lemons, per dozen **1.25**
- New California Apples, per box **1.25**
- Farsley, 3 bunches **1.25**
- CANDY.
- Assorted Fruit Drops, per lb. **1.25**
- 100 Boxes Assorted Chocolates, per box **1.25**
- 100 Boxes Alice Ediths Chocolates, per box **1.25**
- FLOWER SECTION.
- Fresh Fern Fans, each 25c and 35c **1.25**
- Boston Ferns, each 25c and 35c **1.25**
- Fresh Asters, assorted colors, per doz **1.25**