

THE SIMPSON STORE

When it's so hot—and you think you can't eat—try breakfasting at Simpson's. Everything that should be cold is cold; the coffee, cream and milk are all delicious, and everything is daintily served.

Autumn Millinery Begins to Arrive

Velvet Hats, made from good quality silk velvet, in black or colors, and having an ostrich feather edge, and gold or silver ornaments. Wednesday **4.50**

Combination Hats, of velvet and felt, made on the new crushed-in crown shape; all colors, Wednesday price **4.50**

A big variety of shapes, in black velvet, at **3.00**

Maids' Black Dresses \$1.50

"Cotton Gloria," a light weight, good wearing washable fabric; convertible collar which can be worn high or low, long sleeves, full skirt, belt at waist. Sizes 34 to 44. Wednesday **1.50**

"MERTOTAF" PETTICOATS, \$1.00. Light weight, good wearing material, in black only; deep flounce of knife pleating and pin tucking, lengths 36 to 42. Wednesday **1.00**

2000 Yards of Fancy Ribbon Stripes, Dresdens, checks, plaids, bordered effects, etc., shown in the new colors, and in rich satins or taffetas. Regular 75c to \$1.00. Wednesday, **39c.** Regular 45c to 65c, Wednesday, **29c.** Regular 35c to 40c, Wednesday **19**

Needlework

Clearing of stamped goods, some a little counter mused. Wednesday, **half price.**

Women's Nightgowns for 97c

Nainsook, Slipover or Mother Hubbard style, very dainty in finish, trimmings and pin tucking. Sizes 36, 38 and 40 inches. Regular \$1.50 and \$1.75. Wednesday **97**

Women's Lisle and Cotton Combinations, in a soft, even material, low neck, short or no sleeves; plain and lace yokes, tight and umbrella knee. Sizes 34 to 42. Regular 50c to \$1.75, Wednesday, half price, 25c to 88c.

New Laces and Nets

Guipure Lace Edgings, ivory, white or ecru, new designs, 1 to 2 1/2 inches wide. Thursday, per yard, 10c, 12 1/2c, 15c to 50c.

Blouse Nets, 36 inches wide, shadow effects, new patterns, in white, ivory or ecru. Thursday, per yard, 50c, 65c to \$1.50.

Shadow Laces, from Nottingham, all new patterns, 2 1/2 to 18 inches wide. Ivory, white or ecru. Thursday, per yard, 15c, 20c, 25c to 75c.

Net Top Laces, white, ivory or ecru; embroidered on fine Cretone nets, 2 1/2 to 12 inches wide. Thursday, per yard, 15c, 20c to \$1.25.

Staple and Fancy Linens

Every need from now to Christmas is covered by our wonderful linen stocks, with such prices as these to help you to select:

A Pair of Sheets at \$1.49. Plain bleached, close, even weave; large size, 78 x 90 inches. Wednesday, pair **1.49**

Circular Pillow Cotton, heavy quality, 42 inches wide. Wednesday, yard **19**

Japanese Drawn Work and Embroidered Bedspreads; hemmed all around; size 74 x 90 inches. Wednesday at **3.48**

Clearing Mill Ends of Flannelettes, stripes only, fast colors, serviceable quality; lengths from 10 to 15 yards. Wednesday, yard **10**

Cannot accept phone or mail orders for these.

Bordered Union Tea Towelling, Irish make; width 22 inches. Regular 15c yard. Wednesday, 10 yards for **1.09**

Real Madeira Handkerchief Cases, embroidered in dainty designs. Wednesday **49**

Damask Table Napkins, all linen, fine quality; size 21 x 21 inches. Wednesday, dozen **2.48**

Good Books Are the Best Friends

THE WORLD'S BEST LITERATURE.

You can't do better than to buy one or two books each week of our "Everyman's Library." The world's classics in fiction, history, science, poetry, drama, essays, etc.; 791 titles. Bound in pigskin, 55c; in paste grain leather, 55c; in cloth, 30c per volume. You should also see our list of popular fiction at 50c.

We Tell You About Our Men's Suits Here--But We Want You to Come and Be "Shown"

We want to tell you with all the emphasis we can that for good, clean, new fall merchandise you can't beat our men's and young men's \$15 suits at the price. We've simply put into them all the quality, all the style, and the best workmanship that is possible at the price. Our men's \$15.00 suits have always stood in high favor with Toronto men; these new suits for the coming season will demonstrate again that Simpson's \$15.00 specials are suits of splendid character and unsurpassable value. We direct your special attention to an English worsted suit, in medium gray, with a small check pattern; single-breasted sacque model, and fine fitting. Sizes 36 to 44. A suit you will look well in; and the price is only **15.00**

Men's Shirts and Underwear Boys' School Suits of Special Merit

UNDERWEAR SPECIAL.

Men's and Boys' Balbriggan Underwear, natural shade, sateen faced shirts and drawers. Boys' sizes, 20 to 32; men's sizes, 34 to 42. Per garment **25**

MEN'S SHIRTS, 63c.

Men's Negligee Shirts, plain and fancy hairline and cluster stripes of blues, black, helio and tan, all coat styles. Sizes 14 to 17. Very special, Wednesday at **63**

WOLSEY COMBINATIONS.

Men's Light-weight Wool Combination Underwear, elastic ribbed; just the weight for Fall; cuffs and ankles. Sizes 34 to 44. Per suit **3.75**

These suits will be sold at \$3.95, but they are not the kind of suits you can buy every day at \$3.95.

The material is a strong Fall weight tweed in gray or brown, in neat stripe and check patterns. The coat is a handsome Norfolk model with pleats, patch pockets and sewn-on belt. Pants are regular bloomer style with strap and buckle at knee. Sizes 25 to 32, for boys 7 to 14 years of age. Good looking, good wearing suits and exceptionally good value at **3.95**

Of special interest to women is today's great sale of Summer Suits, Coats and Dresses, which are offered some at half price, some at a third of the regular price and a few on which the reduction is only a third, but every garment offered is an exceptional bargain.



To Homelovers

With August on the wane the importance of the remaining days of the Housefurnishing Sale is much increased for you if you intend to avail yourself of the low prices. The Homelovers' Club makes all delay unnecessary. Secretary, 4th Floor.

Fifty-Inch Chintzes Half-Price

A large collection of lengths of from 1 to 8 yards, light and dark grounds. Regular \$1.00 to \$3.50 per yard. Wednesday, half price, 50c to \$1.75 per yard.

Window Shades at 30c—5000 window shades, strong quality opaque cloth; cream, green or white; 36 inches wide and 70 inches long; strong spring roller. Wednesday **30**

Extension Rod at 9c—Extends from 26 to 48 inches, silvered ball ends and hook bracket. Wednesday **9**

Silverware

Sugar Spoons, silver-plated. Regular 25c each. Wednesday, each **9**

Butter Knives, silver-plated, fancy patterns. Regular 25c each. Wednesday, each **9**

ENGLISH SILVER-PLATED SPOONS AND FORKS.

Tea Spoons, in plain "Windsor" pattern, bright finish. Regular \$3.00 dozen. Wednesday, each **12**

Dessert Spoons and Dessert Forks, to match tea spoons. Regular \$5.00 per dozen. Wednesday, each **25**

Medium Forks and Table Spoons. Regular \$6.00 per dozen. Wednesday, each **25**

Today's Values in Furniture

Mattresses, filled with seagrass and very heavy layer of jute, both sides covered in good grade of art ticking. August sale price **2.90**

Mattresses, filled with curled fibre, covered on both sides with heavy layer of cotton, deeply tufted and covered in good ticking, standard sizes. August sale price **6.00**

Bed Springs, steel tube frame, woven wire fabric, reinforced and strongly supported, standard sizes. Price **3.25**

Bed Springs, frames of steel tubing, fabric extra fine special woven steel wire, heavy rope edge. All standard sizes. August sale price **4.95**

Extension Couch, frames are made of angle steel; mattress cotton covered in green denim, with valance at front and ends. Can be used as a single or full size bed. August sale price **8.75**

Divanettes, the famous Kindel, solid oak frame, fumed or golden finish, seat and back upholstered in brown imitation Spanish leather, link springs with helical springs at each end. Divanette complete with 22-lb. cotton mattress. August sale price **32.50**

Brass Beds, in bright, satin or polette finishes, 2-inch posts with heavy top rail and spindle, attractive design and well constructed. Regular \$28.00. August sale price **19.95**

Extension Table, solid oak, fumed or golden finish, 42-inch top, 6 feet when extended. Regular \$12.75. August sale price **9.90**

Buffet, in selected quarter-cut oak, fumed or golden finish, very heavy construction, plank top, long linen, two cutlery and one doily drawer, mirror in back. Colonial design. Regularly \$36.50. August sale price **26.50**

Today's Boot List

Men's \$3.25 Boots, \$2.35

320 pairs men's sensible staple boots; made of heavy box kip leather, extra heavy standard screw soles and shank, full round toe shape, military heels; sizes 6 to 11. Regular \$3.25. Wednesday **2.35**

Boys' Best Boots, \$2.65

320 pairs best boots, blucher and button styles; made of patent colt with dull calf uppers; neat mannish last, good weight McKay sewn soles, military heels; sizes 1 to 5. Wednesday **2.65**

Classic Boots for Girls

These very popular boots are arriving daily. We now have all lines in styles and leathers, dull and cloth tops, tipped and plain vamps, flexible McKay and turn soles. In the Misses' Shoe Section. Prices \$1.09 to \$2.95.

1000 Pairs Women's Boots at \$1.99

\$3.50 and \$4.00 Values

There is not a pair in this lot that we could buy from the makers at the price we are asking. The styles are all fashionable, and there is a great variety of them. There are patent leathers, gunmetal calf and vici kid, with dull calf, kid and cloth tops; lace and button styles; all sizes 2 1/2 to 7. Any pair in the lot is a good value at \$3.50; others are regular \$4.00 value. On Wednesday morning at 8.30 we place on sale the whole lot at per pair **1.99**

Aluminum Preserving Kettles

AT LESS THAN FACTORY COST.

250 only, 6-quart size, wine measure. Wednesday **89**
240 only, 8-quart size, wine measure. Wednesday **89**
160 only, 10-quart size, wine measure. Wednesday **1.19**
400 only, 12-quart size, wine measure. Wednesday **1.39**
Aluminum Coffee Percolators, six-cup size, bright finished aluminum, ebullient wood handle. Wednesday **1.69**

Decorate for Exhibition

We have a complete stock of flags of all sizes, including the best quality wool bunting flags, made in our own factory, and cotton printed flags in many sizes.

Also a complete stock of Silk Flags in various sizes. Get our quotations for special decoration during the Exhibition.



New Fall Hats for Men

You'll find it easy to choose a new, smart Fall Hat from our big showing of English, Italian and American styles.

Everything in Men's Hats for the sporty young chaps, as well as for their more dignified, but no less dressy elders. **25c.** Fedora shapes, \$4.00, \$3.50, \$3.00, \$2.50 and **1.50**
Hard hats, \$4.00, \$3.50, \$3.00, \$2.50, \$2.00 and **1.50**
Silk Hats, \$8.50, \$7.50, \$6.50 and **5.00**

L. SIMPSON DRUGS

Bay Rum, sprinkler top bottle, regular 25c, special **21**
Edwards' Brilliantine, for the hair, regular 50c, special **45**
Wilton Hazel, pin size, regular 25c, special **21**
Hugel's Danderoff, regular 40c, special 33c
Egg Julep Shampoo Powders, regular 25c, special **18**
Lavender Shampoo Powders, regular 25c, special **18**
Haya Hair Health, 60c and \$1.00 size **29** and **42**
Dolly Dye Tint, special 2 for **5**
Olive Oil, 1-quart tin, special **89**
Soda Phosphate, regular 25c, special **21**
Citrate of Magnesia, regular 25c, special **21**
Aperient Saline, regular 25c, special **21**
Burdock and Sarsaparilla, regular 50c, special 2 for **78**
Caster Oil, pint size, special **29** and **50**
Kamaing Bug Exterminator **83**
Kamaing's Iron Pills, special, per 100 **11**
A.B.S. & C. Tablets, special per 100 **11**
War Tax Included.

Lingerie Waists at \$1

REGULAR \$1.48 AND \$1.95.

Sizes from 34 to 50-inch bust. Exceptionally good designs in sheer, cool embroidered voiles and organdies; many delightful styles. It is seldom that such sizes as the above can be procured in really pretty designs; ten styles for choice, all new. Regular 1.00 \$1.48 and \$1.95. Wednesday **1.00**

Jars for Your Preserving

"Crown" Sealers, pints, dozen 55c; quarts, dozen 65c; half gallons, dozen **75**
"Perfect Seal", pints, dozen 80c; quarts, dozen 90c; half gallons, dozen **100**
Jelly Tumblers, tin top, 6 oz., dozen 30c; 5 oz., dozen **35**
Jelly Moulds, tin top, dozen **30**
Rubber Rings, best quality, dozen **25**
Metal Rings, dozen **20**
Glass Taps for "Crown" jars, dozen 20c
"Perfect Seal" jars, dozen **20**
Glass Fruit Fillers, each **10**

Market TELEPHONE ADELAIDE 6100

MEATS.

2000 lbs. Shoulder Roasts, best beef, Wednesday special, per lb. **13**
2000 lbs. Maple Leaf Breakfast Bacon, highest grade, by the piece, 3 lb. and up, Wednesday special, per lb. **12 1/2**
Brisket Boiling Beef, per lb. **13**
Loin Roast Young Pork, per lb. **27**
Family Sausage, our own make, per lb. **12 1/2**
Finest Cooked Ham, per lb. **45**
Finest Jellied Ox Tongue, per lb. **45**
Finest Jellied Lunch Tongue, per lb. **37**
Pressed Veal, Ham and Tongue, per lb. **25**
Pressed Ham and Tongue, per lb. **25**
Pressed Pork, per lb. **25**

GROCERIES.

6000 packages Redpath's Standard Granulated Sugar, in 5-lb. packages, 8 packages **1.25**
Olive's or Purdy Flour, 4 bags **1.15**
2000 stone Fresh Rolled Oats, per stone **20**
Finest Canned Corn, Peas or Beans, per tin **10**
Cook's Gem Baking Powder, 3 tins **25**
Clark's Pork and Beans in Chili Sauce, tall tin **14**
Choice Pink Salmon, 1/2 lb. flats, 3 tins **18**
Macaroni or Spaghetti, 8 packages **25**
Finest Mild Cheese, per lb. **25**
Pan Yan Pickles, bottle **20**
Pickling Spice, best quality, per lb. **18**
Cider Vinegar, XXX, per gallon **25**
Clark's Potted Meats, assorted, 5 tins **25**
Finest Canned Shrimps, per tin **18**
Mustard, in bulk, compound, per lb. **23**
Fancy Japan Rice, 5 lbs. **25**
Telfer's Soda Biscuits, tin **25**
St. Julien Orange Marmalade, 16-oz. jar **18**
Paris Paste, per tin **10**
Fresh Butter, 1/2 lb. **10**
Campbell's Soups, 2 tins **25**
Knock's Gelatine, 2 packages **25**
1000 lbs. Fresh Roasted Coffee in the bean, ground pure or with chicory, Wednesday, per lb. **20**

2 LBS. PURE CELONA TEA, \$1.00.

2000 lbs. Pure Celona Tea of extra quality and fine flavor, black or mixed, Wednesday, 3 lbs. **1.00**

FRUIT AND VEGETABLES.

Choice Lemons, per dozen **39**
Choice California Sunlight Oranges, per doz. **38**
Finest Potatoes, peck **47**
Fresh Cucumbers, good size, each **5**

The SIMPSON Company Limited