

**Early Plums**

These are articles of which we have so small a number that it would be poor policy to particularize in our advertisement, as many of our customers would surely be disappointed, for a desirable article at a low price quickly disappears. So we mark these articles with "Early Plum" price tickets, which are easily seen, and those who shop early today are sure of some rare bargains.

**August Furniture Sale Prices for Today**

- Iron Bed**—Pure white enamel finish, brass caps, knobs and rails, heavy posts and six fillers. All regular sizes. **4.75**  
August Sale Price
- Brass Bed**—Bright, satin and polette finishes, 2-inch posts, heavy top and spindles, attractive design and well constructed, patent side rail fasteners. All regular sizes. Regular **\$28.00**. August Sale Price **19.95**
- Sliding Couches**—Complete with mattress, all-steel frame, closely woven wire top; can be used either as single or double bed; mattress covered in green denim, with valance on front and ends. August Sale Price **7.95**
- Iron Bed, Spring and Mattress**—Complete in all regular sizes. Bed pure white enamel, with ornamented brass caps. Spring, hardwood maple frame, closely woven wire fabric, reinforced. Mattress, curled seagrass centre, jute both sides, encased in good grade ticking. August Sale Price, complete **8.15**
- Extension Tables**—In solid oak, gloss finish, fumed or golden, 42-inch top, 6-foot extension. Regular **\$12.85**. August Sale Price **9.90**
- Extension Table**—Quarter-cut oak top, solid oak base, fumed or golden finish, 45-inch top, 6-ft. extension, square pedestal and easy working slides. A very serviceable table. Regular **\$17.75**. August Sale Price **11.95**
- Dining-Room Chairs**—In quartered oak, fumed finish, full box frames, upholstered pad seats, in genuine leather; five small and one arm to set. Regular **\$17.50**. August Sale Price **11.95**
- Dining-Room Chairs**—In quarter-cut oak, fumed or golden finish, neatly designed, solidly constructed, box frames, slip seats, upholstered in genuine leather; five small and one arm to set. Regular **\$28.75**. August Sale Price **16.75**
- Dresser**—Elm, gloss finish, two long and two short drawers, oval bevel plate mirror in back, supported by neatly shaped standards, 40-inch case. Regular **\$13.50**. August Sale Price **11.00**
- Elm Dresser**—Golden gloss finish, two long and two short drawers, large shaped bevel plate mirror in back, standards and glass frame are neatly rounded. Regular **\$15.00**. August Sale Price **13.75**
- Chiffonier**—Elm gloss varnish finish, contains four long and two short drawers, heavy shaped bevel plate mirror in back, supported on neatly shaped standards. Regular **\$15.95**. August Sale Price **13.75**

**Summer Toilet Goods**

- Soldiers' Kit Mirrors. Reg. price 25c. Friday **12**
- French Tooth Brushes. Reg. price 25c. Friday **12**
- Real Ebony Hair Brushes. Reg. price 35c. Friday **41**
- Kennebec Toilet Paper, in rolls. Friday, 3 for **21**
- English Bath Soap, large round cake. Reg. price 12 1/2c. Friday, 3 for **25**
- 3 others' Liquid Shampoo. Reg. price 25c. Friday **12**
- Wyle's Bust Cream. Reg. price \$1.50. Friday **50**
- Wess Arbutus Talcum Powder. Reg. price 50c. Friday **17**
- Bradley's Violet Bath Salts. Reg. price 35c. Friday **26**
- Florida Toilet Cream, for sunburn. Reg. price 15c. Friday **12**
- Powder Books. Reg. price 20c. Friday **12**
- Paris' Violet Powder. Friday, 4 for **25**
- Imported Lilac and Violet Talcum Powder, 1/2 lb. tin. Friday **9**
- War Stamps Extra.



**Today's Basement Bargains**

- Enamel Preserving Kettles, a very superior grade of white enamel; 6-qt. size, Friday, 99c; 8-qt. size, 99c; 10-qt. size, 79c.
- Enamel Fruit Jar Fillers, Friday, **10**
- Rollman Cherry Stoner, Friday **69**
- Perfection Cherry Stoner, Friday, **10**
- Aluminum Fruit Jar Filler, Friday **10**
- Fruit Jar Openers, Friday **15**
- Wood Mixing Spoons, long handles, Friday **10**
- Enamel Lipped Saucepans, 2-3 quart size, Friday **19**
- Screen Doors, oak grained finish, four sizes, Friday **29**
- Brush Floor Brooms, with long handle, Friday **35**
- Corn Brooms, four-straps, Friday **25**
- One-burner Gas Hot Plates, Friday **75**
- Potts' Sad Irons, nickel-plated finish, three iron, stand and handle, Friday **19**
- Waste Paper Baskets, Friday **19**
- Splint Clothes Baskets, Friday **25**
- Bread Toasters, pyramid style, Friday **19**
- Metal Polish, in large cans, at less than half price; 5 only, one gallon cans, 50c; 16 only, quart cans, 25c.
- Silverplate Silver Polish, 25c size, Friday, 19c; 50c size, 35c.
- Knickerbocker Bath Sprays, in a variety of styles and sizes; specially priced for Friday at **15c** to **50c** set.
- Bath Seats, white enameled seat, with adjustable steel ends, Friday **45**
- Watering Cans, green japanned finish; 6-qt. size, Friday, 45c; 10-qt. size, 55c.
- Lawn Hose, good reliable grade, with coupling and clamps; 25 ft., 1/2-inch size, Friday, \$2.75; 35 ft., 3/4-inch size, \$3.25; 50 ft., 1/2-inch size, \$4.95; 50 ft., 3/4-inch size, \$5.95.
- Bread Boards, hardwood, with grooved edges, three sizes, Friday **15**
- Grass Shears, Friday **15**
- Polish Mops, the National Triangle, a good large mop for cleaning and polishing hardwood floors, linoleums, oilcloths; 144 only, to sell Friday **69**
- CUTLERY.
- Nickel Silver Spoons and Forks, Windsor pattern. Tea Spoons, Sc. Dessert Spoons and Forks, sc. Table Spoons and Forks, 10c.
- Table Knives, good Sheffield make, white celluloid handles, good steel blades. Table size, Friday, 6 for **1.25**; Dessert size, 6 for **1.10**.
- 1,000 Pairs of Scissors and Shears at 39c each, 39c—5 to 7 inches; scissors of every size, from 3 1/2 to 7 inches; ladies scissors, embroidery scissors, pocket scissors, buttonhole scissors; scissors worn price 30c, 6 to 7 inch and 5c. Friday, one pair **39**
- Bread Knives, Butcher Knives, Steak Knives, Ham Knives, Friday at each **25**

**August Sale Prices and Friday Bargain Prices at**

**SIMPSON'S**

*make TODAY a day of days for the appreciative shopper. As well as the values specified here, they are many others quite as good in other departments throughout the store.*



**Bring Your Boys in Today**

**Boys' Wash Suits 89c, Regular \$1.50, \$1.75, \$2.50**  
Made from strong, medium weight wash fabrics, in fast colorings; vestee effects, in white, with blue collar, cuffs and vestee, and blue patch on pocket; Billy Boy styles in blue and white stripe effects, with blue belt and blue collar, with white piping, and tassel cord tie; also gray and white stripes, with plain white collar and belt. All have straight knickers, with waistbands; for boys from 3 to 8 years.

**BOYS' RAINCOATS, REGULAR \$7.75, \$8.00, FRIDAY \$4.95.**  
Boys' Tweed Raincoats, in gray and brown mixtures; cut in smart single-breasted model, with convertible collar and full skirt; fancy check lining. Sizes 26 to 34.

**BOYS' SHIRTWAISTS CLEARING AT 48c.**  
Large and roomy, with attached or detachable soft collars; white grounds, with black stripes; plain white effects, and fancy mixtures; for boys 6 to 15 years. Sizes 11 to 13 1/2 neck. Friday bargain **.48**

**Summer Suits, Light in Weight and Light in Price**

**From the Men's Store**  
Regular \$10.50, \$12.00 and \$13.50 values. Two-piece summer suits and a number of broken lines of three-piece suits. Light weight tweeds in light grays and in medium shades of brown. Cut in smart single-breasted sacque styles. The two-piece suits are only half lined. Cuffs on the trousers; nicely tailored and finished. Sizes **7.95** 34 to 44. Friday **7.95**

**WASH VESTS, 95c.**  
All broken lines from our regular stock, some slightly soiled; a good assortment of patterns; single-breasted. **\$2.00** and **\$2.50** values. Sizes 35 to 44. To clear **.95**

**OFFICE COATS, \$1.00.**  
In sizes 35 to 40 only; light weight cotton materials, in linen shades and light grays; single-breasted; patch pockets. Friday **1.00**

**Clearance of Many Lines of Boots and Shoes at Wonderfully Low Prices**

**WOMEN'S \$3.50 AND \$4.00 SUMMER PUMPS, FRIDAY \$1.99.**  
The whole bargain section of our Women's Shoe Department will be taken up for this sale, where 2,250 pairs Women's High-grade American Low Shoes will be displayed on tables. These shoes are all on the most up-to-date perfect fitting lasts, and come in gunmetal, patent colt, black suede, white canvas colonials, pumps and Oxford ties, with plain leather and cloth backs. Fri-**1.99**

**GIRLS' ANKLE STRAP SLIPPERS, FRIDAY 99c**  
150 pairs Girls' Patent and White Canvas Ankle Strap, nature last, turn soles, low heels. Regular **\$1.39**. Friday bargain **.99**

**MEN'S BOOTS AND OXFORDS, VALUES \$3.00 TO \$4.50, FRIDAY BARGAIN \$1.99.**  
550 pairs men's button and lace style, plain and toecap vamps, gunmetal Oxfords and tan calf, patent colt, box kip Blucher Boots, several toe styles, military and low heels. The Oxfords are broken sizes, but boots are all sizes. Regular **\$3.00** to **\$4.50** values. Friday **1.99**

**WHITE CANVAS PUMPS, FRIDAY LESS THAN HALF PRICE.**  
150 pairs only, Women's Beautiful White Sea Island Duck Pump, splendid fitting last, Good-year welt soles; leather, Cuban and low heels; vamp trimmed with silk tailored bow. Sizes 2 1/2 to 7. Regular **\$4.00**. Friday **1.95**

**BOYS' \$4.00 BOOTS, \$2.69.**  
175 pairs only, Boots, sizes 3 to 5 1/2, button and lace styles, in tan calf and gunmetal leathers, Good-year welt soles, military heels, round toe shape. Regular **\$4.00**. Friday bargain **2.69**

**Ask to see our Bare-Foot Sandals. Range in price from 49c to \$1.49.**

**Bargains in Men's Furnishings**

**UNDERWEAR SPECIAL.**  
Men's Balbriggan Underwear, natural shade, shirts and drawers to match. Sizes 34 to 44. Friday, per garment **.29**

**50c UNDERWEAR, 37c.**  
Men's Athletic Underwear, in white nainsook quality, short sleeves and knee length. Sizes 34 to 44. Only two suits to one customer. Cannot promise to fill phone or mail orders. Regular 50c garment. Friday **.37**

**50c NEGLIGEE SHIRTS, 39c.**  
Men's Negligee Shirts, plain and fancy hairline and cluster stripes of blues and blacks; large bodies; laundered cuffs. Sizes 13 1/2 to 16 1/2. Special **.39**

**\$1.00 NIGHT ROBES, 73c.**  
Men's White Cotton Night Robes, collar attached style, large roomy bodies. Sizes 14 to 20. Regular **\$1.00**. Friday **.73**

**Some of Today's Hosiery Values**

**Women's Silk Hose**, manufacturer's samples, black, white and colors. **\$1.50** values. **.98** Friday, per pair

**Women's Silk Hose**, lisle thread top, black or white. Regular 50c value. 3 pairs for **\$1.00**, or 1 pair **35c**.

**Women's Cotton Hose**, black or white, a limited quantity only, so come early. Regular **.15** 19c a pair. Friday **.15**

**Men's Socks**, of black union cashmere; gray, merino heel and toe; splendid wearing. Regular 20c. Friday, 3 pairs **49c**, or 1 pair **17c**.

**Men's Socks**, plain black cotton, weight for present wear. Regular 12 1/2c quality. Friday **.10**

**"A Stranger in a Strange Land"**

is cordially welcome to the Simpson Store. The Store's conveniences include Rest Rooms (Third Floor), where you may write, rest or meet your friends; the check office in the Basement will take care of bags, wraps, etc. Free of charge; post-office, telegraph and telephone are at your service, while the Restaurant on the Sixth Floor is a pleasant and comfortable place to take breakfast, luncheon or afternoon tea.

**Girls' Tub Dresses 69c**

Regular **\$1.25, \$1.50, \$2.50**—Splendid little dresses for vacation wear; fine ginghams and chambrays in plaids, stripes and checks, middy styles, vestee fronts, pipings and contrasting bandings in newest effects. Sizes 6 to 14 **.69** years. On sale Friday

**The New Market Telephone Adelaide 6100**

Telephone 5,30 to 10 p.m., for provisions to go by early delivery Saturday morning. There is no noon delivery tomorrow.

- MEATS.**
- 2,000 lbs. Smoked Picnic Ham, 5 to 8 lbs. each, Friday special, per lb. **.18**
- Pure Lard, 3-lb. pails, gross weight, Friday, special, per pail **.57**
- 1,000 lbs. Finest Round Steak, Friday, special, per lb. **.22**
- All Pork Sausage, our own make, per lb. **.20**
- Forequarter Spring Lamb, per lb. **.20**
- Choice California Sun-ket Oranges, per doz. **.40**
- Finest New Potatoes, per bushel **.39**
- Green Onions, bunch **.5**
- CANDY SECTION.**
- Main Floor and Basement, 1,000 lbs. Assorted Gum Fingers, per lb. **.10**
- 1,000 lbs. Lady Caramels, per lb. **.18**
- 2,000 lbs. Fruit Fudge, per lb. **.15**
- 500 lbs. Coconut Cream Caramels, per lb. **.17**
- FLOWER SECTION.**
- Finest Boston Sword Ferns, each 20c larger ones **.49**
- Fern Fans, well filled, each, 23c and 39c.
- Rubber Plants, each **.69**
- Fresh Gladoli, large blooms, doz. **.53**
- Sweet Peas, assorted colors, per bunch **.15**
- Large variety of Choice Cut Flowers.
- GROCERIES.**
- One car Standard Granulated Sugar, in 20-lb. cotton bags, not more than 3 bags to a customer, per bag, **1.88**
- Choice Family Flour, 35 bag **.25**
- Yellow Cooking Sugar, 6 1/2 lb. **.50**
- Canada Cornstarch, 3 packages **.31**
- Choice Cleaned Currants, 3 lb. **.25**
- Perfection Baking Powder, 3 tin **.25**
- New Orleans Molasses, 2-lb. tin **.15**
- Mixed Pastry Spice, per lb. **.07**
- Canada Cornstarch, packages **.25**
- Finest Creamery Butter, per tin **.29**
- Choice Pink Salmon, tall tin **.10**
- Shirriff's Marmalade, 2-lb. jar **.30**
- Choice Rangoon Rice, 4 1/2 lb. **.25**
- Finest Pearl Tapioca, 2 1/2 lb. **.25**
- Malt Vinegar, reputed quart packages **.25**
- Choice Pickles, Mixed and Chow, bottle **.20**
- Gorton's Custard Powder, packages 8 pint, package **.15**
- Toasted Cornflakes, 3 lb. **.25**
- 500 lbs. Fresh Fruit Cakes, per lb. **.18**
- Fancy Mixed Biscuits, good assortment, per lb. **.15**
- Finest Corned Corn, Peas or Beans, 3 tin **.25**
- PURE CELONA TEA, PER LB., 29c.**
- 1,000 lbs. Finest Pure Celona Tea of uniform quality and fine flavor; black or mixed; not more than 3 lbs. to one customer. Special, lb. **.29**

**Panama and Straw Hats Clearing!**

Time for your second straw hat? Then here you are: \$5.00 Panamas for \$2.95; Straw hats that were \$1.50 to \$2.50 are only 95c; Panama and Outing Hats, soft and cool, 33c; Children's Straw Hats, values to \$2.50, today 95c. Don't put it off till tomorrow—it's only a half day, and you're sure to be rushed.



**Buy Towels Today, 15c Pair**

Just 600 pairs of these Huckaback Towels, of good, serviceable quality. Bargain Friday, pair **.15**

No phone or mail orders, and not more than 6 pairs to a customer.

**Odd Bed Sheets**—Size 70 x 90 inches; finished hemmed, 95c and \$1.00 value. No phone or mail orders. Clearing Friday, each **.69**

**Heavy Plain Bleached Sheet**, 70 inches wide, Friday, per yard **.25**

A Clearing of Odd and Broken Lines of Bed Comforters, slightly mussed, size 70 x 70 inches. Regular prices \$3.50 and \$4.00. Bargain Friday **2.48**

**American Crochet Quilts**, for double beds; hemmed. Selling Friday **1.48**

**All-linen Damask Table Cloths**, assorted designs; two sizes, 2 x 2 and 2 x 2 1/2 yards. Bargain Friday **1.98**

**Beautiful Madeira Centrepieces**; hand worked; sizes about 22 to 24 inches. Bargain Friday **1.48**

**Fine French Cluny Scarfs**, size 18 x 54 inches. Regular \$3.00. Friday, each **1.95**

**Fine Nainsook**, 36 inches wide. Bargain Friday, yard **.3**

**Indigo Checked Apron Gingham**, 26 inches wide. Bargain Friday, yard **.12 1/2**

**This List Means Comfort in Traveling**

**Leather Club Bags** at \$4.95—Coveted frame, brass lock and catches, strong handle, a few leather lined, with pocket. Sizes 16 and 18-inch. Friday **4.95**

**Imitation Walrus Club Bags**—Strong handle, brass lock and catches, keratol lining, with pocket. Friday, size 16-inch, \$2.50; 18-inch, \$2.75.

**Club Bags**—Walrus and fine grain leathers, double handle, leather lined, with pockets. All sizes. Black only. Prices, \$7.50, \$7.95, \$8.00, \$8.50, \$8.95.

**Matting Club Bags**—Strong handle, brass catches. Friday, 16-inch, 75c.

**Leather Suit Cases**, with and without straps, awing handle, brass lock and bolts, cloth lining, inside straps and pocket. Sizes 22, 24 and 26 inches. Friday **\$5.95, \$6.95 and \$7.50**.

**Matting Suit Cases**, built on wood frame, fancy paper lining, leather corners, strong handle. Friday, size 24-inch, \$1.75; 26-inch, \$1.95.

Vulcanized fibre trunks that are most satisfactory are made of three-ply veneer wood box, heavy fibre binding and centre bands, brass riveted corners, clamps and valance. Fine brass lock, extra strong hinges, linen lined, with deep top tray and dress tray. Sizes 34, 36 and 40 inches. Prices, \$12.50, \$13.50, \$14.50, \$15.50, \$16.00, \$17.00, \$19.00.



**From the China Department**

**TEAPOTS.** New styles and decorations. In 2 to 5-cup sizes. Friday, each **.21**

**Brown Mottled Milk Bowls**, 1/2-pint size, 6c; 1 1/2-pint size, 7c.

**Brown Mottled Pie Dishes**, to clear Friday, 10c, 13c and 20c.

**CUPS ONLY 5c EACH.**

White porcelain, good quality.

**CLOVER LEAF DINNERWARE.**

Bread and Butter Plates, each **.2**

Breakfast Plates, each **.2**

Soup Plates, each **.3**

Dinner Plates, each **.3**

Fruit Napkins, each **.5**

Omelette, each **.5**

Vegetable Dishes, each **.69**

Meat Platters, each 25c, 29c and 42c.

**Rugs and Carpets**

**38c Floor Oilcloth at 33c**

**\$1.25 Inlaid Linoleum at 98c**

**500 Reversible Hearth Rugs at 98c**

**9.0 x 10.6 Wilton Rugs at \$34.75**

**9.0 x 10.6 Brussels Rugs at \$15.25**

The above list will give you an idea of the specials in floor coverings for Friday's selling. They are worth taking advantage of.

**Floor Oilcloth at 33c**—These come in the following widths: 36, 54, 72 and 90 inches wide; not many patterns, but all good ones; some of the surface printing slightly imperfect. Extra good value at, per square yard **.33**

**Inlaid Linoleum at 98c**—This price is less than manufacturer's cost today on this quality. The designs are all in attractive block and tile effects in light clean colors. Regular **\$1.25** per square yard. Friday, per square yard **.98**

**Reversible Hearth Rugs at 98c**—These very good-looking small rugs are made in a number of different colors of a strongly woven heath wool and fibre fabric; some of the designs are medallion centres, and others plain or mottled centres with figured borders. Size 51 x 24 inches. Special August Sale price, each **.98**

**Wilton Rugs at \$34.75**—These are all in size 9.0 x 10.6, mostly in small conventional and Oriental designs, specially reduced for August selling at, each **34.75**

**English Brussels Rugs at \$15.25**—Far below regular prices are these 9.0 x 10.6 Brussels, which are made in small conventional and Oriental designs, mostly in medium dark tan colorings, suitable for sitting-rooms, dining-rooms, etc. Special Friday value, each **15.25**

The Robert SIMPSON Company Limited

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A building...  
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