

Telephone Main 7841

1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919 *Market Adelaide 6100*

### Have You Tried Our Self-Service Lunch Room?

Delicious food, well cooked, cheery surroundings, quick, satisfactory service and moderate prices. Exhibition visitors and strangers in the city will find this a particularly convenient place to dine.

### The Palm Room Service Will Continue as Usual

Breakfast 8.30 to 11.00.  
Lunch 11.30 to 2.00.  
Afternoon Tea 3.00 to 5.30.

# SIMPSON'S

## EXHIBITION VISITORS

Are cordially invited to view the many interesting displays of new fall merchandise arranged for convenient inspection and selection. At the same time you are urged to take full advantage of—

### The Store Conveniences

THE PALM ROOM—On the Sixth Floor.  
INFORMATION BUREAU—On Main Floor, Centre.  
TELEGRAPH STATION AND FREE PARCEL CHECK ROOM—In the Basement, Centre.  
POST OFFICE—On the Street Floor, Centre.  
WOMEN'S REST ROOM—On the Third Floor, Richmond side.  
TELEPHONE BOOTHS—Conveniently located throughout the Store.

### WE PREPAY DELIVERY CHARGES

On all purchases of \$10.00 or more to any Station in Ontario.

### An Appointment Register

You may conveniently make appointments with your friends through the medium of the Appointment Register—placed for the benefit of our customers at the Queen Street Entrance, Main Floor.

### A Special Rest Room

Our customers and out-of-town visitors are invited to make use of our rest rooms. A special rest room has been opened on the Sixth Floor—where you may rest or wait for friends—near the Palm Room, Queen Street side.

## Special Offerings in the August Furniture and Homefurnishings Sale Today

### Dresser

\$28.25

Regularly \$34.50

Dressers, genuine quarter-cut oak, fumed finish only, 42-inch case, heavy standards, shaped mirrors. Regularly \$34.50. Sale price, \$28.25.

### \$24.50 Brass Bed \$19.45

Two-inch post, heavy top rail, 5 fillers, bright, polette and satin finish, all regular sizes. Regularly \$24.50. August Sale price \$19.45.

### \$54.00 Brass Bed, \$49.00.

Brass Bed, extra heavy design, 2-inch post and top rail, extra heavy husks and trimmings, 5 2-inch fillers with cross bar, 4-6 size only, satin ribbon finish. Regularly \$54.00. August Sale price, \$49.00.

### \$10.75 Mattress \$8.45.

With felt both sides and ends, roll edges, handles on sides, good grade of art ticking. Regularly \$10.75. August Sale price \$8.45.

### \$16.00 Mattress \$12.85.

Blown cotton, full depth border, roll edge deeply tufted. All regular sizes. Regularly \$16.00. August Sale price \$12.85.

### \$19.50 Mattress \$15.95.

Cotton felt, built in layers not stuffed, roll edge, deeply tufted. All regular sizes. Regularly \$19.50. August Sale price \$15.95.

### \$7.50 Bed Spring \$6.25.

All metal frame, double woven wire fabric, heavy cable supports underneath. Regularly \$7.50. August Sale price, \$6.25.

### Genuine mahogany and golden oak, 4 drawers, large heavy bevelled plate mirror.

Regularly \$32.75. August Sale price, \$27.65.

### \$9.50 Bed Spring \$8.45.

Steel frame, woven lock weave cable, all regular sizes. Regularly \$9.50. August Sale price, \$8.45.

### \$12.00 Couches \$9.25.

Full spring seats, alike both sides and ends, covered in brown imitation leather. Regularly \$12.00. August Sale price \$9.25.

### Living-Room Chairs and Rockers \$12.00.

Deep spring seats, heavy pad arms, allover-upholstered in brown imitation leather. Regularly \$13.50. August Sale price \$12.00.

## A Woman's Way

### Heard in the Den of a Toronto Home

There had been silence for some moments. The longstanding friendship of the two men banished formalities.

The home of the host, Robert Wallace, was well furnished throughout and very comfortable. He was not a wealthy man, but by diligence and steady application had pushed his way to the position of foreman in a large well known Toronto industrial concern.

After a while his friend and visitor, Victor Robb, blurted out, "Bob, how do you do it?" "Why, keep your house furnished and in such fine shape all the time. Of course, I know you have a very clever little wife, but tell me, Bob, how do you do it?"

Bob was plainly amused and pleased—he loved to hear his wife and his home praised, particularly by his old friend, in this blunt manner. "It is very simple, Victor," he replied with a smile, "when you know how, and that is the little joke my wife put over on me some years ago. She told me one day she thought a woman should have a little more money than was actually needed for expenses to run the home, so that she might have a bank account of her own if she wanted it."

"I did not argue the question—a sensible man with a good wife never does. I simply increased her allowance a few dollars and thought no more about it until one evening I became conscious of the fact just as you have tonight that my home was uncommonly well furnished and I made a remark to that effect to my wife. I was complimenting her on her good taste and the splendid care she took of our little home. Incidentally the bank account was mentioned and my wife came right out with the truth about it. She told me she had a little money in the bank, but that our home was her big bank account. She was pleased that I had noticed and spoken about the matter. She considered the money well invested in the best bank in the world—Home."

"I'm satisfied and we are both happy. My wife thought it was a good joke about the bank account. She buys all the house furnishings through

### Simpson's Home-Lovers' Club

just as she needs them. She buys the very best of everything and only pays cash prices. The plan of paying part down and spreading the balance over a few months makes it easy—just like putting money in the bank. There is no interest charged and no fee for membership."

Victor thought it was a very good scheme and complimented his friend again upon having such a practical joker for a wife.

## Youths' First Longer Suits \$18.50

These clothes have been specially prepared to pass the critical inspection of the discerning eye of the young man who is putting on long trousers for the first time.

They will find special favor with both parents and the young man because they are constructed on mannish lines, yet retaining a suggestion of youth.

Carefully tailored from smart tweed mixture effects, in the popular trencher and form-fitting models. Medium height vests, trousers finished with side, 2 hip, watch pocket, belt loops and cuff bottoms. Sizes 32 to 36. Today, \$18.50.

### Men's Imported English Pick-in-Pick Worsted Suits at \$35.00.

Fashioned by our own tailors, an assurance of the best in material, style and workmanship. Well tailored from a medium plain grey shade, in the single-breasted, 3-button, soft roll, semi-fitted sacque model. Wool body linings. Best quality trimmings. Sizes 36 to 42. \$35.00.

### 500 Men's Overalls and Smocks \$1.50 Each.

Regulation model, strongly made from a good weight black denim. Sizes: Overalls, 32 to 44; Smocks, 36 to 44. On sale 8.30 this morning at \$1.50.

Simpson's—Main Floor.



## Silverware Reduced 500 Pieces in Remarkable Sale

A special purchase from one of the silverware factories enables us to offer exceptional reductions on this sale of 500 pieces of silverware. Some of the pieces have slight imperfections, but the prices at which they will be sold represent real savings. The quantities are limited, so be on hand early. No C.O.D.'s, mail or phone orders for these items.

### Cream Jug and Sugar Bowl \$1.98 Pair.

Silver-plated and gold-lined. Your choice of four patterns. Regular values \$3.50 and \$4.00 pair. Today, \$1.98 pair.

Odd Silver-Plated Cream Jugs, Sugar Bowls and Spoonholders. Regular value \$3.00 each. Today, 98c.

### Silver-Plated Tea Sets \$6.98

Including large teapot, cream jug, sugar bowl and spoonholder. Bright finish. Regular values \$15.00. Today, \$6.98.

### Silver-Plated Butter Dishes \$1.98.

With cover, bright finish. Glass drainer. Regular value \$4.25. Today, \$1.98.

### Silver-Plated Cake Baskets \$1.98.

With handle. Regular value \$3.75. Today, \$1.98.

### Butter Dishes 98c.

With silver-plated cover. Regular value \$2.00 each. Today, each 98c.

### Silver-Plated Bon-Bon Baskets 98c.

Choice of two designs. Regular value, \$1.75 and \$2.00. Today, 98c each.

### Silver-Plated Shaving Cups 65c.

With porcelain lining. Regular value, \$2.25. Today, 65c.

### Silver-Plated Biscuit Jars \$1.98.

Regular value \$4.50. Today, \$1.98.

### Silver-Plated Tea Trays.

Round design in plain satin and bright finish. Your choice of 10, 12 and 14-inch sizes as follows:

10-inch size, regular value \$3.25. Today, \$1.98.

12-inch size, regular value \$4.25. Today, \$2.98.

14-inch size, regular value \$5.75. Today, \$3.98.

### Child's Silver-Plated Cup.

Regular value, \$1.00. Today, 59c.

Simpson's—Main Floor.

### New Fall Hats for Men



Offering the very latest in soft and stiff hats for fall, at prices which will not be duplicated later in the season.

Lincoln Quality Soft Felt Hats, \$5.00. In many shapes and colors of greens, greys, brown and black. Today, \$5.00.

Lincoln Quality Black Stiff Hats, \$5.00. In several new Fall blocks. Today, \$5.00.

Leeds Quality Soft Felt Hats, \$4.00. Also come in a big range of shapes and colors. Excellent value. Today, \$4.00.

Fall Caps for Boys and Men—All the new shapes in plain shades and fancy designs. Today, 95c, \$1.25, \$1.50, \$2.00, \$2.50 and \$3.00.

Simpson's—Main Floor.

The Robert SIMPSON Company Limited

## Splendid Values in Floor Coverings Today

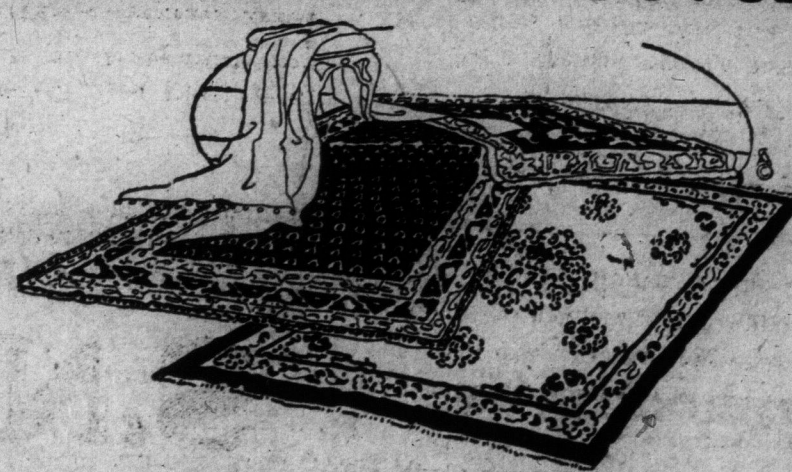
### Large Tapestry Rugs Only \$21.95.

Scotch and Canadian made rugs. Good designs and attractive colors. Size 9' x 12'. Special sale price, each \$21.95.

### Wilton and Axminster Rugs at \$27.95 Each.

Small size Axminster and Wilton rugs in fine heavy qualities, woven without seam. Oriental colors and designs. Size 4' 6" x 6' 6". Special sale price \$27.95 each.

Simpson's—Fourth Floor.



Wool and Fibre Rugs Special at \$9.95 Each. Splendid rugs for bedroom wear, reversible in shades of two-toned blue, green and rose colorings. Size 9' x 10' 6". Sale price \$9.95 each.

### Bleached Sheets \$2.29 Pair

(No Phone Orders) Serviceable quality. Size 68 x 88 inches. Finished, hemmed. Not more than three pairs to a customer. Rush price today, pair \$2.29.

### Hemmed Pillow Cases. Size 42 x 33 inches. Clearing, today, pair, 53c.

### \$2.00 Table Damask, \$1.50 Yard.

Bleached—good heavy quality, 70 inches wide. 400 yards to clear. Today, yard, \$1.50.

### Scotch Union Damask Table Napkins.

Size 20 x 20 inches. Assorted designs. Slightly soiled from display. Reduced to clear, today, dozen, \$3.95.

### Towelling at Less Than Wholesale Price.

Plain Union Crash for hand or tea towels. 49 inches wide, 1,000 yards reduced to clear today, yard, 35c.

### Battenberg Scarfs and Centres, \$1.39 Each.

With pretty coronation braid. Scarfs, size 48 x 54 inches; centres, size 36 x 36 inches. Special, today, each, \$1.39.

Simpson's—Fourth Floor.

### Kitchen Rugs \$1.29.

200 kitchen rugs, tough and durable. Stencilled in brown and green designs. Size 2' 3" x 4'. Sale price, each \$1.29.

### Small Congoleum Squares Clearing at \$1.59 Each.

Small congolem rugs in good qualities and designs. Size 3' x 4' 6". Clearing price, each \$1.59.

### Carpet Sweepers From \$3.75 Up.

Famous Bissell's make—always reliable, with all latest improvements. Various woods. At \$3.75, \$5.50 and \$6.25.