

# SIMPSON'S

Dine Today in the Palm Room

# SIMPSON'S

Store opens at 8:30 a.m.

Telephone Main 7841, Connects With All Departments.

Store Closes at 5:30 p.m.; Saturday at 1 p.m.

## Only Half Way Through the Season! All Straw and Panama Hats in Stock Are Reduced to Clear!

Men, it's a great chance to get a brand new hat at HALF PRICE in most cases. There's still plenty of time to wear them. Every hat, without a single exception, has simply got to go!

**\$2.00, \$2.50 Straw Hats, \$1.00**

All well-known English and American makes, in split and small-brim styles. Plain and notched edge brims. Today, Clearing Sale, \$1.00.

**\$3.00 Straw Hats, \$1.50**

Extra fine qualities in this season's most popular styles. All are fitted with comfortable fitting sweatbands. Today, Clearing Sale, \$1.50.

**Men's \$4.00 Panamas, \$2.00**

Fedoras and telescope crown shapes, with plain and pencil curl brims. Excellent values at this low price. Today, Clearing Sale, \$2.00.

**S. America Panamas, \$3.00**

Fine, evenly woven Panamas, in several snappy styles. All guaranteed hats—the very best of them at that. Today, Clearing Sale, \$3.00.



### Boys' Tweed Norfolk Suits, \$8 and \$8.50

Today we feature superior suits, tailored from dark grey tweed. A fine pin-head stripe is the pattern. The coat has well-formed shoulders, snappy lapels, breast pocket. All-round belt at waist, with buckle, and slash side pockets. Twill serge body linings. Full fashioned bloomers are lined, and have belt loops and watch pockets, expanding knee bands. Boys 7 to 12 years, \$8.00; and boys 13 to 17 years, \$8.50.

**Boys' Khaki Drill Bloomers, \$1.50**

Sizes for boys 7 to 16 years. Strongly tailored—medium weight material. Belt loops, strap and buckle at knee. Sizes 25 to 34. Today, \$1.50.

### Special Values Today in the Annual Sale of Baby Carriages

New Baby Carriage Models at \$42.50—Pullman style, with foot wells and reclining backs—round reed bodies and hoods—some have swelled sides; others fancy designs—all are extra well finished in white, grey and cream; with reversible gears and corduroy lining.

Leather Straps, Annual Sale price, 11c, for carriages and go-carts—two buckle ends.

Corduroy Wind-shields—Annual Sale price, \$1.69. White and grey—good quality.

Safety Straps—Annual Sale price, 49c—tanned leather, with nickel buckles and strong loops.

50 only, Sleeper Back Go-Carts—natural varnish, \$7.95—grey enamel, \$9.45—white enamel, \$10.65. Hardwood frames, with reed trimming, reclining backs, 10-inch wheel, with 1/2-inch rubber tires.

### Men's Black and Grey Lustre Coats At \$4.75

Three-button, single-breasted, three outside patch pockets; one inside, and deep facing. Sizes 36 to 48. Price, \$4.75.

Grey Chambray Office Coats, \$1.69. This morning at 8.30 sharp. Single-breasted, three-button, with three patch pockets. Sizes 39 to 46 only. 75 coats; while they last at, each, \$1.69.

Men's Medium Grey English Flannel Outing Trousers—well tailored—five pockets, belt loops and cuff bottoms. Sizes 32 to 44. Price, \$5.00.

**Men's Overalls \$1.49**

Blue and black—on sale at 8.30 a.m. Regulation bib style—serviceable and strongly made. Sizes 32 to 44. 200 pairs, while they last, pair, \$1.49.

**Men's Long Coats \$2.25**

For munition or shop work. Made from strong, serviceable fawn drill materials, close-fitting collar, two patch pockets and detachable buttons. Sizes 36 to 44. Price, \$2.25.

## Remarkable Selling in the Linen Section Today of \$16,000 Worth of Madeira Linens

Within the past six weeks we have received from Madeira Islands \$16,000 worth of these famous hand-embroidered linens. The orders were placed long ago, so we are able to make the prices more attractive than any shown here for months. Every piece guaranteed pure linen.

Many new designs and some of the old favorites, including our basket designs. Wonderful values on sale. Linen Department, Fourth Floor.

- 6-inch Doilies, 15c, 25c, 35c up to 85c.
- 8-inch Doilies, 25c, 35c, 50c up to \$2.00.
- 10-inch Doilies, 40c, 50c, 75c, up to \$2.50.
- 20 and 24-inch Centres, \$1.48, \$2.00, \$2.95, up to \$9.00.
- 43-inch Lunch Cloths, \$7.95, \$8.95, \$10.50 up to \$20.00.
- 32-inch Lunch Cloths, \$9.75, \$12.50, \$15.00, up to \$85.00.
- 18 x 27-inch Tray Cloths, \$1.50, \$1.95, \$2.95, up to \$4.50.
- 18 x 45-inch Scarfs, \$2.95, \$3.95, \$4.95, up to \$9.95.
- Oval Tray Cloths, 75c, \$1.00, \$1.50; up to \$4.95.
- 13-piece Luncheon Sets, \$5.95 to \$25.75.

Also a big selection of Pillow Cases, Bed Spreads, Muffin Cases, Stole Sets, Card Sets, Breakfast Sets, Pin Cushion Covers, Sachet Bags, etc.



- Lunch Napkins, 12 x 12 inches. Very special, dozen, \$5.95.
- Baby Pillow Cases, \$1.50, \$1.95, \$2.50, up to \$5.00 pair.
- Handkerchief Cases, each, 50c, 75c and \$1.00.
- Towels, size 15 x 24 inches, \$1.50, \$1.75, \$1.95, up to \$2.50 each.

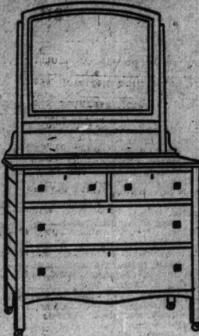
Today—Decide Your Requirements and Come Straightway to Our Successful

## AUGUST FURNITURE SALE

The splendid success of this annual event did not just happen. It is the logical result of (1) forehanded buying when furniture prices were nearer normal; (2) selecting high quality furniture, and (3) fixing such special August prices as would make an irresistible appeal to thrifty homekeepers.

Extension Tables of solid oak, fumed or golden finish, square pedestal shaped feet. Regular value, \$16.75. August Sale price.....	\$11.95
Extension Tables, solid quarter-cut oak, fumed or golden finish, 46-inch top. Regular value, \$26.75. August Sale price.....	\$18.75
Extension Tables, solid quarter-cut oak, fumed or golden finish. Regular value, \$26.50. August Sale price.....	\$19.95
Extension Tables, solid quarter-cut oak, fumed finish, 48-inch top, 8-foot extension. Regular value, \$39.00. August Sale price.....	\$31.75
Buffet of solid quarter-cut oak, mission design, fumed or golden finish, 56-inch case. August Sale price.....	\$28.95
Buffet, solid quarter-cut oak, fumed or golden finish, 48-inch case. Regular value, \$40.00. August Sale price.....	\$28.65
Wood Beds: pure white enamel, double size. Regular value, \$20.00. August Sale price.....	\$19.75
Dresser, pure white enamel, deep drawers and back, wood pulls, double plate mirror. Regular price, \$22.50. August Sale price.....	\$17.25
Dressing Table, pure white enamel, 1 large drawer, bevelled plate mirror. Regular price, \$15.50. August Sale price.....	\$10.50
Brass Beds, bright, polette and satin ribbon finishes. All regular sizes. Regular \$31.00. August Sale price.....	\$24.95
Divanette, makes settee or double bed, solid oak, fumed or golden finish. Regular value, \$38.75. August Sale price.....	\$32.65
Another Divanette, frame of solid oak, fumed or golden finish. Regular value, \$45.75. August Sale price.....	\$38.95
Baking Cabinet, gumwood, natural finish, double bin for flour. Regular value, \$11.00. August Sale price.....	\$8.85
Couches, covered in imitation leather, full spring seats. August Sale price.....	\$12.00
Brass Beds, heavy posts, 1-inch top rod, 5 fillers, polette finish, double size. Regular value, \$37.00. August Sale price.....	\$28.65
Mattress, seagrass, jute felt both sides and ends, covered in art ticking. All regular sizes. August Sale price.....	\$4.95
Mattress, jute felt both sides and ends, full depth border, deeply tufted, covered in art ticking. August Sale price.....	\$7.25
Bed Springs, hardwood frame, heavy steel supports, spring cable edge. All regular sizes. Regular value, \$5.00. August Sale price.....	\$3.95

### This Dresser Just \$18.75



Dresser, as illustrated, pure white enamel, large case, 3 long and 2 small drawers, large bevelled plate mirror. Regular value \$28.50. August Sale price, \$18.75.

You May Purchase Furniture Through the Home-Lovers' Club if You Prefer. No Extra Charge for This Service. Club Office, Fourth Floor.

### Rag Rugs Less Than Cost

One of the biggest bargains offered this year. All are fresh, clean goods in the most popular colors and designs. Pretty bedroom floor coverings that cost more than we now ask for them. Come early. Bring your sizes. Shades rose, blue, grey, mauve, green, tan and mottled chintzes.

- Size 9.0 x 12.0, at \$18.75; size 9.0 x 12.0, at \$18.75;
- size 9.0 x 12.0, at \$21.50; size 9.0 x 12.0, at \$23.75.
- Size 9.0 x 10.6, at \$14.75; size 9.0 x 10.6, at \$15.00;
- size 8.0 x 10.0, at \$16.00; size 9.0 x 12.0, at \$16.75.

**\$13.75**

HEAVY WOOL UNION CARPET. An exceptionally heavy carpet, suitable for rooming-houses or bedrooms. Wears well and looks well. One yard wide. Square yard, 95c.  
HEAVY FELT BASE LINOLEUM AT 50c. A stout, heavy floor covering made to take the place of linoleum. Less than today's prices. While the quantities last you can buy it at, square yard, 56c.

### This Chiffonier Just \$15.50



Chiffonier, as illustrated, pure white enamel, large case, will match above dresser. \$15.50.

### Going Away?

**Matting Suit Cases at \$1.75**

Light and durable wood frame—strong handle, brass lock and catches. Sizes 22, 24 and 25 inches. Today, \$1.75.

**Club Bags at \$4.95.**

High double handles—walrus grain with leather corners—good lock and fasteners—pocket inside. Sizes 18 and 18 inches. Today, \$4.95.

**Suit Cases at \$9.50.**

Fine full stock leather with heavy leather straps and leather corners. Lined with shirt pocket. Size 24-inch only. Today, \$9.50.

**Picture Framing Half Price and Less.**

1,500 feet of 3/4 and 1-inch Antique Gilt Moulding, suitable for water color prints or soldiers' photos; 12 different patterns. Regularly 15c, 15c, 20c and 25c. Today, foot, 9c.

**Unframed Pictures to Clear at 10c**

Beautiful colored subjects from famous paintings, carbons in the best landscapes and figures, photographs in choice landscapes. Sizes from 6 x 8 to 16 x 20. Regularly 15c to 60c. Today, 10c, or 3 for 25c.

### Simpson's Market Today

Telephone Adelaide 6100

Canada Food Board License No. 8-7531.

#### MEATS.

- 1,000 lbs. Blade Roasts Tender Beef, Thursday special, per lb., 25c.
- 500 lbs. Prime Corned Beef, mild, Thursday special, per lb., 25c.
- 500 lbs. Brisket Boiling Beef, Thursday special, per lb., 25c.
- Family Sausage, our own make, per lb., 25c.

#### FISH.

- Whitefish, per lb., 15c; if delivered, 17c.
- Trout, per lb., 15c; if delivered, 17c.
- Haddock, headless, dressed, lb., 10c.
- Cod, headless, dressed, per lb., 10c.
- Best Finnan Haddies, per lb., 8c.

#### GROCERIES.

- 4,000 lbs. Finest Creamery Butter, special, per lb., 48c.
- Standard Granulated Sugar, in 5-lb. packages, 2 packages, \$1.05.
- Finest Canned Peas, per tin, 15c.
- Oleomargarine, per lb., 32c.
- Finest Rich, Full-bodied Assam Tea, regular 60c, per lb., 50c.
- Yellow Cooking Sugar, 5 lbs., 50c.
- Ogilvie's or Purify Flour, 24-lb. bag, \$1.70.
- Seedless Raisins, per lb., 15c.
- Magic Baking Powder, 1-lb. tin, 24c.
- Edwardsburg or Beehive Table Syrup, 5-lb. pail, 50c.
- Choice Red Salmon, tall tin, 32c.

Finest Table Salt, 2 packages, 15c.

Pure Gold Jelly Powders, 2 packages, 22c.

Pure Raspberry Jam, 4-lb. pail, \$1.04.

Peanut Butter, in bulk, per lb., 20c.

Fresh Molasses Snaps, 2 lbs., 25c.

Instant Postum, per tin, 20c.

Klim, large tin, \$3.15.

Featherstrip Coconut, per lb., 34c.

Shredded Wheat or Grape-nuts, per package, 15c.

Orange Marmalade, 4-lb. pail, 50c.

Choice Olives, gem jar, 35c.

Harry Horne's Cream Custard, 2 tins, 25c.

#### FRUIT SECTION.

California Valencia Oranges, doz., 60c.

Choice Vegetable Marrows, each, 10c.

Choice Green Cucumbers, 4 for 15c.

**CANDY SECTION—Main Floor and Basement.**

Baker's Eagle Brand Chocolate, 1-lb. case, 50c.

Nelson's Rosebuds, per lb., 45c.

Fruit Delight, per lb., 25c.

#### FLOWER SECTION.

Boston Ferns, each, 30c.

Table Palms, each, 15c.

Hardy Table Ferns, each, 15c.

Large Boston Ferns, each, \$1.25.

Rubber Plants, each, \$1.25.

Whitman's Ferns, each, 25c.

The **SIMPSON'S** Company Limited