

\$12 for Men's Cool Cloth Suits—An Exceptional Value

Our Stock of Shirts Gives Men a Complete Range of the Season's Preferable Styles, Weaves and Color Combinations.



Again! M. Peroli, of Milan, Italy, sends us his latest in New Silk Neckwear

At 75c

Shirts with soft and stiff cuffs. Tailored shirts that convey the same style lines and color combinations as are to be seen in the higher-priced stock. Wide stripes, narrow stripes, pin stripes and cluster stripes. Coat styles. Shirts that are conceded exceptional value at the moderate price .75

At \$1.00

Shirts of selected percales and finest cloths, showing color combinations in wide, narrow, pin and cluster stripes; fashioned and tailored. Choose soft French or stiff cuff coat styles.

At \$1.25

Wide range of the famous "Arrow" brand, including the very recent fabrics and color variations, some shirts showing as many as three and four colors in character stripes, etc. Soft or stiff cuffs. Coat styles.

At \$1.50

Selective drafts of the latest summer stocks, some of which are not to be had again at the moderate price. All the latest broad stripes, both in gay and quiet combinations. Soft or stiff cuff; coat styles.

At \$2.50

Are the model shirts from which all others are fashioned, representing authority in style and color. Soft cuff and front style or stiff cuff, laundered front shirts. Positively the largest range of "Arrow" \$2.50 shirts in Toronto.

This time we are glad to announce 16 ranges absolutely new and different—every conceivable idea in neckwear. Rich and beautiful are the colorings—wide, long and flowing are the styles. Men who appreciate character and refinement in neckwear please heed. And there is no advance in the selling price 1.00 Batwings in the above at .75

Silk Neckwear at 25c

Silk neckwear—we repeat it—and literally hundreds of patterns; wide, large flaring shapes. Seldom equaled, never surpassed at the price.

Wash Ties 75c

Wide panel shape, light, summery and good-looking. Made to last and launder. Many colors and effects.

Styles That Men and Young Men Keenly Appreciate

DESIGNED along stylish, youthful lines—but not too youthful. Just right for discriminating young men—just right for older men who recognize the importance of smart, sensible clothes.

Coat has patch pockets and pinch back, tailored without lining, having deep French facing.

Material light in color, light in weight, and soft enough to conform to figure.

Men's Light Weight Worsted Suits At \$22.00 and \$24.00

Tropical Worsted Suits, medium and light shades. Plain colors, and have line stripes. Unlined coats. Deep French facings. Three button style, with patch pockets. Cuff trousers with belt loops. Sizes 36 to 44 \$22 and \$24

Men's Khaki Outing Suits \$5.00

Made of drill, that is recognized as the standard of quality for hard, rough wear by the Government. Three button style coats with military style patch pockets. Youths' khaki trousers, sizes 28 to 30, today, \$1.50. Men's khaki trousers, sizes 38 to 44, today, \$1.75.



The Home Furnishing Sale and the Home-Lovers' Club Forms an Unbeatable Economy Alliance That is Attracting Hundreds Every Day--H. L. C. Reduces High Living Cost

H. C. L. are notorious initials these days—they stand for the high cost of living!

In the H. L. C.—Home-Lovers' Club—we provide a partial remedy.

It is partial because it does not apply to food or clothing—only to furniture and homefurnishings; but the convenience and saving it offers this August should make it

A Big Item in Your Plans for Economy

For this August Sale, a retail outlet necessary to factories, certain of our best manufacturers forego part of their regular profit, and we do the same. This results in many lines of goods being offered to you at less than wholesale prices. The extraordinary chances are recognized by judges of values, but all could not take advantage of them until the forming of the

Home-Lovers' Club

This is not primarily a credit or instalment club; it is a convenience to our customers which enables them to

Buy When Buying is Best

without depleting their cash reserve. First and last they pay only the close cash price—though they may arrange with the Secretary to spread the payments over some months.

Come to the Store Today

and learn what advantages await you.

Club Secretary's Office—4th Floor

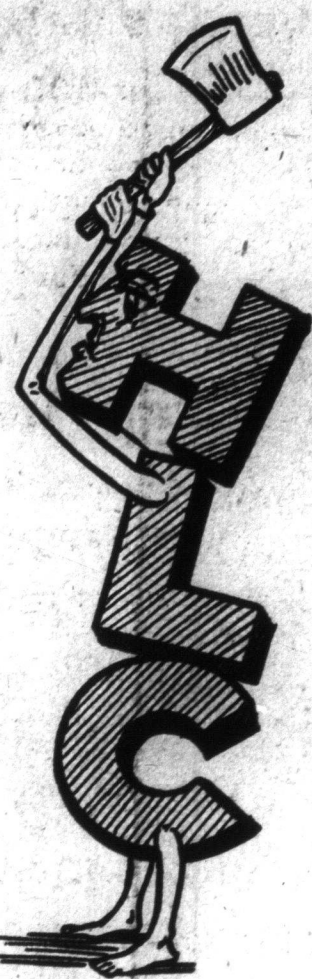
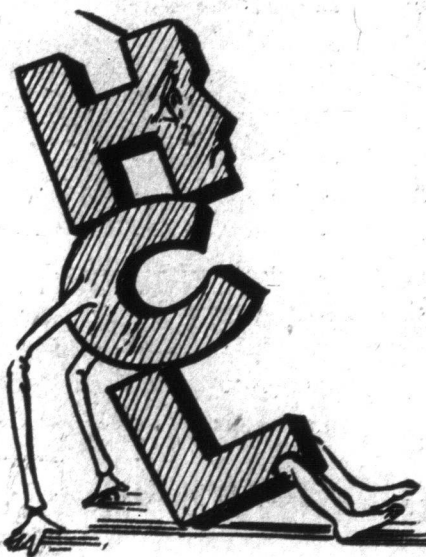
Kitchen Cabinets Reduced

Kitchen Cupboards, elm golden finish, 2 small drawers for cutlery, good cupboard space, top fitted with shelves enclosed with two glass doors. Regular price \$17.25. August Sale14.15

Kitchen Cabinets, 42 inches wide, 2 large flour bins, also bread box, linen and cutlery drawers. Regular \$15.50. August Sale12.75

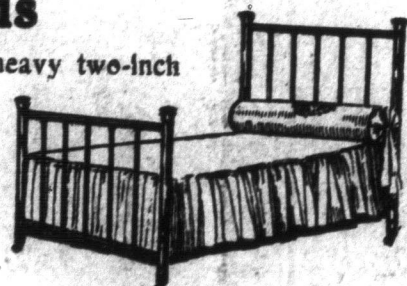
Kitchen Cabinet, genuine oak, roll shutter front, white enamel interior, nickeloid extension top, has linen and cutlery drawers. Cutting board, metal bread and cake box, detachable flour bin, glass and spice jars. Regular price \$29.50. August Sale24.95

The Robert SIMPSON Company Limited



Brass Beds

All regular sizes and finishes, heavy two-inch posts, one-inch top rod, five fillers; height of head end 58 inches; special caps and trimmings. Regular \$15.75; August Sale12.75



Brass Bed, heavy two-inch posts and top rod, special ball corners, five one-inch fillers with galleries. Can be supplied in bright, polette or satin finish. Regular price \$26.00. August Sale20.65

Parlor Rockers Today \$3.95

Parlor Rockers, in birch mahogany finish, have spring seats covered in tapestry. Regular price \$7.50. August Sale3.95

Dining-room Chairs

Dining-room Chairs, solid oak, fumed or golden finish, box frames, pad seats upholstered in genuine leather. Set consists of 1 arm and 4 small chairs. Regular price \$29.95. August Sale16.75

Dining-room Chairs, solid quarter-cut oak, back and top rail, extra heavy back rail, shaped legs, slip seats upholstered in genuine leather; supplied in golden finish only. Set consists of 1 arm and 4 small chairs. Regular price \$27.00. August Sale19.45

Dining-room Chairs, solid quarter-cut oak, fumed or golden finish, box frames, block corners, movable seats upholstered in genuine leather. Set consists of 1 arm and 4 small chairs. Regular price \$28.75. August Sale24.75

Extension Table, solid oak, 42-inch top, pedestal base, 6 ft. when extended. Can be supplied in fumed or golden finish. Regular price \$15.75. August Sale9.90

Extension Table, in solid quarter-cut oak top, 45 inch, pedestal base, shaped feet. Can be supplied in fumed or golden finish. Regular price \$19.00. August Sale14.50

Buffet, genuine quarter-cut oak, fumed or golden finish, Colonial design; 2 small, 1 long linen drawer, good cupboard space. Regular price \$30.00. August Sale21.75

Buffet, Colonial design, 54-inch case, heavy plank top, 2 top drawers, shaped back, fitted with large beveled plate mirror. Can be supplied in fumed finish only. Regular price \$45.50. August Sale \$4.00

Dressers, etc.

Dressers, in surface oak, golden finish, 3 large drawers, back fitted with beveled plate mirror. Regular price \$10.75. August Sale 7.25

Washstand to match above has 2 drawers and cupboard space. Regular price \$4.00. August Sale3.25

Dresser, surface oak, golden finish, 3 deep drawers, brass trimmed, large oval plate mirror. Regular price \$12.25. August Sale10.25

Dresser, in surface oak, golden finish, heavy case, size 20 x 29; shaped top, 2 small drawers, large shaped mirror 20 x 24. Regular price \$17.50. August Sale14.50

Chiffonier, slightly damaged, birch mahogany finish, 4 large drawers, panel on top drawer raised, large plate mirror on back. Regular price \$20.00. August Sale 11.65



Regular \$20.00 Extension Table at \$13.15

Extension Table, as illustrated, top of solid quarter-cut oak, 45-inch heavy square pedestal base, colonial feet. Can be supplied in fumed or golden finish. Regular price \$20.00. August Sale13.15

Springs, Mattresses, Pillows

Iron Frame Spring, very closely woven wire fabric, heavy cable supports, high angles, can be supplied in all regular sizes. Regular price \$4.50. August Sale3.55

Iron Frame Spring, extra closely woven wire fabric, rope edge, guaranteed not to sag; can be secured in all regular sizes. Regular price \$5.25. August Sale4.35

Box Spring, oil tempered spiral spring, covered with canvas, heavy layer of jute felt on top,

covered in good grade of art ticking. Regular price \$15.75. August Sale13.95

Mattresses, half seagrass and half layer felt, deeply tufted, full depth border, roll edge, encased in good grade of art ticking. Regular price \$7.50. August Sale6.45

Mattress, pure cotton felt, built in layers, not stuffed, full depth border, deeply tufted, roll edge, encased in good grade of art ticking. Regular price \$13.00. August Sale10.95

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