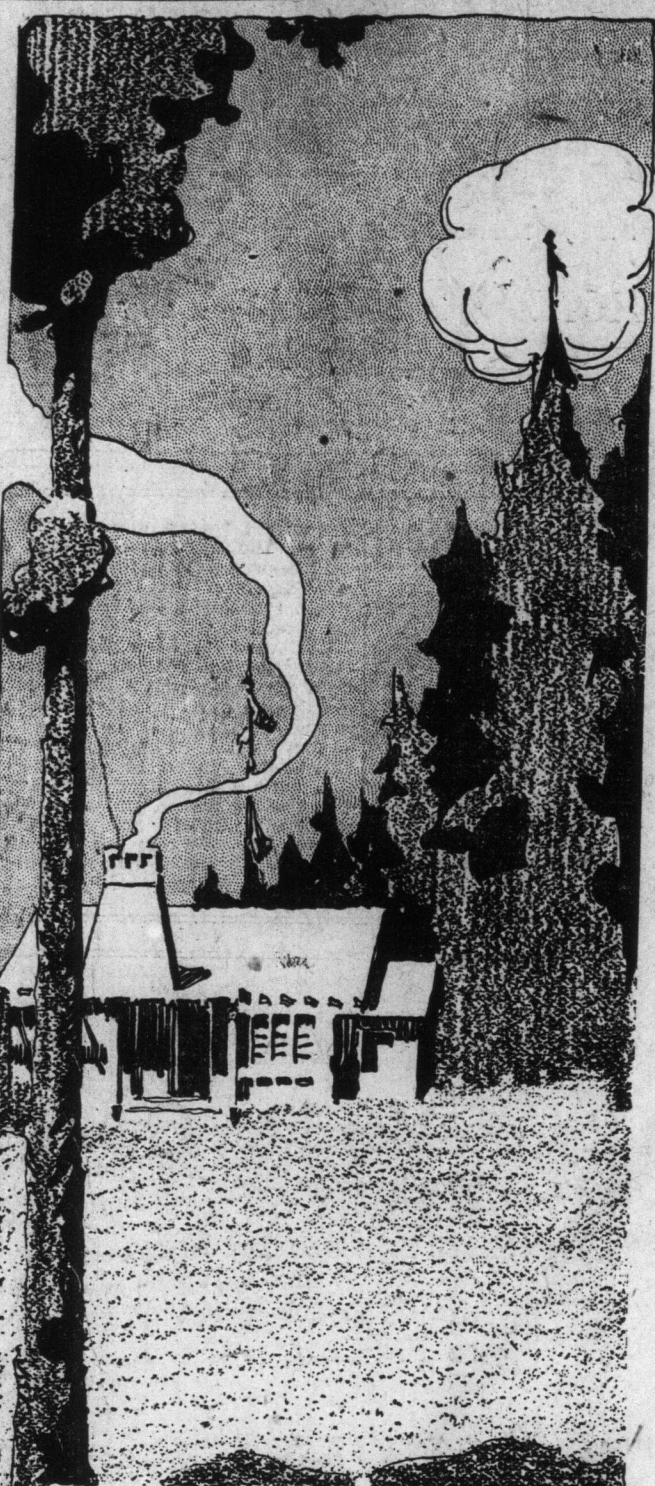


No Noon
Delivery

SIMPSON'S SATURDAY SALES

Store Closes at
1 p.m. Today Until
8.30 a.m. TuesdayThe Morning's
Draperies Pro-
gram

SPECIAL NOTICE—All curtains, draperies or portieres purchased during our August Drapery Sale, including these specially priced items, will be made up without charge.

Slip Covers are made at exceptionally low prices.

Re-upholstering of furniture at half price.

Come and select the materials for your curtains and portieres now, and we will send a competent man to measure your windows and doors and have these curtains made up ready to hang without charge. If it is desired that they should be hung, we will make a very nominal charge for doing same. Not including materials.

English Curtain Nets at 23c Yard — New designs in fine quality curtain nets, 45 inches wide; colors white or ivory, in heavy black effects, for the living-room and dining-room windows, or a few lighter effects for the bedroom windows. Regularly 35c yard. August House Furnishing Sale price, per yard 23

Novelty Scrim Curtains at 14c Pair — An opportunity to procure some new window effects, good quality scrims, in ivory or white, trimmed with neat insertion and lace; some have hemstitched borders. Regularly \$1.75, \$2.00 and \$2.25 per pair. August House Furnishing Sale price, per pair . . . 1.49

Green Sunfast Casement Cloths at 50c Yard — The demand for sunfast dyes having been so great in the past season, and as the dyes are not procurable today owing to the conditions in Europe, sunfast fabrics are becoming very scarce. We have, however, a shipment just to hand of a beautiful quality of casement cloth, 50 inches wide, which is absolutely guaranteed sunfast, of which we hope to clear out the whole stock on Saturday morning at the very special price which we are quoting. August House Furnishing Sale price, per yard 59

English Washing Chintz at 39c Yard — New and beautiful colorings in almost every required color combination, for bedroom or living-room curtains or chair coverings. August House Furnishing Sale price, per yard 39

Week-End Reading 25c

"The Scarlet Pimpernel," by Orczy.
"Emperor's Candlesticks," by Orczy.
"Deau Brocade," by Orczy.
"Elusive Pimpernel," by Orczy.
"Nest of the Sparrowhawk," by Orczy.
"El Dorado," by Orczy.
"Lady Married," by author of "Lady of the Decoration."
"Fight for the Flag," by W. H. Pritchett.
"Joseph," by Frank Dunby.
"By the Gods Beloved," by Orczy.
"Fire in Stubble," by Orczy.
"The Tangled Skein," by G. B. Leicester.
"The Altar Stairs," by G. B. Leicester.
Cloth bound. Phone the Book Department, Main Floor 25

THIS 4½ HOURS' PROGRAM

For This Morning will appeal to customers who know good values at a glance.

A Remarkable List in Brief

MAIN FLOOR

MEN'S \$13.50 TO \$15.00 SUITS, \$9.45
English worsteds and tweeds; gray and brown stripes; three-button saque model; three pieces; sizes 35 to 44.

KHAKI DRILL OUTING PANTS, \$2.00
Government standard quality; cuffs, belt loops; sizes 29 to 44.

MEN'S LIGHT WEIGHT COATS, \$1.00
Fawn or gray; sizes 36 to 44.

500 PAIRS BOYS' WHITE BLOOMERS, AT 49c
Full cut; belt loops and knee buckles; sizes 6 to 16 years. Regular 75c.

BOYS' SHIRT WAISTS, 49c
800 clearing; all woven shirtings; sizes 8 to 14 years. Regular 75c to \$1.25.

MEN'S OUTING SHIRTS, \$1.13
Black or blue and white hairline shirtings; shirt, two collars, and tie to match. Regular \$1.75.

MEN'S COMBINATIONS, 53c
Mesh and porous knit; sizes to 46. Regular 75c to \$1.00.

500 ATHLETIC JERSEYS FOR MEN AT 17c
Sizes 32 to 44; white or navy, cardinal with blue trim. Regular 35c.

MEN'S STRAW BOATER HATS, 89c
Regular \$2.00, for 89c. Regular \$3.00 for \$1.45.

MEN'S PANAMA HATS, \$2.00
Regular \$4.00.

CAMERAS, REGULAR \$8.00, FOR \$6.95
Pictures, 2½ x 3½.

MEN'S LISLE SOCKS, 19c
Black, tan, gray and navy; 9½ to 11. Saturday at 19c.

MEN'S WRIST WATCH, \$5.00
15 jewels; gunmetal case; strong straps. Regular \$6.25.

SECOND FLOOR

TRIMMED HATS FOR WOMEN, \$1.75
140 Hats, in white or black tagels, Panamas, leghorns, etc. Regular \$3.75 to \$5.00.

CHILDREN'S TRIMMED HATS, 85c
Were \$1.65 to \$2.45.

CHILDREN'S HATS, 35c
Were 79c to 85c.

ENGLISH SERGES, 69c
1068 yards; shades of navy; 44 to 50 inches wide; 10 yards only to each customer.

UNCRUNSHABLE PREMO, 75c
Silver gray, with black stripe; also white with black; 42 inches wide.

TORIC EYEGLASSES, \$3.50
With chain. Regular \$5.50 to \$8.00; \$1.00 extra for special grinding where necessary.

THIRD FLOOR

\$1.00 AND \$1.25 CORSETS, 50c
Two "C. C. a la Grace" models; sizes 20 to 26 inches.

WOMEN'S COMBINATIONS, 25c
Swiss ribbed or plain cotton; sizes 32 to 38 bust. Regular 35c and 50c.

GIRLS' MIDDIES, 25c
Balbriggan knit cotton; navy with white, red or sky; white with red or sky; sizes 2 to 12 years.

CHILDREN'S ROMPERS, 50c
Vesting, gingham or chambray; 2 to 6 years. Regular 75c and \$1.00.

\$1.50 GINGHAM HOUSEDRESSES, 95c
Stripes and checks; gray, navy or black with white; all sizes in the lot. Regular \$1.50. Saturday, 95c.

FOURTH FLOOR

ODD BATH TOWELS AT 33c
Large, heavy white or striped Turkish Towels. Regular \$1.00 and \$1.25 pair.

HEMMED PILLOW CASES
Size 45 x 33 inches; 4 pairs for 95c.

DIMITY BED SPREADS, 98c
70 x 90 inches; hemmed. Regular \$1.50. Saturday, 98c.

TENT OR SAIL DUCK, 15c
30 inches wide; heavy weight.

NAINSOOK, PER YARD, 10c
36 inches wide.

INDIGO GALATEA, 16c
Stripes and plain colors; 27 inches wide. Saturday, 16c.

FIFTH FLOOR

PREPARED PAINTS
R. S. Co. Brand; 22 colors; best ingredients, for inside or outside use. Quart, 49c; pint, 26c.

"WINDOWPHANIE," 14c YARD
Stained glass effects for windows. Regular 20c yard.

1900 ROLLS WALL PAPER AT 4c
Side wall and ceiling. Regular 8c.

620 ROLLS TILE PAPERS AT 11c
Regular 20c grade; varnished.

SIXTH FLOOR

STEAMER TRUNKS, \$3.95
40-inch size only. Regular \$4.65.

SUIT CASES, \$1.98
English leatherette; size 22 inches only. Regular \$3.00.

The Feature of the August Carpet Sale for Saturday is a Clearance of SUMMER RUGS

We are getting towards the end of the summer rug season, and Saturday's clearance includes all balances of stocks in these goods. The prices are tempting enough for purchase now, even if laid aside for next year. In some sizes there is not a big variety, but we will fill phone and mail orders as long as we can.

STENCILLED JAPANESE MATTING RUGS
9.0 x 12.0, all colors. Reg. \$2.25. Saturday 1.45.
9.0 x 10.0, all colors. Reg. \$1.95. Saturday 1.29.
9.0 x 9.0, all colors. Reg. \$1.75. Saturday 1.15.

"The Canada," "Prairie Grass" Rug, a thick, closely woven grass rug with colored warp, in greens, browns, blues and reds, five different sizes, with plain centres and figured borders, some medallions.

6.0 x 9.0. Regular \$4.25. Saturday 2.95
6.0 x 10.6. Regular \$4.85. Saturday 3.10
6.0 x 12.0. Regular \$6.25. Saturday 3.15
9.0 x 9.0. Regular \$6.25. Saturday 4.95
8.0 x 10.0. Regular \$6.50. Saturday 4.95

The Canadian Mourzouk Rug, strongly woven of tough, hard-wearing cocoa fibre with attractive colored stencilled borders, in blue, brown, green and red.

3.0 x 3.0. Regular \$1.55. Saturday95
3.0 x 6.0. Regular \$2.25. Saturday 1.65
4.6 x 4.6. Regular \$2.75. Saturday 1.95
4.0 x 6.0. Regular \$3.25. Saturday 2.35
4.6 x 7.6. Regular \$4.50. Saturday 3.25
4.6 x 9.0. Regular \$5.25. Saturday 3.95
6.0 x 7.6. Regular \$5.75. Saturday 4.35
6.0 x 9.0. Regular \$7.00. Saturday 5.95

Linoleums and Floor Cloths — Three very popular grades, colors and designs exactly what are needed for bedrooms, sitting-rooms, bathrooms, halls; in some cases a slight surface imperfection in the printing accounts for the saving we can offer our customers during August.

4-Yard Wide Linoleum at 39c — Not more than a dozen rolls in 12-foot widths. Special, August Sale price, square yard 39

Heavy Printed Linoleum, 2 Yards Wide, at 35c — Block, matting, carpet and hardwood designs included at this special low price; a saving of 5c on every yard; slight imperfections in the printing of some of them. Saturday, per square yard 35

Carload of Floor Oil Cloth at 24c — A good selection of useful patterns and bright, clean effects in the following widths, 36, 45, 54, 72 and 90 inches, at, per square yard, August Sale price 24

English Axminster Hearth Rugs at \$1.95 — Size 30 x 60 inches, floral designs, in greens and tans; will wear well; fringed ends. August Sale price 1.95

Holiday Specials This Morning

Women's New Silk Dresses. Regular \$10.00, for 6.50

Girls' Raincoats and Capes. Regular \$3.50, for 1.95

Women's New Muslin Dresses. Regular \$5.00, for 2.95

Misses' Sports Coats. Regular \$12.50, for 6.95

Tub Skirts, assorted. Regular \$1.50, for95

Women's Dressy Silk Coats. Regular \$25.00, for 13.95

Women's Tub Suits. Regular \$7.95, for 5.00

Wash Dresses, newest styles. Regular \$6.50, for 3.75

White Corduroy Skirts, for 5.00

Women's New Fall Suits, 12.50 to 20.00

Basement Items

Floor Polishing Mop, for cleaning and polishing hardwood floors, linoleums, oilcloths; a \$1.00 mop and a 25c bottle of polish complete. Saturday 69

Boys' Baseball Gloves, 49c value. 150 on sale Saturday at, each 25

\$4.50 Hammocks, only 15 of them; assorted colors, pillow and valance; a high-grade hammock. Saturday morning 2.95

Lawn Mowers, the genuine Woodgatt and Empress mowers, the best Canadian make, fully warranted, 16-inch size. Regularly \$5.95 and \$6.50. 15 only to sell Saturday morning at 3.98

Lawn Hose, 5c Foot—1100 feet, 3-ply, warranted grade, in lengths of from 10 to 25 feet. Regularly 8c, 10c and 12c. Saturday, foot 5

Deluge Sprayers, for spraying potato vines, flowers, plants, trees and cattle: 72 only on sale Saturday morning 25

Screen Doors, size 3 x 7. Regularly \$1.25. Saturday morning price 69

Window Screens, adjustable, 18 ins. high, opens to 36 ins., Saturday, 19c; 22 ins. high, opens 23 to 36½, Saturday, 25c; 14 ins. high, opens 18 to 28½, Saturday, 15c; 22 ins. high, opens 34 to 40½ ins., Saturday, 28c.

Visitors to the city who know the advantages of this Company's One-Day Service by Mail are reminded that they can purchase here in the store the same class of merchandise as we catalogue, and HAVE THE GOODS DELIVERED TO THEIR HOMES WITH ALL CHARGES PREPAID.

Groceries, Furniture and other heavy or bulky goods not catalogued are also prepaid to any station in Ontario when the total order is ten dollars or over.

Sensational Sale of Famous Brands of Footwear at Simpson's This Morning

"Victor," "Burt & Packard" and "Imperial" Brand Boots and Oxfords for Men, at 2.95

"Boy Scout" and "Simpson Special" Boots for Boys, at 2.49

"Queen Quality" and "Dorothy Dodd" Shoes for Women, at 1.39

Getty & Scott Brand, for Misses and Children, at 4.99

We cannot fill phone or mail orders on these items. See window display. Extra salespeople.

MEN'S "VICTOR" AND "BURT & PACKARD" BOOTS, HERETOFORE \$4.50 TO \$6.00, FOR \$2.95 SATURDAY.

Men's Boots and Oxfords all sizes in the lot; leathers are patent calf, viol kid, gunmetal calf, tan willow calf and dark tan Russia calf; best grade soles; three weights; styles to suit the conservative, fashionable and ultra-fashionable; black and colored cloth tops in the lot; latest English and American lasts; also plenty of the popular shapes. The money you save on your footwear purchases Saturday will pay for Monday's outing. "Victor" and "Burt & Packard," heretofore \$4.50 to \$6.00, for 2.95

BOYS' BOOTS, "BOY SCOUT" BRAND, SATURDAY \$2.49.

500 Pairs, Button and Lace Boots, tans, blacks and patents; Goodyear and reinforced McKay soles; stub-proof toe boxes; "Boy Scout" brand, noted for their stylish appearance and sterling qualities; sizes 11 to 13½ and 1 to 5½. Heretofore \$3.00 to \$4.00. Saturday 2.49

WOMEN'S "DOROTHY DODD" AND "QUEEN QUALITY," HERETOFORE \$4.50 TO \$6.00, FOR \$1.99 SATURDAY.

Over 1000 pairs to select from; all sizes; widths A to E; Oxfords, Coloniads, Pumps, patents, gunmetals and kid leathers; three sole weights; four heel shapes; several style lasts; newest colored cloth, kid and plain tops; latest foxings; newest trimmings. Really it will pay you to purchase three or four pairs of this high-grade footwear. "Queen Quality" and "Dorothy Dodd," heretofore \$4.50 to \$6.00. Saturday 1.99

MISSSES' AND CHILDREN'S FOOTWEAR, HERETOFORE \$1.75 TO \$2.75, SATURDAY 99c.

400 Pairs Getty-Scott Pumps, Coloniads and Oxfords, from our regular stock for this Saturday morning sale; tans, blacks and patents; turning, McKay and Goodyears; bows, buckles, buttons and straps; sizes not complete in every style; sizes 4 to 10½ and 11 to 1. Getty-Scott brand. Heretofore \$1.75 to \$2.75. Saturday . . . 99

N.B. — All Rubber-soled Outing Footwear at special prices Saturday.

Groceries

TELEPHONE DIRECT TO DEPT., ADELAIDE 6100.

2000 lbs. Fresh Creamery Butter, White Clover Brand, per lb. 32

Toasted Cornflakes, 3 packages 25

Loaf Sugar, 3 lbs. 25

Clark's Pork and Beans, in Chili Sauce, large tin 14

Finest Mild Cheese, per lb. 20

Shirley's Marmalade, 2-lb. jar 25

Baker's Cocoa, ½-lb. tin 22

Finest Canned Lobster, ½-lb. tin 22

Choice Red Salmon, 2 tins 25

Clark's Potted Meats, assorted, 5 tins 25

Finest Canned Corn, Pear or Tomatoes, 3 tins 23

500 lbs. Peak Brand's Shortbread, regularly 30c, per lb. 25

Gorton's H. P. Sauce, bottle 18

Crossed Fish Brand Sardines, 2 tins 25

Finest Canned Fruit, Raspberries, Strawberries and Cherries, per tin 15

Choice Olives, stuffed or plain, bottle 15

Pure Gold Salad Dressing, 3 pks. 25

Libby's Sweet Pickles, 20-oz. jar 25

Dalton's Lemonade Syrup, 3 bottles 25

500 lbs. Fresh Fruit Cake, per lb. 15

Fancy Mixed Biscuits, 2 lbs. 25

FRESH ROASTED COFFEE, LB., 27c.

1000 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Saturday, per lb. 27

Homelovers' Club Members

have the opportunity offered them of selecting the Sale Specials, getting the benefit of the prices and spreading payments over the year. Are you a member? If not, see the Club Secretary, 4th floor, and arrange to avail yourself of Club Privileges.

Look at These Furniture Prices Saturday Morning

15 Sets Only, Dining-room Chairs, in quarter-cut oak, fumed or golden finish, set consists of five side and one arm chair; seats are in genuine leather. Regularly \$18.50 to \$23.00. August Sale price 11.95

Buffet, made of genuine quarter-cut oak, golden finish; the drawers and cupboards are conveniently arranged for cutlery, linen, etc. British bevel mirror at back. Regularly \$25.50. August Sale price 20.95

Extension Dining Table, in quarter-cut oak, fumed or golden finish, has 45-inch top, extending to 6 feet, deep rim, square pedestal and roll feet. Regularly \$20.00. August Sale price 9.90

12 Only, Parlor Suites, in rich mahogany finish, highly polished; the settee, arm chair and arm rocker are well upholstered and covered in silk tapestry. Regularly \$38.50. August Sale price 22.45

Parlor Arm Chairs and Arm Rockers, in mahogany finish; seats are covered in silk tapestry. Regularly \$7.75. August Sale price 3.95

Parlor Tables, in mahogany finish, neat design. Regularly \$5.00. August Sale price . . . 2.45

Arm Chairs and Arm Rockers, frames are genuine quarter-cut oak, fumed finish, spring seats, covered in art leather. Regularly \$8.00. August Sale price 4.00

Arm Chairs and Arm Rockers, frames are upholstered and very roomy, covered all over in high-grade art leather. Regularly \$16.00. August Sale price 8.00

Mattress, well filled with all pure cotton felt, neatly tufted, roll-stitched edges and covering of fine art ticking, supplied in all standard sizes. Regularly \$7.00. August Sale price 4.55

The Robert Simpson Company, Limited