

# Today is Bargain Day at Simpson's

## Dress Goods Bargains

38c English Worsted Check Suiting, 25  
Special Purchase of English Serges, indigo and black.  
Regular 75c. . . . .55  
\$1.00 Santoy, Poplins and Crepes de Chine; new  
shades for fall; 42 in. wide. . . . .75  
Regimental Stripes and Tartans, in solid tweed. Regu-  
lar 65c. . . . .49  
Black Dress Goods. Santoy, armures, poplins, cash-  
meres, granites, lustras, etc. Regular 75c to \$1.00. Spe-  
cial. . . . .68

## In the Black Silk Sale

4,000 yards Black Duchesse Paillette, also full color  
range included in this special sale; 36 inches wide.  
Regular \$1.10, for. . . . .87  
3,000 yards Black Duchesse Mousseline, and a lovely  
range of colors included; 36 inches wide. Regular \$1.25,  
for. . . . .96  
2,000 yards Shantung Silk. Regular 65c. Special for  
Friday. . . . .44  
Black and Ivory Jap Silks, shipment just delivered,  
36 inches wide. Regular 50c. Friday bargain. . . . .39  
Terry Cord Velvets, in a beautiful range of colorings  
for fall wear, 27 inches wide. Regular 65c. Friday. 46  
3,000 yards Colored Crepe de Chen, in the most ex-  
quisite shades for street and evening wear, 40 in-  
ches wide, ivory and black included. Phone orders taken.  
Regular \$1.50. Special. . . . .118

## Dainty Wash Goods

27-inch Rough Weave Poplin, in a big range of shades.  
Regularly 25c. Friday bargain. . . . .9 1/2  
36-inch Lace Stripes Crepes, white, with stripes of pink,  
blue, black and mauve. Regularly 25c. Friday bar-  
gain. . . . .14 1/2  
40-inch Voiles, awning stripes and figures; short ends  
and broken ranges. Regularly 35c. Friday bargain. 19  
38-inch Plain White Crepes. Friday bargain. . . . .19

## Tub Dresses Now \$3.50 Were \$6.50 to \$7.50

Including voiles in a variety of floral, striped or  
checked designs, figured muslins, crepes and a variety  
of fancy cotton fabrics. Skirts that show flutes, or  
with frills, tucks or plaits, and the bodice lace or em-  
broidery trimmed, also some with lace trimmed bolero.  
To clear. . . . .3.50  
New Serge Dresses, \$4.95. Black, navy, brown, green,  
or Copen English serge; plaited effects; belted and fancy  
waist; button or silk trimmed. Sizes 14 to 42.  
Girls' Coats \$2.95. Spring and summer coats; ages  
6 to 14; black and white checks, serges or black tar-  
tans, with washable collar. Regular \$7.50 to \$10.00  
each.  
Women's Suits \$12.50. New fall suits in navy or black  
English serge, satin-lined; newest lengths; numerous  
styles.  
Fall Weight Motor Coats \$4.95. Regular \$10.00.  
Mixed tweeds, in greys or fawns, or black and white  
checks; 50 inches long; all sizes.

## The Draperies

English Curtain Nets at 48c Yard—Conventional or  
small all-over lace effects, in ivory, ecru or white, 48  
inches wide.  
English Curtains at 25c Yard—Pretty fresh rose,  
gray, blue or lavender, 31 inches wide. Formerly 40c and  
45c yard.  
Scotch Madras at 23c Yard—42 to 45 inches wide,  
white or ivory, conventional or floral designs. Regular  
35c yard.  
Combination Color Window Shades at 39c—A small  
quantity only, oil finished, green and white, or green  
and cream. Hartshorn rollers. Regular 60c.  
Sunfast Casement Cloth at 59c Yard—For the sun-  
room or living-room, 50 inches wide.  
American Silkolens at 14c Yard—A new shipment.  
Tapestry Portieres—Heavy tapestry portieres in very  
fine quality, fully mercerized, with edging or with fringe,  
2 1/2 yards long. Regular \$6.50 and \$8.00. Friday bargain,  
yard. . . . .3.98  
New Art Chintzes at 59c Yard—Beautiful designs and  
artistic color combinations in bedroom chintzes, white  
or ivory ground, with delicate pink, blue, gray or lavender  
colorings, 36 inches wide. Friday bargain, per  
yard. . . . .39

## Corsets, Whitewear, Underwear

\$2.50 CORSETS, \$1.00.  
"D. & A." fall model, sizes 19 to 27 inches.  
PRINCESS SLIPS, \$1.75.  
Regular \$3.50 and \$4.00. 120 only, two styles. Sizes  
34 to 42 bust.  
WOMEN'S NIGHTDRESSES.  
White crepe, slip over; lengths 58, 68 and 60 inches.  
Regularly \$1.75. Friday. . . . .1.00  
WOMEN'S VESTS.  
Ribbed white cotton; sizes 34 to 40 bust. Regularly  
15c, 17c and 20c. Friday. . . . .10  
WOMEN'S 75c AND \$1.00 COMBINATIONS, 49c.  
Ribbed white cotton, broken lines; sizes 34 to 42 bust.  
No phone or mail orders.

## The Basement Department of Household Hardware for Today

Offers Many Bargains in Things  
You Need Every Day in  
Your Home

Household Hardware at  
Bargain Prices

ALUMINUM PRESERVING KETTLES.  
6-quart, 95c; 8-quart, \$1.25; 10-quart, \$1.48; 12-quart,  
\$1.75; 14-quart, \$1.98.  
BLUE AND WHITE ENAMELWARE AT 47c EACH.  
Double Boilers, Dish Pans, Berlin Covered Kettles,  
65c and 75c value. Friday. . . . .47  
Corn Broams, 6-string, selected broom corn. 40c  
value. Friday. . . . .23  
Sheffield Table Knives, white celluloid handles; table  
or dessert size, 23c and 25c value. Friday, each. . . . .15  
Bread Knives, steel handles, serrated edge blades.  
Regularly 25c. Friday. . . . .22  
Putz Cream Metal Polish. 25c can, Friday. . . . .19  
Silva Putz Silver Polish. 25c bottle, Friday. . . . .19  
Enamel Tea Kettles, medium size, high-grade, seam-  
less blue enamel, white lined; \$1.25 and \$1.50 value. Fri-  
day. . . . .98  
Imperial Glass Wringer, enclosed cogs; warranted  
rubber rolls. \$4.00 value. Friday. . . . .3.99  
Hammocks, 24 only. Worth \$2.50. To clear Friday  
at. . . . .1.89



## Men's Suits \$7.95

WERE \$10.50, \$12.00, \$13.50 AND \$15.00.  
150 in the lot, the season's English tweeds, in small stripes and checks, single-breast-  
ed, three-button sack styles, with vest and trousers, sizes 36 to 44.  
125 HOT WEATHER COATS, 95c.  
Plain linen color or light gray, stripe; sizes 36 to 44.  
\$2.50 and \$3.00 Worsted Trousers at \$1.95—200 pairs. English cloths, in brown and  
gray stripes; sizes 32 to 44.  
SCHOOLBOYS' RAINCOATS, \$3.95.  
150 in the lot, in fawn paramatta; sizes 26 to 35.  
BOYS' ENGLISH TWEED SCHOOL SUITS, \$3.46.  
Sizes 24 to 28, Norfolk styles, full cut bloomers.  
Boys' Norfolk Suits, \$4.49—English tweeds, in dark gray or brown, bloomers; sizes 29  
to 32.

## Furnishings for Men

Men's Balbriggan Shirts and Drawers, all sizes to 44. Friday bargain, garment. . . . .25  
Men's Neglige Shirts, coat fronts, laundered cuffs, all sizes. Regularly \$1.00 and \$1.25.  
Friday bargain, each. . . . .78  
Outing and Sport Shirts, mostly white, a few stripes, collar attached, open neck, etc.;  
some are slightly soiled; all sizes. Regular \$1.00, \$1.25 and \$1.50. Friday bargain. . . . .58  
Odd Lines Men's Pyjamas, plain colors and stripes, all sizes in the lot. Regularly \$1.25,  
\$1.50 and \$2.00. Friday bargain, suit. . . . .38

## Men's Straw Hats

Neglige. Regular \$1.00, \$1.50 and \$2.00. Friday bargain. . . . .75  
Men's Panama, Bangkok and Other High-Grade Straw Hats. Regular \$3.50 to \$6.00.  
Friday. . . . .1.95  
Men's Soft Hats. Regular \$1.50 and \$2.00. Friday. . . . .95  
CHILDREN'S HATS.  
Variety Shape Caps, in serges, felt and corduroy. Regular 25c. Friday. . . . .15  
Crash and Ratine Hats. Regular 60c and 75c. Friday. . . . .35  
Children's Straw Hats. Regular 50c, for 19. Regular \$1.00, for. . . . .50

## Bargain Day in the August Hosiery Sale

Women's Silk-Ankle Hose, "seconds," white only. Friday bargain, 8 pairs .55; pair .19  
Women's Silk Lisle Hose, black. Friday bargain. . . . .42 1/2  
Women's Black Lisle Hose, "second" qualities. Friday. . . . .15  
Women's Silk Boot Hose, black or white. . . . .29  
Women's Silk-Ankle Hose, black, white and colors. Regular 50c. Friday bargain, 3  
pairs 1.00; pair. . . . .35  
Children's Lisle Thread Socks, colored tops, sizes 4 to 8 1/2. Regular 15c. Friday  
bargain. . . . .11  
Men's Black Cotton Socks, seamless, sizes 9 1/2 to 11. Regular 15c. Friday bargain 10

## Bargains in Rugs, Carpets, Mats, Linoleum

Wool Bedroom Rugs from \$5.95 to \$8.95  
—Size 9.0 x 9.0, at 5.95; 9.0 x 12.0, at  
7.95; 10.6 x 12.0, at 8.95, are the three  
special prices. Good quality wool, with  
strong cotton chain for the wraps.  
9.0 x 12.0 Wilton Rugs, \$31.75 Each—  
English and Canadian makes, Oriental and  
two-toned plain centres, with figured bor-  
ders; 50 rugs, regular \$43.00 to \$51.00,  
Friday, 31.75; 25 rugs, regular \$32.50 to  
\$39.50, Friday. . . . .27.00  
Reversible Wool Smyrna Rugs at 75c—  
Mottled centres, with figured borders across  
the ends; some with plain centres, variety of  
colors; thick and soft; average size 24 in. x  
50 in. Regular \$1.25. Friday. . . . .75  
English Brussels Carpet, 65c — Broken  
lots, part rolls and drop designs; borders to  
match some. Regular \$1.15.  
9.0 x 13.6 WILTON RUGS AT \$29.50.  
Oriental designs.  
27 x 54-in. Axminster  
Hearth Rugs at. . . . .1.75  
36 x 63-in. Axminster  
Hearth Rugs at. . . . .3.75

Out-of-town visitors 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  
with all charges prepaid.  
Heavy or bulky goods not  
catalogued are prepaid to any  
station in Ontario when the  
total order is ten dollars or  
over.

## Furniture Items

Brass Bedstead, 2-inch posts, standard  
sizes. Regular \$10.50. Friday. . . . .6.15  
Brass Bedstead, heavy posts and top  
rails, turned ball corners, standard sizes.  
Regular \$24.75. Friday. . . . .12.25  
Brass Bedstead, 2-inch posts, double top  
rails, standard sizes. Regular \$32.50. 18.95  
Iron Bedstead, white enamel, brass caps,  
standard sizes. Regular \$3.00. Friday. 1.95  
Brass-Trimmed Iron Bedstead, white  
enamel, brass top rails, caps and uprights,  
standard sizes. Regular \$5.25. Friday. 3.95  
Bed Spring, steel tubing frame, heavy  
woven steel coil wire springs, standard sizes.  
Regular \$3.00. Friday. . . . .1.95  
Bed Spring, heavy steel tubing frame,  
double woven steel coil wire, reinforced,  
standard sizes. Regular \$4.25. 2.90  
Mattress, sanitary, seagrass filling,  
heavy layer of jute felt at both  
sides, standard sizes. Reg. \$3.10 2.30  
Mattress, pure cotton felt filling,  
standard sizes. Regular \$7.00. 4.55  
Dresser, quarter-cut oak, fumed  
or golden, or genuine mahogany  
vener. Regular \$21.50. . . . .12.15  
Dining Table, solid oak, fumed or  
golden, round top. Regular \$13.50.  
Friday. . . . .8.15  
Dining Table, quarter-cut oak,  
fumed or golden, 45-in. top. Regu-  
lar \$20.00. Friday. . . . .12.65  
Buffet, "Colonial" design,  
selected quarter-cut oak, fumed  
or golden finish, 52-in. top,  
two cutlery drawers, three-door  
cupboard, linen drawer and  
British bevel mirror. Regular  
\$46.00. . . . .31.50  
Dining-room Chairs, "Jaco-  
bean" design, selected quarter-  
cut fumed oak finish; the loose  
slip seats are well upholstered  
in leather; set has five side and  
one arm chair. Regular \$32.50.  
Friday. . . . .22.50  
Dining-room Chairs,  
in selected quarter-cut oak, fumed  
or golden finish, neatly de-  
signed backs, full box seats, upholstered in  
genuine leather; five side and one arm chair  
in set. Regular \$18.00. Friday. . . . .15.95

## The Homelovers Club

A fine lot of Oriental de-  
signs, in popular wood shades,  
green, blues and tans.



It's like Getting Interest on money you  
have in the bank to purchase your home  
equipment through the Club, for you can  
take advantage of every cut price in the  
August Sales and pay later. Ask the Club  
Secretary, Fourth Floor, about it.

## TODAY'S BOOT BARGAINS

Planned to Benefit Every Member of the Family

WOMEN'S BOOTS, \$1.99. MEN'S BOOTS, \$1.99. WOMEN'S SLIPPERS,  
\$1.39. MEN'S OXFORDS, \$1.99. BOYS' OXFORDS, 99c.  
BOYS' BOOTS, 99c. CHILDREN'S BOOTS, 99c.

For \$1.99, Friday, Women's Section. Values \$3.00 to \$4.00. Stroolman,  
Uts & Dunn, and Empress brands Ladies' Latest Summer and Early Fall  
Boots; button, blucher and lace patterns; gunmetal calf, vici kid, patent  
calf and tan Russia calf leathers; hand-turned, Goodyear and new method  
McKay soles; Cuban, Spanish, military and growing girls' heels; plain and  
toecap vamps; sand, gray, black, fawn and canary cloth tops, and dull  
black calf and kid uppers; 1000 high-grade, trade-marked boots. Worth  
\$3.00 to \$6.00. Friday. . . . .1.99

For \$1.99, Friday, Men's Section. Values \$2.50 to \$4.00. 600 pairs  
Men's Boots; blucher lace style, in dogskin kid, box kip, heavy waxed  
split and gunmetal calf leathers; light, medium and heavy soles; wide  
and narrow toes; plain and toecap styles; sizes 6 to 11. Friday. . . . .1.99

400 pairs Men's Low Shoes, button, blucher and lace styles, in patent  
calf, vici kid, gunmetal calf and tan Russia and willow calf leathers; every  
pair has Goodyear welt soles of best oak-tanned leather; newest and most

popular toe styles. These quality, foot-fitting, stylish shoes worth \$4.00  
to \$5.00. All sizes. Friday for. . . . .1.99

For \$1.39, Friday, Slipper Section. Values \$2.00 to \$4.00. Women's  
Pumps, Colonials, Common-sense Slippers and Oxford, Buckins and  
Fancy Lace Oxfords; black kid, patent calf and dull calf leathers; gray  
and sand cloth and dull mott calf tops; hand-turned and flexible McKay  
soles; bows, buckles and fancy ornaments; 600 pairs; all sizes 2 1/2 to 8 in  
the lot; several widths. Values \$2.00 to \$4.00. Friday bargain. . . . .1.39

For 99c, Friday, Boys' Section. Values \$1.69 to \$3.00. 240 pairs Boys'  
Box Kip Boots, sizes 11 to 13; full round toes; easy-fitting lasts. Fri-  
day. . . . .99

300 pairs Boys' Tan and Gunmetal Calf Blucher Lace Oxfords; round,  
wide and medium toe shapes; sizes 1 to 5. Friday. . . . .99

Children's \$2.25 Boots for 99c. 600 pairs Beautiful High-grade Getty  
Scott Button Boots; military style; made of selected gunmetal calf, patent  
calf and tan calf leathers; best quality leather soles and heels; shape-  
retaining toe boxes and counters; full Educator shape toes; brown, white,  
red and plain black calf, kid and nub-leather tops; sizes 2 1/2 to 10 1/2.  
Regularly \$1.75 to \$2.25. No phone or mail orders. Friday. . . . .99

## The Robert Simpson Company, Limited

The best equipped meat market  
in the country is at your service  
here with these specials for to-  
day. Telephone Adelaide 6100.

## MEATS

Loin of Roasting Pork, per lb. . . . .22  
Shoulder Roast of Tender Beef, per lb. . . . .14  
Round Shoulder Roast of Beef, per lb. . . . .15  
Spring Lamb, forequarter, per lb. . . . .17  
Wing Roast of Choicest Beef. . . . .29  
Smoked Ham, very mild, 10 to 14 lbs., half or  
whole. . . . .20  
Best Back Bacon, half or whole, per lb. . . . .29  
Family Brand Shortening, 3-lb. pail. . . . .35  
Pure Lard, 1-lb. packets, per lb. . . . .15  
Fresh-Made Sausage, per lb. . . . .15

TELEPHONE ADELAIDE 6100.

## FISH

Whitefish, Friday, per pound, at. . . . .15  
Salmon Trout, Friday, per lb. . . . .15  
Halibut Steak, Friday, per lb. . . . .18  
Cod Steak, Friday, per lb. . . . .15  
Fresh Haddock, Friday, per lb. . . . .12 1/2  
Finnan Haddie, Friday, per lb. . . . .12  
Kipper Herring, on sale Friday, each. . . . .5

TELEPHONE ADELAIDE 6100.

## COOKED MEATS

Deliciously prepared and carefully delivered.  
Pressed Beef, Friday, per lb. . . . .15  
Jellied Lunch Tongue, per lb. . . . .35  
Jellied Ox Tongue, per lb. . . . .40  
Jellied Hocks, Friday, per lb. . . . .20  
Spiced Beef Ham, per lb. . . . .40  
Roast Beef, Friday, per lb. . . . .45  
Roast Pork, Friday, per lb. . . . .40

TELEPHONE ADELAIDE 6100.

## VEGETABLES

500 Baskets, New Potatoes, choice clean stock,  
11-qt. basket. Friday. . . . .25  
500 New Cabbage, good size, solid heads. Fri-  
day, 3 for. . . . .10  
New Celery, on sale Friday at, per bunch. . . . .5  
New Carrots, New Beets, Friday, 3 bunches. 5

TELEPHONE ADELAIDE 6100.

## FLOWERS

Choice Gladioli, fresh cut, assorted colors, per  
dozen. . . . .20  
Boston Ferns, on sale Friday, each, at. . . . .33  
Roses, assorted colors, per dozen. . . . .25  
Hardy Ferns, in small pots. Friday, 2 for. 15

## Pillow Cases 5 Pairs 99c

Two sizes—42 x 33 and 44 x 33 inches—hemmed ends.  
Friday, 5 pairs for. . . . .99  
Bleached Sheets, hemmed, size 70 x 90 inches. Regu-  
larly \$1.75 and \$1.95 pair. Friday bargain. . . . .1.48  
Factory Cottons, 40 inches wide. Friday, yard. . . . .9 1/2  
800 Yards Flaxon, 26 inches wide. Regularly 15c and  
20c yard. Friday. . . . .7  
Unbleached Nursery Canton Flannel, 28 inches wide,  
Friday bargain, yard. . . . .9  
Nainsook, 36 inches wide. Regularly 12 1/2c yard. Fri-  
day bargain. . . . .10  
Round Scalloped Damask Table Cloth, assorted de-  
signs, size 70 x 70 inches. Regularly \$2.75. Friday bar-  
gain. . . . .1.95  
Hemmed Damask Restaurant Napkins, size 18 x 18  
inches. Friday bargain, dozen. . . . .95  
60 and 62-inch Cream Table Damask, dice design.  
Regularly 65c, 80c and 79c. Friday bargain, yard. . . . .49  
Checked Glass Towelling, 20 inches wide. Friday bar-  
gain, yard. . . . .10

## GROCERIES

TELEPHONE DIRECT TO DEPARTMENT,  
ADELAIDE 6100.

One car Standard Granulated Sugar, in 20-lb. cotton  
bags, per bag. . . . .1.29  
Choice Family Flour, 3 1/2-bag. . . . .55  
Yellow Cooking Sugar, 7 lbs. . . . .50  
Perfection Baking Powder, 3 lbs. . . . .25  
Heather Brand Extracts, assorted, 2 1/2-oz. bottles, 3  
bottles. . . . .25  
California Seeded Raisins, regularly 13c. Package. . . . .10  
Choice Cleaned Currants, 3 lbs. . . . .28  
Mixed Pastry Spice, per tin. . . . .7  
Canada Corn Starch, package. . . . .5  
Finest Creamery Butter, per lb. . . . .30  
Finest Canned Pumpkin, 3 tins. . . . .22  
Criscoe, per tin. . . . .29  
New Orleans Molasses, 2-lb. tin. . . . .19  
Finest Canned Lombard Plums, 3 lbs. . . . .25  
Choice Pink Salmon, tall tin, per tin. . . . .19  
Macaroni's Pickles, mixed chow and walnuts, pint  
bottle. . . . .22  
Finest Pearl Tapioca, 3 lbs. . . . .25  
Choice Rangoon Rice, 5 lbs. . . . .25  
Toasted Cornflakes, 3 packages. . . . .25  
Finest Canned Corn, Peas or Tomatoes, 3 tins. . . . .25  
500 lbs: Fresh Fruit Cake, per tin. . . . .15  
Fancy Mixed Biscuits, 2 lbs. . . . .25  
Blue Bell Jelly Powder, assorted, 4 packages for. . . . .25

2 1/2 LBS. CELONA TEA, 62c.  
1000 lbs. Pure Celona Tea, of uniform quality and fine  
flavor, black or mixed. Friday, 2 1/2 lbs. . . . .62

## FRESH CANDY

1000 lbs. Ciarino Cream Carmels, per lb. . . . .25  
1000 lbs. Assorted Chocolates, Fruit Flavors, per lb. . . . .25  
1000 lbs. Fresh Walnut Maple Cream, per lb. . . . .10  
1000 lbs. Chocolate Peanut Fudge, per lb. . . . .10

APARTM  
Maple Ave.,  
well-decorated  
hardwood floor  
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28 Ki

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