

# SHOP FROM THIS PAGE TODAY AT THE SIMPSON STORE

## The Early Fall Hats for Women.

Of French silk plush and soft French felt; the latter with small, close-fitting effects, with telescope crowns, or with brims of silk velvet. Colors are white, champagne, beige, ciel, brown, navy and black. The silk plush hats are smart sailors, with high crowns and narrow brims; many simply trimmed with corded silk ribbon.

### SILK VELVET SHAPES.

A large variety, from large, dressy shapes to smaller dress shapes, and turbans. \$2.75 to \$10.00 each.

## Women's 75c Bathing Caps at 50c

Made of pure rubber, in skull cap, driving cap and fancy trimmed caps, in all the leading colors. Regular 65c and 75c. **50c** Thursday

## Women's Bathing Suits at \$4.50.

Of excellent lustre, in navy blue; round or square neck, and adjustable waist band; skirt, short sleeves and neck trimmed with Paddy green or white braid; bloomer and skirt attached. Sizes 34 to 44. Thurs. **4.50** day

## Women's Band Aprons, striped print; a large gored style.

Regular 35c. Thursday **.23**

## Women's Nightgowns, sizes 56, 58 and 60. Regular price 85c.

Thursday **.55**

## Women's Corset Covers, made in French style from fine white nainsook. Sizes 34 to 42.

Regular \$1.50. Thursday **1.00**

## Aluminum Cooking Utensils

Aluminum Double Boilers, 1 1/2-quart size, inside dish, bottom part may be used separately as a covered saucepan. Thursday **1.48**  
Aluminum Lipped Saucepans, 1-quart size, Thursday 29c; 1 1/2-quart size, Thursday 38c; 2-quart size, Thursday 46c; 4-quart size, Thursday 66c.  
Aluminum Fry Pans, 10 1/2-inch diameter, Thursday **1.25**  
Cast Aluminum Fry Pans, large size, a very superior make with enameled wood handle, always cool. Thursday **1.98**  
Aluminum Moulds, in many shapes and sizes. Thursday **.49**  
Aluminum Salt and Pepper Shakers, Thursday pair **.20**  
Aluminum Preserving Kettles, 8-quart size, Thursday **1.48**  
Aluminum Coffee Percolators, six-cup size, enameled wood handle. Thursday **1.89**  
—Laminated English make, in 12 1/2, 13, 13 1/2-oz. sizes; 72 only to sell Thursday at, each **1.98**

## MARKET Telephone Adelaide 6100

**MEATS.**  
200 Smoked Picnic Hams, select, six to eight lbs. each. Thursday special, per lb. **.18**  
2,000 lbs. Round Steak, Simpson quality, Thursday special, per lb. **.22**  
Chuck Roasts, best beef, per lb. **.16**  
Forequarter Spring Lamb, per lb. **.20**  
Minned Shoulder Steak, per lb. **.18**  
Family Sausage, our own make, per lb. **.12**  
All Pork Sausage, our own make, per lb. **.12**  
**GROCERIES.**  
2,000 lbs. Fresh Creamery Butter, per lb. **.33**  
One Car Standard Granulated Sugar, 20-lb. bag **1.62**  
Finest Canned Corn, Peas or Beans, per tin **.10**  
Edwardsburg or Beehive Table Syrup, 5-lb. pull **.21**  
Finest Featherstrip Coconut, per lb. **.22**  
Curling Brand Marmalade, 5-lb. pull **.70**  
Finest Canned Lobster, per tin **.25**  
Fresh Flaked Wheat, per stone **.55**  
Peanut Butter in bulk, per lb. **.16**  
Ingersoll Cream Cheese, package **.23**  
Choice Red Salmon, per tin **.15**  
500 lbs. Fresh Molasses Snaps, 3 lbs. **.28**  
Salt in bags, 3 bags **.14**  
Pure Cocoa in bulk, per lb. **.15**  
Imported Pure Malt Vinegar, imperial quart bottle **.27**  
Teller's Ruffin Biscuits, per lb. **.23**  
Finest Canned Pumpkin, 3 tins **.24**  
Randall's Grape Juice, per bottle **.23**  
Shredded Wheat or Grape-nuts, 2 packages **.25**  
Pure Gold Salad Dressing, 3 packages **.25**  
Matta Vita Breakfast Cereal, 3 packages **.25**  
1,000 lbs. Fine, Rich, Full Bodied Assam Tea of uniform quality and fine flavor. A 5c tea anywhere. Per lb. **.37**  
**FRUIT AND VEGETABLES.**  
Finest California Oranges, large size, doz. **.45**  
Finest New Cans, per dozen **.20**  
Cucumbers, each **.20**

## A Word to You and Your Wife About Our Homelovers' Club

The furnishing of the average Toronto home has undoubtedly improved during the past few years, and one great contributing cause has been The Homelovers' Club.

This Club has made the finest stock of Homefurnishings in Canada available to people who did not feel justified in making a big hole in their cash reserve, and were therefore compelled to pay the long prices charged by "instalment" houses—and this on merchandise that was inferior.

Our fourth and fifth floors hold a collection of high-class Homefurnishings chosen with excellent taste and marked at unmatchable prices. These prices are strictly cash, but a member of the Homelovers' Club (which is an association of householders and leaseholders with tremendous buying power), is allowed to spread his payments over a certain number of months and is charged not one cent for the privilege. This applies on all sale values as well as on our regular values.



## To Become a Member of This Club

Come to the 4th Floor and see the Club Secretary. He will enable you to get things delivered just as soon as you pick them out.

## N.B.—Out-of-town Customers

will find that the saving and convenience enjoyed by members of the Homelovers' Club will make a trip to Toronto well worth while. They can join the Club and make their selections at the same time.

## Today's Furniture List

Mattresses, curled seagrass, jute on both sides. August Sale price... **2.90**  
Mattresses, curled fibre centres, layers of cotton both sides, encased in good art ticking. August Sale price... **5.95**  
Mattresses, very heavy carefully selected cotton felt, built in layers, not stuffed, neatly tufted and covered in good grade of art ticking. August Sale price... **7.95**  
Pillows, well filled with mixed feathers, covered in good ticking. August Sale price, pair... **.75**  
Pillows, well filled with good feathers, carefully selected, encased in good grade of art ticking. August Sale price, pair... **2.95**  
Brass Beds, in all regular sizes and finishes. These beds are massively constructed, with heavy posts and fillers, patent side rail locks. Regular \$24.75. August Sale price... **15.90**  
Brass Beds, all sizes and finishes, in bright, satin or polette, heavy posts and fillers, specially designed trimmings. Regular \$28.00. August Sale price... **19.95**  
Simpson's Special Iron Frame Spring, heavily constructed, very closely woven iron fabric guaranteed. August Sale price... **3.95**  
Box Springs, strongly constructed oil-tempered springs, covered on top with good layer of cotton felt, under \$16.00. August Sale price... **11.95**  
8-piece Dining-room Suite, buffet, Colonial design, genuine quartered oak, fumed or golden finish; 48-in. case, extra well made, spacious cupboard and drawer space; table 45 in., extending to 6 ft., solid quartered oak top, solid oak base; diners consist of five small and one arm, solid oak throughout, box frames, black corners, seats are upholstered in genuine leather. Regular \$66.75. August Sale price **45.75**  
8-piece Dining-room Suite, complete, consisting of buffet, table and diners; buffet, Colonial design, in oak top, cross banded veneer edges and pillars, case in genuine quartered oak, fumed or golden finish, plank 62 inches, conveniently arranged drawer and cupboard space, back fitted with large bevelled plate mirror; diners, Colonial design, solid quartered oak, full box frames, slip seats, upholstered in genuine leather; five side and one arm chair in set; extension table, quarter-cut oak, 48-inch top, extending to 8 feet, dividing pedestal, double locks. Suite set consisting of complete. Regular \$87.00. August Sale price... **65.75**  
Dining-room Chairs, solid oak, fumed or golden finish, full box frames, pad seats, upholstered in genuine leather. Sets consist of five small and one arm. Regular \$19.25. August Sale price **13.75**  
Dining-room Chairs, fumed oak only; sets consist of five side and one arm chair, in solid quarter-cut oak, box frames, slip seats, upholstered in genuine leather. Regular \$24.75. August Sale price **17.25**  
Dining-room Chairs, mission design, very heavy construction, block corners, backs and seats upholstered in genuine leather. Can be supplied in fumed or golden finish. Five side and one arm chair in set. Regular \$28.75. August Sale price... **21.75**  
Extension Table, solid oak, fumed or golden finish, 42-inch top, extending to 6 ft. Regular \$12.75. August Sale price... **9.90**  
Extension Table, in genuine solid quarter-cut oak, top 45-inch, 6-ft. extension, pedestal base; can be secured in fumed or golden finish. Regular \$19.00. August Sale price... **13.50**  
Extension Table, fumed or golden finish, 48-inch top, 8-ft. extension, dividing pedestal with double locks. Regular \$30.00. August Sale price... **19.95**  
Buffet, in solid oak, fumed finish only, mission design, panel ends and doors, back fitted with large plate mirror. Reg. \$29.50. August Sale price **18.75**  
Buffet, in golden oak only, 32-inch case, large cupboard space, one linen drawer, two small drawers, one lined for cutlery. Regular \$23.00. August Sale price... **23.95**  
Buffet, in genuine quarter-cut oak, Colonial design, fumed or golden finish, 52-inch case, heavily constructed, has conveniently arranged cupboard and drawer space. Regular \$36.50. August Sale price **26.50**  
3-piece Parlor Suite, settee, arm chair and rocker, polished frames, birch mahogany, well upholstered and covered in mixed silk tapestry. Regular \$25.00. August Sale price... **14.50**  
3-piece Parlor Suite, birch mahogany finish, beautifully designed and well upholstered; set consisting of settee, arm chair and rocker. Regular \$34.75. August Sale price... **26.50**

## Boys' Fall Weight Suits in a Remarkable Sale at \$2.95 Today

This is a remarkable sale because it is not summer suits that we are offering at the end of the summer for less than regular prices—it is a sale of fall and winter suits at the beginning of the season—just when you want new clothes for your boys.

These suits are good for school wear, and good for best wear. There is not a single suit in the lot that we ourselves could buy today for the price we are asking. Most of them are Norfolk-style, with bloomer pants; grays and browns, in attractive patterns; and all perfectly tailored. Sizes 24 to 32, for boys 6 to 14 years of age. Thursday **2.95** morning at 8.30 these suits go on sale at **2.95**

## Men's Furnishings to Clear

**SHIRTS 50c.** They are negligee shirts, plain and in stripe patterns; all in coat style, and dependably made. Sizes 14 to 17. 75c and 89c values. **.59** Thursday, each

**WORK SHIRTS, 75c.** Men's English and Canadian Drill Work Shirts, collar attached style; various strong materials. Sizes 14 to 18. Each **.75**

**PYJAMAS, \$1.50.** Solsette and Anderson wool taffeta pyjamas; broken lots out of our regular stock; blue, tan and gray. Sizes 34 to 46. Values \$2.00 **1.59** and \$2.50. Thursday **.33**

**UNDERWEAR, 33c.** Men's Natural Shade Balbriggan Underwear, Shirts and Drawers. Sizes 34 to 44. Thursday, per garment **.33**

## Fatigue Suits for Soldiers \$8.00

Made from serviceable regulation khaki drill, neatly tailored. A good fitting tunic and riding breeches. Sizes 36 to 42.  
English Flannel Coats, \$4.50—Made from good quality white English flannel, single-breasted saque, patch pockets. Sizes 34 to 39.  
Men's Wash Vests at \$1.25—in a white with broken color thread stripe, single-breasted; 36 to 42.  
Young Man's Suit at \$8.50—Made from a good quality English tweed, in a light gray and brown mixture; smart single-breasted saque coat, single-breasted vest and trousers with cuff bottoms. Sizes 33 to 36.

## Other Special Attractions for Homelovers

## Special Prices on Rugs

They are priced much lower than their value. We promise that you will be pleased with your purchase if you will be lucky enough to get one.

**WILTON RUGS FOR \$25.75.** The only trouble is that we have only seven of these splendid rugs, Sizes 9 x 12 feet, Oriental design in good coloring for living-room or dining-room. Our own \$34.75 rug reduced for clearance **25.75**

**HIGH-GRADE WILTONS REDUCED.** About 18 of our very fine seamless French Wilton rugs, perfect quality and beautiful colorings. The following prices prevail now and they will save you about a third of your money. Remember, please, that the quantity is small, and you may be disappointed if you come too late. Size 6.7 x 7.10, for \$24.75; size 9.0 x 12.6, \$69.75; size 9.10 x 13.2, for \$73.50.

**A good Hearth Rug of mottled chenille, 27 x 50 inches, selling here now for .78**

**Heavy Inlaid Linoleum, our \$1.25 kind; color cannot wear off. Thursday, per square .98**

**Phone for our man to measure your window for window shades. Estimates gladly furnished even for a single shade.**

## Two Specials in English Dinnerware



**AT 9.95** English Dinner Sets, semi-porcelain; 97 pieces; thin ware, with rosebud feet; gold traced handles and edges.

**AT 10.75** Best quality English ware, pretty, large rose decoration, heavy black border, gold traced handles and edges; 97 pieces.

## Linens and Staples

Embroidered Pillow Cases, neatly hemstitched. Size 45 x 36. A nice range of patterns. Thursday, per pair **.98**

Hemmed English Sheets, for double beds. Size 2 x 2 1/2 yards. Plain weave. Thursday, per pair **1.63**

Queen's Longcloth, fine quality, 98 inches wide, will give splendid wear. Thursday, per yard, **.15**

Nainsook, nice soft nainsook, 36 inches wide, in 12-yard lengths. Thursday, 12 yards **1.75**

Damask Table Cloths, all pure linen, assorted patterns. Size 2 x 2 1/2 yards. Thursday, each **2.95**

Satin Damask Napkins, fine quality, all linen. Size 22 inches. Thursday, per dozen **3.25**

White Saxony Flannellette, good heavy quality, 32 inches wide. Thursday, per yard **.15**

Double Bed Blankets, woolen, 70 x 84 inches; soft nap; pink or blue borders. Thursday, **3.75**

White Satin Bedspreads, Size 74 x 96 inches, English make. 74 x 96 hemmed. Thursday **2.50**



## THE BOOT LIST

## "Victor" Boots for Particular Men

Are arriving daily and are being shown in all leathers and in most advanced styles on toe shapes suitable for all ages. Prices range from \$4.50 to \$7.00. Some of the latest arrivals are:

## Men's Russia Calf Balmoral

Dark brown Russia calf leather, blind eyelets on English recede toe, lightweight oak tanned Goodyear welt, neat stitched toe cap. Sizes 5 1/2 to 10. Widths C, D and E. Pair **7.00**

## Men's Nabob Kid Lace Boots

Fine black gongola kid, bright kid upper on new "Nabob" straight-lacing last, light Goodyear welt sole, flat heel. Sizes 5 1/2 to 10. Widths C, D and E. Pair. **6.50**

## Boys' Boots at \$1.99

Fine gummetal calf and box calf leather, in blucher style, dull calf uppers, good weight solid leather soles and heels. Sizes 11 to 13, 1 to 5. Thursday **1.99**

## Barefoot Sandals, 59c

600 pairs barefoot sandals, all sizes, made of heavy tan leather with sewn soles, two-strap over instep. Children's, girls' and misses' sizes. Thursday **.59**

## Women's Better Class Low Shoes, Values Up to \$7, Thursday at \$2.95

Thursday morning we place on sale at \$2.95 our entire stock of Women's \$4.00, \$4.50, \$5.00, \$5.50, \$6.00 and \$7.00 Pumps and Low Shoes. This includes Queen Quality, Laird & Schuber, John Siroctman and Getty & Scott makes; in fact, all our better qualities. In the lot are gray kid, patent leather, white canvas, black suede and gummetal; there are pumps, Colonials, lace and button Oxfords; all the sizes. They all go at the one price of **2.95**

## Hosiery Sale Specials

Women's Heavy Silk Hosiery, fashioned, manufacturers' samples; range of colors. Regular \$1.50. Hosiery Sale **.98**

Women's Lustre Lisle Hosiery, seamless, black only. Hosiery Sale, 4 pairs \$1.10; pair, 38c.

Women's Cotton Hosiery, black, white, grey or pink; seamless. Regular 25c. Hosiery Sale, Thursday, 3 pairs 55c; pair, 19c.

Women's English Cashmere Hosiery, travelers' samples; black and white, regular 55c. Hosiery Sale, Thursday **.49**

Boys' and Girls' Stockings, lisle thread, seamless, black and white, one and one rib. Sizes 6 to 10. Hosiery Sale, Thursday **.25**

Children's Lisle Thread Socks, grouping regular stock lines; white, with fancy colored tops. All sizes. Regular 15c. Hosiery Sale **.11**

Men's Silk Socks, black only. Sizes 9 1/2 to 11. Regular 35c Hosiery Sale, Thursday **.25**

## Pink Cameo Rings \$1.90

Genuine shell cameos, in strong 10k gold mounts. Two sizes in full oval; also the popular long oval shape. First grade hand-cut cameos, with finely carved heads on pink background. Special, Thursday **1.90**

The SIMPSON Company Limited