A Suitable Breakfast

lays the foundation for a comfortable day in hot weather.

Start the day off right by a Summer Breakfast at Simpson's Palm Room.

Special attention is paid to the cooking and serving and the surroundings are cool and pleasant.

If you come once, you'll come again. Special breakfasts at 15c, 25c, 30c and 35c.

To Visitors

Our Rest Room--Third Floor ---is a comfortable and convenient place to wait for friends or to rest after shopping. Your coats and bags will be checked free of charge in the basement, while the restaurant on the sixth floor is a most satisfactory place for Breakfast (8.30 to 10 a.m.), Luncheon and Afternoon Tea.

$25 Diamonds at $18.75

Solitaire rings, three-stone rings, five-stone rings, twins and clusters, all diamonds, also three and five-stone rings, diamonds combined with pearls, rubies, emeralds and sapphires. Regular $25.00. Wednesday **18.75**

Tourist Trunks

Fibre and metal bound; sizes 32, 34 and 36-inch **5.00**

Steamer Trunks; sizes 34 and 36-inch **4.95**

Tourist Trunks, canvas covered, fibre bound; size 34-inch. Wednesday ... **3.95**

Women's Silk Summer Gloves

Long or wrist length; made in Canada; guaranteed finger tips; black and white; wrist length, 50c, 75c and $1.00; long length, 75c, $1.00, $1.25, $1.50.

Women's Lisle Thread Gloves, wrist length; two dome fasteners; strong sewn seam; heavy stitched back; white only; sizes 5½ to 7½. Wednesday ..... **.75**

Women's Long Silk Gloves, opened at wrist; dome fasteners; double tipped fingers; black and white; sizes 5½ to 7½. Extra value Wednesday ..... **.59**

'Phone Orders for Fruit Jars

Crown Sealers, pints, doz.	.55
Crown Sealers, quarts, doz.	.65
Crown Sealers, half gallons, doz.	.75
Perfect Seal, pints, doz.	.90
Perfect Seal, quarts, doz.	1.00
Perfect Seal, half gallons, doz.	1.10
Glass Tops for Crown Sealers, doz.	.20
Metal Rings for Crown Sealers, doz.	.20
Rubber Rings for Crown Sealers, best quality, doz.	.5
Glass Fruit Jar Fillers, each	.10
8-oz. Jelly Tumblers, tin tops, doz.	.35
6-oz. Jelly Tumblers, tin tops, doz.	.30

MARKET

Telephone Adelaide 6100

MEATS.

Prime Corned Beef, special, lb.	.15
Shoulder Pot Roast Lean Beef, special, per lb.	.14
Boneless Back Bacon, mild curing, whole or half back, special, lb.	.27
Pure Lard, 3-lb. pails, gross weight, special, per pail	.57
Domestic Shortening, 3-lb. pails, gross weight, special, per pail	.48
Veal, Ham and Tongue Loaf, lb.	.25
Ham and Tongue Loaf, per lb.	.25
Pressed Pork, per lb.	.25
Jellied Hock, per lb.	.25
Headcheese, 1-lb. prints, per lb.	.12

GROCERIES.

6,000 packages Redpath's Granulated Sugar, in 5-lb. packages, 3 packages	1.28
Ogilvie's or Purity Flour, ¼-bag	.95
2,000 stone Fresh Rolled Oats, per stone	.45
Finest Canned Corn, Peas or Beans, 3 tins	.25
Clark's Pork and Beans in Chili Sauce, tall tin	.12
Choice Pink Salmon, ½-lb. flats, 3 tins	.25
Macaroni or Spaghetti, 3 pkgs.	.25
Finest Mild Cheese, per lb.	.22
Heinz Sweet Pickles, in bulk, qt.	.35
White Wine Vinegar, per gallon	.25
Mustard, in Bulk, compound, lb.	.23
Clark's Potted Meats, assorted, 5 tins	.25
Fancy Japan Rice, 3 lbs.	.25
Telfer's Cream Soda Biscuits, tin	.25
Holland Rusks, 3 packages	.25
Harvey's Marmalade, quart gem	.35
Paris Pate, per tin	.10
St. Julien Cream Cheese, package	.10
Rose's Lime Juice, bottle	.10
Fresh Buttermilk, gallon	.15
Knoxe's Gelatine, 2 packages	.25
Campbell's Soups, assorted, 2 tins	.25
Malta Vita, 2 packages	.25
1,000 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Wednesday, per lb.	.27
1,000 lbs. Finest Pure Ceylon Tea, of uniform quality and fine flavor, black or mixed. Wednesday, 3 lbs.	1.00

FRUIT AND VEGETABLES.

Finest New Potatoes, peck	.39
Finest California Sunkist Oranges, per doz.	.39
Choice Grapefruit, 2 for	.25
Fresh Cauliflower, each	.15

August, the month of opportunity to the shopper---the month of sales to make room for the incoming fall merchandise--offers unique opportunities to the buyer in search of good values, at

SIMPSON'S

In buying housefurnishings, if you are interested in our scheme of extended payments, consult the Secretary of the Homelovers' Club, Fourth Floor.

HERE ARE TODAY'S ITEMS FROM THE HOUSEFURNISHING DEPARTMENT

Sale Specials in Scotch Tapestry Rugs

We quote here prices considerably below today's prices for the qualities. All made by some of the best Scotch manufacturers in popular designs and colors.

Size 7.6 x 9.0.	August Sale price	11.25
Size 9.0 x 9.0.	August Sale price	12.25
Size 9.0 x 10.6.	August Sale price	14.25
Size 9.0 x 12.0.	August Sale price	15.95

LINOLEUMS AND FLOOR OILCLOTHS.

Good patterns, some with imperfections in the surface printing. Floor oilcloth in several patterns, 34, 45, 54, 72 and 90 inches wide. Square yard ..... **.33**

Extra Heavy Linoleum, 2 yards wide only, in a choice of good patterns. August Sale price, square yard **.53**

ENGLISH WILTON RUGS.

Heavy rugs, made by the most prominent English manufacturers, in designs and colors, all of which are in harmony with today's furnishings. Size 9.0 x 9.0. August Sale price **32.50**

Size 9.0 x 12.0, extra fine quality, in beautiful bold Oriental effects. August Sale price **49.75**

AXMINSTER HEARTH RUGS, $2.25.

Look through the numerous patterns that are shown and consider the prices, less than manufacturers' list prices. Size 27 x 54 inches. August Sale price **2.25**

Window Shades and Awnings---In the August Sale

Duplex Window Shades at 49c Each—A well-made opaque window shade in green, with reverse of cream or white mounted on Hartshorn spring roller; size 37 x 70 inches; complete with brackets and nickel ring pull, each ..... **.49**

Trimmed Opaque Window Shades at 49c Each—A well-made opaque cloth in cream, green or white; neat Nottingham lace insertion; size 37 x 70 inches; mounted on strong spring roller, complete at, each ..... **.49**

SCOTCH HOLLAND WINDOW SHADES.

Complete stock, all sizes, which can be made up to your order, in cream, green or white, and a staff of reliable estimaters who, upon receipt of phone message at the Drapery Department, will call and measure, submit samples, when we will mail you an estimate for this high-class and most serviceable window shade.

Bay Window Extension Rods at $1.00 Each—A specially made extension rod which can be fitted to any style bay window and which is easily adjusted. Each **1.00**

A SPECIAL BARGAIN IN AWNINGS.

Window Awnings at 98c each. Ready-made Window Awnings, in three sizes, 2 ft. 6 in., 3 ft. and 3 ft. 6 in. wide, with extension of 2 ft. 6 in.; mounted on flexible frame; good quality awning stripe, in brown and white or blue and white, which regularly sold at $1.50. Wednesday, each ..... **.89**

Verandah Curtains, to match the above window awnings, 8 ft. wide and 8 ft. long. Regular $3.25. Complete with fittings. Wednesday **1.98**

Wall Papers on Sale

Tapestry and Self-toned Wall Papers. Regular 35c and 50c. Wednesday ..... **.14**

Floral Effects for Bedrooms. Regular 15c and 20c. Wednesday 7c; **Borders,** to match, regular 4c, Wednesday 2c.

Gold Outlined Hall Papers. Regular 10c. Wednesday 6c; **Border,** to match, reg. 5c. Wednesday, yard 2½c.

Chair and Bed Day in the August Furniture Sale

BRASS BED, ball corner design. Regularly $24.75. August Sale Price, only **15.95**

BRASS BED, 2-inch post with seven fillers, tulip shaped husks. Regularly $22.50. August Sale Price **17.50**

BRASS BED, four-poster design, interchangeable side rails. Regularly $26.00. August Sale Price **19.95**

BRASS BED, 2-inch posts, 1½-inch top rail. Regularly $28.00. August Sale Price **19.95**

BRASS BED, ball corner design, unusually handsome. Regularly $29.50. August Sale Price **21.45**

BRASS BED, two-inch posts. Regularly $34.00. August Sale Price, only **24.75**

MATTRESS, curled seagrass centre, jute on both sides. August Sale price, only **2.90**

MATTRESS, fibre and felt. August Sale Price, only **6.00**

MATTRESS, made of sanitary cotton felt. Regularly $9.50. August Sale Price **7.95**

Iron Frame Spring. August Sale Price, only **3.25**

Simpson's Special Spring Iron Frame. August Sale Price **3.95**

IRON SPRING. August Sale Price, only **4.95**

BOX SPRING, strongly constructed, oil tempered springs. Regularly $16.00. August Sale Price **11.95**

DINING-ROOM CHAIRS, quarter-cut oak, slat back design, slip seats, in genuine leather, five side and one arm chair, fumed or golden finish. Regularly $30.00. August Sale Price **16.75**

DINING-ROOM CHAIRS, birch mahogany finish, Colonial design, slip seats, genuine leather, five side and one arm. Regularly $31.50. August Sale Price **17.75**

DINING-ROOM CHAIRS, quarter-cut oak, fumed or golden finish, leather slip seats, full box frames, neat design, five side and one arm. Regularly $26.75. August Sale Price **19.00**

DINING CHAIRS, quarter-cut oak, fumed and golden finish, Colonial design, slip leather seat, five side and one arm. Regularly $31.50. August Sale Price **22.90**

BEDROOM ROCKER, birch mahogany, genuine leather seats. Regular $3.00. August Sale Price **1.65**

DINING-ROOM CHAIRS, quarter-cut oak, fumed or golden finish, leather slip seats and panel backs; five side and one arm chair. Regularly $36.50. August Sale Price **24.95**

DINING-ROOM CHAIRS, quarter-cut oak, fumed or golden finish, mission design, in genuine leather, five side and one arm chair. Regularly $35.25. August Sale Price **25.00**

Better Than Ever is This Sale of Fine Linens!

Fifteen thousand dollars' worth of Hand-Embroidered Madeira Linens and Japanese Hand-made Renaissance Linens

have just come to hand. The orders were placed long ago, and for that reason we are able to make the prices more attractive than anything shown here for months.

N.B.—This Sale will outshine in value-giving the Sale that made such a sensation a year ago.

Every piece guaranteed hand work, and perfect in every detail, and every piece of Madeira goods guaranteed pure linen. On sale Wednesday morning, Linen Department, Fourth Floor. Extra space, extra salespeople, together with every appointment planned to make your shopping a pleasure.

EXTRA SPECIAL FOR 8.30 A.M. BUYERS.

Madeira Cloths Half Price. Just 50 of these beautiful hand-embroidered Madeira Luncheon Cloths, worked on the very finest of pure linen; size 52 x 52 inches. Regular $12.50. Clearing Wednesday, each 6.25

Cannot accept phone or mail orders for cloths.

Madeira Doylies, size 6 in., 8 in., 10 in. and 12 in. Priced at, each, 12½c, 19c, 25c, 35c to $1.35.

Centrepieces, size 18 in., 20 in., 24 in., 27 in. and 36 in. Priced at, each, 60c, 75c, 98c, $1.98, $2.98 to $4.48.

Tray Cloths, oblong, 85c to $2.48.

Tray Cloths, oval, 49c to $1.98.

Scarfs, sizes 18 in. x 36 in., 18 in. x 45 in., 18 in. x 54 in. Priced at $1.35, $2.25, $2.98 to $5.65.

Dainty Luncheon Cloths, sizes 45 in. x 45 in., 54 in. x 54 in. and 70 in. x 70 in. Priced at $4.95, $7.50, $12.50 to $19.50.

Napkins, sizes 9 in. and 13 in. Priced at $2.98, $4.50 to $8.50 dozen.

Baby Pillow Cases, size 12 in. x 18 in. From $1.48 to $3.50.

Japanese Battenberg and Drawn Work Covers, size 30 in. Priced at, each, 49c.

Battenberg and Drawn Work Scarfs, size 17 in. x 51 in. and 18 in. x 54 in. Priced at each, 49c.

Battenberg Covers, size 45 in. Priced at, each, 98c.

Battenberg Covers, size 54 in. Priced at, each $2.48.

Battenberg Covers, size 70 in. Priced at, each $3.48.

Battenberg Scarfs, size 18 x 54 in. Priced at, each 98c.

Battenberg Bed Spreads, size 74 in. x 90 in. Priced at, each $3.48.

White and Gold China at Half Price

White and gold real china, pure white body, with gold band and gold handles, clearing at half regular price.

Breakfast Plates, regular $4.50 doz. Half price, doz.	2.25
Fruit Saucers, regular $3.00 doz. Half price, doz	1.50
Entree Dishes, regular $5.40 doz. Half price, doz.	2.70
Tea Plates, regular $4.00 doz. Half price, doz.	2.00
12-inch Platters, regular $2.10 each. Half price, each	1.05
14-inch Platters, regular $2.50 each. Half price, each	1.25
16-inch Platters, regular $3.25 each. Half price, each	1.63
18-inch Platters, regular $4.50 each. Half price, each	2.25
Vegetable Dishes, regular $2.25 each. Half price, each	1.13
Bakers, 7-inch, regular $1.35. Half price, each	.68
Bakers, 8-inch, regular $1.50. Half price, each	.75
Pickle Trays, regular $1.00. Half price, each	.50
Teapots, regular $2.00 Half price, each	1.00
Sugar Bowls, regular $1.50. Half price, each	.75

100 Women's and Misses' Bangkoks at $1.95

Normal shades, with ribbon bands and edgings; tailored styles; also a few colors, such as Paddy green, pink and blue. Nothing nicer and lighter than these fine Bangkoks for summer wear. Reduced for quick clearance from $4.50 and $6.00. Wednesday **1.95**

MOTOR HATS.

With and without veils; a splendid selection of close-fitting styles, and natural silk peak cap, $1.00 and $1.75

Today's List of Summer Shoes

HALF PRICE SALE OF WOMEN'S LOW SHOES.

180 pairs, regular stock lines, White Buck Low Shoes, that we cannot duplicate this season. Large buckle Colonial pumps, with plain vamp and fancy toecap, trimmed with white buck and silk tailored bows; lace and button style Oxfords, all new shapes; Cuban and Spanish leather heels. Regular selling price stamped on soles. All sizes in the lot. Wednesday, Half Price.

MEN'S $4.00 AND $4.50 LOW SHOES AT $1.99.

Just 150 pairs, broken sizes, all leathers, button and lace styles, Goodyear welt soles, mostly small sizes. Values $4.00 and $4.50. Wednesday **1.99**

BOYS' TAN CALF BLUCHER, $2.75.

Mannish looking boys' boots, made of tan calf leather, blucher cut, good weight McKay sewn soles, military heels; sizes 1 to 5. Wednesday **2.75**

GIRLS' ROMAN SANDALS.

Patent leather and white canvas, made on neat full last, turn soles, low heels, four-in-step strap, vamp trimmed with neat tailored bows; sizes 8 to 10, $1.29; 11 to 2 ..... **1.49**

GIRLS' WHITE ANKLE STRAP.

90 pairs only, white canvas ankle strap pumps, turn sole, low heels; made on nature foot last; sizes 8 to 10½. Regular $1.25. Wednesday ..... **.95**

UP-TO-THE-MINUTE WHITE CANVAS COLONIALS.

New pompom Colonial, made of white canvas, with large covered buckle, turn sole, long branch toe, white Spanish covered heels; sizes 2½ to 7. Per pair **5.00**

Bargains in the Wash Goods

Imported Mosquito Nettings, a mesh so fine that the smallest insect cannot get through, white only, 36 inches wide. Regularly 12½c. Wednesday ..... **.8**

Palm Beach Suitings, correct shade for suits, 36 inches wide, yard at ..... **.39**

Snowflake Crepe, 45 inches wide, a firm quality for waists and dresses. Reg. 39c. Wednesday **.25**

Summer Voiles, tinted grounds of old rose, champagne, green, sky, Copen., mauve, etc.; 40 inches wide. Regular 39c. Wednesday ..... **.19**

Sateen Foulards, fast colors of Alice, navy, black, brown, etc., with spots and figures in white; 32 inches wide. Per yard ..... **.35**

Awning Stripe Ginghams, 32 inches wide, stripes of black, navy, pink, mauve, brown, etc.; all fast colors. Per yard ..... **.25**

Men's Straw Hats 95c Today

$1.50, $2.00 AND $2.50 SAILORS, AT 95c.

Newest English and American split and sennit braids, with plain or notched edge brims; medium and high crowns, well finished, with full leather sweatbands, and trimmed with black corded silk bands. $1.50, $2.00 and $2.50. Price ..... **.95**

CHILDREN'S HATS.

White Canton Straw; smart shapes; Rah-rahs, Jack Tars, Turbans, etc.; well made and trimmed. Values to $2.50. Wednesday ..... **.95**

Youths' and Men's Two-Piece Suits at $7.95

Regular $10.50 and $12.50, broken lines from our regular stock of smart, good fitting, two-pieced suits; single-breasted, with lustre linings in front of the coat only. Light weight English gray tweeds. Sizes 34 to 44. To clear **7.95**

SLIGHTLY SOILED WASH VESTS, 95c.

Regular to $2.50. Assortment colors and patterns; single-breasted; sizes 34 to 40. To clear ..... **.95**

Boys' Norfolk Suits at $3.95

In medium weight tweeds, light or dark gray mixtures; coats single-breasted Norfolk vle; bloomers full cut. Sizes 24 to 32. Wednesday at **3.95**

BOYS' SHIRT WAISTS, 48c.

Broken lines from our regular stock, slightly counter soiled; sizes in the lot for boys of 6 to 14 years. Sizes 11 to 13½. Wednesday ..... **.48**

Balbriggan Underwear 29c

Men's natural shade shirts and drawers; sizes 34 to 44. Special ..... **.29**

Men's Duck Shirts, collars attached; white, tan, gray, also khaki drill; sizes 14 to 18. Special ..... **.75**

Men's Balbriggan Combinations, natural and white, also "Poros Knit." Sizes 34 to 44. Special **1.00**

Men's Belts, in gray, tan, black, plain and fancy leathers; sizes 30 to 46. Special ..... **.50**

Ladies' Wrist Watches $10

15-Jeweled Watch, with expansion bracelet, "Fortune" quality gold-filled case; detachable bracelet. Wednesday **10.00**

The Robert SIMPSON Company Limited