

SPECTACULAR NEWS FROM SIMPSON'S

Summer Shoes, Pumps and Oxfords. Come at 8.30

WOMEN'S "QUEEN QUALITY," "CLASSIC" AND OTHER POPULAR SHOES, \$1.45.

Over one thousand pairs, in tans, patents, dongola kid and gunmetal calf; Pumps, Colonials, Ties and Oxfords; some have Goodyear welted soles; every pair is perfect. All sizes from 2 to 7. Regularly \$2.50, \$3.00, \$4.00, \$4.50 and \$5.00. Saturday, 8.30, clearance price 1.45

MEN'S \$4.00, \$4.50 AND \$5.00 "BOSTONIAN," "MINTO," "MAXIMUM" AND "TETRAULT" SHOES, \$2.45.

3000 pairs, made on the newest lasts, in tans, black calf, patent colt and gunmetal; some are the new English last, with recede toe; flat forepart, and low heel; all have Goodyear welted soles. Sizes 5 to 11. Regularly \$4.00, \$4.50 and \$5.00. Saturday, 8.30, clearance price... 2.45

WOMEN'S SUMMER PUMPS, 99c.

The lot is comprised of Colonials, Pumps with tailored bows, two-strap Pumps and button and laced Oxfords, made from canvas and poplin, in black, white, mauve, gray, tan and cream; they have light flexible soles and Cuban heels, covered with material. Sizes from 2 1/2 to 7. Regularly \$1.25, \$1.50, \$1.75 and \$2.00. Saturday, 8.30, clearance price .99

Misses' and Children's Imported White Pumps, 99c — Dressy Ankle-Strap Pumps, of fine quality, white poplin, tailored bows on vamps, medium weight flexible soles and low heels, all sizes from 7 to 2. Regularly \$1.25 and \$1.50. Saturday99

Men's and Boys' Sporting Oxfords, \$1.99 — Imported shoes, made from selected tan lotus calf, unlined, strongly reinforced, waterproof elk soles, Goodyear stitched, low, orthopedic heels; all sizes from 2 1/2 to 7. Saturday 1.99

TENNIS OR YACHTING BOOTS.

Strong white duck, with corrugated black rubber soles, Blucher cut. Men's, sizes 6 to 11, Saturday, .99. Boys', sizes 1 to 5, Saturday, .89. Women's, sizes 3 to 7, Saturday, .89. Misses' and Youths', sizes 11 to 2, Saturday, .79. Children's, sizes 5 to 10, Saturday, .69

Same Quality in Oxford Shoes — Men's, sizes 6 to 11, Saturday, .89. Boys', sizes 1 to 5, Saturday, .79. Women's, sizes 3 to 7, Saturday, .79. Misses' and Youths', sizes 11 to 2, Saturday, .69. Children's, sizes 5 to 10, Saturday59 (Second Floor)

Odd Lines Dinnerware Bargains

Porcelain and China Dinner Plates 7c
Porcelain and China Tea Plates 6c
Porcelain and China Bread and Butter Plates 5c
Fruit Saucers 4c
Covered Vegetable Dishes, each 39c
Bowls, each 3c
Gravy Boats, each 14c
Cups and Saucers 8c and 10c

200 DOZ. JAPANESE CUPS AND SAUCERS, EACH 6c.
Pretty floral decorations. Best quality Japanese China cups and saucers. Regular prices, each 15c, for 6c
"Wheat Sheaf" decoration, good quality English porcelain, gold lined edges. Tea Plates, Reg. each 5c, for half dozen 18c
Oatmeal or Cereal Dish, Reg. 5c each, for half dozen 18c

\$2.50, \$2.75 and \$3.00 ICE CREAM SETS, \$1.95.
Beautiful quality and perfectly finished, "Royal Nippon" china tea cream sets. Various decorations of the newest designs for you to choose from. Each set consists of large tray and six individual dishes. Regular \$2.50, \$2.75 and \$3.00. Saturday, choice \$1.95

Three Good Rug Specials For Saturday Morning Shoppers

6 ft. 9 in. x 9 ft. ENGLISH BRUSSELS RUGS AT \$9.95.

There are a number of good designs and colors included in this parcel of useful Rugs for small rooms, and at a very low reduced price. Special Saturday, each 9.95

9 ft. x 12 ft. SEAMLESS AXMINSTER RUGS AT \$19.75.

Oriental and floral designs, in greens, reds and tans, at this unusually low reduced price. Special Saturday morning, each 19.75

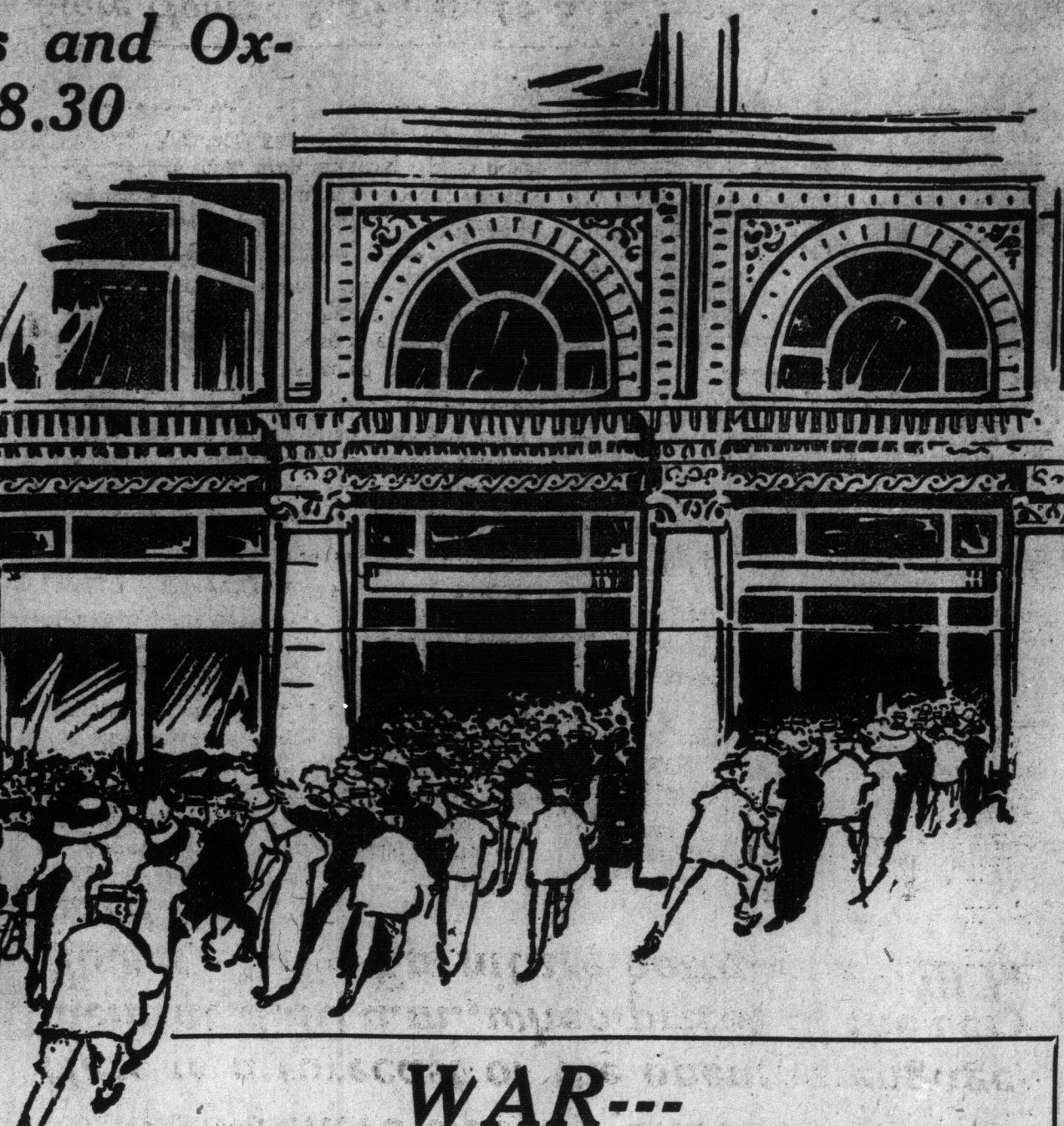
A GOOD BARGAIN IN SCOTCH TAPESTRY RUGS.

30 Rugs, of all one design, in four different sizes, are offered at a phenomenally low special price for quick Saturday morning selling. The design is a well-covered scroll and floral design, in beautiful shades of tan, brown, greens and reds; a splendid rug for any room, and will give excellent satisfaction:

7 ft. 6 in. x 10 ft. 6 in. Special Saturday ... 5.95
9 ft. 0 in. x 10 ft. 6 in. Special Saturday ... 6.95
9 ft. 0 in. x 12 ft. 0 in. Special Saturday ... 7.95
10 ft. 6 in. x 12 ft. 0 in. Special Saturday ... 8.95

Hot Weather Lunching

When July and August heats begin to frazzle the nerves a bit, the strain of the daily grind tells on the housekeeper as well as the office man, having your table reserved and lunching on family if you wish?
Why not enjoy delightful lunches moderately priced at the Simpson Store, the same thing applies to breakfast, which is particularly moderate in price and delicious. Almost better than going away in the heat of not being responsible for awhile.
BRING YOUR FAMILY IN FOR BREAKFAST AND LUNCH AND ENJOY THE EXCELLENT CUISINE AT MODERATE RATES.



WAR---

on furniture prices in our great August Sale. The Campaign opened yesterday. Today there's a hot engagement, the usual Friday reductions having been reinforced by the Sale Specials. Tomorrow the bugles will sound truce at 1 o'clock and there will be an armistice for two days and a half, Saturday afternoon, Sunday and Civic Holiday, when the store remains closed. But from 8.30 till 1 o'clock tomorrow there will be unusual activity. Here is a forecast of the opening engagement at 8.30 a.m., when prices of the very flower of the Furniture battalions will be hard hit.

Buffets, 14 only, made of solid quarter-cut oak, in fumed or golden finish, fitted with two cutlery and one long linen drawer, large double door cupboards, wood pulls, British bevel mirror, size of top 44 inches. Regularly \$25.00. August Sale price 14.25

Extension Tables, 12 only, made of selected oak, quarter-cut oak top, in fumed or golden finish, size of top 45 inches, extending to 6 feet, heavy round pedestal. Regularly \$18.25. August Sale price 11.25

Dining-Room Chairs, in solid quarter-cut oak, in fumed or golden finish, have panel backs and loose slip seats, covered in genuine leather; set has five small and one arm chair. Regularly \$22.50. August Sale price 15.95

Dresser, made of selected quarter-cut, in fumed or golden finish; also in genuine mahogany veneered, has two shaped and two long drawers, British bevel mirror. Regularly \$21.50. August Sale price 16.10

Chiffonier, made to match above dresser, in golden finish, or genuine mahogany veneered, has five long, deep drawers, British bevel mirror. Regularly \$20.30. August Sale price 15.45

(Fifth Floor)

Couch, made in quarter-cut oak, finished in rich golden or fumed oak, well upholstered, and covered in good quality of leatherette, has spring edge and deep tufted top; the construction consists of 30 oiled, tempered spiral springs, bound together with steel wire. Regularly \$14.50. August Sale price at 9.65

Brass Beds, have heavy 2-inch posts and top rails, with ball corners; fillers are 1 inch in diameter, supplied in 4.6 only, in bright finish. Regularly \$24.75. August Sale price 15.95

Springs, the frame is made of steel tubing, the fabric is extra fine woven steel wire, with steel rope edge, strongly reinforced, fully guaranteed. Regularly \$5.00. August Sale price 3.95

Mattresses, 100 only, the filling is pure cotton felt, carefully selected, deep tufts, roll-stitched edges, and covered in high-grade art ticking. Regularly \$7.50. August Sale price 3.65

Extension Couches, 100 only; the frame is made of heavy steel angle, finished in gold bronze; spring is close coil, woven wire, suspended with oil-tempered, helical springs; it is easily extended from couch to bed, and can be made into two separate couches by raising at centre and separating when extended; mattress is tufted, and covered in green denim, with valance at front and both ends; can be transferred from couch to bed in a few seconds. Regularly \$9.75. August Sale price at 6.45

Morning Values in Accessories for Men

In the quick-clearing column. Prices are scarcely an object in arranging for the morning selling tomorrow.

MEN'S STRAW HATS, 95c.

Extra fine qualities, newest American and English styles, in a wide variety of crowns and brims. The braids are the popular sennits and fine split braids, black silk bands. Saturday at the very special price of95

300 PANAMA HATS SATURDAY AT HALF PRICE AND LESS.

Balances of our \$5.00 and \$6.00 hats, and specially good qualities of South American manufacture. All are the most popular shapes, with medium or large brims; each hat is perfect in weave and finish; this is a special opportunity to purchase a hat that will last you for years. Sizes 6 1/2 to 7 1/2. Saturday for 2.45

BETTER QUALITY SUITS FOR MEN.

Splendid English tweeds and worsteds, in grays and browns; attractive striped patterns; single-breasted coats, three-button style; vest single-breasted; carefully tailored and finished. Sizes 34 to 44. To clear 12.95

White Duck Pants, for the holiday, with cuff bottoms, belt and side straps. Sizes 28 to 44. Saturday 1.00

Men's White Flannel Trousers; for outings or out-door games; made from English flannel of good quality, finished with cuff bottoms and belt straps; beautifully tailored. Sizes 30 to 44. Price 3.00

English Gray Flannel Trousers, cuff bottoms, belt straps. Sizes 30 to 44. Price 3.50

ODD LINES OF FURNISHINGS.

Shirts, soft and laundered cuffs, some with separate soft collar; oddments from stock counter-soiled shirts and travellers' samples. Regularly \$1.00, \$1.25 and \$1.50. Saturday's rush price50
No 'phone or mail orders.

Summer Combinations, in open work mesh, balbriggan, Sea Island, hile thread and mercerized materials; all have closed crotch. Sizes 34 to 44. Regularly \$1.25 to \$5.00. Saturday rush price89
No 'phone or mail orders.

PURE WOOL CASHMERE BATHING SUITS.

Light or heavy weight; one or two-piece style; navy blue. Sizes 32 to 44. Regularly \$2.00 and \$2.50. Sale price Saturday 1.29

SUITS FOR YOUTHS, \$8.95.

Single-breasted sack and Norfolk styles, with long, cuff-bottom trousers; of fine cheviot tweeds, in brown, gray and fancy patterns; serge linings. Regularly \$10.50, \$12.50 and \$13.50. Saturday95

BOYS' WASH SUITS, 55c.

Russian styles, with sailor or military collars; belt at waist and elastic bottom bloomers; striped patterns or natural linens. Sizes 2 1/2 to 5 years. Saturday morning55
(Main Floor.)

Wall Papers

2750 Rolls Wall Paper, suitable for parlor, dining room, bedroom, hall, in stripes, florals, taps, figures and linen effects, in browns, greens, blues, tans, creams, etc. Regular 15c roll. Saturday a.m. 14c Regular 15c roll, Saturday a.m. 9c

2300 Rolls Imported Paper for dining rooms, halls, dens, parlors, bedrooms, in tapestries, metallics, fabrics, florals, stripes, in browns, tans, blues, greens, and their blendings. Regular 75c roll, Saturday 45c Regular 50c roll, Saturday 31c

Parasols

Bell, Dome and Standard shaped Parasols in silk, silk mixed, or silk brocade, in a good selection of plain shades, dainty stripe effects on plain centres, with combination borders; also white embroidery, in many dainty designs; long, stylish handles. Regularly \$2.00, \$2.50 and \$3.00. Saturday morning special \$1.45

In the Basement

PRESERVING KETTLES.

You will supply your immediate needs and save money buying these first quality hard-wearing granite Preserving Kettles Saturday. Only one to each customer.

18 quart size (wine measure). Regularly \$1.05. Saturday rush80

16 quart size (wine measure). Regularly 85c. Saturday rush65

14-quart size (wine measure). Regularly 62c. Saturday rush47

PICNIC OR CAMP TEAPOTS.

Made of smooth, hard-wearing enamelware, in dainty designs, colors are pretty brown or green shades. Worth 55c. Saturday rush29

25c—SAFETY RAZORS—25c.

Heavily Nicked Razors, that will shave well, complete with double-edged blades, put up in case suitable for the vest pocket. Razors worth ordinarily 65c. Saturday rush25

The Grocery List

1000 lbs. Fresh Creamery Butter, White Clover brand, Per lb. 29
Toasted Cornflakes, 3 packages 25
Loaf Sugar, 4 lbs. 25
Imported French Peas, Per tin 11
Finest Canned Corn, 3 tins 25
Sovereign Brand Lime Juice, Reputed quart bottle 25
Clark's Pork and Beans, in chili sauce, Large tin 20
Cholco Red Salmon, Sovereign brand, Per tin 20
Finest Canned Spinach, Per tin 15
Baker's Cocoa, 1/4-lb. tin 22
Maconochie's Pickles, mixed chow and walnuts, Pint bottle 22
Maconochie's Kipperd Herring, Per tin 14
Finest Mild Cheese, Per lb. 15
Clark's Potted Meats, assorted, 8 tins 25
Shirrit's Marmalade, 2-lb. jar 25
Garton's H. P. Sauce, Bottle 18
Maconochie's Biscuits, Per tin 7
Cholco Olives, stuffed, Per bottle 15
500 lbs. Fresh Fruit Cake, Per lb. 15
Fancy Mixed Biscuits, 2 lbs. 25
Finest Table Oil for Salads, etc., Per bottle 25
CANDY.
500 lbs. Simpson's Special, Per lb. 20
(Basement.)

Store Hours: 8.30 a.m. to 5.30 p.m. Saturday Closing During August at 1 p.m. No Noon Delivery.

The Robert Simpson Company, Limited