All the Popular Sheet Music will be found in the Music Section in the Basement. The new hits are here immediately upon publication. Ask to hear them played, without feeling obliged to buy.

SIMPSON'S

In the Optical Department

Store Opens at 8.30 a.m. At \$3.50 Men's Trousers of dark with 5 pockets and belt loops. Sizes with 5 pockets and belt loops. Sizes with 5 pockets are belt loops. tuned to buy.

Get a Pair of Trousers to Wear With That Perfectly Good Coat That Is Now Hanging In Your Closet

> The Idea Is Good, And You'll Save Too. It Will Be About as Satisfactory as a New Suit.

Today we've grouped an attractive assortment of trousers for men and youths. They are carefully designed and cut to fit perfectly and "hang" right. Step in today and ask to see some of the following, you won't be impor-

At \$4.25 Youths' Trousers—serviceable dark grey worsted, with neat stripe effect. Finished with 5 pockets and belt loops. Sizes 28 to 32, \$4.25.

At \$5.00 Men's Trousers of dark black stripe effect. Suitable for business or dress wear. Sizes 32 to 44, \$5.00.

At \$1.95 Men's Odd Tweed and Kentucky Jean Trousers. Dark greys and browns. Well made, finished with three pockets and back straps. Sizes 32 to 44, \$1.95.

Breakfast?

Yes! And an exceptionally good and plentiful one. That's why so m a n y discriminating people dine

In the Palm Room Canada Food Board License

BREAKFAST-8.30 a.m. to DINNER-11.30 a.m. to 2.00

AFTERNOON TEA-3.00 to A LA CARTE LUNCHES at

-Sixth Floor.

An Electric Fan Has the Effect of a Cool, Refreshing Shower Bath!

Don't itch and squirm in the unbearable heat—switch on your electric fan and enjoy a shower bath of breezy coolness.

Get one for your bedroom, dining-room or office, the cost is trifling when one considers the service and comfort obtainable.

If you buy a Simpson electric fan you get the best that money can buy.

-Sixth Floor.

6-inch size, Polar Cub - \$ 8.50 8-inch size, 1 speed - - \$10.85 8-inch size, 3 speeds - \$11.75 8-inch size, oscillating - \$17.00

9-inch size, 2 speeds - \$12.00

12-inch size, 4 speeds - \$23.00

-Sixth Floor.

An August Furniture Sale That Surpasses Anything We Have Ever Known---Why?

The Home-Lovers' Club Helps

you to buy the furnishings you want and obtain immediate use thereof upon making a first moderate deposit. The balance is spread

over an arranged period to suit you. No extra charge for this homefurnishing service. See the Club Sec-

Dining-room Chairs, solid quarter-cut oak, fumed or golden finish; slip seats in genuine leather, set of six

retary, Fourth Floor.

chairs, \$31.75, for \$26.15. Dining-room Chairs, quarter-cut oak, fumed or golden finish; movable seats covered in genuine leather; set of six chairs. \$35.50, for \$26.95.

Because savings are more pronounced--prices are the lowest they will be for some time--"Simpson" quality is maintained throughout, regardless of the article or price. There are complete sets or separate pieces to be had. The sale abounds in all types of furniture--from the modest to the very high-class--the savings are proportionately the same on all pieces. Your attention is directed to the list for today.

and mahogany finish; deep drawers, wooden pulls, bevelled, plate mirror. Regular value \$22.50. August Sale price, \$17.25.

Baking Cabinets, gumwood, natural finish; deep drawer divided for flour or meal, also drawer for cutlery. Regular value, \$9.00, for \$6.70.

Kitchen Cabinet, base of solid oak, enamelled interior; porcelain bakeboard, roll curtain front; all modern conveniences. \$44.25, for \$39.85.

Mattresses, fibre centre, jute felt both sides and ends; full depth border; deeply tufted; all regular sizes. No more

Dresser, pure white enamel | than two to a customer. August Sale price, \$4.15.

Odd Wood Beds, genuine mahogany and wainut veneer; double size. Regular values \$27.75 and \$52.50, for \$19.95.

Refrigerators, case of solid oak, food chamber has movable shelves, white enameled interior; cleanable flues and ice racks. August Sale price,

\$36.95. Buffets of genuine quarter-cut oak, fumed or golden finish, Colonial design, raised panels on front, large bevelled plate mirror. \$33.75, for \$24.15.

Buffets, solid quarter-cut oak, fumed and golden finish. \$36.00, for \$25.35.

Buffets, genuine quarter-cut oak, fumed or golden finish: 52-inch case; doiley, cutlery and linen drawers; large bevelled plate mirror. \$42.00,

for \$29.15.

Extension Table, solid oak, 42-inch top, heavy square pedestal, shaped feet; extends to 6 feet. \$15.25, for \$11.95.

Extension Tables, solid quarter-cut oak, top 45-inch, deep rims, extends to 6 feet. \$27.50, for \$20.95:

Extension Tables, solid quarter-cut oak, 45-inch top, extends to 6 feet. Regular value \$26.50. August Sale price, \$19.85.

A-2 (L.)

\$15.00 Hot Weather Suits for Men and Young Men

Scrupulous examination of these suits reveals no-thing but high-class fabries and expert workmanship. That's why they're in the Simpson Men's Store. Any-thing short of perfection is excluded from our fine

These \$15.00 suits are two-piece, 3-button semi-fitted sacque models. Three outside patch pockets and one inside. Developed in medium shade of grey cool cloth. Sizes 36 to 44. \$15.00.

Youths' Long Trouser Suits Specially Priced Today \$5.75

Developed in good looking and durable tweeds in variety of attractive patterns.

Three popular models preferred by youths who are somewhat particular about dress. Trencher and half belted models. Sizes 32 to 34 only. Today out they go at \$5.75.

Still Going! The Sale of Straw and Panama Hats

Every hat is of first quality in the smartest of the season's styles.

But they're going fast and the man who would realize on the worth-while savings (half price and less) will do well to hurry here as soon as possible. Why not choose yours today?

Baby Carriages at \$29.75

9 only; medium-sized Carriages, some reversible gears, rolls on body and hood. Tastefully upholstered, finished in natural, grey and white enamel. Today, \$29.75.

Folding Go-Carts at \$5.75 Black Folding Go-Carts, with leatherette upholstering. Hoods and rubber tires. Usually sold at \$8.96.

No Phone, Mail or C.O.D. Orders for Sale Footwear.

Today, \$5.75.

Queen Quality and Other

Several hundred pairs left from Saturday's sale. Included are newest summer pumps, colonials and strap slippers, dress and sport Oxfords. Nearly every pair different. Colors grey, black, brown and white. Kid, patent, gunmetal and brown and black suede leathers. Wide and narrow toe shapes —plain yamps. Samples and regular stock lines. Samples in sizes 3, 3½, 4 and 4½, but in the lot are all sizes from 2½ to 7. Values \$7.00 to \$10.00. Today, per pair, \$3.95.

Men's Boots, Oxfords, \$5.45. \$7.00 to \$7.50 Grades.

About 800 pairs of Gunmetal, Patent Colt, Dongola Kid and Havana Brown, Blucher and Straight Lace Boots and Oxfords. Leather and Neolin soles, also Goodyear welt, Leather and rubber heels. Sizes 6 to 11. Regularly \$7.00 and \$7.50. Today, per pair, \$5.45.

Children's Ankle Slippers, 99c. About 250 pairs White Ankle Strap Slippers—sizes 5 to 7½. Neat wide toe last—white bow. Medium weight leather soles. Low heels. Regularly \$1.50 and \$1.75. Today, 99c.

Boys' Oxfords, Today, \$3.95.

Made on English recede toe last. Sizes 1 to 51/2. Straight lace Oxfords, with blind eyelets—guaranteed Neolin soles, and solid rubber heels. Gunmetal or Hayana brown leathers. Today, per pair, \$3.95.

Complete Outfit

FOR

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eck, is having a

ime. The Brit

Wall Tents \$18.22 Six only, made of heavy quality white duck. Size 9.6 x 12.0, with a 3-ft. wall. Complete with poles and pegs. Sell in regular way at \$22.18. Special, today, \$18.22.

Gilt Oval

Frames 19c Regularly 35c, 50c, 60c, 75c and 90c.
Sizes 3½ x 5½, 5 x 7, 6 x 8, 7 x 9,
and 8 x 10. In a neat black gilt
oval, suitable for photos, calendars,
heads, and so on.

Tourist Trunks

High square trunks, with heavy leather strappings. Waterproof canvas covered, fibre back and strong bolts. Heavy corner protections. Deep covered tray. Today, sizes 32 in., \$7.25; 34 in., \$7.50; 26 in., \$7.95.

Women's Chamois Gloves 69c

Regularly \$1.50.

Real English chamois leather, in natural and white. Sizes—natural. 5½ to 6½, 7½ and 7½; white. 5½, 5½, 7½ and 8. Regularly \$1.50. Today, pair, 69c.

Neatly Stamped

Tray Cloths 22c

Hemstitched, stamped on ends in new designs for solid or eyelet; size 18 x 25 inches.

PATRIOTIC SILK PIN CUSHIONS, flag top, finished with fine cord to match. Size 3 x 4% inches. Special, 15c.

Needlework Dept., Fourth Floor.

MARKET Telephone Adelaide 6100 Canada Food Board License No. 8-7831.

stewing Beet, boneless, lean, 1b., 28c. Plaket Boiling Beef, best cuts, per 1b., 28c. Fresh Veal for Pot Pie, per lb., 22c. Family Sausage, our own make, per lb., 25c.

Breakfast Bacon, mild cure, lb., 48c.

Intario Government Whitefish, per lb., 15c; if delivered, 17c, Best Finnan Haddies, per lb., 16c, Smoked Boneless Fillets, per lb.,

20c. Shredded Salt Cod, per pkt., 12½c. GROCERIES.

Pinest Oleomargarine, per lb., 32c, Monarch Flour, 24-lb. bag, \$1.69. Pure Orange Marmalade, 4-lb. pail, S3c,
Yellow Cooking Sugar, 10 lbs., \$1.00.
Choice Rice, 3 lbs., 35c.
Quaker Oats, large package, 30c.
Kippered Herring, Golden, tin, 19c.
Welch's Grapejuice, a pure grape
jam, per tin, 21c.
Pels Naptha Soap, 3 bars, 24c.
Sunlight, Sunrise, Comfort, Borax
and Gold Soap, 4 bars, 30c.
Lenox Soap, 7 bars, 46c.
Simpson's Big Bar Soap, per bar,
14c.

14c. P. & G. White Naptha, 4 bars, 30c. P. & G. White Naptha, 4 bars, 30c. Ammonia Powder, 3 pkgs., 25c. Old Dutch Cleanser, 2 tins, 23c. Sapolio or Bon Ami, per cake, 12c. Babbitt's Cleanser, 5 tins, 25c. Toro Tablets, 6 packages, 25c. Cleanall Soap, 6 packages, 25c. Gold Dust Washing Powder, large package, 23c.

Lux, 3 packages, 23c.

PURE CELONA TEA. PER 1

PURE CELONA TEA, PER LB. 2,000 lbs. Pure Celona Tea of uniform quality and fine flavor, black or mixed. Today, lb., 51c.

California Valencia Oranges, doz.,

California Lemons, per doz., 39c. Choice Cooking Onions, 4 lbs., 29c. POULTRY FOOD. Scratch Feed, 6 lbs., 27c. Baby Chick Feed, 6 lbs., 27c. Cracked Corn, 5 lbs., 28c. Mica Grit, 6 lbs., 10c,

In the Basement Sale Today Are Dozens of Wanted Articles at Economical Prices



Grey Enamel Wash Basins, 12-inch diameter. To-day, 25c.

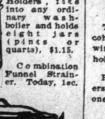
ALA ALANA Enamel Double Bollers, light blue out-side, white inside. Superior quality. One-quart size, today, \$1.25; three-pint size, today, \$1.50.



Copper Bottom Wash Boilers



lolders, fit a nto any ordi-ary wash-



Galvanized Iron Wash Boilers,



castings. neavy tin can 1-qt. eize 2.75 2-qt, size 3.25 3-qt, size 3.75

Freezers,

Pyramid Bread Toast.







Brush Floor Brooms, 12 inches wide, with long handle, today 49c.

day, 9c. Orange Bowl - Large Two

Extra Good Values in Glassware Today

Kitchen Tumblers-Heavy glass. Today, 4c. Kitchen Tumblers-Thin glass. Today, 7c. day, Sc.

Butter Boxes-Hold one pound of butter. Today, 25c. Measuring Cups - To-

size. Today, 49c. Cut Glass Fern Dishes, \$3.95. Exceptional value.



flustrated—sugar bowl, cream jug, bufter dish and spoon holder. Today, 59c, Cream Jugs-Pressed glass. Today, 15c. Covered Butter Dish-Pressed glass. To

Berry Sets, 49c-Pressed glass. Six napple and one bowl. Today, 49c.

CLOVER LEAF DINNERWARE. Cups and Saucers, today, each, 15c. Tea Plates, today, each, 13c. Dinner Plates, today, each, 15c. Fruit Saucers, today, each, Sc. Gravy Boats, today, each, 34c.



PERFECT SEAL.

No. 4 size No. 5 size

Salad Bowls, today, each, 29c. Vegetable Dishes, today, each, 89c.