

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.

Store Opens at 8.30 a.m.

Telephone Main 7841, Connects With All Departments.

Store closes at 5.30 p.m.; Saturdays at 1 o'clock.

SIMPSON'S

In the Optical Department

you can be fitted with the proper eyeglass that best suits your particular requirements. Experts trained in eye testing and fitting are in attendance. Second Floor.



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 importuned to buy.

At \$3.50 Men's Trousers of dark grey firm finished tweed, with 5 pockets and belt loops. Sizes 32 to 44, \$3.50.

At \$4.25 Youths' Trousers—serge, vicable 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 grey worsted, with neat black stripe effect. Suitable for business or dress wear. Sizes 32 to 44, \$5.00.

At \$6.00 Men's Trousers—navy blue serge, well tailored, with 5 pockets, belt loops and cuff bottoms. Sizes 32 to 44, \$6.00.

At \$6.50 Men's Trousers—fine black serge, well tailored, with 5 pockets and belt loops. Sizes 32 to 44, \$6.50.

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 many discriminating people dine

In the Palm Room

Canada Food Board License No. 10-4322. BREAKFAST—8.30 a.m. to 11.00 a.m. DINNER—11.30 a.m. to 2.00 p.m. AFTERNOON TEA—2.00 to 5.30 p.m. A LA CARTE LUNCHEONS at all hours. —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.



All these fans operate on either T.E.L. or Hydro and on any current 105 to 115 volts.

- 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

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

Because savings are more pronounced—prices at 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.

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 homefinancing service. See the Club Secretary, Fourth Floor.

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

Dresser, pure white enamel and mahogany finish; deep drawers, wooden pulls, beveled 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

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; dolley, 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.

\$15.00 Hot Weather Suits for Men and Young Men

Scrupulous examination of these suits reveals nothing but high-class fabrics and expert workmanship. That's why they're in the Simpson Men's Store. Anything short of perfection is excluded from our fine stocks.

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 Trousers Suits Specially Priced Today \$5.75

Developed in good looking and durable tweeds in a 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

Only, medium-sized Carriages, some reversible gear, 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 upholstery. Hoods and rubber tires. Usually sold at \$8.95. Today, \$5.75.

No Phone, Mail or C.O.D. Orders for Sale Footwear. Queen Quality and Other Low Shoes \$3.95

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 vamp. Samples and regular stock lines. Samples in sizes 3, 3 1/2, 4 and 4 1/2, but in the lot are all sizes from 2 1/2 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 7 1/2. 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 5 1/2. Straight lace Oxfords, with blind eyelets—guaranteed Neolin soles, and solid rubber heels. Gunmetal or Havana brown leathers. Today, per pair, \$3.95.

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

Advertisement for glassware sale featuring various items like water pitchers, kettles, brooms, and glassware. Includes prices and descriptions for each item.

Vertical text on the right edge of the page, including 'FOR FACTORY', 'Retreat', 'GERMAN', and 'Defeats a Number of'.