

Store Closes Today at 1 p.m. Store Will Be Open All Day Monday
---Labor Day---8.30 a.m. to 5.30 p.m. Visitors Are Cordially Invited

Sailors' Week---Sept. 1st to 7th Inclusive

Nearly every sailor who loses his life leaves a home without its breadwinner. What of the widows and orphans? They need your help. Give all you can afford.

SIMPSON'S

In the Optical Department

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

Store opens at 8.30 a.m.

Telephone Main 7841, Connects With All Departments.

Store Closes at 5.30 p.m.; Saturday at 1 p.m.

The Simpson August Homefurnishing Sale Ends Today at 1 o'Clock

This is the Last Day to Buy Superior Furniture and Furnishings at August Sale Prices. Make the Most of it.

Buy Through the Home-Lovers' Club

These 3 Beautiful Matched Pieces \$59.15 Wonderful Value



Chiffonier \$20.45 Dressing Table \$13.95 Dresser \$23.95

Sold Separately or in Sets

Women's Dressing Table, base of solid mahogany, colonial design, large bevelled plate mirror. Regular value, \$21.75. August Sale price, \$13.95.

Dresser, illustrated, solid quarter-cut oak, fumed or golden finish, colonial design, bevelled plate mirror. Regular value, \$25.00. August Sale price, \$23.95.

Chiffonier, illustrated, to match above dresser, fumed or golden finish, bevelled plate mirror. Regular value, \$29.75. August Sale price, \$20.45.

Also These Good Values for the Last Day

3-piece Parlor Suite, mahogany finished, in tapestry. \$48.50. Today for \$36.00.

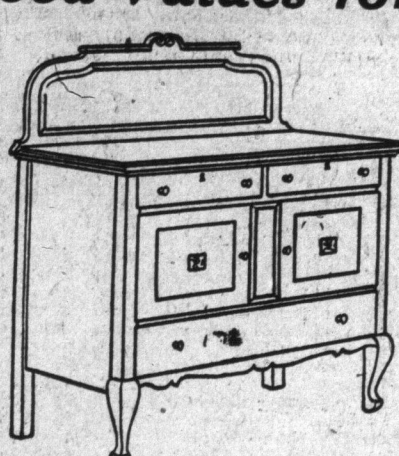
Extension Table, solid oak, fumed finish, \$17.75, for \$12.35.

Extension Tables, solid quarter-cut oak, fumed finish, \$25.00, for \$19.55.

Buffet, solid oak, fumed or golden finish, colonial design. \$33.75, for \$24.15.

Buffet, solid oak, fumed or golden finish. Massive design. \$35.50, for \$25.15.

Buffet, solid quarter-cut oak, fumed or golden finish. \$42.75, for \$26.95.



Buffet, solid quarter-cut oak, fumed or golden finish, shaped bevelled plate mirror. Regular value, \$36.00. August Sale, \$26.95.

Extension Table, solid oak, fumed finish. \$16.25, for \$11.95.

6 Dining-room Chairs, solid oak; seats in genuine leather. \$26.00, for \$22.75.

6 Dining-room Chairs, solid quarter-cut oak, fumed finish; seats in leather. \$35.00, for \$26.95.

Dresser, surface oak, golden finish; oval plate mirror. \$20.00, for \$15.95.

Mattress, fibre and jute; full depth border; deeply tufted. August Sale price, \$4.95.

Mattress, wood fibre centre, heavy layer of jute felt both sides. August Sale price, \$7.65.

Prices That Bring the Rug and Drapery Share of the Sale to a Perfect Ending

Rugs Reduced

Today's rug list is short and to the point—the comparative prices show you just what you save. There are ten lots slated for clearance, and each is substantially reduced. Please bear in mind this—"Rush selling" is the slogan.

\$55.00 Axminster Rugs, size 9 x 12, \$46.95.
 \$95.00 Wilton Rugs, size 8.3 x 10.6, \$79.50.
 \$75.00 English Wilton Rugs, size 9 x 10.6, \$57.95.

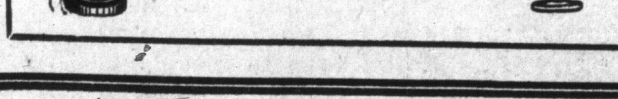
\$26.50 Heavy Wilton Rugs, size 6.9 x 7.6, \$19.95.
 \$15.00 Rag Rugs, size 6 x 10.6, \$11.95.
 \$17.00 Tapestry Rugs, size 9 x 9, \$14.95.
 \$47.50 Seamless Axminster Rugs, size 9 x 12, \$36.95.

Choose Your Victor Victrola Today

Those who have expressed their preference for genuine Victorolas have been people whose tastes impelled them to seek a musical instrument high above the common level of phonograph merit. The demand for Victorolas is a substantial appreciation of Victrola supremacy in point of beauty of construction, of reliability, perfect music reproduction.

Electric Fixtures SPECIAL

Flemish finished Hanger, old ivory or grey etched bowl, 15 inches wide. This fixture may be shortened or lengthened to suit your room. Suitable for any room. Regularly \$11.60. Only 20 to sell this morning, \$3.80.
 Mahogany Table Lamp, like illustrated, also others that differ, with silk shades, in old-gold and dark blue. This morning, lamp and shade, with cord and plug, \$2.25.



Draperies Special

Only 4½ hours more to take advantage of these offerings, so lose no time.

Read the list carefully and act quickly. Today will be a record day with such outstanding bargains.

50-in. English Reversible Chintz, yard, \$1.49.
 36-in. Comfort Coverings, yard, 29c.
 English Lace Curtains, pair, \$1.19.
 50-in. Egyptian Cloth, yard, \$1.98.
 Egyptian Cloth Portieres, pair, \$12.49.
 Brass Extension Rods, each, 14c.
 Irish Point Curtains, pair, \$8.49.
 36-in. Plain Green Denim, yard, 40c.

September Victor Records for 1918 Ready Today

Hear Caruso sing "Over There"; Arthur Fields, "Oh, How I Hate to Get Up in the Morning"; and "Oh, Frenchy," and a host of others that make the September list of records the best yet.

Musical Parlors, 6th Floor.

\$5.98 Black Go-Cart at \$3.98

Limited number only. Black enamelled Go-Carts—padded seats and backs, semi-folding for taking on cars.

Visitors Welcome

Visitors Are Urged to Make Use of the Store

Conveniences

PALM ROOM RESTAURANT.
 Sixth Floor.
 INFORMATION BUREAU.
 Main Floor—Centre.
 TELEGRAPH STATION AND FREE PARCEL CHECK ROOM.
 Basement—Centre.
 POST OFFICE.
 Street Floor.
 WOMEN'S REST ROOM.
 Third Floor.
 TELEPHONE BOOTHS.
 Throughout the Store.

Dine Today in Simpson's Palm Room Restaurant

Canada Food Board License No. 10-4322.
 BREAKFAST, 8.30 a.m. to 10.00 a.m.
 DINNER, 11.30 a.m. to 2.00 p.m.
 AFTERNOON TEA, 3.00 to 5.30 p.m.
 A LA CARTE LUNCHEONS, at all hours.
 —Sixth Floor.

Just Published The Man of the Hour

General Foch

The first authentic account of the life of the famous Allied Commander. Popular priced edition, 30c.

Girls' Made-up Sport Blouses 75c

Girls' Made-up Sport Blouses, stamped in fine white repp, to be embroidered in white or blue. Sufficient floss to complete. Sizes 8, 10 and 12 years. Special, 75c.

Towels of fine white huck, stamped for satin, eyelet or lattice stitch. Size 18 x 29 inches. Today, pair, 49c.

Indian Sweet Grass Baskets, in assorted shapes and sizes. Regularly 75c and \$1.00. Today, 50c.

Art Needlework Dept.

Simpson's Saturday MARKET

Phone Adelaide 6100

Canada Food Board License No. 8-7571.

MEATS.
 1,000 lbs. Sweet Pickled Pork Shoulders, 8 to 9 lbs. special, per lb., 25c.
 Shoulder Roasts Choice Beef, per lb., 25c.
 Blade Roasts, per lb., 25c.
 Breakfast Bacon, mild, sliced, per lb., 45c.

FISH.
 Finnan Haddies, per lb., 16c.
 Boneless Smoked Filets, per lb., 25c.
 Fresh Whitefish, per lb., 17c.

GROCERIES.
 Quaker Flour, 24-lb. bag, \$1.89.
 Sweet Pickled Peas, per tin, 15c.
 Sunlight, Surprise, Comfort, Borax and Gold Soap, 4 bars, 50c.
 Finest Creamery Butter, B. & S. Brand, per lb., 50c.
 Finest Odomargarine, H. A. Brand, lb., 24c.
 Kellogg's Toasted Cornflakes, 2 packages, 25c.
 Orange Marmalade, 22-oz. jar, 35c.
 Canned Fish Brand Sardines, per tin, 25c.
 H. P. Sauce, bottle 27c.
 Canned Peaches, Hygiene Brand, tin, 15c.

Pasta Pasta, per tin, 15c.
 Finest Mild Cheese, per lb., 30c.
 Choice Red Salmon, tall tin, 35c.
 Wilson-Lytle's Malt Vinegar, bottle 25c.
 Clark's Potted Meats, assorted, 3 tins, 20c.
 Choice Olives, pimento stuffed, bottle, 25c.
 MacLaren's Imperial Jelly Powders, assorted, 3 packages, 25c.
 Wilson-Lytle's Malt Vinegar, bottle 25c.
 Choice Butter, per tin, 25c.
 Choice Pickles, mixed and chow, per bottle, 15c.
 Fremont Pork and Beans, tin, 20c.
 Fresh Roasted Coffee, in the best brand pure or with chicory, today, per lb., 25c.

Beautiful Battenberg Covers Today at Half-Price \$1.00

250 Hand-made Battenberg Lace Table Covers—exquisite designs. Size 54 x 54 inches—round. Regularly \$2.00. Cannot accept phone orders for covers. Rush price, today, \$1.00.

SIMPSON'S

New Fall Suits With Snap and Style Are Remarkably Low Priced Today

\$23.45

Marvels of style and quality. It's an opportunity extraordinary that men and young men will appreciate.

Certainly a man's \$23.45 has a mighty fine cluster of fifty suits to pick from today—and it gives the first fifty men about \$5.00 to \$8.00 more value.

Developed in new Autumn worsteds and tweeds. Nobby shades of brown, grey, green and mixtures. In newest Fall styles.

Notable for their smart fabrics—their faultless style—perfect fit and lasting service—these suits are marvelous values at the Saturday price of \$23.45. Sizes 34 to 44.

Men's Navy Blue Suit With Extra Trousers, at \$35.00

With the unsteady market conditions, it is becoming increasingly difficult to put quality into moderate-priced suits. But we insist upon better than usual value—that's why such fine suits are here at \$35.00.

Developed in mill-finished serge—single-breasted—three-button models. Six-button vest. Trousers with or without cuffs. Sizes 36 to 44. Today, \$36.00.

Men's \$1.50 White Lisle Shirts and Drawers 69c

Tru-Knit Brand, made from finest lisle thread; 800 suits in the sale lot; sateen-faced shirts and drawers. Sizes—shirts, 34 to 50; drawers—32 to 42. Regularly \$1.50. Today, garment, 69c.

Men's \$1.50 to \$2.50 Sport Shirts \$1.19

Broken ranges from regular stock—white sateen or corded material, also plain white with fancy silk collar. Collar may be left open or closed. Short or long sleeves. Sizes 13½ to 18½. Today, \$1.19.

At 8.30 a.m. Today—Men's Black Stiff Hats 65c

A special clearance of Odd Hats. They are English makes. Good quality felt. All shapes and sizes of crowns and brims. No C.O.D. or phone orders accepted for these. On sale at 8.30 this morning, each, 65c.

Mothers Will Appreciate the Way We've Priced Boys' Suits for Today

BOYS' REEFERS, \$6.49

Fall weight; full-fitting box back models, tailored from medium grey checked tweed. Double-breasted with black velvet collar—natural shoulders—set-in pockets with top flaps; durable twill body linings. Boys 3 to 9 years. Sizes 21 to 27. Today, \$6.49.

Norfolk Suits at \$8.35 for Today

Sizes for Boys 7 to 17 Years

Made from imported wool tweeds, in shades of grey and brown. Overcheck, stripe and fancy mixed patterns. Single-breasted, 3-button trencher models, loose buckle belt, slash pockets. Twill serge linings. Bloomers are full-fitting and lined. Boys 7 to 17 years. Saturday morning special, \$8.35.

Boys' Khaki Bloomers \$1.49

For play or rough work, cut from a medium weight khaki drill material. Boys 7 to 15 years, \$1.49.

Boys' Palm Beach Trousers Value \$1.50 for 95c

Boys' Palm Beach Trousers, 95c—Dressy, full fitting trousers in a rich cream shade. Boys 10 to 17 years. Regularly \$1.50. Today, 95c.



In the Annual Sale of Blankets Today

\$6.95 Comforters \$5.95

Fancy Silkoline Comforters—Dainty designs and colorings. Plain silk mull borders. Size 72 x 72 inches. Limited quantity to clear.

\$6.50 Blankets \$5.75

White Saxony, with pink or blue borders—ribbon bound—soft, fleecy finish. Large size, 70 x 84 inches. Simpson's, 4th Floor.

Bed Spreads Clearing Today at \$1.65

200 White crochet—size 60 x 84 inches—finished hemmed, \$1.65.

Beautiful Battenberg Covers 8.30 Linen Savings Extra!

1,000 pairs Towels clearing away less than mill price. White terry towels—soft absorbent quality. Not more than six pairs to a customer. Rush price today, per pair, 25c.

\$3.50 Damask Table Cloths, \$1.75. Half-price—some slightly soiled. Assorted designs. Size 7 x 2½ yds. Limited quantity, so cannot accept phone orders. Not more than three cloths to a customer. Regularly \$2.50. Rush price today, \$1.75.