

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

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.; Saturdays at 1 o'clock.

The August Homefurnishing Sale Nears Its End!—Better Shop Today

Bargains That Fairly Cry: "Buy Today and Save!"—Clubs and Hotels as Well as Homemakers Will Make the Most of the Short Time Remaining in This Sale.

Today—Dine in Simpson's Palm Room Restaurant

Faultless service—moderate prices—excellent food and sincere unvarying courtesy have made the Palm Room the most popular restaurant in Toronto.

Luncheon Hours Canada Food Board License No. 10-4822. BREAKFAST, 8:30 a.m. to 10:00 a.m. DINNER, 11:30 a.m. to 2:00 p.m. AFTERNOON TEA, 3 to 5:30 p.m. A LA CARTE LUNCHEONS, at all hours. Sixth Floor

Complete \$15.95

The fixture illustrated is finished brush brass with black relief. L.A. n. t. e. r. n. shades have amber panels. For living-rooms and dining-rooms complete. Width 18 inches. August Sale, \$15.95.

Other Fixtures, regular prices, \$20.00 to \$25.00. August Sale prices, \$2.75 to \$5.20. Wall Brackets, half price. Regularly \$2.20 to \$2.70. August Sale prices, \$1.10 to \$1.35.

Pictures

Picture Framing. Framed Pictures and Unframed Pictures for Today's Selling. 1,500 Feet of Choice Antique Gilt and Bright Gilt Picture Frame Moulding, suitable for water colors, supplement pictures, soldiers photos and hand-colored prints, widths from 1/2 to 1 1/2 inches. Choice patterns to select from. Reduced today, per foot, 8c.

Framed Pictures to Clear Today. 60c—Carbon pictures, the choicest subjects from the best world's paintings, framed in polished walnut, medium sizes. Today, 60c.

Unframed Pictures at 10% to 25% Off Regular Price—One gallery devoted to this August Sale of all kinds of pictures; will fit frames from 8 x 10 to 20 x 30. Reduced to 48c to \$1.50.

Simpson's Market

Phone Adelaide 6100

MEATS.

800 lbs. Frontquarters Yearling Lamb, 4 1/2 to 6 lbs. each. Special while they last, per lb., 25c. Stewing Beef, lean, boneless, lb., 48c. Brisket Boiling Beef, best cuts, per lb., 26c. Prime Corned Beef, mild, per lb., 25c.

FISH.

Fresh Whitefish, per lb., 17c. Fresh Trout, per lb., 19c. Best Finnan Haddies, per lb., 15c.

GROCERIES.

Finest Creamery Butter, special, per lb., 49c. Finest Canned Peas, per tin, 15c. Osmo-margarine, per lb., 22c. Assam Tea, regular 65c, per lb., 58c. Yellow Cooking Sugar, 5 lbs., 80c. Osgilvie's or Purify Flour, 24-lb. bag, \$1.70. Seedless Raisins, per lb., 17c. Magic Baking Powder, 1-lb. tin, 34c. Edwardsburg or Beehive Table Syrup, 5-lb. pall, 58c. Pure Gold Jelly Powders, assorted, 2 packages, 22c. Table Salt, 2 packages, 19c. Pure Raspberry Jam, 4-lb. pall, \$1.10. Peanut Butter in bulk, per lb., 29c. Fresh Molasses Snaps, 2 lbs., 25c. Park's Catsup Flavor, package, 23c. Kim, large tin, \$2.15. Preoprunes, ready for use, 7-lb. tin, \$1.25. Featherstrip Cocoanut, per lb., 24c. Japan Rice, 2 lbs., 25c. Shredded Wheat or Granenuts, package, 14c. Orange Marmalade, 4-lb. pall, 88c. Choice Olives, gem jar, 25c. Pure Gold Quick Chocolate Custard and Arrowroot Puddings, 2 packages, 24c. Malt Vinegar, bottle, 15c.

FRUIT SECTION.

California Lemons, per doz., 37c. Cooking Onions, 4 lbs., 25c. 10,000 Sugar Melons, 3 for 25c.

Buy Through the Home-Lovers' Club of Deferred Payments It costs nothing to join the Club. Club members buy at sale prices and obtain immediate use of purchases upon payment of a first moderate deposit. Balance is spread over a period agreed upon. Talk with the Club Secretary—he will explain. Fourth Floor

3-Piece Living-room Suite \$47.00 Regularly \$59.50

1-PIECE LIVING-ROOM SUITE, of settee, arm chair and arm rocker. Solid quarter-cut oak, fumed finish, automobile seats, upholstered backs, covered in tapestry. Regular value \$59.50. August Sale price, \$47.00.

Parlor Suite \$29 You Save Exactly \$10.00

PARLOR SUITE, of settee, arm chair and arm rocker. Mahogany finished. Seats upholstered in mixed tapestries. Regular value, \$39.00. August Sale price, \$29.00.

Parlor Suite \$36 You Save Exactly \$12.50

PARLOR SUITE, of settee, arm chair and arm rocker. Seats upholstered in mixed tapestries. Reg. value, \$48.50. August Sale, \$36.00.

Brass Bed Outfit \$24.90 Regularly \$31.00

BRASS BED, bright, pol-e-tte and satin finish. All regular sizes. MATTRESS, fibre centre, deeply tufted, encased in ticking. SPRING, hardwood frame, closely woven wire fabric—3 pieces complete. Reg. value, \$31.00. August Sale, \$24.90.

EXTENSION TABLE, solid quarter-cut oak, fumed or golden finish. Colonial design. Extends to 4 feet. Regular value, \$29.50. August Sale price, \$22.95.

DINING-ROOM CHAIRS, Jacobean design, twisted front legs. Fumed or golden finish. Upholstered in Craftsman. 5 small and 1 arm chair. Regular value, \$23.50. August Sale price, \$19.95.

DINING-ROOM CHAIRS, solid quarter-cut oak, golden finish. Slip seats, upholstered in genuine leather. 5 small and 1 arm chair. Reg. value, \$27.50. August Sale price, \$21.45.

15c Bedroom Paper 9c

Pretty stripes and all-over patterns, yellow, blue and rose, with cut-out Borders to match. Single roll, 9c; Cut-out Borders, yard, 8 1/2c. 25c Sitting-room Papers, 17c—Stripe design in rich colorings on mottled backgrounds, for living-rooms and halls. Single roll, 17c. Cut-out Borders, yard, 5c. New Tapestry Papers, 40c—New shades of tan, green, grey, rose and blue, for dining-rooms and halls. Single roll, 40c.

5-Piece Set of Wear-Ever Aluminum Ware Today for Just \$6.95

97-Piece Dinner Set \$32.50 Dainty new French border decoration on excellent quality thin translucent china. Gold line edges. Today, \$32.50.



This Dresser \$23.95



This Chiffonier \$20.45

8-Piece Dining Suite \$59.85 Regularly \$79.25

BUFFET, solid oak, fumed or golden finish; plate mirror. EXTENSION TABLE, solid oak, colonial feet. DINING CHAIRS, solid oak, seats upholstered in genuine leather. 5 small and 1 arm chair—3 pieces complete. Regular value, \$79.25. August Sale price, \$59.85.

8-Piece Dining Suite \$72.25 Regularly \$97.00

BUFFET, solid quarter-cut oak, fumed or golden finish; mirror. EXTENSION TABLE, solid quarter-cut oak, colonial feet. DINING CHAIRS, solid quarter-cut oak, upholstered in genuine leather. 5 small and 1 arm chair, 3 pieces, complete. Regular value, \$97.00. August Sale, \$72.25.

DRESSER, illustrated, solid quarter-cut oak, fumed or golden finish. Colonial design. Shaped standards; back fitted with large bevelled plate mirror. Good drawer accommodation. Regular value, \$32.00. August Sale price, \$23.95.

CHIFFONIER, illustrated, solid quarter-cut oak, fumed or golden finish. Plate mirror. Regular value, \$20.45. August Sale price, \$20.45.

This Buffet for \$28.65

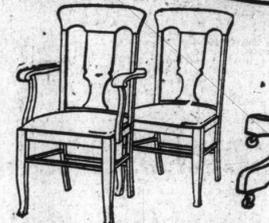
This Buffet for \$24.15



6 Dining Chairs \$25.95



Special \$12.35



DINING-ROOM CHAIRS, illustrated, solid quarter-cut oak, fumed or golden finish. Movable seats, upholstered in genuine leather. 5 small and 1 arm chair. Regular value, \$31.50. August Sale price, \$25.95.



EXTENSION TABLE, illustrated, solid oak, fumed finish. Pedestal base. Extends to 6 feet. Reg. value, \$17.75. August Sale price, \$12.35.

8-Piece Dining Suite \$75.85 Regularly \$107.75

BUFFET, massive design, 50-inch case; plate mirror. EXTENSION TABLE, solid quarter-cut oak, octagon pedestal, colonial feet. DINING CHAIRS, quarter-cut oak, fumed or golden finish; upholstered in genuine leather—3 pieces complete. Reg. value, \$107.75. August Sale price, \$75.85.

WASHSTAND, base of solid mahogany, also quarter-cut oak, fumed or golden finish. Regular value, \$12.75. August Sale price, \$6.95.

ARM CHAIRS AND ROCKERS, solid quarter-cut oak, fumed finish. Seats upholstered in tapestries. Regular value, \$10.00. August Sale price, \$6.00.

DINING CHAIRS, solid quarter-cut oak, golden finish. Slip seats upholstered in genuine leather. 5 small and 1 arm chair. Regular value, \$27.75. August Sale price, \$21.45.

Odd Rugs Reduced Today

1 only, Heavy Seamless Axminster Rug, tan oriental colorings. Size 9.0 x 12.0. Regularly \$47.50. Sale price, \$36.95. 1 only, English Axminster Rug, in light blue, fawn and green. Size 9.0 x 12.0. Regularly \$54.00. Sale price, \$39.75. 1 only, Seamless Axminster Rug, plain tan centre, with colored border. Size 9.0 x 12.0. Regularly \$60.00. Sale price, \$45.95. 1 only, Super Saxony Wilton Rug, light cream and tan shades, slightly soiled. Size 9.0 x 10.6. Regularly \$95.00. Sale price, \$69.75. 1 only, Heavy Wilton Rug, tan oriental shades. Size 9.0 x 10.6. Regularly \$54.00. Sale price, \$38.95. 1 only, English Wilton Rug, small grey, black and fawn design. Size 9.0 x 10.6. Regularly \$55.00. Sale price, \$39.75. 1 only, Seamless English Axminster Rug, rose, fawn and green shades. Size 9.0 x 10.6. Regularly \$52.50. Sale price, \$47.95. Genuine Oriental Rugs, in wonderful colors and quaint designs. Shirvans, Ghundigs and other makes. Assorted sizes, averaging about 5.0 x 9.0. Special at one price, \$23.75.

Baby Carriages \$17.50 to \$50.00

Popular and novelty styles in white, grey and other new finishes. Special August Sale prices, \$17.50 to \$50.00. Light, Roomy Go-Carts, reclining backs, deep footwell. Natural finish, sale price \$7.95; grey finish, \$9.45; white enamel, \$10.65.

97-Piece Dinner Set \$19.95 Of thin white English ware—dainty full rosette border decoration. Gold line decoration. Regularly, \$28.00. Today, \$19.95.

Greetings!

A Most Cordial Invitation is Extended to Exhibition Visitors to Visit the Simpson Store

The preliminary displays of new Fall Apparel—the well-appointed stocks of staple, always-with-us merchandise—the timely offerings at appreciable savings and the courteous, efficient store service, combine to make Simpson's worth a special visit.

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, TELEPHONE BOOTHS. Third Floor. Throughout the Store.

Genuine Swiss Lace Curtains \$8.49 Pr.

The balance of a purchase made several months ago, direct from St. Gall, Switzerland. Rich floral borders, well applied, on a fine quality of net, in rich ivory shade; 3 yards long, 45 inches wide, at pair, \$8.49.

Egyptian Cloth Portieres, \$12.49 Pair—Only a limited stock left. Colors—rose, blue, green or brown, trimmed on sides and bottom, with tapestry banding in rich colorings; 2 1/2 yards long, at pair, \$12.49.

50-inch Egyptian Cloth, \$1.98 Yard—For portieres or over-curtains, 50 inches wide, in rose, green, brown or blue. At cost price, yard, \$1.98.

Annual Sale of Blankets



Offers Notable Savings the First Day—Today

Anticipate your fall and winter needs now—these values procurable today may not be duplicated later. Our high standing in the markets accounts for such plentiful savings. Can you doubt it is to your best interests to hurry here first thing in the morning?

Flannelette Blankets away less than mill price. Largest size 70 x 84 inches. Best Canadian quality. White or grey. Not more than 3 pairs to a customer. Today, pair, \$2.95.

White Union Blankets, closely woven and evenly napped. Size 64 x 82 inches. \$6.95 value. Today, pair, \$6.95.

All Wool Military Blankets, mill seconds, joined in centre. Weight about 4 pounds. Size 70 x 88 inches. Today, each, at \$4.95.

Finest Quality White All Wool Blankets, weight 8 pounds. Size 68 x 86 inches. \$22.50 value. Today, pair, \$18.50.

Grey Union Flannel, 27 inches wide. 35c value. Today, yard, 28c.

Cream Saxony Flannel, 27 inches wide. 85c value. Today, yard, 59c.

White Flannelette, lovely soft quality, 29 inches wide. Not more than 20 yards to a customer. 25c value. Clearing today, yard, 20c.

Silkline Bed Comforters, assorted pretty designs. Size 72 x 72 inches. \$5.00 value. Today, \$3.75.

Fourth Floor.