

Store Open All Day Saturday From 8.30 a.m. to 5.30 p.m.

SIMPSON'S

Store Open All Day Saturday From 8.30 a.m. to 5.30 p.m.

Store opens at 8.30 a.m.

Telephone Main 7841, Connects With All Departments.

Store closes at 5.30 p.m. daily.

The Sailor Protects Your Liberties, You Can Protect His Dependents.
SAILORS' WEEK
September 1 to 7 Inclusive
Remember by Giving

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.
WOMEN'S REST ROOM.
Third Floor.
POST OFFICE.
Street Floor.
TELEPHONE BOOTHS.
Throughout the Store.

PALM ROOM RESTAURANT
Canada Food Board License 10-4322.
BREAKFAST, 8.30 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.

Modart Corset Demonstration
Have You Been Fitted With One of These Front Laced Corsets?
If not, do so today while Mrs. Hammond, our expert corsetiere, is here. You will find them best for health, grace, durability and in the end best for economy.
There is a "Modart" for every figure—a trial fitting will show you just what you need to give you perfection of figure, utmost comfort and the newest style lines.

Women's \$2.00 and \$2.25
Nightgowns
\$1.19

White Saxony Flannelette Nightgowns, in a host of styles. Silk embroidery, clusters of pin tucks, fancy stitchings and hemstitchings trim them. Mother Hubbard and slip-over styles. Regularly \$2.00 and \$2.25. A splendid bargain, \$1.19.

Women's \$1.75
Combinations
95c

Fall Weight Combinations, made of fine ribbed white Egyptian cotton, low neck and short sleeves, Dutch neck and elbow sleeves, or high neck and long sleeves. Drawers are ankle length. Regularly \$1.75. Today, 95c.

Women's \$1.65
Vests at 95c

Women's Fall Vests, fine ribbed wool and silk and wool. Low neck and short sleeve style. Sizes 34 to 42. Regularly \$1.65. Today, 95c.

Save \$1.00 on These
Petticoats \$2.95
Fine glace taffete, with a deep hemmed flounce of pure taffeta. Colors, black, navy, green, brown and rose. Sizes 34, 36 and 38. Regularly \$3.95. Today, \$2.95.

WOMEN'S
Sweater Coats
\$1.95

No C.O.D. Orders, No Refunds or Exchanges.
Made of splendid winter weight wool yarn. High neck style, with smart turn-down collars and patch pockets. Colors white, navy and a brushed number in brown and white stripe.
Only one to each customer. Regularly \$3.50 and \$4.50. Today, \$1.95.

Ready! Fall Suits and Coats for Men and Young Men

Men's Suits \$24.00
Developed in rich brown mill finished worsted, with narrow stripe effect. Single-breasted, 3-button, semi-fitted sacque. Sizes 36 to 44. Price, \$24.00.

Young Men's Suits \$26.50
Of dark brown worsted, with small check effect; single-breasted, 3-button, soft roll, form-fitting sacque, natural shoulders. Sizes 33 to 44. Price, \$26.50.



Young Men's Trencher Overcoats \$18.50
With belt all around and patch pockets, made from a fine grey and black tweed mixture. Sizes 35 to 42. Price, \$18.50.

Suits at \$35.00 for Men and Young Men
Fine blue chevrot, a pre-war all-wool material. Single-breasted, 3-button, soft roll, semi-fitted sacque. For regular or stout figures. Sizes 35 to 44. Price, \$35.00.

Men's Grey Chevrot Overcoats at \$24.00
All wool material, in the standard fly front Chesterfield model. Tailored with especial care and lined throughout. Sizes 36 to 46. Price, \$24.00.

Men's Tweed Raincoats \$12.50
Made from grey, brown and fawn tweeds, in the popular slip-on model. Full back, convertible collar and patch pockets. All seams and edges both sewn and cemented. May be worn as a raincoat or light weight overcoat. \$12.50.

Boys' School Suits \$6.75, \$7.50 and \$8.50 Today
Of green heather mixture tweed—pinch-back model. Single-breasted and side patch pockets. Three-piece belt sewn at back only. Twill body linings. Full fashioned bloomers. Boys 7 to 12 years, \$6.75; 13 to 16 years, \$7.50, and 17 and 18 years, \$8.50.

Boys' Suits \$9.65 Boys' Suits \$13.50
Broken lines from our regular stock. Materials imported tweeds and worsteds in grey, brown and olive. Striped, checked and plain weaves. Single-breasted trench models—natural shoulders—well tailored fronts and notch lapels. Some have box pleats in front and pinch back. All have buckle fastening belt and fancy slash welt pockets. Bloomers have expanding knee bands. Today, special, \$9.65.

Small Boys' Winter Overcoats \$8
Smart style in a Russian overcoat, of brown diagonal coating; double-breasted effect, with close-fitting double collar—natural shoulders—loose belt with buckle. Full-fitting box back, and set-in pockets, with top flaps. Handy for school wear. Today, boys 3 to 8 years, \$8.00.

Another very dressy coat is of dark grey and black overcheck tweed coating. Fine green and purple stripe—double-breasted—wide, convertible collar. Dip yoke, with centre pleat in back—loose buckle belt, patch pockets, with top flaps. Boys 3 to 8 years, \$9.00.

Ready to Meet the Great Demand for New Fall Shoes

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

Women's Mahogany Calf Sport Boots \$6.00 Pair
This smart walking boot is made of genuine calf leather, mahogany color. Narrow toe with neat perforated toe cap. Light oak leather Goodyear welt sole and low heel. Sizes 2 1/2 to 7. These would be excellent value at \$8.00. Widths B, C and D. Today, pair, \$6.00.



Women's Countess Sport Boots at \$7.00
Of gunmetal calf leather, with dull calf top—neat perforation—blind eyelets. Imitation wing tip—Neolin sole and rubber heel. Sizes 2 1/2 to 7. Pair, \$7.00.

Women's Countess Kid Lace Boots \$6.50
Made of No. 1 black vici kid leather, with 9-inch top—light weight McKay sewn soles—New York's latest recede toe and low heel. Sizes 2 1/2 to 7. Pair, \$6.50.

Men's Gunmetal Blucher Boots \$6.00
SIMPSON'S SPECIAL—An extra wide fitting Blucher boot, made of gunmetal leather, with toe cap. Double weight Goodyear welt sole—medium heel. Sizes 6 to 11. Today, pair, \$6.00.

Men's Rubber Sole Boots \$6.00
SIMPSON SPECIAL—Made of gunmetal leather, with dull calf top—medium round toe—Goodyear welt rubber fibre sole—low leather heel. Sizes 6 to 11. Today, pair, \$6.00.

Men's Goodyear Welt Boots \$3.95
300 pairs, in gunmetal, box calf, patent, vici kid and brown leathers—Blucher and straight lace styles. High, low and medium heels. Goodyear welt soles. Today, pair, \$3.95.

Flannelette 15c yd.--Sheeting 59c yd.--Blankets \$8.45

And Other Important Savings for Today---Fourth Floor
Flannelette Less Than Mill Price—2,000 yards to clear. 27 inches wide. Some phone orders taken. Rush price today, yard, 15c.
Circular Pillow Cotton—42 inches wide. 45c value. Clearing today, yard, 38c.
Table Damask, 85c Yard—Bleached in assorted pretty designs—70 inches wide. \$1.25 and \$1.50 values. Clearing today, yard, 85c.
Damask Table Cloths—Size 64 x 64 inches. Hemmed ready for use. Regularly \$1.75. Special today, \$1.48.
Bordered Crash Toweling—Heavy quality—17 inches wide. 55c value. Clearing today, yard, 45c.
50c Towels at 39c—600 pairs of hemmed huckaback bedroom towels, splendid wearing quality. Regularly 50c. Rush price today, pair, 39c.
\$10.50 Blankets at \$8.45 Pair—Wool and cotton mixed—closely woven and evenly napped. Large size, 68 x 86 inches. Pair, \$8.45.

Diamond Rings \$29.75

Cluster Rings, with seven blue white diamonds, securely set in 14k gold. Extra special today, \$29.75.
Cameo Rings \$1.95
10k. Gold Rings, set with hand-carved pink cameos. Regularly \$3.00 to \$4.00. Today, \$1.95.
10k. Birthday Rings \$1.25
Good weight 10k. Gold Rings, set with birthstones, for any month. Regularly \$1.75. Today, \$1.25.

Today at Simpson's MARKET

Canada Food Board License No. 8-7531.
Phone Adelaide 6100
GROCERIES.
2,000 lbs. Finest Creamery Butter, special, per lb., 40c.
Finest Canned Peas, per tin, 15c.
Oleomargarine, per lb., 32c.
Assam Tea, regular 65c, per lb., 55c.
Choice Red Salmon, tall tin, 25c.
Ogilvie's or Purity Flour, 24-lb. bag, \$1.70.
California Seedless Raisins, lb., 17c.
Magic Baking Powder, 1-lb. tin, 34c.
Edwardsburg or Beehive Table Syrup, 5-lb. pail, 51c.
Table Salt, 2 packages, 19c.
Pure Gold Jelly Powders, assorted, 2 packages, 22c.
Pure Raspberry Jam, 4-lb. pail, \$1.10.
Fresh Flaked Wheat, 7 lbs., 59c.
Peanut Butter in bulk, per lb., 29c.
Fresh Molasses Snaps, 2 lbs., 35c.
Park's Catsup Flavor, bottle, 28c.
Kilm, large tin, \$2.15.
Featherstrip Cocoanut, per lb., 35c.
Japan Rice, 2 lbs., 25c.
Shredded Wheat or Grape-nuts, package, 14c.
Orange Marmalade, 4-lb. pail, 83c.
Choice Olives, jar, 35c.
Malt Vinegar, bottle, 18c.
Pure Gold Puddings, assorted, 2 packages, 24c.
Cocoa in bulk, per lb., 24c.
FRUIT SECTION.
California Valencia Oranges, doz., 65c.
California Lemons, per doz., 37c.

Brussels Rugs \$10.50 to \$35

HEAVY BRUSSELS RUGS—Oriental patterns, for living rooms, or small designs for bedrooms.
Size 4 ft. 6 in. by 6 ft., at \$10.50 each.
Size 5 ft. 9 in. by 7 ft. 6 in., at \$19.25 each.
Size 6 ft. 6 in. by 10 ft. 6 in., at \$35.00 each.
BRUSSELS VELVET RUGS—Woven in one piece. Excellent quality and good variety of designs. Suitable for all rooms.
Size 7 ft. 6 in. by 9 ft., at \$29.75 each.
Size 8 ft. by 10 ft. 6 in., at \$38.75 each.
INEXPENSIVE REVERSIBLE RUGS—Hemp carpets made in Dundee. Tough and serviceable, in shades of two-toned blue, green and fawn.
Size 7 ft. 6 in. by 9 ft., at \$7.50 each.
Size 9 ft. by 10 ft. 6 in., at \$10.50 each.
Size 9 ft. by 12 ft., at \$12.00 each.
SPECIAL IN SMALL RAG RUGS—Just the thing for nurseries, bedrooms or bathrooms. Pretty mottled effects. Strongly made. Size 2 ft. 6 in. by 5 ft. Special \$2.39 each.
REMANANTS OF LINOLEUM AND OILCLOTH, 48c SQ. YARD—A clean-up of short lengths and remnants of linoleum, oilcloth and felt base cloth in many designs. Values from 60c to 95c square yard. Clearing price, today, 49c square yard.

Set of Dining Chairs \$26.50

DINING-ROOM CHAIRS—Solid quarter-cut oak, golden finish, colonial design, slip seats upholstered in genuine leather. Set of 5 small and 1 arm chair. Special, \$26.50.
DRESSER—Surface oak, golden finish, 3 deep drawers, brass trim, plate mirror. Special, \$11.00.
DRESSER—Surface oak, golden finish, 2 large and 2 small drawers. Oval plate mirror. Special, \$14.95.
CHIFFONIER—Solid quarter-cut oak, turned or golden finish, 5 deep drawers. Plate mirror. Special, \$21.45.
DRESSER—Solid quarter-cut oak, golden finish, 2 large and 2 small drawers. Plate mirror. Special, \$24.95.
CHIFFONIER, golden oak, 4 deep drawers, brass trimmed. Special, \$7.95.

Buy Wall Papers Now!

Estimates on Interior Decorating Furnished Free of Charge.
Property owners should take full advantage of these exceptional 15c. Today, single roll, 12 1/2c.
RICH TAPESTRY WALL PAPERS.
Reduced to 33c Single Roll.
New color treatments in foliage, tapestries so much in demand for living-rooms and halls. Some stock lines included, formerly 60c and 75c single roll. Today, per low prices.
IMPORTED PAPERS FOR BEDROOMS.
Regular 50c, Half-Price 25c.
English and American Wall Papers Royal stripe and chintz styles in pink and blue colorings. Cut-Out Border to Match, 5c Yard.
18c CANADIAN WALL PAPER
FOR 12 1/2c.
Gold outlined rose pattern in fancy stripe design—ca. light green backgrounds, for sitting-rooms and dining-rooms. Regularly 15c. Today, single roll, 12 1/2c.
Top and Base Cut-Out Border. Regularly 10c yard, 6c. 60c FABRIC WEAVE PAPERS AT 39c.
New color effects in grass-cloth and textile weaves; grey with blue, green with brown, and tan with green—for libraries, dens and living-rooms.
CUT-OUT BORDERS, BAND BORDERS.
Greatly Reduced, 5c Yard.
Ready Cut-Out Borders, Band Borders, Scenic Borders—large assortment of styles and colorings to use on plain wall papers for living-rooms, halls and dining-rooms. Regularly 8c to 35c yard. Today, yard, 5c.

Irish Point Curtains \$7.25

Ivory and ecru, plain or medallion centres and fine border effects, 2 1/2 yards long, 40 to 45 inches wide. Pair, \$7.25.
IRISH POINT CURTAINS—Rich ivory tone, showing exquisite borders, with either plain or figured centres; 3 yards long, 45 in. wide. Pair, \$8.45.
NEW SCRIM CURTAINS. \$1.98 pair—Choose from a dozen pleasing styles, with strong lace edges and double hems. Ivory and ecru, 2 1/2 yards long. Pair, \$1.98.
NEW MARQUETTE CURTAINS. \$3.98 PAIR—With lace insertion and edges in a variety of attractive patterns, 2 1/2 yards long. Pair, \$3.98.

Semi-Indirect Fixtures \$12.95

\$11.00 at rated. Hanger is brushed brass finish. Bowls are 16 in. wide, tints of pale green, amber or pink. Blend distinction. Fixture complete, \$12.95.
The same fixture as above with bowl decorated, showing beautiful small rose wreath in addition to the tints. Complete, \$13.95.
Another fixture has the same bowl but with three outside lights and shades to match:
Bowl and shades tinted, \$19.05.
Bowl and shade with wreath. Price \$21.25.
Other Hangers and Bowls, all colors and sizes, \$5.70 to \$26.00.
About a dozen new Bowls in beautiful shapes and decorations will be shown today for the first time. Prices \$6.00 to \$20.00.

1000 Pieces Sterling Silver Deposit Ware HALF PRICE

Perfume Bottles and Cologne Bottles.
Tinted colored glass with scroll and floral decoration of sterling silver deposited on each piece.
Values \$1.00 and \$1.25 each, for 39c each.
Value 50c each, for 25c each.
Value \$2.25 and \$2.50 each, for 85c each.
Value \$3.00, for \$1.25 each.
Value \$5.00 each, for \$1.89 each.

The Basement Economy Bulletin for Today

Phone Orders Also Filled—Main 7841.
Bread Boxes, white enamel finish; rounded corners. Size 12 x 9 1/2 x 19 1/2. Regularly \$1.65. Today \$1.29.
Aluminum Lipped Saucepans 25c—A handy size, holds about a pint, 1000 to sell today, each 25c.
Big Wonder Polish Mop and Bottle of Polish, 75c—A good big mop for cleaning and polishing hardwood floors, linoleums, oilcloths, etc., complete with long handle, and a 4-oz. bottle of high-grade polish. Today, 75c.
Splint Clothes Baskets, medium size. Today 35c.
Curtain Stretchers, size 6 x 12 feet. Today \$1.95.
1000 Wear-Ever Aluminum Covered Saucepans \$1.15 and \$1.65—500 only, 3/4-quart size, today \$1.15; 500 only, 1 1/2-quart size, today \$1.65.
Shoe Shine Stools, dark oak finish; place underneath cover for polish, cloths, brushes, etc. Today \$1.25.
ENAMEL DOUBLE BOILERS \$1.25
2 quart size, mottled blue and white outside, white inside. Today \$1.25.
800 only, floor design Cut Glass Sugar and Cream Sets \$2.95.
100 pairs floral or buzz design Cut Glass Sugar and Cream Sets. Today, pair, \$2.95.
Cut Glass Cream Jugs, daisy floral design. Today 85c.
300 handled cut glass star design Bon-Bon Dishes, each \$1.45.
8.30 A.M. MORNING SPECIAL. Copper Bottom Wash Solders 95c. 50 to sell. No. 8 and No. 9 size, copper bottom, with heavy tin bodies, complete with covers; slightly damaged, but in good condition. This morning 95c. (No Phone, Mail or C.O.D. Orders for These.)

7-Piece Water Set \$4.95

Delay floral cut design Bell Shape Tumblers. Set \$4.95.
Cut Glass Vases \$2.45.
Floral design Cut Glass Vases. Regularly \$3.50. Today \$2.45.
8.30 A.M. SPECIAL. Phone Orders Filled. 700 genuine cut glass floral and butterfly design Butter Tubes, 5-inch size, with handles. 8.30 a.m. today, each 60c. Regular \$2.75 star design Cut Glass Spoon Trays. Each \$1.95.

The SIMPSON Company Limited