Store Opens at 8.30 a.m. | **SIMPSON'S** | *Telephone Main 7841* | **SIMPSON'S** | *Store Closes at 5.30 p.m.*

Some Day You Will Surely Own a Victrola---Why Not Enjoy it Now?

Choose From a Complete Variety of Models, $34.00 to $340.00

Buy Through the Home-Lovers' Club If You Prefer---No Extra Charge For This Service

Do You Know That Caruso, Melba, Galli-Curci, Paderewski, Elman, McCormack, and Many Others Perform Exclusively for the Victrola?

THESE artists have attained their commanding positions by reason of their superb artistry, and it is no mere coincidence that they have chosen the Victrola as the instrument to carry their sublime art into the home with the utmost fidelity. Millions of music lovers are today, through the instrumentality of the Victrola, enjoying the entertainment of the world's greatest artists, whose transcendent genius places them in the forefront of their profession.

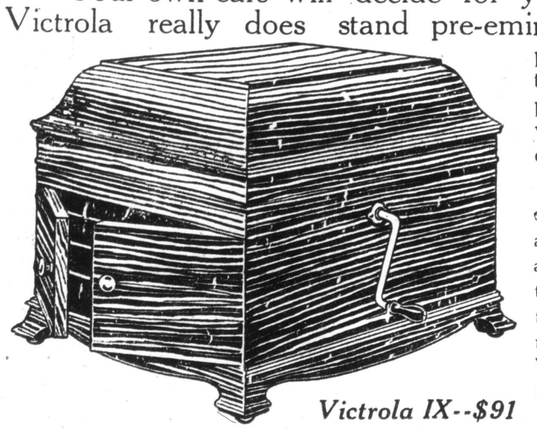
Victrola XI--$174

Let Us Play a Few Victor Records for You by Way of Demonstration on the Victrola

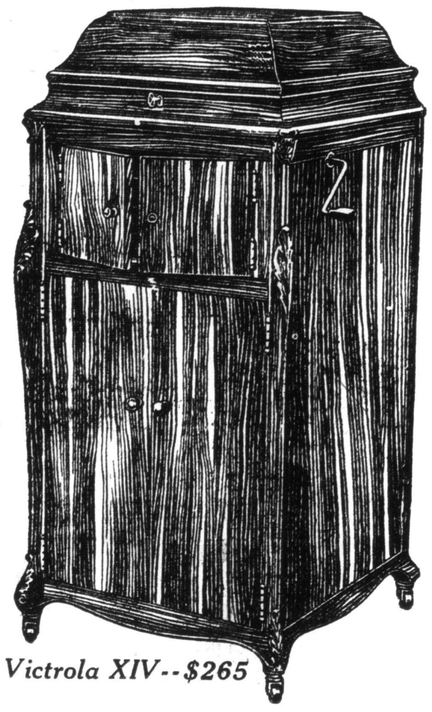
Just ask to hear your favorite records played on the Victrola, then you will best realize just why this is the prime favorite the world over.

Your own ears will decide for you that the Victrola really does stand pre-eminent among phonographs ---- that it is unsurpassed in purity, volume and excellence of tone.

Our musically experienced assistants will be glad to acquaint you with the superior features of the renowned Victrola. Visit the Simpson Musical Parlors. Sixth Floor.



Victrola IX--$91



Victrola XIV--$265

Keep Your Records in a Cabinet or Record Album

This will permit easy and quick access to your records. It will keep them safe from injury and in better condition. The cost is trifling when one considers the benefit derived.

Phonograph Needles in a complete variety are here at lowest prices.

Have You Heard the New September Records?

90 cents for 10-inch, double-sided

One for All and All for One — Helen Clark; Good Bye, Mother Machree — Macdonough — 18488

There's a Lump of Sugar Down in Dixie — Marion Harris; Story Book Ball — Billy Murray — 18482

Oh, Lady! Lady!—Medley One-Step — Waldorf Astoria Dance Orchestra; Sinbad—Medley Fox Trot — Waldorf Astoria Dance Orchestra — 18477

$1.50 for 12-inch, double-sided

Gems from "Rainbow Girl" — Victor Light Opera Company — 35677

Gems from "Rock-a-bye Baby" — Victor Light Opera Company

Notables Red Seal Selections

A composition by Lieut. Gitz Rice, of the first Canadian Contingent, charmingly rendered by McCormack.

Dear Old Pal of Mine — John McCormack — 64785

You'll be glad to hear another Galli-Curci record:

Barbiere—Una voca poco fa — Galli-Curci — 74551

There are many others to choose from.

85c Towels Clearing 69c Pair

Huckaback Towels—large size. Fancy white borders—hemstitched. Today, pair, 69c.

STRIPED FLANNELETTE 19c YARD—27 inches wide—for pyjamas, shirts, etc. 25c value. Today, yard, 19c.

GREY UNION FLANNEL 28c YARD—27 inches wide. 35c value. Today, yard, 28c.

CONVENT CLOTH—Extra fine quality nainsook—40 in. wide. For women's and children's undergarments, etc. Done up in 12-yard lengths. Today, length, $5.85.

FANCY STITCHED SILKOLINE BED COMFORTERS, $5.95—Blue and yellow colorings, with plain mull panels. Special, $5.95.

$16.50 IRISH DONEGAL CARRIAGE RUGS, $12.95—Grey, navy and red plaid effect. All-wool—large size—heavy quality. $16.50 value. Special, $12.95.

"PLUSH" MOTOR RUGS—Size 60 x 72 inches. A wonderful collection, priced from $11.50 to $50.00. On sale in the Blanket Department, 4th Floor.

To the Young Man Who is Thinking of New Fall Clothes

Simpson clothes mean style leadership at moderate cost. The increasing patronage of our Men's Store shows the popularity and performance of the clothes themselves.

Now, as always, the new fall models are superb productions—they fit—hold their shape—and have "the look" which young men insist upon unanimously.

Suits at $32.50

Michaels, Stern & Co. Suits of rich brown Donegal tweed effect. Single-breasted — 3-button model, with slanting flap pockets. Sizes 35 to 42, $32.50.

Suits at $40.00

Hart, Schaffner and Marx Suits, of plain dark green cheviot. Single-breasted — 3-button, soft roll lapel, extreme form-fitting sacque, with slash pockets, and the new rope shoulders. Sizes 35 to 42, $40.00.

Suits at $24.00

Suits of rich brown cheviot, single - breasted, three - button Trencher model, with all-around belt. For youths 16 to 20 years. Sizes 33 to 36, $24.00.

Young Men's Fall Top Coats

YOUNG MEN'S FALL TOP COATS, $35.00 — Of dark fawn covert cloth — single-breasted slip-on model, with natural shoulders. Patch pockets, with flaps. Quarter silk lined. Sizes 35 to 42, $35.00.

YOUNG MEN'S FALL TOP COATS—Developed in dark grey cheviot. Single-breasted —fly-front, form-fitting Chesterfield model—lined throughout. Sizes 35 to 44. Price, $24.00.

Simpson's Thursday

MARKET

Telephone Adelaide 6100

Canada Food Board License No. 8-7531.

MEATS.

Frontquarters Spring Lamb, special, per lb. 25c

Loins Spring Lamb, special, lb. 33c

Round Steak, very tender, special, per lb., 32c

Breakfast Bacon mild curing whole or half piece, special, per lb. 45c

FISH.

Fresh Frozen Whitefish, per lb. 18c

Fresh Frozen Sea Herring, lb. 12c

Fresh Frozen Haddock, per lb. 16c

Fresh Frozen Cod, per lb. 16c

GROCERIES.

4,000 lbs. Finest Creamery Butter, special, per lb. 43c

Finest Canned Peas, per tin, 12c

Oleomargarine, per lb. 32c

Finest Teas, Full Bodied Assam Tea, regularly 60c, per lb. 50c

Choice Red Salmon, tall tin, 32c

Ogilvie's or Purity Flour, 24-lb. bag, $1.20

Seedless Raisins, per lb. 15c

Magic Baking Powder, 1-lb. tin, 23c

Edwardsburg or Beehive Table Syrup, 2-lb. pail, 53c

Table Salt 2 packages 19c

Pure Gold Jelly Powders, assorted 2 packages 27c

Pure Raspberry Jam, 4-lb. pail, $1.10

Fresh Cereal Wheat, 2 lbs. 59c

Peanut Butter, in bulk, per lb. 27c

Fresh Molasses Snaps, 2 lbs. 35c

Parks Cream Flavor, package, 25c

Kitty, large tin, $3.15

Golden Huddie, per tin, 21c

Featherstrip Cocoanut, per lb. 35c

Japan Rice, 2 lbs. 25c

Shredded Wheat or Grape Nuts package, 11c

Orange Marmalade, 4-lb. pail, 53c

Malt Vinegar, bottle, 18c

FRUIT SECTION.

1,000 lbs. Extra Choice Cooking Onions, 8 lbs., 25c

Delicious Apples, good size for eating or cooking, 6-qt. basket, 49c

200 Hundred Spinach, large size, each, 20c

If Your Home Needs Furniture, Draperies, Rugs or Electric Fixtures, Read These---

FURNITURE

EXTENSION TABLES, solid quarter-cut oak, fumed or golden finish, 45-inch top, Colonial feet. Extends to 6 feet. Regular value, $29.50, $21.75.

DINING-ROOM CHAIRS, solid quarter-cut oak, golden finish, panel backs, shaped top rails, movable seats, upholstered in genuine leather. Set of 5 small and 1 arm. Regular value $31.75, $20.50.

DROP LEAF TABLES, golden finish, heavy turned legs. Special, $5.00.

KITCHEN CABINET, surface oak, golden finish, 2 small drawers, glass doors on top. Regular value, $22.00, $18.50.

BAKING CABINET, gumwood, natural finish. White tops. Base has deep bin divided for sugar and meal. Large cutlery drawer. $6.70.

DRAPERIES

NOTTINGHAM LACE CURTAINS, SPECIAL, 88c PAIR. About enough for a few hours' selling, so come early. Strong, plain centres and neat conventional borders with lock-stitched edges. 36 inches wide, 2½ yards long. Today, pair, 88c.

1,000 YARDS GREEN DENIM AT 40c YARD. A good wearing quality, 38 inches wide, in a popular green color, for curtains and box coverings. Today, yard, 40c.

WINDOW SHADES. Opaque shades in white or dark green, 37 inches wide, 70 inches long. Today, each, 69c.

Trimmed Shades in cream only, with attractive insertion. 37 inches wide, 70 inches long. Today, each, 98c.

RUGS REDUCED

AXMINSTER RUGS TO $55, OFFERED AT $37.95 EACH. A clearance of handsome Axminster rugs and imported qualities, including some heavy grade English-made rugs in light chintz colors, for parlor or bedroom use. Handsome designs and soft colorings in green, grey and blue effects. Sizes 9.0 x 10.6 and 9.0 x 12.0. Regular value up to $55.00. Today, choice at $37.95.

No phone orders will be accepted for above item. No refunds or exchanges made.

ELECTRIC FIXTURES

FIXTURE $9.00, with shades in amber, blue or pink. Oxidized brush brass finish, throws the ornament into relief. Complete, $9.00.

FIXTURE $8.95. Also oxidized brush brass finish. The pan has beautiful ornamental design. The shades are amber or pink. Complete, $8.95.

Specials in Framed Pictures

SEPIA FRAMED PICTURES Mounted on brown cards, framed in gumwood, brown mouldings. Medium size. Special, $1.25.

A LARGER LINE OF PICTURES—Subjects are the very choicest, framed in brown wood mouldings. Special, 17c.

New Fall Wear for Children

WOOL SWEATER COATS for infants of 1 and 2 years, are woven in dainty close weave of cardinal wool yarn. Extraordinary value today, $1.75.

VELVET FALL COATS, for children of 2 to 6 years, in rich dark shades of brown, burgundy and darks green. Charming new style, with deep collar in contrasting colors, cross over belt, and large velvet buttons. Lined throughout. Today $7.50.

INFANTS' SHORT DRESSES, of soft, fine nainsook, with dainty round yoke of fine embroidery. Sizes 1 and 2 years. A money saver. Today 85c.

INFANTS' LONG SKIRTS, of fine nainsook. Fastened on each shoulder, and deep hemstitched hem. Length 27 inches. Regularly 75c. Today 43c.

Dine in Simpson's Palm Room

—means delicious meals, served daintily, courteously and quickly, pleasant surroundings while you eat, and moderate prices. You may have such service today, tomorrow—every day.

BREAKFAST—8.30 to 10 a.m.
DINNER—11.30 a.m. to 2 p.m.
AFTERNOON TEA—3 to 5.30 p.m.
A LA CARTE LUNCHES—At all hours.

(Canada Food Board License No. 10-4322.)

New Fall Suits For Boys

Boys' Tweed Suits $12.00, $12.50, $13.00

Fancy Norfolk 2-button models—medium weight grey and olive mixed tweed—fine red stripe forming a check pattern. Single-breasted—military back — all-around belt. Twill serge body linings. Full fashioned bloomers.

Boys 7 years to 12 years, $12.00.
Boys 13 years to 16 years, $12.50.
Boys 17 years and 18 years, $13.00.

Boys' Worsted Suits $14.00, $14.50, $15.00

Fine grey worsted serge—single-breasted modified pinch-back—2 breast and side patch pockets with top flaps, all-around belt. Twill serge body linings—full-fitting bloomers.

Boys 7 years to 12 years, $14.00.
Boys 13 years to 16 years, $14.50.
Boys 17 years and 18 years, $15.00.

Boys' Blue Serge Suits, $14.00, $15.00 and $16.00

A dressy Trencher model—developed in dark navy blue cheviot serge. Single-breasted—yoke in back, with cluster of knife pleats down each side to waist. Slash pockets and disappearing belt, fastening with buckle. Twill serge body lining—bloomers are full fitting.

Boys 7 years to 12 years, $14.00.
Boys 13 years to 16 years, $15.00.
Boys 17 years and 18 years, $16.00.

The Robert SIMPSON Company Limited