

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 eyeglass that best suits 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.

To Outfit the Boys Before Going Back to School!

What an Army of Boys to be Clothed! What a Busy, Busy Time Parents Are Going to Have Choosing Suitable Clothes That Will Stand Up Against the Wear and Tear Exacted by the Rollicking Boys. Here Are Some Simpson Values to Assist in a Satisfactory and Economical Solution of the Problem.

Boys' Blue Serge Suits
\$15.00, \$16.00, \$17.00

Beautifully tailored throughout from all-wool cheviot serge, in a guaranteed navy coloring. Single-breasted, 3-button Trench effect, with neat lapels. Form-fitting shoulders—inverted pleats in back—3 piece belt with buckle, and fancy slash welt pockets. Twill serge body linings. Bloomers are full-fashioned—lined throughout. Belt loop—side and watch pocket—expanding knee bands. Boys 8 to 12 years, \$15.00; 13 to 16 years, \$16.00, and 17 and 18 years, \$17.00.

Boys' Tweed Suits
\$8.00 and \$8.50

New Trench models—tailored from medium grey tweeds. Small check patterns. Single-breasted models with natural shoulders—form-retaining fronts—slash welt pockets—loose belt with buckle at waist, and durable warm linings. Full-fashioned bloomers are lined and have belt loops and watch pocket at waist—expanding knee bands. Boys 8 to 12 years, \$8.00; 13 to 16 years, \$8.50.

ANOTHER VERY SMART SUIT is featured in a fine grey worsted. Single-breasted, two-button model, with notch lapels—form-fitting shoulders—slash welt pockets—dip yoke in back with box pleat to waist. 3-piece buckle belt sewn at back only. Twill serge body linings. Bloomers are full-fitting—lined throughout. Belt loops and expanding knee bands. Sizes 25 to 30, \$14.50; 31 to 34, \$15.00; 35 and 36, \$15.50.

Boys' Negligee Shirts \$1.25

Made of durable perves and madras in a variety of striped effects. Soft cuffs and separate collars. At \$1.25.

BOYS' SHIRTWAISTS in sport styles with collars attached are priced at \$1.25.

BOYS' KHAKI SHIRTS and shirt waists in light and dark shades are priced at \$1.00.

BOYS' COMBINATION UNDERWEAR in balbriggan weaves. Short sleeve and knee length, priced at 75c.



Junior Norfolk Suits
\$4.50, \$5.50, \$6.50

Smartly tailored models for the little fellows from 2 1-2 to 8 years. Grey and brown tweeds in broken checks, stripes and plain weaves. Single-breasted with neat lie-down collars—tassel cord ties—slash pockets and loose belt with buckle at waist. Durable, warm body linings. Straight knickers are lined and have waistband. Sizes 20 1-2 to 26. \$4.50, \$5.50 and \$6.50.

Boys' Coverall Suits
\$1.50 and \$1.75

These serviceable little garments are very necessary at times to protect the better clothing. Cut from strong drill materials in black, blue, tan and khaki colors, with contrasting collars, cuffs and stitched belts. Suit consists of a blouse tunic, attached to long overall pants, buttoning at back. Boys 2 to 6 years. Today, \$1.50 and \$1.75.

Boys' Khaki Bloomers \$1.50

Full fashioned, hard-wearing bloomers, for boys 8 to 15 years. Cut from a reliable khaki drill, with belt loops at waist and strap and buttons at knee. Sizes 26 to 33. At \$1.50.

A better grade is featured same as above in light and dark shades. Boys 6 to 16 years. Today, \$1.75.

Boys' Tweed Caps 75c

Four and eight-piece tops. Obtainable in several attractive light and dark shades. Priced at 75c.

Others in four and eight-piece top shapes with strap and buckle. Made of tweeds, Donegals, homespuns, etc. Priced at 95c.

High-class caps in excellent variety of shapes and patterns. Priced at \$1.50, \$2.00 and \$2.50.

Boys' Varsity Caps, of reliable navy blue serge with crests—Allies, Canada and Boy Scout. 75c. With the crests, Model School and U. T. S., \$1.00.

Today at Simpson's MARKET

Phone Adelaide 6100

FISH.

Our fresh fish is advertised subject to being in good condition on arrival. Fresh Whitefish and Trout, from the Ontario Government Fisheries, per lb. 15c; if delivered, 17c. Fresh Haddock, dressed, per lb. 10c. Fresh Cod, headless, dressed, per lb. 10c. Fresh Cod Steaks, per lb. 15c. Best Finnan Haddies, per lb. 15c.

MEATS.

1000 lbs. Brisket Boiling Beef, special, while it lasts, per lb. 25c. Shoulder Roasts, very tender, per lb. 25c. Fresh Veal for Pot Pie, per lb. 25c. Prime Corned Beef, mild, per lb. 25c. Emsifrat Shortening, 5-lb. pails, gross weight, per pail, 90c.

GROCERIES.

Quaker Flour, 24-lb. bag \$1.69. Fresh Rolled Oats, stone 90c. Royal Baking Powder, 3-lb. tin, \$1.59. Kitchen Ammonia, 3 packages 25c. Yellow Cooking Sugar, 10 lbs. \$1.00. Pork and Beans, Fremont Brand, per tin 25c. Bleached Sultanas, 3 lbs. 35c. Finest Oleomargarine, per lb. 25c. Canned Corn, per tin 20c. Orange Marmalade, 4-lb. pail 85c. Choice Pink Salmon, 1/2-lb. tin 14c. Cider Vinegar, gallon 25c. Mustard, in bulk, compound, per lb. 25c. Finest Pickling Spice, per lb. 25c. Celery, special, 2-lb. tin 90c. Quaker Cornflakes, 3 packages 25c. Oxo Cubes, 3 tins 27c. Peanut Butter, in bulk, per lb. 25c. Macaroni or Spaghetti, 2 packages 25c. Pure Raspberry or Strawberry Jam, 4-lb. pail \$1.10. Table Syrup, 2-lb. tin 25c. Kilm, per tin 12c. Patna Rice, 2 lbs. 25c. Telfer's Soda Biscuits, package 32c. Laundry Starch, 3-lb. package 27c. **FRESH ROASTED COFFEES**, in the 2000 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory, today, per lb., 35c.

The Wonderful August Homefurnishing Sale is Going Full Blast!

Rug Specials

Heavy Axminster Rugs \$43.95. Handsome rugs for dining-room or living-room, good designs in medallion or Oriental patterns and colors, suitable for up-to-date furnishings. Size 9.0 x 12.0. Special sale price, \$43.95.

Wilton Rugs on Sale at \$67.95 Popular and serviceable and suitable for daily hard wear. These are assorted qualities and different colorings. Size 9.0 x 12.0. Special sale price, each, \$67.95.

Bargains in Tapestry Rugs, \$10.95 Up. Made in Scotland and in a wonderful large variety of patterns, there are hundreds of these desirable rugs offered at cut rate. We offer a few tempting prices:

Size 6.9 x 9.0. Sale price \$10.95. Size 9.0 x 9.0. Sale price \$14.95. Size 9.0 x 12.0. Sale price \$18.95.

Special Oriental Rugs at \$19.75. A lucky purchase has enabled us to offer about 50 real Oriental rugs, in their wonderful attractive colorings and novel designs, including Shirvans, Ghundies, and other qualities. Average size about 5.0 x 3.0. Sale price \$19.75.

Draperies---Low Priced

PORTIERES AT \$12.49—Made of mercerized Egyptian cloth, in shades of rose, green, blue or brown; 50 inches wide, 2 1/2 yards long, with pretty banding applied on outside and bottom. These cannot be duplicated at this price. August Sale, pair, \$12.49.

SINGLE VELOUR PORTIERES of velour; lined velour and some velour lined damasks in different color combinations; headed at top ready to hang 6 ft. 9 in. long. August Sale price, \$7.89 pair.

SWISS LACE CURTAINS, white, ivory, or ecru, 2 1/2 yards long; applied in beautiful designed borders; both Irish point and tambour. August Sale, \$7.25 pair.

SWISS LACE CURTAINS, 2 1/2 yards long, in ivory. Pair, \$8.49.

SCRIM CURTAINS, 2 1/2 yards long, in ecru only. Pair, \$1.98.

CHINTZ at 39c yard. 30 and 36 inches wide. Regularly up to 69c yard. Specially priced at 39c yard.

AT \$1.49 YARD, a big purchase of 50-inch English Shadow Print, in a variety of color combinations. Both sides alike—reversible. August Sale price, \$1.49 yard.

The Golden Key That Unlocks the Door to the Greatest Homefurnishing Opportunity of the Year



The Home-Lovers' Club

Through this service customers may furnish their homes either complete or in part without paying out the entire lump sum at first. Convenient payments are spread over an arranged period. It costs nothing extra whatsoever for the use of this service. You make no mistake choosing home furnishings now. By comparison these prices are as low as those asked by the average wholesaler today, due to forehand purchases. Today's list is full of "bargain plums" that make early picking advisable. Confer with the Club Secretary, 4th Floor.

Five Big Bargains in Wall Papers

NEW ALL-OVER BEDROOM PAPERS, 14c ROLL—New chintz and shadow effects, in soft shades of pink, blue, yellow and mixed colorings. Regularly 25c to 35c. Today, 14c.

\$1.00 TAPESTRY PAPER, 39c—New tones of grey and rose, in subdued tones—very decorative for living-rooms and halls.

BEDROOM PAPERS, 9c ROLL—Pretty stripes, in shades of blue, rose and mauve, with cut-out border to match. Regularly 15c. Single roll 9c. Cut-out borders, per yard, 3 1/2c.

HEAVY ENGLISH LEATHERETTE PAPERS, for halls and dining-rooms. In bronze, tan, blue and brown. Regularly \$1.25. Today, at 59c.

NEW CEILING PAPER, 14c—All-over circle design, printed in mica on white or cream ground. All ready trimmed. Single roll, 14c.

Water Colors, Specially Reduced, \$4.95

Choice landscapes and marines, well executed on gilt mats, framed in antique gilt, medium sizes. Greatly reduced today, \$4.95.

The SIMPSON Company
Robert Simpson Limited