

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.

Store opens at 8.30 a.m.

Telephone Main 7841, Connects With All Departments.

Store Closes at 5.30 p.m.; Saturday at 7 p.m.

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.

Today is "Friday Bargain Day" and These Rare Opportunities Go to Show That a Dollar Will Buy Much More Than 100 Cents' Value. Can You Afford to Miss Them?

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. 10-4322.
BREAKFAST, 8.30 a.m. to 11.00 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

Women's Cosy Spencers \$1.65

Knit in Shetland weave of pure white or grey wool. Sweater coat long, with long sleeves. Sizes 34 to 42. Friday bargain, \$1.65.

Ribbons

1,000 pieces 5 in. and 6 in. Ribbons, dresdens (light and dark), satin stripe moires (self colors), black and white taffetas, tartan and fancy shades, suitable hair-bows, sashes, and dress trimmings. Today, yard, 35c.

Laces

300 yards Gulpure All-over Laces, in black and ivory, suitable styles for blouse fronts. Regularly \$1.50. Today, yard, 43c.

Odd lot of reduced fine Val. Insertions, wide Cluny Insertions and Camisole Point Laces. On sale today, yard, 5c.

Neckwear

White and Colored Organdy Collars, maize, blue and rose. Very special at 50c. Today, 25c.

560 only, White Organdy Collars, today at 10c.

Handkerchiefs.

360 dozen Men's White Lawn Handkerchiefs, today, 3 for 21c.

Women's White Lawn Handkerchiefs, narrow hem-stitched borders. Today, 6 for 23c.

Children's Stamped Dresses

Children's Made-up Dresses, stamped on linen-finished lawn for French or eyelet embroidery, with floss to complete the work. Sizes 2 to 6 years. Today, 59c.

Children's Ready-made Dresses, stamped on mercerized white poplin to be embroidered in delft blue. With thread to complete and instructions for working. Sizes 2 to 6 years. Special, 69c.

(Art Dept. 4th Floor.)

L. SIMPSON

Boys' Blue Serge Suits \$7.95

Fancy Norfolk Suits, tailored from dark navy chevrot. Single-breasted, three-button models. All-around belts. Twill linings. Bloomers are full-fitting, lined throughout. Boys 7 to 17 years. Friday bargain, \$7.95.

Tweed Bloomers Special \$1.85

Good and roomy. Cut from hard-wearing tweed materials, in serviceable dark grey colorings. Sizes 25 to 34. Friday bargain, \$1.85.

Big Clearance of Boys' Wash Suits, \$1.29

Regularly \$1.50, \$2.00 and \$2.98. Made from ginghams, chambray, percale and tennis linens. Colors are plain blue, white, pink and natural linens; blue, black and tan stripes, and contrasting combinations. Styles are middy, Tommy Tucker, Oliver Twist, fancy junior Norfolks and Billy Boy effects. Straight knickers. Boys 2½ to 8 years. Friday bargain, \$1.29.

Men's Tru-Knit Combinations at 98c



Regularly \$1.50, \$2 and \$2.50

A special purchase of 750 suits, also remainder of our summer stock. Balbriggans in natural and white, silk tie, porous-knit, mesh, also a few sizes in athletic style. Buy your next year's supply now and save substantially. Sizes 32 to 48. Today, suit, 98c.

Panama Hats Up to \$8.50 at \$2.95

Clearing every Panama in stock. Fedora, telescope and negligee shapes. Some have pencil curl brims, others flat set and slightly curled brims. All guaranteed genuine South American Panamas. No phone or C.O.D. orders taken on these hats. Today, 8.30 a.m., \$2.95.

Men's and Young Men's Suits at \$14.85

Developed in tweeds, in serviceable shades and patterns, single-breasted, two and three-button conservative sacque models, also the popular trencher with all around belt. Form-fitting and half-belt effects. Medium height vests. Trousers with cuff or plain bottom. Sizes 33 to 46. Today at \$14.85.

Odd Pants Clearing \$3.75

Grey worsteds in neat stripe effects, brown and grey tweed mixtures and navy blue serges. Sizes 32 to 44. Today at \$3.75.

75c President Suspenders 49c

Pulley back style. Light, medium or heavy webbing. Light or dark patterns. Today, 49c.

Men's Work Shirts 98c

With collar. Black and white striped, blue chambray and Oxford. Double sewn seams. Sizes 14 to 18. Special today, 98c.

Children's Fall Coats \$2.95

Regularly \$6.00 to \$12.50.

Just when wee tots need their fall coats comes this tremendous reduction. In the lot are coats of pure wool serge, wool oatmeal cloth, corded velvets, silk taffetas, shepherd's checks and silk poplins. A great variety of popular shades and styles. Sizes 2 to 6 years in the lot, but not in every style or color. No exchanges, no refunds, no C.O.D.'s. Regularly \$6.00 to \$12.50. Friday bargain, \$2.95.

Infants' Flannelette Long Skirts

Gertrude style, buttoning on each shoulder. Mercerized silk shell-stitched edges. Length 27 inches. Regularly 75c. Today, 50c.

Children's Print Aprons

Cover-all style, in strong striped prints. Cross-over shoulder straps, fastened with pearl buttons. Sizes 2 to 6 years. A big Friday special at 22c.

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.

Stationery

102 sheets Fine Linen Writing Paper, Friday special, per package, 23c.

Envelopes, to match, in packages of 25, per package, 7c.

Books

"Bustin' 'Em," and other Big League Stories, by Ty Cobb. This is a splendid book for the baseball fans, and will interest boys particularly. Regular \$1.00 edition. Today, 19c.

Picture Framing

1½-inch Antique Gilt Moulding, select pattern, suitable for water colors. Regularly 30c. Today, foot, 20c.

1½-inch Antique Gilt, plain pattern, for small oils or colored prints. Regularly 20c. Today, foot, 10c.

1½-inch Antique Gilt, plain bevelled pattern, with gold burnished line, suitable for hand-colored prints, mezzotints. Regularly 25c. Today, foot, 15c.

1-inch Antique Gilt, deep spoon pattern for small oils or supplement pictures. Regularly 25c. Today, foot, 12½c.

Brown and Antique, a very choice moulding, for carbons or mezzotints. Regularly 25c. Today, foot, 11c.

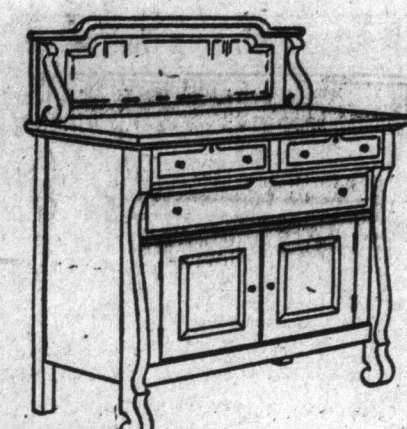
Trunks

An assortment of good canvas-covered Tourist Trunks, heavy hardwood slats and bumpers, good fasts and locks; all with trays, mostly all with heavy leather straps. Sizes 32, 34, 36 and 38 inches. Special, \$6.95.

Club Bag, \$3.49—Kerato Club Bag, walrus grain, deep, square build, swing handle, reinforced corners, inside pockets, rubber cloth lining; sizes 16 and 18 in., \$3.49.

L. SIMPSON

A Day and a Half to Go! The August Homefurnishing Sale is Running Out Fast! Come Today for These Money-Savers



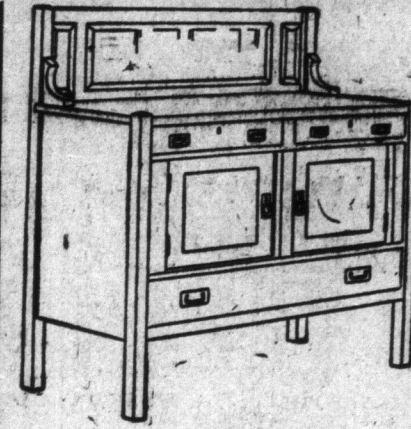
BUFFET, illustrated, solid quarter-cut oak, colonial design; shaped mirrors. Regular value, \$33.75. August Sale price, \$24.15.



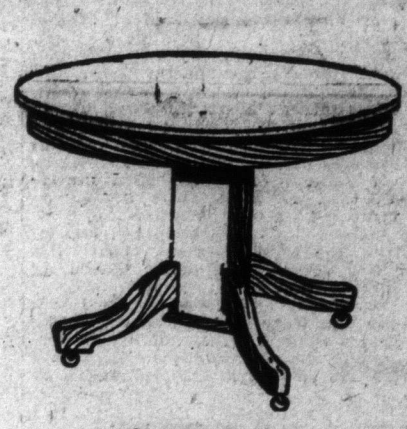
BUFFET, illustrated, solid quarter-cut oak, fumed or golden finish; plate mirror. Reg. value \$36.00. August Sale price, \$25.35.

Buy Through The Home-lovers' Club of Deferred Payments

This shopping service enables customers to buy homefurnishings upon making a first moderate deposit. The balance is spread over an arranged period. Talk with the Club Secretary—Fourth Floor.



BUFFET, fumed or golden finish, solid oak, mission design; plate mirror. Reg. value, \$35.50. August Sale price, \$25.15.



EXTENSION TABLE, solid oak, fumed or golden finish. Regular \$16.25. August Sale price, \$11.20.

Draperies

6 Money Savers in Draperies

SCRIM CURTAINS, 2½ yards long, ecru color, trimmed with lace, pair, \$1.98.

ENGLISH CURTAINS, made in Nottingham, 2½ yards long, white only, pair, 98c.

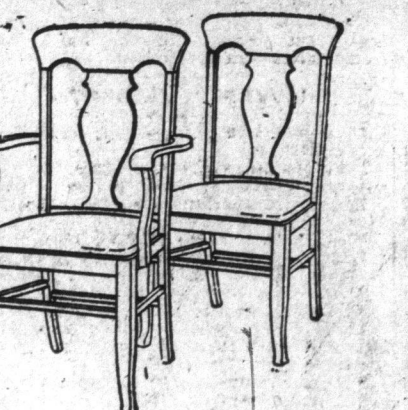
CURTAIN RODS, extending from 24 to 44 inches, with hook, brackets and ball ends, each, 14c.

DUPLEX WINDOW SHADES, your last chance at this price, green one side and white or cream reverse, size 36 x 70 inches, each, 98c.

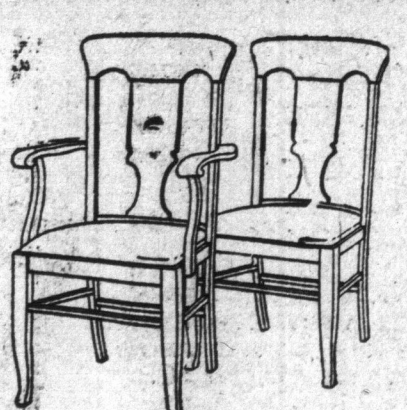
COMFORTER COVERINGS, wonderful value, 36 inches wide, beautiful colorings, big assortment, yard, 29c.

CRETONNES, 28 inches wide, good quality, rich colorings, yard, 29c.

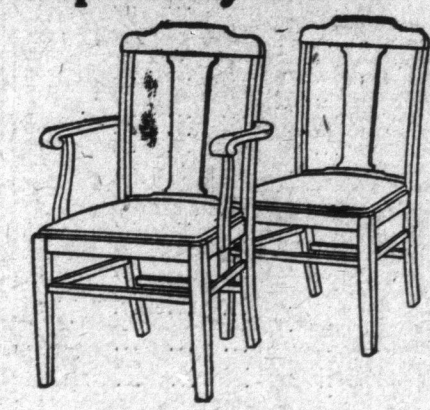
Sets of Dining-Room Chairs Priced Especially Low



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



DINING-ROOM CHAIRS, illustrated, solid quarter-cut oak, fumed or golden finish. Slip seats, upholstered in genuine leather; 5 small and 1 arm chair. Regular value \$31.75. August Sale price, per set, \$26.15.



DINING-ROOM CHAIRS, illustrated, quarter-cut oak, fumed or golden finish; movable seats; covered in genuine leather; 5 small and 1 arm. Regular value \$35.50. August Sale price, per set, \$26.95.

Wall Papers

Enough Wall Paper and Border for 10 x 12 Room, 81c.

Pretty stripe papers, in rose and blue, on light grey and cream grounds, for bedrooms. Today, 81c.

WALL PAPERS, 14c.—For halls and dining-rooms, in textile and conventional designs. Colors of brown and red, gold and buff. Regularly 15c and 20c roll. Today, single roll, 14c. Border to match, yard, 5c.

SPECIAL BLENDING PAPERS, 37c.—60 inches wide, handsome mottled grounds in greys, greens, tans, blue and brown. Regularly 60c. Today, yard, 37c.

In the Face of a Rising Market We Offer These Specials Today in the August Sale of Blankets

White Saxony Blankets \$4.50

Size 70 x 84 inches. Whipped ends—pink or blue borders. \$5.50 value. Clearing today, pair, \$4.50.

\$13.50 Blankets Clearing \$11.45

White union wool. Size 68 x 86 inches. Pink or blue borders. Today \$11.45.

Linens for Less! What Better News Than This?

\$4.50 Madeira Scarfs for \$2.95—Dresser or Buffet Scarfs. Real Madeira pure linen, hand embroidered. Two sizes, 20 x 45 and 20 x 54 inches. Regularly \$4.50. Rush price today, \$2.95.

Damask Napkins—Size 18½ x 19½ inches—\$1.75 value. Today, per dozen, \$1.39.

\$7.50 Blankets for \$6.45

White union wool. Size 60 x 80 in., for single or three-quarter beds. Today \$6.45.

\$3.50 Comforters for \$2.69

Silkline, both sides alike; mostly light colorings. Size 72 x 72 in. A limited quantity to clear.

\$2.50 Table Cloths for \$1.95—Damask—size 64 x 80 inches. Neatly scalloped edges. A limited quantity. To clear today, \$1.95.

Light Plain Grey Flannel—27 inches wide. 40c value. Today, yard, 32c.

Rug Bargains

HEAVY AXMINSTER RUGS

Woven in one piece, thick and heavy pile. Oriental patterns. Size 6' x 12'. August-Sale price, \$47.85.

STRONG BRUSSELS RUGS—In small designs, for bedrooms. Size 6' x 9' x 10' 6". Regularly \$21.50. August Sale price, \$16.95.

SCOTCH VELVET RUGS—Seamless—Oriental patterns. Size 6' x 12'. Regularly \$47.80. August Sale price, \$35.95.

ENGLISH AXMINSTER RUGS—Both seamed and seamless; parlor or bedroom effects. Size 6' x 12'. Regularly \$60.00. August Sale price, \$47.75.

DAINTY RAG RUGS, in plain shades, with assorted borders. Chintz effects. Size 6' x 10' 6". Regularly \$15.00. August Sale price, \$11.95.

TAPESTRY RUGS GREATLY REDUCED—Three lots. Tan, fawn and old rose colorings. Size 6' x 9'.

Lot 1—Regularly \$14.75. Today, \$8.95.

Lot 2—Regularly \$16.50. Today, \$11.95.

Lot 3—Regularly \$18.75. Today, \$12.95.

TAPESTRY CARPETS—For halls or stairs; fine quality. 27" wide. August Sale price, yard, \$1.29.

JAPANESE MATTING RUGS—In quiet patterns and assorted colorings, for bedrooms. Size 6' x 9'. August Sale price, \$1.59.