

Recognized Style and Value Leaders-- These Young Men's Suits at \$24

Extraordinary Lace Sale Half Price and Less

2,100 yards finest round and square mesh Shadow Laces, in widths of 10, 12, 18, 24, 36 and 44 inches. Suitable for dresses, blouses, lingerie and jabots. These laces are beautifully fine and exquisite designs. Today, per yard, 23c, 38c, 48c, 68c and 95c.

September Columbia Records Are Here



We will gladly play these new records over for you in our Music Studio on the Sixth Floor. The collection includes many fascinating airs. A few of the good ones are:

- 2294 "Three Cheers for the Army and Navy"—Orchestra.
- 85c "Sons of America"—Quartette.
- 2299 "Where Do We Go From Here?"—Quartette.
- 85c "The More I See of Hawaii the Better I Like New York"—Song.
- R4003 "Flash of Steel March"—Welsh Guards Band.
- 85c "Punjab March"—Welsh Guards Band.
- 2302 "Suki San"—Song.
- 85c "I Called You My Sweetheart"—Henry Burr.
- 5976 "The Dear Home Land"—Oscar Seagle.
- \$1.50 "When the Swallows Homeward Fly"—Oscar Seagle.
- 2280 "Our Boys in a U. S. Training Camp"—Band.
- 85c "Assembly of the Allies"—Band.
- 2287 "How Can I Forget?"—Tenor Solo.
- 85c "Just as Your Mother Was"—Tenor Solo.
- 2292 "Mele Hulo"—Violin and Piano Duo.
- 85c "It Wasn't My Fault"—One-step.
- 2283 "Medley of Jigs"—Accordion Solo.
- 85c "Irish Heart"—Banjo Solo.
- 5975 "National Medley"—One-step.
- \$1.50 "National Medley"—One-step, Part II.—Prince's Band.
- 2297 "Indiana"—One-step—Jazz Band.
- 85c "Darktown Strutters' Ball"—Jazz Band.
- 2278 "Little Grey Home in the West"—Tenor Solo.
- 85c "Darlin'"—Tenor Solo.

We carry a complete line of Columbia Gramophones.

"A Book of Real Beauty and Urgency"

God the Invisible King By H. G. Wells

Reg. \$1.25, On Sale Today 90c

"An extremely significant attempt to give men and women of the twentieth century an inspiration and an ideal which their predecessors had to a large extent lost."—Daily Telegraph.

"No book of the year is likely to be discussed so widely."—Daily News.

Now Ready!

Office Diaries for 1918

- 2 day, quarto, marble sides 90c
 - 2 day, quarto, marble sides 1.15
 - 1 day, quarto, marble sides 1.60
 - 3 day, quarto, cloth sides 1.00
 - 3 day, foolscap, marble sides 1.60
 - 3 day, foolscap, cloth sides 1.75
 - 1 day, large quarto, cloth sides 1.50
- Book Dept., Main Floor—

Women's \$3.00 Glove Silk Bloomers

On Sale at \$1.95

Made of excellent quality silk, in knicker style, with elastic gathered knee and waist, and reinforced crotch. Sizes 34 to 42. Black only. Today 1.95

Silk Combinations, Regular \$5.00, Today, \$2.95

Women's Combinations of glove silk; low neck and no sleeves, daintily trimmed with silk ribbon and beading. The drawers are loose knee, finished with plain hem; white only; sizes 24 to 42. Today 2.95

Baby Clothes at Half Price

Manufacturer's Sample Ranges and Slightly Counter-soiled Dresses from regular stock half-priced to make it worth your while to wash them back to new again. Come and see them today. Beautiful styles, too numerous to mention. Trimmed with fine laces and embroideries. Sizes 1 to 6 years in the lot, but not in each style. No phone or mail orders. Sale prices ranging from 38c to \$2.85.

Officers' Trunks

Made of three-ply veneer, covered with heavy fibre, all rounded edges fibre bound, spring lock and heavy bolts, extra strong corners, linen lined, with divided tray. Size 36 in., \$14.00; size 40 in., \$15.00



Simpson's August Homefurnishing Sale

After several weeks of the most successful August Furnishing Sale we have ever held you can still choose from very extensive assortments of splendidly made furniture and strong durable carpets at prices that are making a record for Toronto. Specials for today are:

- \$15.75 Brass Beds at 12.75
- \$26.00 Brass Beds at 20.65
- \$29.50 Brass Beds at 22.50
- \$32.00 Brass Beds at 22.95
- \$24.75 outfit, composed of Brass Bed, Spring and Mattress, for 19.85
- \$39.00 Divanette, with mattress 30.95
- \$4.50 Mattress, good and comfortable 3.20
- Our \$7.50 Mattress, special at 5.95
- Our \$9.75 Mattress, splendid bargain. . . 7.50
- \$13.00 Pure Cotton Felt Mattress. . . 10.95
- \$4.50 Iron Frame Spring, for 3.55
- \$5.50 All Metal Spring, for 4.25
- \$15.75 Very Fine Box Spring 13.95
- \$32.00 Wood Bed, Jacobean design 16.25
- Child's Cot, white enamel, price 6.25

Fine Seamless Rugs Reduced

These closely woven one-piece rugs are a very high grade of tapestry weave, but totally unlike the usual rug of this make; small all-over patterns and rich oriental colorings. Nothing can surpass them for everyday wear in living-room or dining-room. Size 8.5 x 10.6, sale price \$26.95; size 9.0 x 12.0, sale price \$28.95.

Scotch Tapestry Rugs at Low Prices. Serviceable seamless quality and new colors and up-to-date designs. These rugs will always give good wear, and are exceptionally good value at these sale prices. Size 7.6 x 9.0, sale price \$11.75; 9.0 x 9.0, sale price \$13.95; 9.0 x 10.6, sale price \$15.75; 9.0 x 12.0, sale price \$18.25.

Willow Grass Rugs Reduced. Very suitable for verandahs, sunrooms or bedroom use. Green, brown and blue colorings in various designs or plain centres, with figure borders. Size 8.0 x 10.0, regularly \$8.50, sale price \$6.95; 6.0 x 9.0, regularly \$5.75, for \$3.95; 4.6 x 7.6, regularly \$3.75, for \$1.95.

Splendid Bargains in Rag Rugs. A clearance of rag rugs in large room sizes and in assorted colors and designs, in delicate tints of rose, grey, mauve and blue coloring; and different sizes from 6.0 x 9.0 up to 9.0 x 12.0. Regular values as high as \$19.75. All to be cleared today at 9.95

Featuring Two Distinctive Styles in the Men's Store Today

These suits are recognized universally as style leaders and first cousins to certain suits which command at least \$5.00 to \$10.00 more than you need pay for these.

They are designed equally smart, possessing style lines of distinction, and have succeeded in attracting the attention of smart young men who really know good value and style-workmanship.

A model of bottle green cheviot shows double-breasted two-button coat, single-breasted vest and up-to-the-minute trousers with cuffs and belt loops. Sizes 36-40. When making enquiry please ask for "De Luxe." Only 24.00

Quite as attractive is a smart youthful model of navy blue cheviot, showing single-breasted pinch-back coat which has patch pockets, single-breasted vest and regulation trousers with cuffs, belt loops and 24.00

Men of Mature Years Who Demand More Conservative Styles Will Find Their Ideal in This Showing of Suits at \$25.00

The collection is well assorted and takes care of practically everything in the way of fashionable materials, such as navy serges, chevots and vicunas, as well as grey pick-and-pick and pinhead check worsteds, together with dark brown check patterns.

The styles are conservative and genteel, characteristic of the present day styles demanded by particular men.

Quality is expressed in more than one way and you can choose single-breasted, three-button coats with vest to 25.00

Picture Framing at Reduced Prices

Thousands of feet of choice Picture Frame Moulding, in antique gilt and bright gilt finish, suitable for colored pictures, water colors, hand colored prints, or supplement pictures. The widths are 1 and 1 1/2 inch. Several choice patterns. Regularly 12c, 15c, 18c and 25c per foot. Today at 8

Postcard and Cabinet Size Frames at 25c and 39c

Neat mahogany frames and inlaid birdseye maple, also a few mahogany inlaid, with leatherette standing backs.

New Brass Rods That Will Not Tarnish

An immense shipment just to hand of the new make of flat brass rod, every one guaranteed not to tarnish or sag. They are made with goose neck or rounded corners, and come in both single and double rods to use overdrapes.

Single rods, extending from 28 to 40 inches, each 36

Double rods, extending from 25 to 40 inches, each 55

Double rods, extending from 33 to 55 inches, each 70

New Lace Curtains Just Arrived

About 20 beautiful new patterns to choose from in either white, ivory or ecru, with plain or neatly figured centres and specially attractive border designs. Today, per pair 1.75

Get Ready for the Exhibition Throngs Now

Supply Your Linen Needs From Today's List of Special Values

You will probably have your share of visitors to the city to provide accommodation for—so it will be wise to have an extra supply of linen on hand. The following items for today are extra special values, providing just the right opportunity at the right time.

- Bleached Sheets, plain weave, good serviceable quality, have neat hems; size about 2 x 2 1/2 yards. Rush price today, a pair 1.45
- Unbleached Cotton, closely woven and very serviceable; 36 inches wide. Priced for special selling today, a yard 14
- Plain Bleached Sheeting, a quality that will launder nicely; 72 inches wide. Reduced for today to this special price, a yard 48
- Damask Table Napkins, suitable for hotels, restaurants, etc. Size 23 x 23 inches. Hemmed, ready for use. Today, a dozen, at 1.98
- Damask Table Cloths, all pure linen, size 64 x 82 inches, hem-stitched. A remarkably good value today at 3.75
- Bleached Hackback Toweling, heavy quality, 17 inches wide. About a third less than the usual price. Special today, a yard 12 1/2
- Crash Toweling, with red border, for roller towels, etc. Width 17 inches. Special price today, a yard 22
- White Flannelette, closely napped, heavy make, splendid serviceable quality; 35 inches wide. Special today, a yard, 25

Come Early for These Boys' Suits on Sale Today at \$6.95

Regular Values \$9.00, \$10.00, \$11.00, \$12.00 and \$13.50

You may choose your Boys' Fall Suit today from a good assortment of fashionable Norfolks, including the popular pinch-back model—and you will get it at a price that will save you anywhere from \$2.00 to \$6.50. They are all excellent suits, of serviceable, medium weight tweeds, in grey and brown, and come in sizes 23 to 35, for boys 7 to 17 years of age. 6.95

Women's Boots in Many Styles at \$2.95

Today we offer over 1000 pairs of American and Canadian-made Boots at \$2.95 a pair. There are patent colt, fine kid and gunmetal leathers, with dull leather and cloth tops; lace and button styles; high, low and medium Cuban and Spanish heels. All sizes 2 1/2 to 7. A big selection to choose from today at 2.95

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