

# SIMPSON'S

Toronto's Coolest Shopping Place

# SIMPSON'S

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.

## "Red Letter" Values Today in the August Furniture Sale



### Misses' Silk Skirts, \$8.95

Regular \$12 and \$15.

50 only of these rich Silk Taffeta Skirts. Plain and fancy striped, also color combinations and plain black. Fancy pockets, deep girdles and button trimming. Today, \$8.95.

### Women's Wash Dresses

A Big Bargain, \$2.50.

Special clearance of Women's White and Fancy Voile Dresses and a few heavy White Drill Middy Suits. Regular values, \$5.00, \$5.95 and \$6.95. Today, \$2.95.

Women's \$1.95 and \$2.95

### WASH SKIRTS

White repps, fancy weaves and colored stripes, in several smart styles. Featuring gathered backs, separate belts and novelty pockets. Sizes 26 to 30 band. Today, \$1.59.

Women's Regularly \$4.95

### TWEED SKIRTS

Made of striped tweed, in blue and grey tones. A good serviceable skirt. Large detachable belt. Two novelty pockets, with bone button trimming. Today, \$2.75.

Women's Fancy Voile and Gingham Dresses.

Fancy Voile and Gingham Dresses, in a good variety of smart styles. Specially priced for today, \$4.95.

### Exceptional Value, Girls' Dresses, \$2.75

Slightly Soiled, Regularly \$6.50 and \$6.75—White Dimity, Voile, Etc.

100 only, slightly soiled. Made of dimities, voiles and fine lawn. Straight styles, with deep yokes; trimmed with novelty pockets, smocking and hand embroidery. Round collar and deep cuffs. Short sleeves—broad belt. Sizes 6 to 12 years. To clear today, \$2.75. No Exchanges, No Refunds, No C.O.D.'s. Misses' Section, Richmond Street Side.



### At 8.30 Honeycomb Shawls \$1.15

Knit of white pure wool—42 inches square, with deep fringes and dainty fancy border all around. Worth double this price. Third Floor, Infants' Wear Department.

### At 8.30 Children's \$1.50 Hats 75c

Full crowns and soft shady brims—3-inch wide silk ribbon run in loops and fashioned into rosette at back of head. Materials are white repp, maize-colored striped madras and sand-colored pongee silk. Silk ribbons in white, pink, sage and rose. Sizes 20, 21 and 22. No phone or mail orders.

### Women's Sleeveless Wool Pull-Overs \$3.69

A Big 8.30 a.m. Clearance Today

Knit in Shetland weave of soft pure wool. Coral, white or pink. Deep "V" neck and armholes. Strongly reinforced edges. Ribbed close-fitting waist-line. Sizes 36 to 42. Cannot promise to fill phone or mail orders. Third Floor, Sweater Coat Dept.

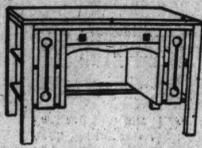
### Women's Bathing Suits HALF PRICE

\$3.00

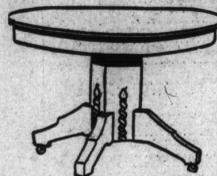
The new three-in-one design, of beautifully finished lustre. Various styles and trimmings. All sizes. Regularly \$6.00 and \$7.50. Today, half-price, \$3.00 and \$3.75.

### Children's \$2.25 Bathing Suits \$1.50

Of fine poplin, with full bloomers. Waist attached. Short sleeves and square neck—daintily trimmed. Today, \$1.50. Whitewear Section—Third Floor.



As illustrated, Library Table, solid quarter-cut oak, fumed finish. Drawers opening from both sides, double book racks. Size 26 x 42. Regular value, \$20.00. August Sale price, \$14.95.



As illustrated, Extension Table, solid oak, fumed finish, 44-inch top, deep rims, extends to 6 feet. Regular value, \$30.50. August Sale price, \$11.75.



As illustrated, Chiffonier, Empire mahogany, full satin finish; 4 deep and 2 small drawers, wood trimmings. Regular value \$28.25. August Sale price, \$15.75.

### Taffeta Silk Petticoats Half Price

An extraordinary sale of 75 Rich Chiffon Taffeta Petticoats. Some plain colors, the rest in a white ground, with broad solid stripes in black, navy, lavender and copenhagen. 12-inch flounce, pin-tucked and strapped. Sizes 24 to 38. Regularly \$5.95. Today, \$2.95. No Phone Orders.

BUFFETS, solid oak, 48-inch top, 2 small cutlery and 1 long linen drawer. Cupboards in centre of case. Mirror on back. Regular value \$26.75. August Sale price, \$15.95.

BUFFETS, solid quarter-cut oak, fumed or golden finish, good drawer and cupboard accommodation. Shaped bevelled plate mirror. Regular value, \$36.00. August Sale price, \$25.95.

BUFFETS, solid quarter-cut oak, fumed or golden finish. Heavy colonial design, shaped posts and pillars. Base fitted with doley, cutlery and linen drawers. Large cupboard. Bevelled mirror. Regular value, \$40.00. August Sale price, \$28.65.

PARLOR TABLE, shaped top, legs and shelves. Empire mahogany finish, dull. Regular value, \$6.50. August Sale price, \$3.85.

BAKING CABINET, gumwood, natural finish. Divided for flour or meal, also drawer for cutlery. Regular value, \$9.00. August Sale price, \$6.70.

DINING-ROOM CHAIRS, solid oak, golden finish. Upholstered seats, covered in genuine leather. Set of six chairs. Regular value, \$37.50. August Sale price, \$21.45.

COUCHES, imitation leather, show wood frames. Full spring seats. August Sale price, \$12.00.

MATRESSES, wood fibre centre, jute felt both sides and ends. Full depth border deeply tufted. Covered in art ticking. August Sale price, \$7.20.

MATRESSES, soft and comfortable, full border, deeply tufted. Jute felt encased in art ticking. All regular sizes. Regular value, \$12.75. August Sale price, \$10.25.

SPRINGS, wood frame, selected hardwood. Double woven wire fabric supported by heavy steel bands. All regular sizes. August Sale price, \$3.95.

### ANNUAL BABY CARRIAGE SALE

Fine assortment of smart red models, in natural, grey, white, ecru enamel finishes. Annual Sale prices, \$31.45, \$33.95, \$35.00 to \$47.50.

2 only, English Style Baby Carriages—durable black enamel finish. Comfortable and easy running. Regularly \$30.00. Annual Sale price, \$26.75.

1 only, white enamel. Regularly \$40.00. Annual Sale price, \$32.75.

Handsome Chaise Carriage, in grey enamel finish—wood body, with red trimmings. Corduroy upholstery. Artillery wheels. Regularly \$50.00. Annual Sale price, \$39.95.

## Sale

Crepe de Chine and Georgette Blouses \$2.95

A remarkably extensive variety of chic new styles, in excellent selection of the best light and dark colors. Some are samples, others are makers' oddments and broken ranges from our own \$3.95, \$4.50 and \$5.00 stock. Sizes 34 to 44, 300 altogether to clear today, \$2.95.

### WOMEN'S WHITE CANVAS PUMPS \$1.99

No Mail, Phone or C.O.D. Orders on Sale Footwear. 500 pairs. Light-weight soles, Spanish, Cuban and low wood covered heels. Sizes 2 1/2 to 7. Today, pair, \$1.99.

### MEN'S OXFORDS \$4.95

Gunmetal, Havana Brown Dongola Kid and Patent Leather Oxfords. Wide and narrow toe shapes. Military and low heels. Goodyear welt soles. Sizes 5 1/2 to 10. Today, pair, \$4.95.

### CHILDREN'S KID BOOTS

Black and Brown Kid Boots. Lace and button styles. Full fitting, round toe shapes—low heels. Sizes 4 to 7 1/2. Today, pair, \$1.39.

At the Polish Counter. Women's Silk Laces—72 inches long, grey, black and brown. Today, 10c.

Arch Supports—Men's sizes only. Regularly \$1.00. Today, 79c. Packard's White Liquid Dressing, Regularly 10c. Today, 3 for 25c.

### Tan Beauty Cleaner. Regularly 25c. Today, 19c.

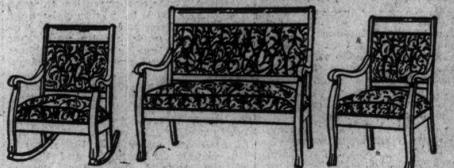
### ENAMELWARE SALE

Good wearing grey enamel at about factory cost today. Preserving Kettles. 5-quart size, today, 25c. 8-quart size, today, 39c. 7-quart size, today, 35c. 10-quart size, today, 49c. 12-quart size, today, 59c. Grey Enamel Chambers, medium or large sizes, today, 35c. Grey Enamel Wash Basins, 12-inch diameter, today, 25c. Convex Kettles, with cover, 5-quart size, today, 49c.

The Robert SIMPSON Limited



As illustrated, 8-piece Solid Quarter-cut Oak Dining-room Suite—fumed or golden finish. Buffet, colonial design, heavy raised panels on front, sliding tray in cutlery drawer. Large shaped bevelled mirror. Extension Table, 45-inch top, heavy shaped feet. Chairs, shaped legs, movable seats, in genuine leather. Set of six. Eight-piece suite complete. Regular value, \$91.75. August Sale price, \$69.95.



As illustrated, Parlor Suite, mahogany finish, highly polished. Top rail veneered mahogany, full spring edges, button bands and tufted backs, upholstered in mixed silk tapestries. Regular value \$65.25. August Sale price, \$45.50.



As illustrated, Parlor Suite, mahogany finish, highly polished. Full spring seats, shaped backs, top rails and arms. Regular value \$51.50. August Sale price, \$40.00.

### Men and Young Men Will Get the Best Outing Suits at \$14.85

Developed in Palm Beach cloths, in natural, tan and grey shades. Kool Cloths and feather-weight tweeds. Various mixture effects. Styles include the most popular hot weather models for men and young men. Sizes 34 to 48, to fit any type of figure. This morning at \$14.85.

### For Men and Young Men. Navy Blue Suits at \$30.00

Developed in all-wool fabric of unusual distinction; 3-button, soft roll, semi and form-fitting models. The master tailoring is evident in every detail of these fine suits. Sizes 35 to 44. Moderately priced at \$30.00.

### Men's Combination Underwear

Closed crotch, French style necks. Natural and white; various kinds. Short sleeves and knee length, long sleeves and ankle length. Sizes 32 to 48. Includes \$2.00, \$2.50 and \$3.00 kinds. All one price, \$1.49.

Men's Summer Underwear 69c. Shirts and Drawers in natural and white balbriggan and white lace. Drawers are ankle length—shirts have long sleeves. Sizes 32 to 44. Regularly \$1.00, \$1.25 and \$1.50. The garment, 69c.

### The Straw Hat Season at Its Height, And...

Men's \$2.00 and \$2.50 Straws, 98c. Men's \$3.00 Straws, \$1.50. Men's \$4.00 Straws, \$2.00.

English and American makes, in split and semit straws. Today, clearing, 98c.

Half-price for these \$3.00 fine English and American lines. Today, clearing, \$1.50.

Our best stock. Selling all season at \$4.00. Today, clearing, \$2.00.

### Annual Sale of Black Silks

An Occasion of Unusual Advantage.

Black Silk contracts placed six months to a year ago make these wonderful savings possible. Fresh shipments continue to arrive daily; they, too, enter the sale, giving you added advantages.

Rich Satin Duchesse, Chiffon, Taffeta, and Satin Paillettes. All pure skein—dye black. Extra special value for today, yard, \$1.95.

Suiting Quality Taffeta, Chiffon and Satin Duchesse. Two leading weaves for fall. August Sale price, yard, \$2.28.

Peau de Soie, will not cut or split with reasonable wear. Splendid weight for suits and separate coats. Yard, \$2.49.

36 to 40-INCH CHIFFON TAFFETA, also rich quality Duchesse Messaline Satin. August Sale price, yard, \$2.74.

New Shipments of Crepe de Chine, in every wanted color for street or evening wear. Yard, \$1.95 to \$3.50.

Colored Taffeta Chiffons, newest colors, with plenty of navy and midnight blues. Special, yard, \$1.85 to \$3.50.

Natural Shantung, fine even weave, launders perfectly; 34 in. wide. Specially priced, yard, 96c.

## A Rousing Book Day Today

Books to Interest—Books to Enthuse—



Hundreds of Them

65c

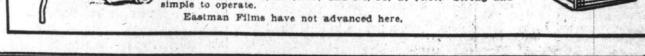
Each

BY MARY B. BINE-HART. "I." Bab a Sub Deb. BY KATHLEEN NOBLE. Story of Julia Page, Saturday's Child. The Rich Mrs. Burgoyne. BY THOMAS DIXON. The Traitor. The Victim. The Clansman. The Southerner. The Leopard's Spots. BY PETER McARTHUR. In Pastures Green. BY OLIVE HIGGINS PROUTY. Bobbie, General Manager. The Fifth Wheel. BY R. M. BOWLER. Her Prairie Knight. Lonesome Trail. The Long Shadow. The Ranch of the Wolverine. BY H. G. WELLS. The Soul of a Bishop. BY ARTHUR STRINGER. The Prairie Wife. BY P. PHILLIPS OPPENHEIM. Havoc. The Vanished Messenger. A Prince of Sinners. The Lighted Way. The Double Traitor. BY HELEN MARTIN. Her Husband's Pursue. This is a Menonite Maid. Calling of Dan Matthews. Eyes of the World. BY HALLIE RIVERS. The Long Lane's Turning. BY GRACE MILLER WHITE. The Secret of the Storm Country. BY FLORENCE BARCLAY. The Rosary. Mistress of Shens-ton. BY LOUIS TRACY. His Unknown Wife. A Son of Immortals.

### Two Wonderful Kodak Values

2A Primo, \$10.00. Takes a picture 2 1/4 x 4 1/4, R.R. lens, ball-bearing shutter for various speeds as well as time and bulb exposures. Metal, covered with fine grain imitation leather. The biggest seller during the last year. Wonderful value at \$10.00.

2A Brownie, \$3.50. The Box Brownie needs no introduction, being the best known camera on the market. Four sizes—No. 6, at \$2.00; No. 2, at \$2.75; No. 2A, at \$3.50; and No. 2C, at \$4.50. Strong and simple to operate. Eastman Films have not advanced here.



FOR CORNER WAR LONSD...  
PROB: Light w peratu  
British T  
FREN AU  
Germans E...  
Positions i...  
of  
BRITISH P...  
Local Fight...  
Place in...  
of P...  
London, Aug...  
have evacuated...  
at Beaumont H...  
au-Mont and Bu...  
gion north of...  
Field Marshal...  
issued tonight...  
The text says...  
"Local fighting...  
day on the battl...  
hood of Parvill...  
made progress...  
eral prisoners...  
"Following up...  
drawals in the...  
enemy has evacu...  
tions at Beaum...  
sieux-au-Mont...  
trols are push...  
with the enem...  
ground about...  
prisoners have...  
TWO TORO...  
DROWN...  
Alfred G. Clark...  
Lives Whi...  
Two young T...  
Clark, aged 19...  
and, and Rolan...  
home is at 15...  
were the victi...  
dent at Muske...  
With the exc...  
announcing he...  
had been drow...  
is at present...  
current, howev...  
life in attempt...  
who had got i...  
The young M...  
Martin's Cott...  
ing gone there...  
spend a week...  
Martin and be...  
received by...  
morning, Alfr...  
we are perfect...  
sawards a...  
which plunged...  
Mrs. Clark wa...  
news and is...  
condition and...  
States, Rolan...  
The Toronto E...  
BELGIANS NO...  
Germans Mad...  
Paris, Aug...  
communication...  
Aug. 12-13, o...  
tured a Germ...  
mude. Priso...  
Other German...  
region of Wel...  
"On the nig...  
mans attack...  
port, but wer...  
Germany A...  
Gets T...  
Geneva, Aug...  
of troops were...  
alies by Gen...  
retreat from...  
The Democr...  
Hungary refus...  
Ludendorff he...  
sent two divis...  
SOON TO...  
French Metho...  
Paris, Au...  
pressure was...  
whole triang...  
Ribecourt and...  
supied," an o...  
ed, this after