DRESS GOODS AT \$1.95.

\$2.50 English Botany Men's Finished Serge, \$1.95. In beautiful shades of indigo navy and black; soft Botany finish; guaranteed

day, per yard 1.55

BLACK SUITING SATINS.

Your choice of several different weaves; in widths up to 44 inches. Our \$2.50 qualities. Friday

Black Moire Velours, and fancy effects, in black moire; wide selection; 40 to 42 inches 1.95 black moire; wide selection; 40 to 42 inches 1.95

Duchesse Satins and Charmeuse Satins; in all colors and black, with a range of all-silk back, charmeuse crepes. Regularly \$2.50 1.95

1,000 Yards of Fancy Satin Brocades, figured foulards, many striped silks, diagonal and fancy armure silk suitings; black, white, checks etc., etc. Formerly \$2.50, \$3.00 and \$3.50 1.95

Crepe Shapturg; an all-silk mayer; colors

Crepe Shantung; an all-silk weave; colors tan, brown, old rose, amethyst, dark red, purple, king's blue and gunmetal. Friday 1.95
32-inch British Chiffon Velyeteen; has

HAND BAGS, \$1.95.

480 only, in pin seal, real morocco, Persian seal, walrus and seal grain leathers; also French silk moire; all of the present season's styles; neat, narrow frames, or rivetted, covered frames; silk and leather lined; all contain

ed frames; silk and leather lined; all contain change purses; many are fitted with mirror and card case; all colors, including black. Regularly \$2.50 to \$5.00. Friday 1.95. Silver Mesh Bags. Regularly \$3.00, \$1.95, 6-inch frame; oxidized finish; ring mesh; white kid lining. Friday 1.95. Gunmetal Mesh Bags. Regularly \$2.75, for \$1.95. 5-inch frame, in assorted patterns; reverse mesh. Friday 1.95.

\$1.50 MUFFLERS, 2 FOR \$1.95.

SEQUIN AND BEADED BANDINGS.

In crystal, iridescent, jet and colorings of the very newest; these are oddments and

sample pieces, ranging in width from 4 to 10 inches. Regularly \$3.00 to \$6.50. Friday

and garnitures; all of the best French workmanship, and finished like fine jewellery; for evening or dinner dresses these are invaluable. Regularly \$3.50 to \$7.50. Friday 1.95

JEWELLERY AT \$1.95. 9k. Gold Bracelets, set with pearls, ame-

thysts and peridots, in pretty scroll patterns; strong clasp and safety chain. Regularly \$4.95 and \$5.95. Friday bargain cameos, with fine carved heads, showing a contrast of pink and white; good heavy setting Regularly \$3.50 and \$4.00. Friday bargain 1.95 Ok. Gold Pearl Vest Sets, in several dif-ferent styles; six in a case; detachable fasteners; gold centre. Regularly \$3.00, \$3.50 and

bean end; fine Roman finish, in plain and engraved styles; solid bar connection. Regularly \$2.50 and \$3.00. Friday targain 1.95

TABLE COVERS.

Size 54 x 54 inches; very elaborate handdrawn centre, with a deep, heavy border of real Renaissance lace. Regularly \$2.95. Friday 1.95 TOILET ACCESSORIES.

Men's Shaving Set, consisting of Ever-Ready Safety Razor, with 12 blades; Rubberset Shaving Brush, Ever-Ready Shaving Stick Bottle of Imported Florida Water, can of Tak cum Powder, and three cakes of Toilet Soap

Regularly \$2.85. Friday, per set 1.95
Real Ebony Toilet Set, comprising Ebony Hair Brush, with pure bristles, Ring Handled Mirror, with heavy bevelled plate glass, and Dressing Comb. Regularly \$2.50. Friday, per

11-piece Toilet Set, consisting of Tooth Brush, Tube of Tooth Paste, Can of Talcum Powder, Bottle of Imported Eau de Cologne Bottle of Perfume, three cakes of Toilet Soap Sachet Powder, Jar of Cold Gream and Box of French Face Powder. -Regularly \$2.50. Fri-

Brush, Mirror with heavy bevelled plate glass, Dressing Comb, with extra strong teeth. Reg ularly \$2.50. Friday 1.93

E SIMPSON DRUG LEL

Combination Hot Water Bottle and Foun tain Syringe; finest quality red rubber, with rapid flow tubing and pipes. Friday 1.95 Sponges, finest quality Mandruka; good Regularly up to \$3.00. Friday . . . 1.95 Travelling or Toilet Rolls; good assortment. Regularly up to \$3.00 1.95

Rubber Bust Forms, nature's rival. Reg-ing or linings; good size. Regularly 90c. Friday, 3 for 1.95



Exhibition Friday Sale at Simpson's

Those familiar with the Simpson Store, and that means everybody, regard Exhibition Friday as one of the big bargain days of the year. Tomorrow they will not be disappointed. In addition to economies extraordinary in food to eat, clothes to wear and comforts for the home we have planned a

GREAT ONE PRICE SALE AT \$1.95

throughout the store, and have hammered down and squeezed in great, b'g figures to fit this little uniform. Come and review this \$1.95 battalion and note what they've accomplished in our war on high prices. SEE WINDOW DISPLAY

THE MILLINERY.

\$2.25 and \$3.00 Black Silk Velvet Hats, big ariety of the best selling shapes. Fri-\$2.75 and \$3.75 Trimmed Velvet Hats, very

smart shapes in silk velvet, newest colorings a good business or school hat for young Ostrich Feather Bandeaux, feather tipped ends, a good fibre; black, white or colors; others very wide flat effects, beautifully shaded. Regularly \$2.50 and \$3.00. Fri-1.95

WOMEN'S SKIRTS, \$1.95. Unusually good values from a manufacturer's sample lines; also some broken stock lines; smart styles in serges, Bedford cords, tweeds, striped worsteds and Pananas; black, navy, tan, gray, brown or cream. Regularly \$3.50 to \$5.00. Friday bargain. 1.95

sieeve and Ragian, roll or turn-over collars, ages 6 to 14 years. Friday bargain 1.95

Women's Raincoats, \$1.95—Returns from our mail order customers, some slightly soiled from handling, but otherwise in good condition; in this lot are coats for misses and women which sold readily at \$3.75, \$5.00 and \$6.75 only a limited quantity. Friday handless and the sold readily at \$3.75, \$5.00 and \$6.75 only a limited quantity. \$6.75, only a limited quantity. Friday bar-

WOMEN'S COAT SWEATERS. Clearing three handsome styles in women's fine sweater coats, roll collar or V neck, heavy, all-wool, two pockets, pearl buttons, colors white, navy, gray or fawn; sizes 32 to 42 bust. Regularly \$3.50 to \$4.50 cach.

WOMEN'S VESTS OR DRAWERS. Fine ribbed weight, unshrinkable; vests are high neck

with long or short sleeves; and low neck with short or no sleeves; drawers ankle length, in open or closed styles; sizes 32 to 42 bust measure. Regularly 75c, 85c, \$1.00 and \$1.15. Friday, 2 vests and 2 drawers. 1.95 THE WAISTS. 100 very fline New York Lingerie Waists,

showing the set-in as well as the Ragian sleeves; the very finest of materials, combined with perfect taste in design and making; sizes to 42 for choice. Reg. \$3.00 to

long or short sleeves and all sizes Regularly \$3.95, \$5.00 and \$5.95.

Rich Pure Silk Messaline Waists, in three designs, all showing the open front with vest, collars and cuffs of white pique; colors are black, ivory, navy, Copenhagen, sky and champagne; sizes from 34 to 44 inch busts. marked at half price for Friday at 1.95

\$2.95 SATIN PETTICOATS FOR \$1.95. Imported Satin Petticoats, in black and new shades of navy, Copenhagen, mahogany, purple, ivory, emerald and beet root, accordeon-pleated flounce, twenty-four inches in depth; sizes 36 to 42 inches. Regularly \$2.95 Long Crepo Kimono Gowns, \$1.95-Fancy

figured cotton crepe, floral patterns; gray navy, helio and sky; cut full, loose back, large shawl collar, finished with shirred silk. sizes 34 to 44. Friday bargain 100 BLACK BELGAIN HARE SCARFS.

From selected skins, 72 inches long, lined with good black satin, chain fistener. Regularly \$3.00. Friday (millinery) 1.95

WATERPROOF CANVAS TRUNKS. Wide slats, corners weil protected with brass bumpers, sheet iron bottom, neatly fined, with divided tray, size 34-in. Reg. \$3.00

Japanese Suit Cases, very light weight and durable, leather corners, binding and straps, some matting and Japanese willow in the lot; size 24-inch. Regularly up to \$4.00 Leather Club Bags, steel frame, brass lock

and catches, sewn edges and leather capped corners, neatly lined, with pocket, size 16-inch. Regularly \$2 50. Friday 1.95

CLEARANCE OF PICTURES. Photogravures, Pastels, Etchings and Hand-colored Gravures, some of them have mirror in centre and cupid pictures and art studies at each end; frames comprise oak with gilt lining, Circassian walnut and imitation walnut and antique gilt; sizes up to 18 x 24. Regularly \$2.50 to \$3.50. Friday bar-

HANDSOME DESK SET. Five pieces, blotter size, 19 x 111/2, brass corners, with dull brass inkstand, pen tray, stamp box and stamp blotter. Regularly \$2.50.

Book Ends, in heavy dull brass, extending and collapsible. Regularly \$3.50. Special 1.95 EYEGLASSES AND SPECTACLES, \$1.95. The finest lot of modern style Gold-filled Glasses we have offered at such a ridiculousnels of trade, \$3.50 to \$5.00. Eyes tested by specialists.

French Field Glasses, in leather case, for tourists, lake or farm use. Regularly \$3.50,

EXTENSIVE PROVISION FOR MEN'S NEEDS FRIDAY.

\$2.50 Tweed and Worsted Trousers, \$1.95.
Of English tweeds and worsted cloths, in grays and browns, showing stripe patterns.
Sizes 32 to 44. To clear 1.95

\$2.50 to \$3.75 Stiff Hats, Friday for \$1.95. The finest of imported fur felt Derby hats; up-to-the-minute shapes, in wide range of the different heights of crown and widths of brim; an easy matter for you to select one that you would like; they represent the best in style and quality. Come Friday. Sizes 6% to 7%. Regularly \$2.50 to \$3.75. On bargain at 1.95

\$1.95 SALE OF FURNISHINGS. Men's Sweater Coats, heavy qualities; several lines left over from last season which we cannot duplicate. Sizes 34 to 42 only. Regularly \$3.50, \$4.00 and \$5.00. Friday 1.95 No 'Phone or Mail Orders.

Boys' Pure Wool Sweater Coats; high collar; varsity shape collar; fancy weave; two pockets; several colors to select from. Sizes 26 to 32. Regularly \$3.00. Friday 1.95

Men's Imported Flannelette Pyjamas; heavy or lightweight materials; fancy trimmings; frog and button fastenings; lots of colors to select from; all odd lines from stock. Sizes 34 to 44. Regularly \$2.50, \$3.00, \$3.50 and \$4.90. Friday

Men's "Wolsey" Brand Underwear, pure natural wool; shirts and drawers; double-breast style; fine, soft quality yarns; heavy weight for winter wear. Sizes 34 to 44. Regularly \$2.50. Friday 1.95

Men's Shirts; mostly laundered or double cuff style; spiendid quality materials; in stripe designs; this is a splendid bargain; they sold for \$1.00 each. Friday, 3 for . 1.95

BOYS' WINTER OVERCOATS, \$1,95.

Boys' Blue Serge Russian Suits, \$1,85. Military Russian style, with collar to button up close to chin; belt at waist, and elastic bottom bloomers; tailored from a fine English navy blue serge, twilled linings. Sizes 2 to 5 years. Regularly \$3.75. Friday bargain 1.95

AT THE OPENING OF BOOT SEASON.

Women's Boots, \$1.95. "Queen Quaity,"
"Dorothy Dodd," "Classic," etc., etc. Tan
Russia calf, gunmetal, vici kid and fine
quality white canvas; perfectly finished, and quality white canvas; perfectly finished, and made on this season's most popular lasts; Goodyear welt, flexible McKay and hand-turned soles; Cuban, military and low heels. There is a good variety in all sizes from 2½ to 7, but come early if you want your pick and choice. Regularly sold for \$2.50, \$3.00, \$3.50, \$4.00 and \$4.50. Friday . . . 1.95

Men's \$3.50 and \$4.00 Patent Boots, \$1.95.

Girls' Button and Laced Boots, \$1.95. Neat, easy-fitting box calf boots, with popular full round toes; comfortable low beels, and medium weight soles; all sizes from 11 to 2, in both button and laced styles. Fr with their character

IN SILVERWEAR AT \$1.95.

Rogers' Tea Spoons—Set of twelve Rogers' stiver-plated tea spoons, full size, your choice of two patterns. The dozen spoons complete in a satin-lined leatherette case. Regularly \$2.50 set. Special, set 1.95

Set of Twelve Dessert Knives, in 12 and 16 dwt. silver-plated blade and handle, plain pattern. Regularly \$4.00 and \$5.00 per dozen.

Sterling Silver Deposit Ware, in celery trays, vases and jugs, in clear crystal with

STORE HOURS: 8.30 a.m to 5.30 p.m.

SNAP VALUES IN BEDS AND BEDDING

Mattress, well filled with pure sanitary curied seagrass, with heavy layer of jute felt at both sides, deeply tufted and covered in twill ticking, in all sizes. Regularly \$3.60. Fri-1.95

Bed Spring, the frame is made of steel tubing, spring is extra strong woven steel wire, strongly supported by steel bands, made in all sizes. Regularly \$3.00. Friday

Pillows, well filled with all pure feathers, carefully selected and covered in fine art ticking. Regularly \$2.50. Friday special 1.95 IMPORTANCE IN CURTAINS AND

UPHOLSTERIES. Tapestry Couch Covers, \$1.95 Each—Handsome Couch Covers for the living-room or bedroom, 54 inches wide, 96 inches long; plain, rich Persian colorings. Friday bargain......1.95

Tapestries for Upholstering — French tapestries, Oriental, verdure and conventional designs, for upholstering living-room, bedroom or parlor furniture, best qualities only, ranging in price from \$2.75 to \$4.00 per yard. Reduced for Friday bargain . . . 1.95

yard. Reduced for Friday bargain 1.95

The Finest Grades of French Shadow Cloths, for draperies, hangings or upholstering, on white, croam or ecru grounds; blue, rose, gray, lavender and gold. Regularly \$2.50 and \$3.00. Friday bargain 1.95

Nottingham Curtains, 3 yards long, 45 to 52 inches wide, good durable quality Nottingham Curtains, handsome patterns, will launder well. Regularly \$2.50. Friday bargain 1.95 Tapestry Curtains, 40 inches wide, 2% yards long, a handsome fringed tapestry curtain, in green only, exceptional value. Regularly \$2.50 pair. Friday bargain 1.95

\$2.50 TO \$4.00 UMBRELLAS FOR \$1.95.

Silk or Fine Silk Mixed Umbrellas, paragon frames, silk cases, high-grade sterling silver or rolled gold mounted handles; also selected horn, epony or natural wood handles, Regularly \$2.50, \$3.00 and \$4.00. Friday spe-

Canes That-Were \$2.50, \$3.00 and \$4.00-Sterling Silver Mounted Canes, in light and dark woods, some with buck horn handles.

Dainty Ostrich Ruffles, for fall wear,m from long, well-curied glossy fibres and furnished with rich satin tie: colors black, white, black and white, gray and white and saxe blue. Regularly \$2.50 to \$2.00. Fri-

PHOTO SUPPLIES: 4 .

Leather Covered Loss Lear Album, 50
Friday 1.95
Leather Covered "Our Baby" Novelty
Album, loose leaf style. Regularly \$2.50. Friday 1.95 COMPLETE SET OF KITCHEN GRANITE.

WARE.

You can have your kitchen graniteware, all of the same hard-wearing kind, at about one-third less than you would usually pay; set comprises 14-quart dishpan, Berlin kettle, preserving kettle, teapot, rice or cereal boiler, fry pan, lipped vegetable saucepan, pudding pan, water pail, mixing spoon, dipper, ple plate and soap dish; set would regularly sell for \$3.03. Friday bargain sale, set complete

gain

Bathroom Set, of "Brasscrofter's" first quality make, heavily nickel-plated on solid brass; set comprises 20-inch rounded end towel bar, bath-soap dish to fold over bath, toilet paper holder and combination glass and tooth brush holder; set worth \$2.55. Friday barrain 1.95

Aluminum Four-Piece Stove Set, consisting of rice or cereal boiler, straight covered sauce pan with cover and two-lipped vegetable cooking pans, all of first quality aluminum ware; this set is worth regularly \$2.65. Friday bargain 1.95

BATHROOM OR KITCHEN MIRRORS. Best bevel British plate, framed in white enamel or weathered oak, sizes 16 x 20 and 14 x 24. Were \$2.49. Friday bargain ... 1.95

ROOM LOTS OF WALL PAPER. Three Specials in Wall Paper, for rooms 10 x 12, larger rooms at proportionate price; any number of room lots may be bought. 500 Room Lots Dining-room or Living-room Paper, in plain with scemic border or figured with border, in brown, green, tan, gray and ceiling. Regularly \$3.50. Friday.

1500 Room Lots of Bedroom Papers, in stripes or florais, with cut-out borders and ceiling. Regularly \$3.85. Friday 1.95

250 AXMINSTER, MOHAIR AND WASHABLE BATHROOM RUGS AT \$1.95 EACH.

great assortment of new attractive sn Rugs is the one special contribution from the Rug artment for this occasion. Included are many erent makes, sizes and kinds suitable for varius uses in the home, and all are reduced in price to make a record day's selling.

Imported Washable Bathroom and Bedroom Ruge-Lots of new designs in the always popular hable cotton rug, in blues and white, green and white and rose and white, as well as several novel effects in bright pretty rugs. Size 27 x 54 inches Regularly \$2.55 each. Special Friday's sale

Best Quality English Mohair Rugs-These silky plain color rugs have a peculiar attraction and decorative value not found in any other rug; they are very attractive and come in blues, reds, browns and gold. Size 24 x 28 inches. Regularly \$2.45

English Axminster Rugs - A big size 30 x 60 inches, with fringed ends, in a number of Orienta floral and conventional designs, and a great many different colors. Regularly \$2.25 and \$2.35 each

ELECTRIC FIXTURES AT \$1.95. Ceiling Cluster, built for three lights, with "lily husk over sockets, finished brush brass and black Suitable for bed or sitting-room. Regularly sells for \$3.00. Friday, 1.95

Hall Pendants, complete with square "missi lanterns, fitted with amber art glass, finished brush brass, 2 ft. 6 in. long. Regularly sells from \$2.7 Ceiling Shower, with two lights, suspended from 10-inch ceiling plate on chains. Complete with

fancy shades, two designs. Regularly sells from \$3.00 to \$4.50. Friday Oval Wall Bracket, for one light, "Sheffield" de sign. Complete with "Sheffield" shade. Suitab for bedrooms. Finished Flemish old brass. Regu-

larly sells for \$3.00: Friday 1.95 Mahogany Portable Lamp for \$1.95-Solid ma hogany Lamp, complete with "Cuirass pierced shade with fancy lining and bead fringe, in rec

\$2.95 TO \$4,00 VASES FOR \$1.95.

An exceptional offering. Year choice of two hundred specially selected Dutch, English, French and Japanese Vases, ranging in height from 8 to 15 inches. Various shapes, all are handsomely decorated. Regularly \$2.95 to \$4.00, for, each . . 1.95

\$2.50 to \$2.95 Fancy China, \$1.55-A beautiful ssortment of finest quality French and Japane hand-painted china. Sciention consists of Mayon aise dishes, sugar and cream sets, bon-bons, cov ered muffin dishes, celery trays, nut bowls, fru bowls, jugs, biseuit jazs, etc. Regularly \$2,50 to \$2.95, for

\$4.00 40-Piece English Tea Set, \$1.95-Highest grade of fine English porcelain, with pretty double green border and rosebud decoration, perfectly finished with brilliant clear smooth overglaze. Eac set consists of 12 cups and saucers, 12 tea plates, slop bowl, cream jug, two cake plates. Regularly

\$3.50 Hand-Painted Fruit and Chocolate Sets, \$1.95 - "Royal Nippon" Hand-Decorated Japanes China Fruit or Chocolate Sets. Fruit Sets consist of large fruit bowl and six fruit saucers; Chocolate Set, a chocolate pot and six chocolate cups and saucers. Various very pretty decorations to choose from. Regularly \$3.50 for the set 1.96

\$3.25 Five o'Clock Tea Set and Tray, \$1.95-Finest quality English china, with antique "spode" decoration on beautiful, clear, perfect white china; eight-piece combination. Serving tray is of woven Japanese palm leaf edges, wooden bottom, and is handled. Regularly complete, \$8.25. For the tray and tea set 1.95

\$3.50 Values in Cut Glass, \$1.95 - Every piece finest quality and perfectly cut, rich sparkling cut glass. Special selection consists of sugar and cream sets, celery trays, large 8-inch fruit bowls, of handsome design, new style butter tubs; vases, 7, 8 and 10-inch sizes. Every piece regularly price FANCY NEEDLEWORK.

50 Cushions, some hand embroidered, others being Union Jacks, in heavy felt, etc.; all filled with best Russian down. Regularly \$2.95 to \$5.00. Friday.

Beautiful Turkish and Persian Needlewor Pieces, suitable for cushions, divans and couches some very beautiful specimens. Values \$3.50 t \$6.50, for Friday. EXTRA LARGE FLANNELETTE BLANKETS, CLEARING AT \$1.95 PAIR.

White Saxony Flannelette, closely woven, even-ly napped, 33 inches wide. Friday, 16 yards for 1.95 Beautiful All-Linen Damask Table Cloths, ele-

day, one dozen for (Fourth Floor)

British Troop the Marne Many Pris Losses on

Allies Are

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"The losses have on both sides, but health of our troo "There is no conews published in papers of the fall

While German ently L Steadily, Regarded Hurled Ag

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litary experts de ing conclusions.
ers in the London
from the conserv.
French official sta is too early to ant battle extending mearly 100 miles.

The Robert Simpson Company, Limited