FRIDAY IS BARGAIN DAY AT SIMPSON'S

Regarding Draperies

Friday is the Last Day But One on which our special offers hold good; all portiere and drapery fabrics se lected will be made up plain, in the usual way, free of charge, a small charge being made in the case of applique or special work, also for hanging; upholstery work done at half-price. Have a specialist call and give estimates at once. Special quotations hold good till

Nottingham Lace Curtains, 49c Pair. A rich, lacy design, in white only; 21/2 yards long; serviceable net; only a limited quantity. Friday special, pair ...,.. 49

White Figured Muslin, 28c Yard. In neat spray effects; 50 inches wide; superior quality, and easily

Bungalow Nets, 49c Yard. A large assortment of designs, in arabe, cream or white; heavy, durable qual-

English Chintzes, 33c and 39c Yard. Chintz, in a varied assortment of rich colorings and designs, making them appropriate for almost any room. Friday, special, 33c and 39c yard.

Scotch Madras, 28c Yard. In cream or white; 45 to 50 inches wide; fine quality and new designs; always hangs softly. Regularly 35c and 40c yard. Friday,

Floor Oil Cloth 22c

Three Thousand Yards of Floor Oil Cloth at 22c a Square Yard—All good designs and colors—a heavy, hardwearing cloth that shows a few imperfections in the printing, 2 and 2½ yards wide. Friday, square 22

25 Art Wool Fibre Rugs at \$7.95-Exceptional value

One Hundred Tapestry Rugs Reduced—Good patterns in standard qualities—choice of two qualities in same size—every one of these one hundred rugs reduced. 6.9 x 9.0, Friday \$4.95; 7.6 x 10.6, Friday \$6.75; 9.0 x 9.0, Friday, \$6.95 and \$7.95; 9.0 x 10.6, Friday \$6.95 and \$7.95; 9.0 x 12.0, Friday \$8.95 and \$9.75; 10.6 x 12.0, Friday \$9.95 and \$10.95

Extra Special Values in Axminster Rugs—Note These Two Prices for Good Quality Axminster Rugs, \$6.95 and \$10.85 Each—Close rich pile in good colors, can be depended on for splendid wear—mottled or hitand-miss centres with attractive Oriental borders. 7.6 x 9.0. Special Friday \$10.95; 5.3 x 7.6, Special Friday \$6.95.

Very Few Canadian Imports Menaced

Among the many causes for thankfulness and optimism in Canada, we express only one in words today, and i is this: Of every dollar's worth of goods imported into Canada between five and six cents' worth is all that comes from countries in the war zone. While Canadians are intensely interested and enthusiastically responsive in our Empire's war, it should make little difference in business. Here are seven causes for optimism expressed in figures:

White Pumps, Women's, 99c

\$1.25, \$1.50 and \$2.00 lines of colonials and other pumps; medium weight soles; covered Cuban heels. Sizes 21/2 to 6. Friday, from 8.30 to 10.30 a.m.99

Trunks for \$3.95

Metal and fibre bound, canvas covered, two leather straps, heavy hardwood slats, brassed steel dome corners and clamps; Excelsior lock; heavy hinges; deep tray. Sizes 32 in.; regularly \$6.00; 34 in., regularly \$6.25; 36 in., regularly \$6.50. Friday, 8.30 to 10.30 a.m. 3.95

Net Embroidery Collars at 29c

Net Embroidered Collars and Organdy Embroidered Collars in the wanted shapes. Regularly 50e. Friday, 8.30 to 10.30 a.m.29

720 Leather Petticoats to Hand Bags Clear at 49c Women's Moreen

Genuine leather, including pannier style, also 10-inch shopping bag; black only. 75c value. Friday, 8.30 to 10.30

49c

Saxony Flannelette 10 yds

69c Saxony Flannelette, 10 yards for 69c: Canadian made, pink only; perfectly pure; and soft, warm finish, for children's nighties, etc.; 23 in. wide. 8.30 to 10.30 a.m. Friday, 10 yards

Wizard Triangular Dustless Mops

Chemically treated, for hardwood floors or linoleums; sanitary and clean; not saturated with oil; patent adjustable handle, to get at hard corners. Regularly \$2.00. 8.30 to 10.30 a.m., Friday 1.29

The Needs of Men

Men's \$8.50 to \$12.00 Suits to Clear at \$6.95-Fall grays and mixed colors, plain patterns and stripes, single-breasted, three-button style, linings and work-manship excellent. These suits will give excellent wear, Sizes 34 to 44. To clear at 6.95

\$8.50, \$10.00 and \$12.00 Waterproofs to Clear at \$6.45-Men's guaranteed waterproof coats that are made from splendid quality English double texture Paramatta cloth, in the popular shades of fawns; all seams securely cemented, seamed and stitched; sizes 34 to 46. To clear 6.45

Excellent Tweed Pants, 99c-Made from English tweed in a good assortment of colors and patterns, grays and browns predominating; strongly tailored;

\$2.50 BOYS' NEW FALL SCHOOL SUITS.

75 Only, Boys' and Youths' Waterproof Coats, of imported English Paramatta cloth, in a medium fawn shade, a double texture material, thoroughly rubberized, all seams sewn and taped. Regularly \$5.00. Friday 3.95

MEN'S STRAW HATS.

FURNISHINGS. Men's Shirts, soft or laundered cuffs, all odd lines which sold regularly for 75c, \$1.00, \$1.25 and \$1.50. Fri-

No 'Phone or Mail Orders. Men's Underwear, balbriggan or nainsook, short or long sleeves, ankle or knee drawers, not all sizes; shirts 38 to 44, drawers 32 to 36 only. Regularly 50c 25

August Furniture Sale Bargains

Dresser, made of quarter-cut oak finish, rich golden color, the three long deep drawers are fitted with brass handles, easy running castors and bevel mirror. Regularly \$8.00. Friday August Sale price 4.90 brass handles, easy running castors and bevel mirror. Regularly \$22.00. Friday August Sale price 4.90 pentine shaped drawers, large British bevel oval mirror. Regularly \$22.00. Friday August Sale price 14.95 Chiffonier, to match above dresser, in selected genuine quarter-cut oak, golden finish; has four long Chiffonier, to match above dresser, in selected genuine quarter-cut oak, golden finish; has four long deep drawers and two serpentine shaped ones, British bevel oval mirror. Regularly \$22.00. Friday August Sale price

Sale price

Extension Dining Table, in selected quarter-cut oak, in fumed or golden finish; has 44-inch top, extending to 6 feet. The pedestal is very neatly designed. Regularly \$21.50. Friday August Sale tending to 6 feet.

Sample Waists at \$1.95

100 Sample Silk and Crepe de Chine Blouses, in white, black and an assortment of lovely colors, for style and intrinsic value this is the best offering of the season. Regularly \$3.95 to \$7.50. Friday bargain . . 1.95 500 Splendid New Shirt Waists, in

white pique and cambric, with pique collars, white pique with colored revers, etc., also some very dainty sail-or waists, in good qualities and styles,

Hosiery Values

Women's Plain Black Tan and Gray Cotton Hose, seamless, close weave, double garter welt, spliced heel, toe and sole; sizes 8½ to 10. Special Friday bargain 121/2
Women's Silk Boot Hose, strong,

durable thread, double lisle thread top; black, tan and white; spliced heel, toe and sole; all sizes. Special Friday Women's Plain Lisle Thread Hose, seconds of a well-known make, seam-less; will give good service; double spliced heel, toe and sole; black, tan; all sizes. Regularly 35c. Friday bar-

Women's Plain Black Cashmere Hose, "Pen-Angle" brand, second quality seamless; extra fine yarn; spliced heel, toe and sole. Regularly 25c. Friday bargain, 20c; three pairs, 55c.

Women's Finest Quality Lisle Thread variety of colors; also laces and embroideries. Regularly 25c and 35c. Fri-

day bargain, 20c; three pairs, 55c. Misses' and Boys' Fine Ribbed Black Cotton Hose, seamless, fast dye, close elastic weave, strong durable finish, double spliced heel, toe and sole; sizes 6 to 10. Regularly 15c. Friday bar-

Boys' Black Cotton Hose, two-and one rib. double knee, strong and durable thread, close weave, double spliced heel, toe and sofe; sizes 6 to 10. Extra value, Friday bargain, 19c;

three pairs, 55c.
Children's Fancy Cotton Socks, plain white with mixed colored plaid tops, extra fine thread. Clearing Friday bargain 10

Brass Bedstead, the posts and top rails are two inches in diameter and have heavy turned ball cor-

Brass Bedstead, the posts and top rails are two inches in diameter and have heavy turned ball corners; the fillers are extra heavy, with turned husks, in bright, satin or polette finishes; 4.6 size only.

Regularly \$24.75. Friday August Sale price

Mattress, extra well filled with pure elastic cot ton felt, built in layers, tufted and covered in fine

ticking. Regularly \$8.50. Friday August Sale price

Bed Spring, frame is of steel tubing, the fabric is close coil woven steel wire reinforced; supplied in sizes: Regularly \$3.00. Friday August Sale price

Bed Spring, the frame is made of the best steel tubing, has extra fine woven steel wire, strongly reinforced, with steel rope edge, fully guaranteed. Regularly \$5.00. Friday August Sale price

Couch, the frame is made of solid quarter-cut oak, are construction consists of thirty oil-tempered top. The construction consists of the construction consists

sateen linings, black and navy only. Friday ... 9.00 and 10.00 Silk Dresses for Misses' and Women, \$6.45—A variety of styles showing novelty collars and silk-embroidered designs; wide crush silk girdles, with long tunic skirts; Copenhagen, black, brown, gray and navy. Friday bargain 6.48

Long tunic effect, in quality black or navy serge; waist bands, 23 to 29; front lengths, 38 to 41 inches. Friday ... 2.50

Corsets, Whitewear and

Women's Corsets, a clearance of several models in fine white coutil or batiste, medium or low busts, long hips and backs, finest rustproof steels, wide side steels, fine strong garters, bust draw cords; sizes 19 to 30 inches in the lot, but not all sizes in any one model. Regularly \$1.50 to \$2.25. Friday because

bargain ... Half Price

Women's Sweater Coats, fine pure wool, herringbone
weave, white with pin stripe of dark color, shawl collar, pearl
buttons; sizes 34 to 42 bust. Regularly \$3.50. Friday bar-Infants' Robes, fine sheer lawn, a very dainty style, exquisitely trimmed with embroidery and lace insertions and edges; length 30 inches. Regularly \$3.95. Friday bargain 1.75

Cotton Dresses Friday at

Were \$8.50 to \$12.50. Embroidered crepes, voiles, figured silk and cotton voiles, fancy nets and lingerie. Yokes of net gralee, dainty collars, and kimono sleeves, misses' and women's to 28. Friday barrain. 3.98

shades; also face cloths, in grays and tans; swagger style with full cape back, mannish pockets, and adjustable collar. Fri-

day

New Fall Suits, \$9.00 and \$10.00—Two styles, in misses' and
women's styles, made from selected cheviots and imported
serges; coats mannish tailored with good quality silk and SKIRTS FOR WOMEN, \$2.50.

Underwear

bargain 1.00 Nightdresses, fine nainsook, slipover style, neck and sleeves

Millinery to Clear Chances for Big Savings, \$4.50, \$5.00 and \$6.50 Hats at \$1.95.

Petticoats, of special

quality imported mo-

reen, in black, navy

and emerald; new

short flounce of

crimping; lengths 36 to 42. 8.30 to 10.30

81 White French Felt Hats, with black tagel underbrim, trimmed with white wings, moire ribbon or plain satin ribbons. 43 White Satin Hats, with black silk vel-

vet brim, finished with wings. Friday bargain At \$1.00-Any mid-summer trimmed hat in the millinery department; we have 109 hats. Regularly \$6.00, \$8.00 and \$10.00. Fri-

At 50c—Trimmed Hats. Regularly \$2.75 s \$4.00, only 74 left for an 8.30 Friday

CHILDREN'S HATS. Regularly \$1.00, \$1.50 and \$2.00. Clear-About 60 dozen in fine Milan and fancy straw, all nicely trimmed, for children from 2 to 12 years of age. Friday 25

Wash Goods Clear-

ing Friday

28-inch Plain and Fancy Crepes, also a
few pieces of white included in the lot.
Values up to 25c. Final clearance sale .121/2 40-inch Plain Marquisette and Crepes, in shades of pink, blue, tan, gray, etc. Values up to 50c. Final clearance sale19

30-inch White Lawn, a nice sheer quality,

Jewelry at Reduced Prices

Women's 10k. Cameo Rings—To clear, real pink shell cameos, beautifully carved heads, fine heavy setting. Regularly \$3.50 and \$4.00. Friday bargain

Eleven Designs in 14k. Pearl Set Necklets
Beautifully finished all real matched pearls, a
few 14k. sunbursts with 10k. chain at the same
price. Regularly \$14.50, \$15.00, \$16.00 and \$18.00.
Friday bargain

Solution Following best gold filled.

Men's Fine Ribbon Fobs—In best gold filled, fine locket attached, with place safety chain and safety catch. Regularly \$2.50. Friday bargain

9k. Gold Brooches—Set with real pearls and spray

colored stones, several designs, in leaf and spray patterns. Regularly \$1.50. Friday bargain .98

1.000 ARTICLES OF JEWELRY, 28c. (Main Floor.)

Toilet Goods

Shaving Set—Consisting of Ever Ready Safety Razor, with 12 blades, Rubber-set Shaving Brush with bristles set in rubber, and stick of Ever Ready Shaving Soap. Regularly \$2.25. French Tooth Brushes—With pure bristles. Regularly 20c and 25c. Friday, each15 Hair Brushes-With pure bristles. Friday .29 Rubane Tooth Paste-In tubes. Friday .17 Imported Eau de Cologne-31/2-ounce bottle. New Process White Crape Toilet Paper Large roll. Friday, 5 for ('Phone direct to Toilet Department.) (Main Floor.)

The Robert Simpson Company, Limited

Store Hours: 8.30 a.m. to 5.30 p.m.

Men's Shoes Selling Friday at \$1.99

at \$1.99 per pair. The styles are all new and popular. Gunmetal, patent colt, black calf, tan calf, etc., etc. Every pair has Goodyear welted oak-tanned soles. These are all high-grade shoes, clean, bright and perfect in fit and finish; sizes 5½ to 11. Regular \$4.00, \$4.50 and \$5.00. Friday 1.99

Friday bargain

Oxfords for Women and Growing Girls, 69c—A collection of odd lines in sizes 2, 2½, 3, 3½, 4 and 4½, vici kid with patent tips, also some tan and gunmetal, medium weight soles, medium and low heels. Friday

Scoring Hits in Linen and

15c Longcloth, Clearing 10c Yard — English longcloth, splendid wearing quality, 36 inches wide. Regularly 15c yard.

Horrockses' Flannelette, 15c Yard—Striped Flannelette, on

Interesting Silk Items

Suiting Cord Velvets, 27 inches wide, both terry and wide

Sale Prices

Unusual values in goods bought long in advance of the war Unusual values in goods bought long in advance of the war are placed on sale Friday.

54-inch Check Suiting, 39c Yard—This extraordinary suiting value for Friday's selling in the popular black and white check; heavy firm cloth, 54 inches wide. Friday, per yard .39

French Crepe de Chine, 57c Yard—A special purchase for the August Sale provides a magnificent range of new Fall shades, lovely soft crepey weaves, 42 inches wide. Priced, per yard

Silk and Wool Fabrics, 88c Yard—Including beautiful Fall

Saturday Closes at 1 o'Clock

Tomorrow we are going to clear out over 3000 pairs of \$4.00, \$4.50 and \$5.00 Oxford Shoes

Men's \$2.50 to \$3.50 Boots, \$1.99—Patent colt, dongola kid and box kip, easy-fitting laced Blucher Boots, odyear welt, standard screw and McKay sewn soles; sizes 5½ to 11. Regularly \$2.50, \$3.00 and \$3.50.

Staple Pricing

of the famous Horrockses' good qualities, in a nice range of pink and blue stripes; 33 inches wide. Bargain Friday, yard .15 10c Canton Flannel for 7½c—28-inch Unbleached Canton Flannel, splendid quality. Our regular 10c line. For quick self-7½c—28-inch Unbleached Canton Flannel, splendid quality.

Duchesse Paillettes, this season's newest colors. Regulariy

Dress Goods at August

Boots for Women, \$1.99—Button and laced, in patent colt, gunmetal, fine vici kid and tan Russia calf, podyear welt, flexible McKay and hand-turned soles; sizes 2½ to 7. Regularly \$3.00, \$3.50 and \$4.00.

Simpson's Shoe Dressing, Three Bottles for 10c—Superior oil polish, softens and preserves the leather. The Robert SIMPSON DRUG Company Syrup of Hypophosphites 50c bo

Fountain Syringes—Red and chocolate plor. Regularly \$1.25 and \$1.50. Fri-Cloth Bathing Caps—Rubber lined, up to 50c. Friday

Vacuum Bottles-Pint size. Friday .79

(Main Floor.) In the Basement TWO-BURNER GAS COOKING

With special burners, for summer cooking or laundry work. Regularly \$1.75. Friday bargain 1.37 RELIABLE CUTLERY.

500 KITCHEN KNIVES. Bread Knives, Cold Meat Knives and Handy Kitchen Knives. Values 35c, 40c and 45c. Friday bargain 25

ALUMINUM SAUCEPANS.

700 Heavy Aluminum Lipped Sauce-pans, best quality. Friday 25 Phone to Grocery Dept. Ade. 6100

tins
Toasted Corn Flakes. 3 packages...
Mixed Pastry Spice. Per tin....
Pure Gold Salad Dressing. 3 pack-

CANDY SECTION.

(Main Floor and Basement.)

Increase larged ---W. I

cents per \$1.03 3-4.

ed by Fina for increas sugar, spir griticized t Liberal fro an income the opposit food produ least be pl Mr. Whit have at le the fiscal tariff went any governated at the \$15,000,000 ing the Carize the gomotes again to the amount \$20,000,000.

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