

**Today!
Prints and Gingham**

500 YARDS OF GINGHAMS, mostly red-and-white and black-and-white checks, 27 inches wide. Regularly 50c.

250 YARDS OF PRINTS, in white grounds, with pin stripes and small designs, 30 inches wide. Regularly 35c.

150 YARDS PLAIN GINGHAMS, in navy and pink, 28 inches wide. Regularly 65c. Yard 28

Simpson's—Second Floor.

SIMPSON'S

Telephone Store Hours 8:30 to 5:30; Saturday 8:30 to 1 p.m. Market
Main 7841 No Noon Delivery on Saturday Adel. 6100

Misses' \$40 to \$50 Coats, \$28.75

For dress and sports wear. Developed in fine velour and beautifully tailored, these coats are among the most popular models of the season.

Short and long styles, fully or partially lined with splendid quality satin and smartly trimmed with narrow belts, tiny silk stitchings, large novelty buttons and every sort of pleat and tucking. Colors are taupe, tan, Belgian and French blue. Sizes 14 to 20 years in the lot. Extra special, today . . . 28.75

Simpson's—Third Floor.

Today! Special Selling of Fine Black Silks, Reduced to \$2.15 Yd.

Natural Tussore Silk Waists
Exceptional Value
\$2.95

Fashioned of lovely quality pure silk, entirely free from dressing, and with that soft, lustrous finish which gives these serviceable blouses such a rich appearance. There are two styles from which to choose.

STYLE 1—Large round hemstitched collar ending in deep points at the front. The front panel is hemstitched, with two wide bow pleats on either side. Neatly fastened with small pearl buttons, they have long sleeves and hemstitched cuffs. Sizes 34 to 44.

STYLE 2—Convertible high or low collar, fastened with three large pearl buttons. There is a half-inch tuck on each side. Long sleeves with turn-back cuffs. Sizes 34 to 44.

Both styles represent unusual value in a blouse which will launder beautifully and give no end of wear. Today 2.95

White Sateen, \$2.95
A splendid wearing undershirt of soft, firm quality. Prettily frilled and flounced at the bottom. Today 2.95

Heavy White Habutai, \$8.95
—is such a serviceable, good wearing undershirt for everyday wear. The flounces are attractively tucked and frilled. Today 8.95

Simpson's—Third Floor.

8:30 Sale of 1,500 Yards of Black Satin Messaline, Black Paillettes and Black French Chiffon Taffetas, 35 and 36 Inches Wide

Simpson's August Sale of Black Silks offers an "extra" special for today in these beautiful qualities of Swiss Messalines and Paillettes and French Taffetas at \$2.15 yard. Shopping at 8:30 will be advisable, for at this low price the 1,500 yards in the sale will go quickly. The superior qualities and sterling values of Simpson's August Sale have been outstanding features, and in this very special offering for today these facts are doubly emphasized. Yard . . . 2.15

\$2.49 Yd., \$3.88 Yd., \$4.24 Yd., \$1.94 Yd., \$3.18 Yd., \$4.44 Yd., \$4.95 Yd.

Five weaves at this popular price—Black Satin Messaline, Black Paillette, Satin de Chine, Satin Paillette, Satin Duchesse and Chiffon Taffetas, 35 and 36 inches wide. Formerly priced at \$2.79 and \$2.95. August Sale, yard 2.49

These are "purple-edge" Duchesse Sating Satins, one of the finest black satins we have ever sold, 40 in. wide. Regularly \$5.00. August Sale, yard 3.88

300 yards of 40-inch black Satin Paillette just in time to be included in this sale. This is what is known as a double-chiffon taffeta, and the most pliable obtainable. From our regular \$5.00 stocks, August Sale, yard 4.24

A shipment of black Satin Paillette just in time to be included in this sale. This is what is known as a double-chiffon taffeta, and the most pliable obtainable. From our regular \$5.00 stocks, August Sale, yard 1.94

38-inch Black Satin Mousse-line, deep, lustrous black, dyed in the skein, gives the best of wear. Our \$3.50 quality, August Sale, yard 3.18

Black Charmeuse Duchesse, in dress and suiting weights. The dyes are of exceptional richness, the charm-use finish giving an elegant appearance. Regularly \$5.00. August Sale, yard 4.44

Black Satin Grenadine Charmeuse, 40 inches wide. Made by the well-known firm of C. J. Bonnet et Cie, Lyons, France. Previously sold at \$6.00. August Sale, yard 4.95

Sale! 2,000 Yards of Brocaded and Novelty Printed Sateens, \$1.37 Yard

High-grade satin-finished Sateens in many lovely designs for Fall suit and coat linings, besides small effects for undershirts. 36 and 40 inches wide. \$1.50 and \$1.95 qualities. Today, yard 1.37

New Floral Lining Sateens
British floral designs. Ideal new designs and colorings for Fall, for lining suits, coats and separate coats. Many charming designs are shown in lovely color combinations. 40 inches wide. Yard 1.50

Burton's Quality Printed Sateens—The designs and color blendings are exquisite. These Sateens are made from finest Egyptian yarns. 36 inches wide. Fashionable lining for separate coats. Yard 1.50

Simpson's—Second Floor.

Children's Reefer Coats
Half Price Today
\$3.75 to 7.50

Sizes 2 to 6 Years.

Here's good news for mothers who are looking ahead to fall. This is a special clearance of our own high-grade stock of Navy Reefer Coats, tailored of all-wool or union serges and trimmed with brass buttons and sleeve monograms. Former prices \$7.50 to \$15.00. Just half today, \$3.75 to \$7.50.

Girls' \$4.50 Wash Frocks, \$1.95

Less Than Half Price.

Cunning little chambray and gingham dresses that will launder and wear beautifully. Sizes 6 to 14 years. They are belted, have white repp collars and cuffs and two useful pockets. Colors include plain pinks, blues and neat striped designs. Not all sizes in each design. Today 1.95

\$2.25 Chambray Creepers \$1.69

These creepers are trimmed with fancy bodices, round collars and useful patch pockets. Button-back style and buttoning from knees to knee. Elastic at knees. In pink or blue piped with white. Sizes 6 months to two years. Today . . . 1.69

Simpson's—Third Floor.

Half-Price Sale Today of Women's and Misses' Early Autumn Frocks

Made to Sell at \$35.00 **\$17.50** Sale Starts Promptly at 8:30

150 Stunning Taffeta and Satin Frocks Bought Especially to Sell for Early Fall or Present Day Wear

They are fashioned mostly on straight line effects, featuring the new coatee, accordion-pleated ruffles and draped effects, which have been so effective in the summer frocks of this season. They are shown in a wide variety of the dark serviceable fall shades of navy, French blue, green, taupe, brown and black. Half-price, today 17.50

Special! Women's and Misses' Wool Jersey Sports Skirts \$11.95

100 Jaunty, Serviceable Jersey Skirts That Will Stand No End of Wear—Will Not Crush or Become Mussed

Made on strictly tailored lines, with every sort of unusual idea represented in the pockets. Some are trimmed with pearl buttons, others prefer colored novelty affairs. They are slightly gathered at the back on separate belts. Regularly \$17.50 value. Early morning special, today 11.95

Simpson's—Third Floor.

Men's "Victor" Boots

The name "Victor" stamped on the sole of a shoe is a guarantee of selected leathers—comfortable lasts, and dependable workmanship. Simpson's "Victor" Boots for men have made a great many satisfied customers.

THE \$15.00 "VICTOR" BOOT of black kid, black calf and brown calf. The soles are oak tanned, the linings, insoles and counters are best grade. Widths A to E. Sizes 5 to 11.

AT \$12.50, \$12.00 AND \$11.50—"Victor" Boots of black calf, brown calf and black kid—all Goodyear welted leather soles. Sizes 5 to 11.

AT \$10.00—Tan Calf "Victor" Blucher Boot on a moderately broad last, designed for business men who are on their feet a great deal and want comfort. The leather soles are Goodyear welted. Sizes 5 1/2 to 11.

Women's \$11.50 Patent Pumps, \$8.00 Pair

Stylish Patent Leather Pumps are especially modelled for comfort. Flexible Goodyear welt soles and medium Cuban heels. The last is full fitting at ball of foot and tapers to a narrow toe with neat stitched toe-cap and finished inside with a non-slip lining. Sizes 2 1/2 to 7. Widths B, C. Today 8.00

Dr. Wallace A. Hill, Foot Specialist

will be here during the week commencing Monday, August 16th. Dr. Hill is prepared to answer questions, advise and suggest in the matter of foot troubles.

Consultation Hours—10 to 12 and 2 to 5 o'clock daily.

Simpson's—Book Department—Second Floor.

Men's Garbardine Raincoats at \$23.45

Men Will Like Them Because They Have the Fine Appearance of Smart Topcoats and Will Thus Be of Double Service in the Fall

Ready at 8:30 today, men, for this! The garbardine is a fine fawn shade—single-breasted model with all-round detachable belt, set-in sleeves with small cuffs, slash pockets and quarter lined with silk. Sizes from 34 to 44 when the sale starts. Extra value at 23.45

Men's Trousers at Prices That Are Very Low

MEN'S WORK TROUSERS, \$3.49—Dark serviceable shades of gray in neat stripe and mixture effects. Sizes 32 to 42.

MEN'S WORSTED TROUSERS, \$5.75—Dark gray shade with neat narrow stripe, well proportioned, finished with 5 pockets and belt loops, in sizes 31 to 44.

MEN'S NAVY BLUE TROUSERS, \$6.95—Well tailored from a dark navy blue worsted, finished with five pockets and belt loops. Sizes 32 to 44.

MEN'S OUTFITTING TROUSERS, \$4.98—Made up from a light weight medium gray tweed, finished with five pockets, belt loops and cuff bottoms. Sizes 31 to 44.

Simpson's—Main Floor.

Men's and Boys' Caps, \$1.35

All the New Styles—Many Patterns to Choose From.

Included in this large assortment are one, four and eight-piece crown styles, shades of gray, green, brown, fawn, navy and black—also many fancy broken check and stripe designs. No phone or C.O.D. orders, please. Today, special 1.35

Simpson's—Main Floor.

Irish Huck Towels, Today \$1.98 Pair

Special clearance of 500 pairs, imported from a leading Belfast manufacturer. Excellent dyeing quality—neatly hemstitched with fancy figured borders. Our regular price is \$3.00 pair, but this quality could not be duplicated today for less than \$4.00. Sizes about 22 x 38 inches. Regularly \$3.00. Extra special today, pair 1.98

Hemmed Pillow Cases, \$1.29 Pair

Delayed shipment! 600 pairs English Pillow Cases of fine quality cotton, neatly hemmed. Size 42 x 33 inches. Extra special today, pair 1.29

55c Check Towelling, 45c Yard

Good quality Irish Check Glass or Tea Towelling, in red or blue checks. Extra wide, 23 inches. Regularly 55c yard. Special today, yard 45

White Flannelette, Special, 37c Yard

Special offering of white Saxony Flannelette of soft quality, for women's, children's, and infants' undergarments and nightgowns. About 2 x 7 yards. Special today, each 6.95

Simpson's—Fourth Floor.

Women's Athletic Union Suits 89c

Balances of summer stocks marked to clear because sizes are broken. Materials are fine cottons in checked and striped effects, made with round neck, fitted shoulders and loose knee drawers. Sizes in the lot are 33 to 42. Regularly \$1.25 and \$1.75. Today 89

Women's Nainsook Bloomers, \$1.38

Manufacturer's job lot! Made of a lovely grade of nainsook in white, pink or blue, with elastic gathered knee and waist. Sizes 36 to 42. Clearing today . . . 1.38

Women's Cotton Underskirts, \$1.98

Neatly fitting gored styles, with deep flounces of lace and clusters of pintucking or Swiss eyelet embroidery. All have dust ruffles. Sizes 34 to 40. Today, clearing at 1.98

\$6.50 "Practical Front" Corsets, \$3.95

A new Canadian-made corset designed to give perfect straight-front and small-hip effect. Laced front style with inner elastic section—easily adjusted. For average and stout figures. Sizes 25 to 30. Today 3.55

5,000 Vests Clearing Today at 49c

Manufacturer's clearance! Made with low neck and sleeveless. Beading or tube trim. Pink or white. Sizes 34 to 42 in the lot. Today, clearing 49

Simpson's—Third Floor.

The First Fall Fashions Women's Tailored Suits

Embodying new lines, new trimmings and new embroidery effects. Each suit a model of individual charm.

The slim graceful line—the silhouette of last year subtly changed—is the predominate note in the new suits for early autumn wear.

Coats of slightly longer length, tailored with that severe simplicity and fineness of line that makes them so exclusive and such simple grace.

The most favored fabrics are duvetyne, velour, tricotine and poiret wool.

The classic lines are carried out in long panelled effects on the coats, and the rich embroideries and stitchings are in becoming good taste and with a view to accentuate the fine lines of the whole suit. All the warm glowing autumnal tints are represented in their colorings of brown, rookie, taupe, reindeer, navy and black.

Priced at \$67.50 to \$150.00.

Simpson's—Third Floor.



Substantial Savings in The August Fur Sale

Buying Fur Wraps in the August Fur Sale means purchasing modish, luxurious garments under most economical conditions—in addition, furs bought now will be stored in our ideal cold storage plant absolutely.

Free of Charge

FINEST QUALITY HUDSON SEAL (Seal Dyed Muskkrat) Coats, \$487.50 and \$520.00—With large shawl collar and bell cuffs of No. 1 Beaver or Alaska Sable (skunk). Full length belt and fancy silk linings 36 in long. August Sale \$487.50, 40 inches long, regularly \$625.00. August Sale, \$520.00.

FINE QUALITY NATURAL WOLF SETS, \$39.00—In animal shape, stole and round muffs with head, tail and paw trimming.

\$65.00 RINGTAIL OPOS-SUM CAPES, \$39.00—Large shawl collar effect capes, finished to fasten closely around the neck, with large pearl buttons if desired.

Simpson's—Second Floor.

Simpson's Market

Adel. 6100

MEATS AND FISH.

Boneless Beef, for stewing, lb. 22

Shoulder Pot Roast, tender beef, lb. 22

Mixed Shoulder Steak, lb. 22

Family Sausage, our own make, lb. 23

Headcheese, our own make, lb. 23

Breakfast Bacon, sliced, lb. 23

All Fresh Fish Advertised Subject to Arrival.

Fresh-caught Whitefish, lb. 25

Fresh-caught Trout, lb. 25

Fresh Cod Steak, lb. 18

Choice Smoked Haddies, lb. 24

Choice Smoked Filets, lb. 24

GROCERIES.

One car Standard Granulated Sugar, 10 lbs. for 2.40

Redpath's Pure Syrup, 2 lb. tin 45

Pure Raspberry Jam, Old City brand, 4-lb. glass jar 1.35

Finest Canned Honeydew Corn, tin 20

Waxtite Cornflakes, 3 pkgs. 24

Monarch Flour, 24-lb. bag 5.00

Kingnut Margarine, lb. 39

Kellie's Finest Orange Marmalade, No. 4 size, 1-lb. 1.00

Choice Prunes, lb. 24

Choice Raisins, 2 lbs. 24

Sliced Singapore Pineapple, No. 2, tin 34

Choice Walnuts, 2 lbs. 45

Sure Whip, bottle 25

Salt, bag 10

Finest Gold Dusted Butter, 1-lb. 48

Paraffin Wax Candles, dozen 20

Polar White Soap, 12 bars 1.00

Fels Naptha Soap, 3 bars 30

Lux, 2 pkgs. 28

Surprise Comfort, 2 bars 22

Gold Soap, 5 bars 50

Sunlight and P. & G. Naptha Soap, 5 bars 50

Lenox Soap, 4 bars 38

FRUIT SECTION.

Simpson's Big Bar, 2 pkgs. 22

Blue, 2 pkgs. 10

Diamond Cleanser, 3 tins 25

Gold Dust Washing Powder, large pkg. 34

Pearline, pkg. 47

Old Dutch Cleanser, 2 tins 22

Soap Chips, 2 lbs. 43

Toro Tablets, 6 pkgs. 35

Edwards' Laundry Starch, 1-lb. pkg. 14

Sapoli or Bon Ami, cake 12

Babbitt's Cleanser, 3 tins 24

TEA SECTION.

2,000 lbs. Pure Oolong Tea, of uniform quality and fine flavor, black or mixed, today, lb. 54

FRUIT SECTION.

California Oranges, dozen 75

Choice Lemons, dozen 23

Spanish Onions, 7 lbs. 25

POULTRY SECTION.

Finest Scratch Feed, 10 lbs. 80

50; 35 lbs. 1.49; 100 lbs. 5.85

Full of Pop Layering Meal, 10 lbs. 45

Blatchford's Rabbit Meal, pkg. 49

Mica Grit, 6 lbs. 40

Cracked Corn, 6 lbs. 35

Oyster Shell, 2 lbs. 5

The SIMPSON Company Limited

FRATERNITIES -
Vicinity St. George's
rooms, three baths.
Let 60 x 145. Garage.
ROBINS L.
West Building

PROBS: Northside
Lot 1-7.

TOWN OF ST.
TO BOYHO

Premier is Recipient
Demonstration
Zens Honor Na

ADDRESSES GA

St. Mary's, Ont., Au.
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Premier's Praise
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Hon. Peter Smith, prov
Dr. M. Steele of Davis
South Perth, and Major
M.P., Parkdale.

Telegrams correct at
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Hudson and Hon. W. L.
Town Street.

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GERMANY AC
ENTERS A

Objects to Cuttin
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140-Young street.