

Continuing the Men's Underwear Sale at Simpson's Today

Brilliant Diamonds Reduced

Twenty-seven Fine Diamond Pieces, Heavily Cut in Price for Quick Sale Before Stock-taking.

- Solitaire Rings, of 18k gold, with platinum setting, Tiffany style. Regular \$25.00. Today... 19.50
- Twin Diamond Rings, 14k gold. Reg. \$20.00. Today... 14.95
- Three Diamond Rings. Regular \$25.00. Today... 19.50
- Three Diamond Rings. Regular \$30.00. Today... 22.75
- Fine Diamond Rings, half hoop style, 14k gold. Regular \$25.00. Today... 19.50
- Diamond and Onyx Pendant, of 14k white gold, with diamond on circle of onyx and diamond on bar. Regular \$22.00. Today 24.75
- Three Circle Drop Pendant, of white gold, diamond in centre of each circle. Regular \$22.00. Today 24.75
- Circle Drop Pendant, with generous sized diamond in circle and diamond in chain loop. Regular \$20.00. Today 24.75
- Seven Diamond Cluster Pendant, with knife edge bar. Regular \$25.00. Today 28.75

Ribbons

Three Big Specials

A small quantity of Black and White Striped Ribbon, 7 1/2 in. wide. Regular 76c yard. Today... 49c

1,000 yards of 5 and 6-inch Satin Ribbon, in navy, Alice and Copen. Regular 25c and 30c values. Sale price today... 17c

Wash Ribbon by the bolt; lovers' knot design; in 2 1/2, 3 and 4-yard lengths. Per bolt... 15c



More Fresh New Summer Lots in the Sale Today

All gaps caused by yesterday's heavy selling now filled---the sale goes forward again today as fresh and as helpful as the first minute it started.

We've never held an underwear sale that offered men better underwear for the price asked.

We purchased a famous underwear maker's entire summer stock at a price away below the actual mill cost. Now we are able to announce retail prices that are positively less than the makers' prices today.

Every garment fresh, new and dependable.

All garments made over regulation pattern, insuring perfectly fitting bodies and sleeves and pants in the proper lengths.

The Sale includes soft summer weights in mercerized lisle, mesh, balbriggan and spring needle knit, in white or in natural shade. Choose long or short sleeves, ankle or knee length garments. Both combinations and two-piece underwear at the low price.

Combinations and Two-piece Suits, Today at

1.19

The Two-piece Suits Purchasable Separate at 60c Each

Interesting Summer Reading at 60c

Phone Your Order Today, Main 7841

- "The Prairie Wife," Arthur Stringer.
- "The Lad With Wings," Bertie Buck (Mrs. Oliver Ontario).
- "The Eyes of the World," Harold Bell Wright.
- "Mother Carey's Chickens," Kate Douglas Wiggin.
- "The Woman Given," Owen Johnson.
- "The Classman" ("The Birth of a Nation"), Thomas Dixon.
- "Prudence of the Parsonage," Olive Higgins Prentiss.
- "Dear Enemy," Jean Webster.
- "I," Mary Roberts Rinehart.
- "Ruggles of Red Gap," Harry Leon Wilson.
- "The Twenty-Fourth of June," Olive Richmond.
- "God's Country and the Woman," James Oliver Curwood.
- "John's Barleycorn," Jack London.
- "Desert Gold," Zane Grey.
- "Rach," Robert W. Chambers.
- "Changing Winds," by St. John G. Irvine, 1.90
- "A Diversity of Creatures," by R. Kipling, 1.50
- "Shadow Lines," by Joe Conrad, 1.35

Do You Know "His Family," By Ernest Poole

One of the Latest Stories, Priced at \$1.35

- "The Yukon Trail," Wm. McLeod, 1.25
- "The Cinderella Man," by Carpenter, 1.25
- "Gold Must Be Tried by Fire," by Richard Aumerle Maher, 1.35
- "Bab's Sub Deb," by Charles J. Hise, 1.25
- "Dell," 1.25
- "A Blast of Bismuth," by Baroness Orczy, 1.25
- "Enchantment," by Josephine Thurston, 1.40
- "The Dark Star," by Robert W. Chambers, 1.25

Embroideries

Two Wonderful Lots on Sale Today

One is 40-inch Voile Flouncing, worked in exquisite patterns; will make very effective skirts and dresses. Excellent 50c to \$1.25 qualities. Special price, a yard... 59c

The other is a 22-inch Voile Flouncing. Some of the patterns match the 40-inch flouncing quoted above. Particularly good for children's wear. Splendid 75c and 85c values... 39c



A Beautiful White and Gold Dinner Set \$14.95

Plain gold band border design with gold line handles. Finest quality, very thin. Johnson Bros.' English ware, hard brilliant overglaze; 97 pieces. Today, the set 14.95

So Much Rain Has Hurt the Sale of Lawn Hose

So on Tuesday we are going to sell 45,000 feet of Gutta Percha and Rubber Co.'s high-grade hose at less than present factory prices. This is not a common grade, it is what we have sold all season at 12c per foot for 1/2-inch size and 15c for 3/4-inch size, and is fully warranted.

50 ft. lengths, 1/2-inch size (inside), with couplings and clamps. Today... 4.50

50 ft. lengths, 3/4-inch size (inside), with couplings and clamps. Today... 5.50

Hose Reels that will hold 100 ft. of hose. Today... 1.25

High-grade Lawn Mowers At the Price of Common Ones

The Vest Pocket Kodak, the "Eastman" line, ideal for vacation to take snap shots and thus have permanent records of the happy outings of this summer.

Taylor-Forbes "Regal" Brand Mowers, 10-inch wheel, 16-inch cut, 27 to sell today at, each 5.95

English Hedge or Grass Shears, 8-inch blades, wooden handles... 38c

The Pathephone

Fully equipped to play all makes of records; brings the musical world right into your home.

Our selection embodies all styles and finishes. Prices ranging at \$40.00, \$65.00, \$90.00, \$125.00 to \$250.00.

Music Studio, Sixth Floor

This Small Size Kodak is Practical and Occupies Small Pocket Space

The Vest Pocket Kodak, the "Eastman" line, ideal for vacation to take snap shots and thus have permanent records of the happy outings of this summer.

\$7.00, \$11.50, \$22.50

Splendid Savings on Towels and Towellings Today

Huckaback Towels, made in Scotland, large size, with hemmed ends. Usually 59c a pair. Today... 49c

Huckaback Towels, size 14 x 24. Usual price 35c a pair. Today... 29c

Turkish Towels, heavy and absorbent, full bleached. Usual price 45c a pair. Today, 3 pairs for... 1.00

Tea Towelling, plain with red border; width 20 inches. Usual price 12 1/2c a yard. Today... 9c

Irish Crash Towelling, unbleached, 20 inches wide. Splendid for kitchen use. Usual price 20c a yard. Today... 15c

Women's Suits Now \$17.95

Formerly \$19.50, \$25.00 and \$40.00

A collection of smartly tailored suits, including large sizes and broken lines taken from our regular stock. Beautifully tailored and well finished garments, made of high-grade serges, gabardines, poplins and rajah silk; colors navy, black, brown and natural. Every one a fashionable model, including a number very late New York 17.95 garments. Today

Women's Attractive Coats

Fancy or plain checks, also wool serge coats in several smart styles. Checks have large collar, button trimmed, two large novelty pockets and tie belt. Serges are gathered back, belted, large convertible collar with white over-collar and finished with self-covered buttons. Sizes 34 to 42. A value that will appeal to you as uncommonly good. Today... 9.95

Whitewear

Special for Today

Women's Nainsook Underskirts, with knee deep embroidery flouncing, are exceptional value at... 1.49

Women's Nightgowns, odd balances of some of our \$1.50 lines: made of fine nainsook, slip-over or Mother Hubbard style; embroidery and lace trimmed. Today... 95c

Women's Nainsook Drawers, with lace or embroidery frills, umbrellas or wide knee; both styles. Today, special... 49c

Women's Corsets, 75c—Designed in a perfect fitting new summer style, with medium low bust and long free hip, the material is fine summer-weight coutil. Sizes 19 to 26. Today special... 75c

Women's Vests of Ribbed cotton. Sizes 34 to 40. Specially priced for today, 2 for... 25c

Women's Knitted Combinations of fine ribbed cotton and lisle thread. Made low neck, no and short sleeves, with plain and lace yokes. The drawers are umbrella or tight knee style. Sizes 24 to 40. Clearing today at... 89c

Girls' Wash Dresses 89c

Made of striped and plaid ginghams, in straight lines with box pleated skirt. Collar and cuffs of white pop and chambray in contrasting colors. Sizes 6 to 14 years. Today... 89c

From Now Until the End of Summer White Footwear Will Be Most Popular

Our Big Stocks of White Footwear afford satisfactory choice and we specially recommend for your consideration the following:

Women's High-Top White Lace Boots

This Beautiful Arabian Cut, White Reign Skin Lace Boot, made with 9-inch top; long, plain vamp; light-weight sole; white covered Spanish heels; widths C and D. Regular value \$7.00. On sale today, per pair... 6.00

Ankle Strap Pump \$1.69

225 pairs Growing Girls' White Canvas Pumps, made with neat silk bow and ankle strap; good fitting College Girls' toe shapes, with medium sole and low heel. Sizes 2 1/2 to 7. Today 1.69

Women's White Reign Skin Pump \$2.50

College Girls' and Women's New Long Vamp White Reign Skin Pump, beautifully made, with white kid lining; turn sole; high and low white covered heels; some have long plain vamp; others have neat pearl ornaments. Sizes 2 1/2 to 7. Per pair... 2.50

Canvas Barefoot Sandal

300 pairs Girls' and Boys' Canvas Sandals, in brown and white colors; made with closed vamp; toe and instep strap; good weight outer soles; the



White Sport Boot \$5.00

Latest style Women's White Sea Island Duck Lace Boot made on new sport-last, with toe-cap, white Neolin Goodyear welt sole, low rubber heel; this looks beautifully made, and a perfect fitter; widths C and D. Per pair... 5.00

Men's Goodyear Welt Low Shoes \$3.95

Made of gunmetal and Havana brown leathers, with leather or rubber fibre soles, and rubber heels; English recede toe, with perforated toe-cap. Sizes 5 1/2 to 10. Today special... 3.95

This is the time to secure your Bathing Shoes before our stock gets broken. Prices 50c to \$1.75.

Stock-Taking Sale of Millinery Continues Today

Trimmed and Sport Hats Smartly trimmed tailored effects, in sailor or sport styles; also a large number of dressy styles. Regular \$5.00, \$6.50 to \$7.50 each. Today's 2.95 sale

White Bleached Panamas Good shapes and fine weaves; only a limited number, but all are nice, clean, fresh goods; they include a number of misses' and children's sizes. Regular \$1.50 and \$1.75 each. Sale price today... 89c

Crepe Kimonos \$1.50

A pretty style Kimono is made of Copen, rose, sky or wisteria cotton crepe. Yoke at shoulders, fronts and sleeves are trimmed with white. Sizes 36 to 42.

Outing Hats Clearing at 95c

Ribbon Trimmed Peanuts, Javes, Milan tagsels, Hinokis and fancy braids. In colors of the sport sweaters and suits. Regular \$1.75 to \$3.25, for... 95c

Good Quality Shapes Reduced to 69c

Are mostly black Milan tagsels, along with the best colors; big variety of shapes, including lots of sailors. Regular \$1.50 to \$2.50. Today... 69c

Notions

Wash Cloths, with colored crochet borders, real Turk-knit; large size. Today 2 for... 25c

Mending Cotton on cards; black, white and tan. Today 3 cards... 10c

Dome Fasteners, spring make; black and white; sizes 000, 00, 0. Today 5 doz... 23c

Silk Union Jack Pin Cushions, heart shaped to hang up or with box for trinkets. Today 3 for... 25c

B. P. C. Crochet Cotton, white only, all sizes. Today, ball, 11c; dozen, \$1.30.

Brighten Up and Preserve Your Property

Extra Special Values in Paints, Brushes and Sundries

Simpson's High-Grade Paints

For Inside and Outside Work

Cream	Medium Grey	Green Tint
Light Buff	Slate	Pea Green
Drab	Sky Blue	Apple Green
Old Ivory	Navy	Reseda
Straw	Terra Cotta	Willow Green
Buff	Indian Red	Dark Green
Brown	Tan	Outside White
Pearl	Signal Red	Inside White
Silver Grey		

1/2 Pints 20c Pints 35c Quarts 65c
1/2 Gallons \$1.20 Gallons \$2.30.

200 lbs. only, Old English Wax, 45c lb. — Celebrated wax for floors and furniture, 200 lbs. only on sale today, a lb... 45c

Quart Gold Medal Varnish, 99c — High quality varnish for interior or exterior use, hard drying and elastic. Tuesday sale price, a quart... 69c

Perfect White Enamel, made in England, for woodwork and metal work, excellent covering qualities and gloss finish. Pints, 56c; quarts, 98c.

Stick-Fast Powder Paste, 1 lb. packages, for hanging wall papers, etc. On sale today, 1 lb. package... 12c

"Alabastine," famous cold water tinting compound, complete range of tints, also white. Today, 5 lb. package... 45c

Kalsomine Brushes, 7 inches wide, mixed white stock, well bound. Today special... 49c

Paint Brushes, 2 inches wide, black bristles, securely bound. Regular 40c. Today... 29c

The Robert SIMPSON Company Limited

FOR HOTEL \$6.98 YOU please and price, H. H. WIL 28 King Street E. PROBS— Li... LIB Bordo Fre FREN Brilliant A Carrie Trenche Half W Eleven Yards Gains Champ Paris, July 17 by the French th bank of the Meus sure of German of more than a depth of about 4. The war office a this gain any 4 ferred an energetic heavy losses, cap ter-attacks. The most reader, a "Both artillerie region of Cerny, forme plateau." "In the Cham newed his attack and regained a points in trench July 14. The arti violently in the where we organ "On the left b operation carried west of Hill plato success forillery preparati 4.45 o'clock, adv enemy occupied ab Notwithstanding of the German few minutes later this occupied ab "Pushing our carried German front of 2500 m the coast of the court. The ent fell into our ha second enemy l engagement in likewise conque "The advance about one kilon this has been ear southeastern an far as the west passing thru C "Several com by the enemy i tern were c German suffer The number o reached 428, of pers. "Belgian com my batteries d chiefy against and batteries "Eastern the my artillerie sh ly bombarded Vardar front. Monastir an e against our pos was repaid. fighting." BRAZIL TH TO Rio de Jane tomy of the newspaper, to German sh manding a pa (a conto is the mastery of \$540) due for a peric time the Germ interned in Br west of non p the companies will be seized. ITALIANS W ON CO Rome, via L Admiralty, pe was office com says; "On the acc to blow up, y fortification b enemy was pr etition. About found in the c "Blasphem usual harass ments." EXCLUSIVE It is not o the quality bu prices that g generally par in Toronto. E \$2 and upwar \$5 to \$11. P one's 140 You