

All the Popular Sheet Music will be found in the Music Section in the Basement. The new hits are here immediately upon publication. Ask to hear them played, without feeling obliged to buy.

SIMPSON'S

In the Optical Department you can be fitted with the proper eyeglass that best suits your particular requirements. Experts trained in eye testing and fitting are in attendance. Second Floor.

Store opens at 8.30 a.m.

Telephone Main 7841, Connects With All Departments.

Store Closes at 5.30 p.m.; Saturday 1 p.m.

FRIDAY BARGAINS

In the August Hosiery Sale

WOMEN'S COTTON HOSE—Seamless—spliced heel, toe and sole—garter top; seconds of 35c quality. Sizes 8 1/2 to 10. Brown and grey. Hosiery Sale price today, pair, 23c.

WOMEN'S MERCERIZED COTTON HOSE—Seamless spliced heel, toe and sole—garter top—black, white, grey and brown. Seconds of 40c kind. Sizes 8 1/2 to 10. Hosiery Sale price today, 29c.

WOMEN'S SILK HOSE—Lisle thread top—deep garter welt—double spliced heel, toe and sole—black, grey, taupe, green, light and dark tan, smoke and champagne. Seconds of \$1.00 and \$1.25 kinds. Sizes 8 1/2 to 10. Hosiery Sale price today, 65c, 2 for \$1.25.

WOMEN'S THREAD SILK HOSE—Onyx Brand—fine lisle thread top, with deep garter welt; double spliced heel, toe and sole—black, white and big range of colors. Sizes 8 1/2 to 10. Regularly \$2.00 and \$2.25. Hosiery Sale price today, \$1.69.

BOYS' AND GIRLS' STOCKINGS—one-and-one ribbed black cotton elastic, with spliced heel, toe and sole. Sizes 4 to 8 1/2. Regularly 50c. Hosiery Sale price today, 39c.

GIRLS' MERCERIZED LISLE THREAD STOCKINGS—One-and-one elastic ribbed—spliced heel, toe and sole. Black, white, tan, sky and pink. Sizes 4 1/2 to 6 1/2. Regularly 75c. Hosiery Sale price today, 59c.

BOYS' AND GIRLS' CASHMERE STOCKINGS—Two-and-one ribbed—spliced tucked knee. Seamless. Sizes 6 to 8 1/2. Hosiery Sale price today, 39c, 3 for \$1.10.

MEN'S LISLE THREAD SOCKS—Seamless—double spliced heel, toe and sole—fine elastic ribbed top. Black, champagne, mauve. Sizes 9 1/2 to 11. Regularly 50c. Hosiery Sale price today, 39c.

MEN'S HEAVY WOOL SOCKS—Brown mixture—strong and good wearing. Regularly 50c. Hosiery Sale price today, 39c.

Women's Glove Silk Camisoles at 88c

They have pretty round necks, trimmed with dainty French Val. Lace on edge. With and without sleeves. Reinforced under arms—silk ribbon draw tape at neck, and elastic gathered at bottom. Sizes 34 to 44 in pink and white. Regularly \$1.89. Extra special today, 88c.

WOMEN'S CAMISOLES \$1.19—Made of silk crepe de chine, with dainty front and back yokes of fine lace and hemstitching. Some have two-tone hand embroidery. Regularly \$2.25. Today \$1.19.

Underskirts \$1.49

Nainsook, with wide flounce of embroidery, in floral and eyelet designs. Cotton underlay. Regularly \$2.25. Today \$1.49.

Corsets at \$1.49

Odd lines from regular stock. Made of coutil, batiste and fancy brocades. Styles for every figure—low or medium bust. Long free fitting hips—boned with finest rustproof steel filled boning. Trimmed with lace and fancy silk trimmings. Pink and white. Not all sizes in any one line, but sizes 19 to 35 in the lot. Today \$1.49.

WOMEN'S 75c BRASSIERES AT 50c—Made of white cambric, with deep yoke of dainty lace. Double ply under the arms. Hooks in front. Today 50c.

Petticoats \$1.33

SILVERBLOOM AND TAFETTA ONES—Mostly samples. All black grounds, showing a series of colored floral and conventional designs in the flounces. Some have elastic bands. Sizes 34, 36 and 38. Regularly \$1.95 and \$2.25. Today \$1.33.

Silks! Silks!

NATURAL SHANTUNG PONGEES, 79c YARD—Fine smoothly finished weaves. Regularly 95c. Today, yard, 79c.

IVORY HIRASHIKI OR KNAPP-PONGEE—Sitting and dress weights. Laundered easily. 33 inches wide. Today, yard, \$1.49.

NABEGEE SHANTUNG—New! Soft shimmering fabric, like creped pongee. Bright natural shade. Specially priced today, yard, \$1.33.

IVORY HABUTAI SILK—Extra weighty, 36 inches wide, 200 yards of \$1.50 quality going today, yard, \$1.24.

Two Good Items From the August Silk Sale. Black Chiffon Taffeta and Satin Paillettes. Regularly \$2.44 yard. Today, yard, \$2.18.

Black Dress and Suiting Satins from the best makers of France and Switzerland. Today, yard, \$2.47.

Dress Goods

ALL WOOL DRESS SERGES, \$1.69—Fine all wool, soap shrank serges for dresses and school wear; navy and black; 42 inches wide. Today, yard, \$1.69.

TWEED SPECIAL, \$1.25—British heavy weight, for suits, skirts, coats, boys' suits, knickers, etc. \$1.75 value. Today, yard, \$1.25.

TARTANS AND PLAIDS, 59c—For children's fall and winter dresses, kilts, skirts, etc. Classic tartans and plaids, 38 inches wide. Extra special today, yard, 59c.

SILK WARP CREPE DE CHINE, \$1.10—For dresses, blouses or sleeves; 40 inches wide; pink, maize, rose, amethyst, gold, taupe, light grey, coral, ivory, etc. Today, yard, \$1.10.

Wash Goods

SILK AND COTTON TUS-SAIS—Black and white with fouled designs. Regularly \$1.25. Today, yard, 85c.

FINE WHITE PIQUE—42 inches wide—for skirts and dresses, also children's wear. Less than mill cost. Today, yard, 49c.

WHITE DUCK SUITING—28 inches wide—for skirts, men's trousers and children's wear. Regularly 39c. Today, yard, 30c.

STRIPE SPORT VOILES—36 inches wide. White ground with spot ring of green and gold—for dresses, etc. Regularly 50c. Today 30c.

FANCY WHITE VOILES, for blouses and dresses. Stripes and plaids. Regularly 75c. Today, yard, 49c.

WHITE VOILES, in fine sheer weaves, for dresses and blouses. 40 inches wide. Regularly 50c. Today, yard, 39c.

Linings and Sateens

2000 YARDS BLACK ROMAN SATEEN, 49c YARD—36 inches wide—deep rich blacks. Values 75c and 85c. For bloomers, underskirts, aprons, house dresses, etc. Today, yard, 49c.

FARMER'S BLACK SATIN, 95c—Noted for wear, 54 inches wide. Deep fluff black. Today, yard, 95c.

40-INCH COLORED SATEEN, 39c—Regularly 50c qualities of a year ago, worth today 75c. Full color range for linings and covering of comforters. 40 inches wide. Today, yard, 39c.

MOIRE SKIRTINGS, 89c—Fashionable shades for fall and winter underskirts. 38 inches wide. Today, yard, 69c.

Table Cloths \$1.39

Clearance of \$2.00 and \$2.25 Kinds. Serviceable quality damask. Sizes 60 x 80 and 64 x 84 inches. About 300 to clear.

DANASK TABLE NAPKINS, Size 20 x 20 inches. Hemmed ready for use. \$2.50 value, today, doz., \$1.35.

BORDERED CRASH TOWELLING—17 inches wide, 40c value. Clearing today, yard, 35c.

UNBLEACHED PLAIN SHEETING—80 inches wide. Heavy quality, 65c value. Today, yard, 55c.

CIRCULAR PILLOW COTTON—42 inches wide, 45c value. Today, yard, 38c.

WHITE HEMMED CROCHET BED SPREADS—Size 60 x 84 inches. \$2.24 value. Clearing today, \$1.75.

MADAPOLLAM—Fine quality bleached cotton. Wide width, 46 inches. Regularly 50c yard. Today, yard, 42c.

BLEACHED DUCK—Strong, serviceable quality for boys' wash suits and men's outing trousers. 65c value. Today, yard, 55c.

Black Ribbons

5-INCH BLACK SATIN RIBBONS. Regularly 40c. Today, yard, 33c.

6-INCH BLACK SATIN RIBBONS. Regularly 50c. Today, yard, 39c.

7-INCH BLACK SATIN RIBBONS. Regularly 60c. Today, yard, 49c.

7-INCH BLACK TAFETTA SILK RIBBONS. Regularly 60c. Today, yard, 49c.

6-INCH BLACK MOIRE SILK RIBBON. Regularly 75c. Today, yard, 49c.

Simpson's—Fourth Floor.

Stationery

"DES ARTS" RIB LINEN—Fine correspondence paper in either mauve or white. Box of 72 sheets. Regularly 39c. Today, 29c.

Envelopes to match, 3 packages for 29c.

RUBBER BANDS in quarter pound boxes, assorted sizes. Today, box, 29c.

Blouses \$5.95

A Select Group of High-Class \$7.50 to \$12.50 Values. New York samples—also odd blouses taken from stock. Chic styles of individuality. Materials are heavy georgette and crepe de chine. Beautifully hand embroidered, pin tucked or lace trimmed. Lovely colors. Sizes 36 to 42 in the lot. Regularly \$7.50 to \$12.50. Today \$5.95.

Pure Silk Crepe Blouses, \$3.49. Pure silk crepe de chine, new colors of flesh, maize, sand, amber, jade and venetian effects. Regularly 75c to \$2.00. Clearing, today, 59c.

Novelty Beads, 59c. Bead Necklaces in nearly all the newest color combinations of plain or cut beads. Red, sapphire, emerald, turquoise, amethyst, topaz, black, coral, amber, jade and venetian effects. Regularly 75c to \$2.00. Clearing, today, 59c.

Books "THE SECRET WITNESS," by George Gibbs, author of "The Yellow Dove." A thrilling romance that will interest you to the end. Regularly \$1.95. Today 65c.

300 BOOKS OF FICTION, TRAVEL, BIOGRAPHY, ETC. Regularly 50c to \$2.00. Today, half price.

Handkerchiefs

MEN'S WHITE LAWN HANDKERCHIEFS, full size, 1/2-inch hemstitched borders. Today, 3 for 21c.

MEN'S INITIAL HANDKERCHIEFS—White lawn narrow hemstitched border with neat stripe inside border and small initial. Full size. Today, 3 for 59c.

WOMEN'S IRISH LAWN HANDKERCHIEFS, extra quality, smooth finish, narrow hemstitched borders. Today, 6 for 33c.

CHILDREN'S WHITE LAWN HANDKERCHIEFS, 1/2-inch hemstitched borders; also colored borders and pictures. Today, 6 for 15c.

Sport Hats \$1.95

White and navy. Satin Sailors, Tams, Close-fitting Hats and Mushrooms. Tams are "Blue Devil" variety and very popular for early fall. All lined and trimmed with cord ribbon. Regularly up to \$5.00. Today \$1.95.

Clearing Odd Trimmed Hats, \$4.95. Variety of Georgette, Leghorn, Milans and Early Fall or Summer Hats, today, \$4.95.

Trimmed Panamas, Clearing, 99c. We must make room for new hats. Panamas regularly up to \$6.50 included. Also many fine Straw Hats, Gingham, Milans and fine Milan Hems. Values up to \$10.00. Clearing today, 99c.

White Felt Sport Hats, Today, \$1.49. Just a few left! Fine white felt Sailors, with silk cord ribbon band. Clearing, today, \$1.49.

Children's Creepers 45c

Nearly half price. Made of strong white drill (no filling), will wash and wear well. One and two-year sizes. Button at back and across from knee to knee. Strong elastic in knees, pink or blue chambray pipings on neck, sleeves and on button front, waist belt.

Infants' \$3.00 Padded Silk Kimonos, \$1.95. Softly padded and quilted Japanese silk in soft pink or blue shades. Exquisite colored hand embroidery in floral designs on neck, sleeves and down entire front. Today \$1.95.

Art Needlework

PILLOW SLIP LENGTHS, stamped on fine circular cotton. Six new designs for white embroidery. Sizes 42 x 36 and 44 x 36. Pair, 90c.

TOWELS—Stamped on ends for colored or white embroidery. Size 20 x 40. Pair 75c.

AMERICAN MAID CROCHET THREAD—Mercerized, in white and eoru. Ball 10c. (Art Needlework Department, Fourth Floor.)

Diamond Rings

Genuine cut diamonds, in plain or fancy 14k gold rings. Regularly \$12.00. Today's clearing price, \$7.95.

Novelty Beads, 59c. Bead Necklaces in nearly all the newest color combinations of plain or cut beads. Red, sapphire, emerald, turquoise, amethyst, topaz, black, coral, amber, jade and venetian effects. Regularly 75c to \$2.00. Clearing, today, 59c.

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300 BOOKS OF FICTION, TRAVEL, BIOGRAPHY, ETC. Regularly 50c to \$2.00. Today, half price.

Women's Dresses Greatly Reduced Today

\$5.00 to \$5.95, Now \$1.95—\$6.95 to \$10.00, Now \$3.95. Including voiles, gingham, organdies and a few middy dresses; plain white, checked, striped, fancy floral designs. A good assortment of smart styles. Sizes 22 to 40—\$1.95 and \$3.95.

Women's \$6.50 to \$8.50 Tub Suits \$2.95

Made of good quality Indian Head and cotton fabrics, in several smart styles; colors plain white, natural, and colored stripes. Sizes up to 42. Today, \$2.95.

Women's \$1.95 to \$2.95 Tub Skirts \$1.25

White repp, gabardine, novelty weaves, and a few colored stripes, featuring gathered backs; various style pockets, and separate belts. Sizes 25 to 30 waistband. Today, \$1.25.

Women's \$20.00 to \$35.00 Silk Suits \$13.50

Fine Taffeta and Rajah Silk Suits, in a good variety of attractive designs. Pleated and belted styles, with overcollar of fancy silk and button trimmings. Sizes 34 to 42. Today, \$13.50.

Women's \$20.00 to \$35.00 Silk Coats Today \$13.50

Made of fine soft taffeta, full flaring, pleated and belted styles, with large collars and deep cuffs, with fancy button trimmings. Black only. Sizes 34 to 42. Today, \$13.50.

Misses' Summer Dresses Today \$2.95

300 only, Chic Dresses, in various styles. Made in plain and fancy voiles, also beach cloth. The big opportunity of the season. But you must get here today for these dresses at \$2.95. No exchanges, no refunds, no C.O.D.'s.

300 only, Chic Dresses, in various styles. Made in plain and fancy voiles, also beach cloth. The big opportunity of the season. But you must get here today for these dresses at \$2.95. No exchanges, no refunds, no C.O.D.'s.

Misses' Tub Skirts Today \$2.95

300 only. Big variety of styles. Made in white gabardine, white honeycomb and fancy weaves. Heavy washable material—all white, self-striped and plaid voiles, also combination of stripes and coin spots. Sizes 23 to 27 waist. All one price, today, \$2.95.

Misses' Section—Third Floor—Richmond Street Side.



Notions

INVINCIBLE PIN SHEETS, 400 plated pins to sheet. Today, 3 sheets for 11c.

WARREN'S FEATHERBONE, twill covered, black and white. Today, 2 yards for 19c.

REGENT WHITE BIAS TAPE, 12 yards to bolt. Today, 15c.

PEARL BUTTONS, 12 to card. Today, 3 cards for 10c.

KING COLLAR BUTTONS, 12 to card. Today, card, 18c.

WOMEN'S SATEEN PAD HOSE SUPPORTS, in white and colors. Today, 33c.

LISLE ELASTIC, 1/4 inch, in black only. Today, 3 yards for 14c.

WHITE RUBBER BIBS, large size. Today, 12c.

GINGHAM SLEEVE PROTECTORS, rubber lined. Today, pair, 10c.

ELECTRIC CLOTH STICK, removes grease from clothes. Today, 12c.

DAISY COLORED CROCHET COTTON. Today, 2 balls for 13c.

PIPPS, with black vulcanite mouthpieces, mounted with metal ferrules; large variety of shapes. Regularly 35c. Today 25c.

The Robert SIMPSON Company Limited

FOR FACTOR... Dundas St. near... King St. East... PROBS: Partly... British... HAIG... FRE... By Takin... Imp... VER the 50-m... of the region... of Bolesons... are meeting with... recently spell dis... the British and... continued on the... my has been san... and the end of... night... To the British... of the fighting... River, southeast... south of the Som... have fallen and... been penetrated... miles. Where the... between the Metz... ritory north of... goody gains have... envelopment of... ar drive out the... patient between... Alfette and to put... entire German line... Notwithstanding... Germans brought... fresh reinforcements... to stay the prog... their efforts were... CHEMIN... IS T... Fate of Germ... Rem... Paris, Aug. 2... not completely t... ously, and the fat... remains uncertain... It is decided... armies at present... and northeast, an... ing from its left... incessantly... Along the w... the fighting has... of the British Ge... which is encounte... that the Germans... Humber and Ma... tied not to lose... THE BIG DAY F... What about a p... 4th Canadian Nati... Division Co. are... having out plans... usually large... gans. Their ne... suggestions are... covered the very... from old London... well as the latest... Christy's L. O... \$2.50, \$4.00 and \$7... Henry Heath's \$... \$6.00... Hillgate & Co... \$100, \$8.00... \$100.00 line h... made Hats, \$2.50... Men's Hats, like... merchandise, ar... and it is well to... The next shipment... Special Bargains... and sizes about h... Store closes at 6...