

Store Hours: 8.30 a.m. to 5.30 p.m. Store Closes Saturday at 1 p.m.

Dine in the Palm Room

We Are Agents for Edison, Pathephone and the Columbia Grafonolas

# Simpson's

## Big Underwear Sale

for Men Gets a Fresh Start---All the Two-Piece Garments of the Mammoth Purchase Added, on Sale for the First Time Today---The Garment 60c.



Including summer weight mercerized lisle, mesh, balbriggan and spring needle knit. Choose from white or natural, short or long sleeves, ankle or knee length garments.

The Suit (2 Pieces)

**\$1.19**

Also Combinations

Men who attended the sale of combinations last week conceded the values extraordinary!

Today we offer the entire lot of two-piece underwear that was included in the big purchase---garments in every way the equal of the combinations---everyone well fashioned and expertly trimmed---together with remaining combinations---at less than today's factory prices.

Hardly would you expect to find such bargain prices right in the heart of the underwear season, but owing to the phenomenal price concessions under which these garments were purchased, and owing to the fact that we cleared the factory of its remaining summer stock, are we able to offer combinations and two-piece garments at such ridiculously low prices.

### Reversible Smyrna Rugs at Lowered Prices

500 English Smyrna Rugs for today's selling at bargain prices. Very strongly woven with beautiful lustre, these light yet serviceable rugs are suitable for summer cottages or general use. Rich Oriental colors and Persian designs.

Size 4.6 x 7.0. Monday special ..... 7.95 Size 2.3 x 5.0. Monday special ..... 2.95  
Size 3.0 x 6.0. Monday special ..... 3.95 Size 2.0 x 4.6. Monday special ..... 1.95

#### Bargains in Four-Yard-Wide Linoleum at 73c

Thoroughly seasoned and heavy quality linoleum in good conventional or floral pattern and this extra wide width that will cover the room entirely without seams, four yards wide. Today, special, per square yard ..... 73

#### Mottled Axminster Rugs at \$7.95

Have plain borders across each end in shades of brown or blue; very suitable for den, hall or living-room use. Size 4.6 x 7.6. Regular \$9.50. Today, special ..... 7.95

#### Rag Rugs Greatly Reduced

Odd Cotton Chenille and Rag Rugs, a few slightly soiled, but the majority perfect. A good assortment of colors. Size 4.6 x 7.6. Regular \$6.75. Today, to clear, each ..... 4.75

## Clearances

Clearing Small Sizes of Women's Low Shoes \$1.69 Today!

If you can wear size 2 1/2, 3, 3 1/2, 4 or 4 1/2, you can make a great saving. They are reduced on account of the larger sizes being sold out. There are 300 pairs in the lot, consisting of pumps, colonials and strap slippers, in patent, gunmetal and vicci kid leathers, with medium and light weight soles; high and low heels; every pair a bargain. Today's clearance price ..... 1.69

### Wash Goods

At Clearance Prices

Duro Piques at the lowest price ever offered. Stripes and checks only on white grounds, suitable for suits, skirts, dresses, etc. This is the cloth that needs no guarantee; 28 inches wide. Clearance price, a yard ..... .39  
760 yards only, of Palm Beach Suitings in firm weave; rose, Copen, and natural only; 36 inches wide. Clearing today at ..... .39  
360 yards of 44-inch French Batiste Muslin, half-inch stripes of white with narrow stripes of navy; suitable for waists and dresses. Regularly 29c. Today ..... .25  
Fine Lingerie Cloth, in sky, Nile and mauve; suitable for underwear, nightwear, linings, etc.; 40 inches wide. Regularly 29c. Today ..... .19

The SIMPSON Company Limited

### Beautiful Frocks for Every True Daughter of Fashion

Simple and Graceful, Priced at \$25.00, \$27.50 \$35.00, Upwards

Choosing a frock in our misses' section will prove to you a labor of delight, for everything is there that pleases the youthful heart in the matter of lovely dresses, whether a real out-and-out fussy one or a simple but good dress for afternoons.

Somewhat like our Egyptian sisters once wore are some white georgette frocks braided with gold, tinsel and black soutache. Big squares of it in the hem, five rows on the collar, cuffs and around the belt. Otherwise this frock is really very full and simple. Price ..... 25.00

Nothing could be more becoming to slim or small girls than the new coat dresses, and when of box-pleated crepe de chine they are too soft and pretty for words. These at \$27.50 are in pink or white, and have mesh belts and braidings of soutache on pockets, collar and cuffs. Price ..... 27.50

Tub Skirts for Women, \$2.50 to \$6.00

In a wonderful variety of the season's smartest styles, showing fancy pockets and belts, finished with large white pearl buttons. Materials are piques, gabardines, cords and fancy stripes. Moderately priced from \$2.50 to \$6.00.

One of the prettiest of white Voile Dresses is trimmed with half-inch bands of chalk beads on the wide tucks of the skirt, around the collar, sleeves and down the bodice front, and then 39.75 completely beaded belt. Price 39.75

Another \$39.75 one is white georgette in the simplest of smart styles. It has two broad tucks on the skirt, draped sleeves, and dainty knife-pleated bodice. Chalk beads band the edges of collar and cuffs, and bows of them weight the slender tie and belt. Price 39.75

Women's Navy or Black Coats \$15.00 to \$25.00

Materials are fine serges, poplin and gabardine, featuring large pockets, half or full belted; others have large collars with over collar of white silk. Navy and black. Sizes 24 to 42. Price \$15.00 to \$25.00.

Women's Wash Suits \$10.00 to \$17.50

Made of beach cloth, gabardine and cream lustre, in several new designs, showing large pointed collars, novelty pockets, pleated and belted styles. Sizes 24 to 42. Price \$10.00 to \$17.50.



## Though Today's Price for These Men's Suits is Only \$12.95

the style and quality standard is notably higher than the price would indicate.

These suits have been prime favorites even at the former price, the cause being chiefly due to the fact that the excellent quality grey and brown tweed from which they are made is very hard to get, particularly tweed in smaller effects. They are neatly and smartly tailored in single-breasted three-button sacque style, with pants to suit the average man's taste. Every one carefully finished, and men may choose from sizes 36 to 44.

### Men's Grey Homespun Suits Today \$12.50

Made from splendid quality homespun in light grey, plain pattern. Well-tailored in a single-breasted sacque, half lined. Trousers have cuff bottoms and belt loops. Sizes 36 to 42. At ..... 12.50

### Boys' Long Pants Suits \$12.00

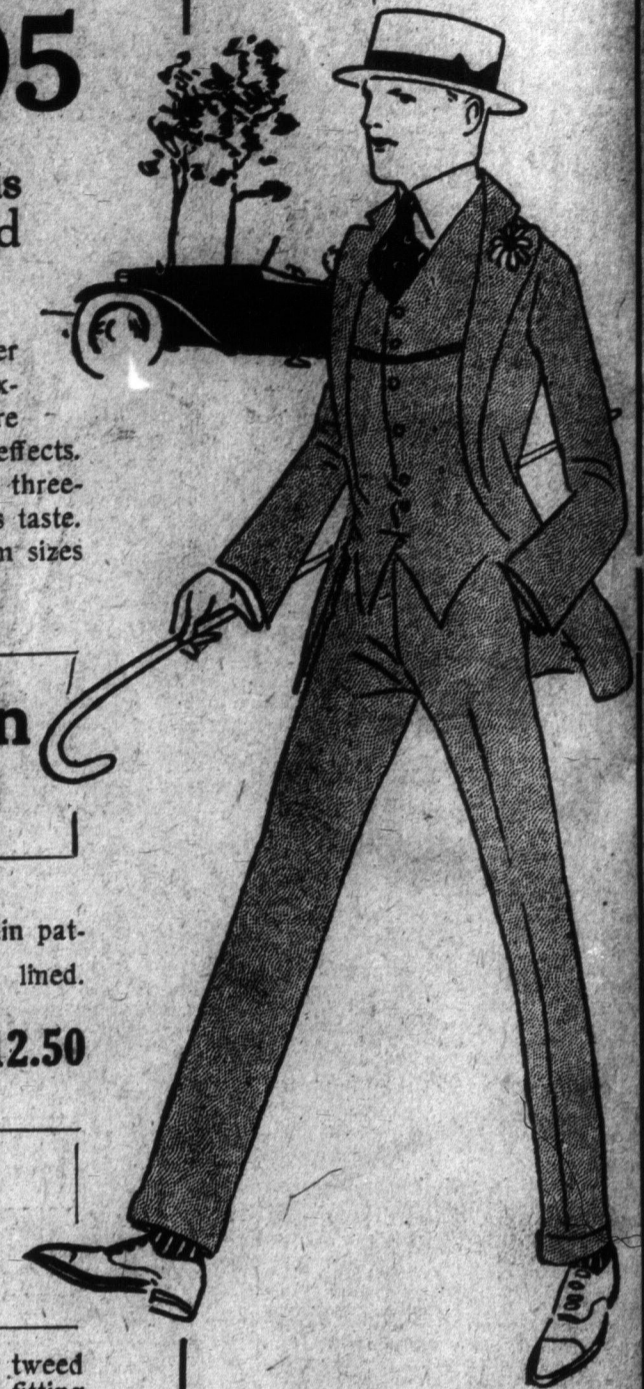
These two-piece summer suits are made from light grey tweed showing subdued stripe pattern, nicely tailored in good-fitting fashionable pinch-back sacque coat. Trousers have five pockets, belt loops and cuff bottoms. Sizes 33 to 35. At ..... 12.00

### Men's Worsted Trousers Special Today \$3.00

Here's work pants that have yet to prove themselves unsatisfactory, because they are made from hard-wearing worsted and so well stitched are they that you can't pull the legs apart. Made with five pockets and belt loops. Sizes 32 to 44. Today ..... 3.00

### Today---Men's Straw Sailors 89c

Slightly soiled---Every one this season's style. Sennit and split straw sailors included.



## Men!

### New Oxfords Today \$2.79

240 pairs Men's Tan and Black Calf Oxfords, left from Friday's sale; made with white and red rubber soles, and rubber heels; good-fitting toe styles. Sizes 6 to 10. Regularly \$4.50 to \$5.00. Today ..... 2.79

## Sale! Women's Smart Tailored Hats \$5.00

Finest Italian Milans, in black, suede, sand or navy, smartest shapes and banded with heavy corded silk ribbon. Regular \$7.50. Today ..... 5.00

Our French room imported models and our own best designs in leghorn, finest Italian Milan, hair braids with Georgette crepe, and other summery combinations of materials will be cleared as follows: \$20.00, \$22.50, \$25.00 to \$35.00 Hats, today \$10.00 and \$15.00.

#### From Our Own Workrooms

\$10.00, \$12.50 and \$15.00 Hats, today ..... 6.95  
\$7.50, \$8.00 to \$10.00 Hats, today ..... 4.25  
\$6.50, \$7.50 to \$8.00 Hats, today ..... 3.95

### Women's Lingerie WAISTS

On Sale Today At \$1.95

300 beautiful Lingerie Waists, made up in the newest styles and finest materials, all showing the latest collars in plain and jabot effects. Some are finely tucked, others are beautifully trimmed with fine laces and insertions. Sizes 24 to 44 bust. Every one a highly desirable fashionable garment and a wonderful value. Specially priced for 1.95 today at ..... 1.95

### This Season's New and Highly Valued CORSETS Half-Price

300 pairs of New Model Corsets, including samples, counter-soiled garments and oddments from regular stock. The materials are fine coutils, batiste and fancy silk brocades; styles suitable for all figures. Sizes 19 to 30 in the lot, but not in any one style. Regularly \$1.50 to \$7.00. Today 75c to \$1.50.

### OFFICES

36 KING ST. E. 1500 square feet, first-class office, will partition immediately. M. H. WILSON, 36 King Street East.

### PROPS

TWO BRIT REIC

RAILWAY ENFOR IS D

W. F. Macle Railway Com Ou

U. S. SETT

House Turn scription Is of Railw

By a Staff Report Ottawa, July 16

viding for the ex parliament was as had been expected

entire sitting of voted to the cons erment's bill to date the Railway may also engage house tomorrow, lay will probably scription Liberal minds on the ext for some reason not seem anxious third reading of.

The bill to am was reported to amendments by a which Mr. Armet was chairman. T the whole, a nur adopted without 200 of the 450 were adopted. S

wer, stood over tion, notably the priation proceedi was put up again in the law while judge sole arbit

W. F. Macle Nearly the en taken up with a the proper enforce Act. W. F. Macle stated that the Railway Comm charged with th the law was ob

which violated if the law, which pla for the enforce act squarely up merce commissi disposal of the m justice departm out how many.

(Concluded on KING GEOR ROYA

His Majesty's German

London, July called a special council, to be purpose of pro the title of the King George's

Saxe Coburg German name for the pending

PREMIER TO HAR

Borden App Effort

By a Staff Report Ottawa, July 16

issued tonight a Canada to a sible way toward of the harvest

two months. labor supply for year's crops wa here last w of the transport vincial agricult other bodies in and distributi

during the hig year the proble extent by relea to work of harvest season comparatively

able in Canada of labor, espec Ontario, and it is not up to t situation. Sir Robert, the men and w that wherever from other in hand for has