

L. SIMPSON

Store closes at 5.30 p.m. Saturday at 1 p.m. during July and August.

H. H. Fudger, President

J. Wood, Manager

Phone Number Main 7841. We have 50 lines to Central.

L. SIMPSON

An Early Morning Value in Women's Cool Summer Underwear

(Phone orders until 11 o'clock only.)

Women's Genuine Swiss Lisle Thread Vests, white, beautiful crisp ribbed quality, low neck, no sleeves, hand crocheted beadings, run with draw ribbons. Sizes 32 to 38 bust. Regular price 50c each. Saturday, 8 to 1 o'clock, each .22

Women's Vests, slightly imperfect, white ribbed cotton, low neck, no sleeves, lace heading and tapes. Sizes 32 to 38 bust. Regular prices 15c and 20c each. Saturday, 8 to 1 o'clock, each .10

Women's Drawers, ribbed white cotton, umbrella style or with tight lace, lace and insertion on umbrella style, open or closed. Sizes 32 to 42. Regular price 50c. Saturday, 8 to 1 o'clock, pair .22

5 HOURS' WHITEWEAR SELLING.

We will deliver your whitewear orders Saturday if they reach us before eleven o'clock, on either mail, phone or store orders.

Night Dresses, 12 different styles, Nainsook, high or slip-over neck, lace or embroidery trimmed, heading and silk ribbons. Sizes 32 to 40 bust. Regularly 90c, 95c, \$1.00, \$1.25 each. Saturday morning, each .75

Corset Covers, fine Nainsook, full front, fitted back, deep lace and ribbon draws, very dainty. Sizes 32 to 42 bust. Saturday morning .25

Drawers of cotton, umbrella style, deep ruffles of tucked lawn, edged with fine embroidery, open or closed styles. Sizes 28, 35, 37 inches. Regular price 90c pair. Saturday morning, pair .35

CORSETS FOR HOT WEATHER WEAR.

You'll need to be early if you want to make sure of a pair. The price is the lowest of the season for splendid corsage. Just three hundred pairs for Saturday's selling.

Women's Summer Corsets of white batiste, medium low bust, long hips and skirt, all steel boning, wide side steels, 4 garters, top trimmed with lace, good strong make, from the "D. & A." factory. Sizes 18 to 28 inches. Saturday, while they last, pair .50

Great Values in Cool Summer Mantles

DRESSES FOR MISSES' AND SMALL SIZE WOMEN.

Made from linen rachine and cut in the new poplin style; collar and tie of black taffeta over white pique; turn-back cuffs, scalloped and trimmed to match collar. Skirt has one-sided effect, natural color only. One of New York's latest styles. .65

WASH DRESSES, \$2.35.

A shipment of new dresses from New York includes these gingham, English prints and percales. Waists are attractively trimmed, some have sailor collars, others Dutch necks. Choice of long or short sleeves. Colors are grey, black and white, white, blue, plaid, mauve and striped effects. Some are slightly soiled. A big bargain at .25

LINEN COATS FOR GIRLS.

In white and natural shade; cut single-breasted with box back and large sailor collar, overlaid with goods of contrasting shade. Have tailored sleeves and patch pockets. Ages 6 to 14 years. Price .25

PRETTY BLAZER COATS.

Made from flannelette. These coats are well tailored. Some have straps over shoulders and belt. Color combinations are red and black, blue and white and Royal and white. Exceptional value .35

LINEN MOTOR AND STREET COATS.

Ceas for hot summer days to throw over a pretty frock, whether motoring, driving or for street wear. Cut in a smart style, buttoned up to throat with turnover collar. Some have leather trimmings. Others are on semi-fitting lines, with shawl collars and striped trimmings. Very special value, worth \$7.50. Saturday .45

WOMEN'S WASH SKIRTS.

Made of Indian head, cut in plain gored style, with open front, all sizes. A wonderful bargain at .99 (An early morning rush value. No phone calls.)

Black Dress Fabrics

Broken lines and oddments which we do not want to take into stock. They include French all-wool, San Toys, Poplins, Henriettas, plain and fancy Voiles, in stripe and diagonal effects, Panamas, Mohair Lustres, Taffetas, etc. All light-weight fabrics, for cool summer dresses; 42 to 46 in. widths. Saturday .50

Black, Fancy and Colored Silks

A complete clearance of all broken lines of fancy silks; included are shower-proof foulards in many designs; neat check effects in black and white, blue and white, brown and white, etc.; fancy stripes on light and dark grounds; varied plaids, and good assortment in combination shot silks. Were regularly from 65c to \$1.00. Clearing on Saturday morning at, per yard .46

Wide width Colored Dress Silks, in the following shades: navy, pearl grey, French grey, golden, tan, myrtle, moss and ivory, 40 inches wide. Were \$1.25 and \$1.35. On sale Saturday, per yard .100

Excellent value, in Black Satin Paillette, 150 yards of a medium weight weave, in a rich deep black, 36 in. wide, will wear well. On sale Saturday, per yard .89

Summer Toilet Requisites

Colgate's Imperial Lilac Toilet Water, 6 oz. bottle, .65

Rimmel's Lavender Water, per bottle .20

Royal Vinolia Talcum Powder, in flesh and white. Per tin .25

Sanitol Face Cream and Pure Cold Cream. Per jar .20

Taylor's Violet and Jap Lily Cologne, 4 oz. bottle .40

8 oz. bottle .75

Simpson's Cold Cream Toilet Soap. Special, 3 cakes for .25

Toilet Dept.

Wash Goods

"Duckling" Flannels for the fashionable blazer, blouse or coat; 28 inches wide; color combinations are sky and white, black and navy, red and black, mauve and white, tan and white and orange and black; stripes 1/4-inch wide. Special .25

30 pieces only of white ground Duck, with small fancy figure, suitable for boys' blouses, girls' blouses, etc. Regularly 12c. Saturday .5

Seersucker for the summer weather, 28 inches wide, plain colors and printed designs, pink, white, sky, tan, mauve, grey, helio and maize. Regularly 25c. Saturday .30

No phone or mail orders for bargains.

Women's Sailor Hats \$1.00

Made of fine Milan, Tagels, Javas, etc. Some have long and some have medium brims. Quite the hat for outings and holidays. Twenty dozen only, in black, white or Tuscan. Regularly \$3.00. Saturday .1.00

Complete lines of Outing Hats, in ratine, pique and white felt. Special Saturday. 1.50

On Your Way Shop at The Simpson Store

Open on Saturday Till 1 p.m. Closes at 11 a.m. Last Delivery

Cool, Summery Waists

In lingerie and tailored styles, show a big cut in the price. Various tables of slightly mussed waists, styles numerous and size ranges nearly perfect; a bonanza for the economical buyer, as the regular marked prices are 98c and \$1. Saturday morning .59

No phone or mail orders.

Dainty Parasols

Cambrie, Fancy Satin and Silk Parasols, in about 150 different styles and color combinations, with gilt frames and assorted handles. Special sale Saturday at .115

109 SILK PARASOLS \$1.98.

This season's styles, well assorted, select handles, with gilt frames; much below their real value. Saturday .1.98



House Dresses 95c

Women's House Dresses of good quality print, navy, with small figure of white, round neck, three-quarter sleeve, piped with white; waist has Gibson tuck; fitted skirt; sizes 34 to 44. Saturday .95

Print Dressing Sacques 95c

Dressing Sacques of fine printed percale, poplin style, fronts and Dutch neck finished with neat embroidered edging, in black, navy or helio; sizes 36 to 46. Saturday .89

WASH PETTICOATS 49c

These are of chambray, in blue or grey, made with two-piece tailored flounce, lengths 38 to 42. Saturday .49

Eye Glasses and Spectacles

To get you acquainted with our excellent Optical service we have offered on several occasions glasses of the finest quality at about one-half their real value. For the five hours' Saturday selling we have planned another event of this kind. The inducement will be fine gold filled rims and mountings, fitted with best quality lenses, complete for 2.45

Double vision and compound lenses must be charged extra.

Examination without charge. Second Floor, Yonge St. Side.

Twill Sheets \$1.48 Pair

Heavy English Twilled Sheets, good serviceable make, large size, 80 x 99, regularly \$2.00. July Sale, Saturday, pair .1.48

Towels Clearing manufacturers' seconds.

All pure linen, hemstitched ends, beautiful designs. July Sale, Saturday, each .37

Table Cloths of pure Irish linen

Table Cloths of pure Irish linen satin damask, in new oval or square designs, size 2 x 2 1/4 yards. July Sale Saturday .2.45

Hemmed Honeycomb Quilts

Soft material that will wear well, large size, 76 x 99. July Sale, Saturday .1.98

On sale second floor, Yonge st.

Hosiery and Gloves

Women's Real Silk Hosiery, fashionable, gauge weight, extra fine thread, double garter welt, deep heel top, high spliced ankle, double heel and toe; 3/4 to 1 1/2; black, tan and white. Special value, Saturday .59

WOMEN'S LISLE THREAD SOCKS

1,000 pairs from regular stock and samples, consisting of a great assortment of plain colors, in silk lisle finish, silk embroidered fronts and many other kinds. All are perfect and of best finish. All sizes. Values up to 40c. Saturday, pair .25

WOMEN'S LONG GLOVES

"Kaiser" Brand, Long White Silk Gloves, 12 or 16-button length, with double finger tips. Pair, 1.00 and 1.25

Long White Plain Lisle and Lace

Lisle Gloves, opening at wrist, with dome shirra, mercerized finish, extra fine. Sizes 5 1/2 to 7 1/2. Special value, Saturday, pair .35

Curtain and Drapery Silks

Limited lot, odd lengths of silk moires, satin damasks, brocades and Kent drapery silks. Can be used as cushion squares, curtains or chair covers. The regular prices are \$2.00, \$2.50 and \$3.00 per yard. Special Saturday—this means 8 o'clock at yard .98

NOTTINGHAM LACE CURTAINS

Special showing of Nottingham Lace Curtains, heavy or light weaves, many patterns, white only, 50 inches wide; very good for bedrooms. Special Saturday at, pair .98

COUCH COVERS.

50 only Tapestry Couch Covers, in rich Oriental patterns or Roman stripes, well made, fringe 4 sides, large size, considered the finest shown at the price. Special Saturday at, each .1.98

BAMBOO PORCH SHADES.

Inexpensive Porch Shades that give satisfactory protection from the hot sun, simple in adjustment, well made, complete with ropes and pulleys:

Natural—5 ft. wide x 4 ft., at 59c; 6 ft. wide x 6 ft., at 79c; 6 ft. wide x 8 ft., at 99c; 8 ft. wide x 8 ft., at \$1.29; 10 ft. wide x 8 ft., at \$1.59; 12 ft. wide x 8 ft., at \$1.98.

Green—5 ft. wide x 8 ft., at \$1.19; 8 ft. wide x 8 ft., at \$1.59; 10 ft. wide x 8 ft., at \$1.98; 12 ft. wide x 8 ft., at \$2.39.

QUAINT NEW ENGLAND AND COLONIAL RAG RUGS

Exquisite colorings, for dainty bedrooms—\$1.55, \$3.15, \$3.50, \$4.95.

BIG REDUCTIONS ON ALL MATTING RUGS

Extra heavy stencilled Japanese Fibre Rugs, for hard wear and artistic effect—

30 x 60 inches, reduced to .67

36 x 72 inches, reduced to .85

6 x 9 feet, reduced to .85

9 x 12 feet, reduced to .635

Wide Black Velvet Ribbons

Beautiful silk pile, guaranteed fast black, suitable for hat bows, bands or sashes. We make bows and sashes free of charge.

2 inch .20

2 1/2 inch .25

3 inch .30

3 1/2 inch .45

4 inch .50

Book and Stationery Specials

Books from our circulating library, all recent copyright fiction, published at \$1.25 and \$1.50. On sale Saturday, each .95

Paperettes, containing 24 sheets, with envelopes to match, very fine white paper, fashionable size. Regularly 20c. Special Saturday, 15c each, or 2 for .29

Books and Stationery, Main Floor.

Carload of New Floor-Cloths

Some beautiful colors and designs; all fresh, bright, well printed; marked at a very close price; 36, 45, 54 and 78 inches wide. Saturday, square yard .27

ALSO A FRESH LOT OF STAIR CLOTHS

Canvas Painted back .17

18-inch .12 1/2 .17

22 1/2-inch .17 .20

27-inch .17 .23

NEW LOT OF PRINTED LINOLEUM

Just arrived; 12 feet wide. Square yard .45

Scotch make, Printed Oak Stripe Linoleum, extra good quality. Per square yard .45

SMYRNA HEARTH RUGS AND MATS

Special value, Tan Oriental, green Oriental, red Oriental—

30 x 50, Saturday .2.95

26 x 50, Saturday .1.75

18 x 38, Saturday .75

QUAINT NEW ENGLAND AND COLONIAL RAG RUGS

Exquisite colorings, for dainty bedrooms—\$1.55, \$3.15, \$3.50, \$4.95.

BIG REDUCTIONS ON ALL MATTING RUGS

Extra heavy stencilled Japanese Fibre Rugs, for hard wear and artistic effect—

30 x 60 inches, reduced to .67

36 x 72 inches, reduced to .85

6 x 9 feet, reduced to .85

9 x 12 feet, reduced to .635

Half Day in the Boot Dept.

Big preparations and special prices for your choosing at 8 o'clock. Better individual attention is obtainable in the early hours.

MEN'S BOOTS AND OXFORDS, \$2.95.

One thousand pairs Men's "McCready," "Harriet," "Murray" and "Arthur" Hobbies' Boots and Oxfords. The styles are the very best for summer wear, in tan Russia calf, patent calf, gun metal and vicid kid leathers, single or double Goodyear welted soles; sizes 6 to 12. Regularly \$3.50, \$4.00 and \$4.50. Saturday, 8 o'clock .2.95

WOMEN'S PUMPS, OXFORDS AND BOOTS, \$1.95.

Dainty American and Domestic Colonial Pumps, Ankle Strap Pumps, Oxfords and Boots, button and Blucher styles, in tan, Russia calf, gun metal, patent calf and vicid kid leathers; sizes 6 to 12. Regularly \$2.50, \$3.00 and \$4.00. Saturday, 8 o'clock .1.95

TENNIS AND OUTING BOOTS AND OXFORDS.

For all outdoor sports, blue or white duck tops, Blucher style. Boots—Men's, 90c; women's and boys', 70c; misses' and youths', 60c; children's, 50c.

Oxfords—Men's, 70c; women's and boys', 60c; misses' and youths', 50c; children's, 40c.

"VICTOR" OXFORDS AND BOOTS.

Special showing "Victor" Boots and Oxfords for Men, \$4.00, \$4.50 and \$5.00.

Light Weight Balbriggan Underwear

Natural shade, Egyptian thread, balbriggan underwear, with long sleeves and ankle length drawers. Also white mesh knit underwear, same length as above, including some short sleeves and ankle length drawers. Sizes 34 to 44. Saturday morning, garment .44

2,000 Men's Summer Outing Shirts, in whites, blues, tans, etc. Soisettes, mercerized stripes, white Oxfords, also travellers' samples of outing flannel shirts and broken lines from our best selling lines; sizes 14 to 18. Regular prices \$1.25, \$1.50 and \$2.00. Saturday, each .99

3,000 Men's Neglige Shirts, neat stripes, all full sized and best Canadian makes. A splendid assortment in various lines of cambrics, chambrays, percales, etc. Sizes and half sizes from 14 to 18. Our \$1.25 and \$1.50 qualities. Saturday morning, each .89

Men's Two-piece Outing Summer Suits

175 only in the lot, made up of the correct cool materials, tropical weights in tweeds and homespuns, light greys and blues with light stripes. Made single-breasted sack style, with patch pockets. Sizes 34 to 44. Saturday morning .9.95

Men's Linene Crash Two-piece Suits, in the natural linene shade, made single-breasted sack style, with patch pockets, smartly tailored in every detail, with the same care as the high-priced materials. Sizes 34 to 48. Saturday morning .6.95

300 pairs of Men's White Duck Pants, 8 oz. material, made with hot pockets. Sizes 28 to 44. Saturday morning .1.00

1,000 Men's Straw Hats

Fine quality English and American makes, in Canton Shensi split seam and pedal braids, boater and neglige shapes, wide or medium brims, with fine quality black silk bands. Regularly \$2.00. Saturday half price .1.00

200 Men's Extra Grade Panama Hats, very fine braids and best quality trimmings, small, medium or large shapes, semi-tlescope or tourist crown. Regularly worth \$10.00. Saturday .5.00

Men's White Felt Crusher Hat, fancy stitch crown and brim, just the thing for sports and vacation wear. Saturday .45

Children's Drill Hats, turban shape, in navy, cardinal, tan, white and fancy mixtures. Saturday .35

Children's Straw Hats, in turban, white, Jack Tar, Galeata and Bette shapes. Extra fine braids, in white and unbleached straw, very dressy hats, and large assortment. Saturday .75

Basement Sale Items

WINDOW SCREENS

To keep your home free from flies—

Height	Closed.	Open.	Saturday.
14 inches	18 inches	22 inches	.15
14 "	18 "	22 "	.17
14 "	18 "	22 "	.19
14 "	18 "	22 "	.21
14 "	18 "	22 "	.23
14 "	18 "	22 "	.25
14 "	18 "	22 "	.27
14 "	18 "	22 "	.29
14 "	18 "	22 "	.31
14 "	18 "	22 "	.33
14 "	18 "	22 "	.35
14 "	18 "	22 "	.37
14 "	18 "	22 "	.39
14 "	18 "	22 "	.41
14 "	18 "	22 "	.43
14 "	18 "	22 "	.45
14 "	18 "	22 "	.47
14 "	18 "	22 "	.49
14 "	18 "	22 "	.51
14 "	18 "	22 "	.53
14 "	18 "	22 "	.55
14 "	18 "	22 "	.57
14 "	18 "	22 "	.59
14 "	18 "	22 "	.61
14 "	18 "	22 "	.63
14 "	18 "	22 "	.65

(Six phones to Department.)

Galvanized Garbage Cans, with fit-over covers and ball handle, best grade, 50c, 60c and 85c.

Oak Grained Ice Boxes, galvanized inside so as not to rust or injure flavor of foods, etc., nicely enamelled, varnished oak grained style outside, \$2.75 and \$3.75.

HAMMOCK SALE.

One hundred only good Hammocks, \$4.35 and \$4.50 and \$4.75, for Saturday morning only .3.40

(We cannot promise to fill any phone or mail orders for Hammocks.)

Nippon China

Jugs, Marmalade Sets, Syrup Jugs, Nut Bowls, Spoon Trays, Celery Trays, Fruit Bowls, Brush and Comb Trays, Chocolate Pots; all underpriced. Saturday, each .75

Cut Glass Sugar and Cream Sets, in a colonial design, Saturday, per pair .1.00

English China Cups and Saucers, breakfast size, gold finish. Special Saturday, per dozen .1.20

Glass Ice Cream Dishes. Special per dozen .75

GROCERIES

2,000 lbs. Fresh Creamery Butter "White Clover" brand, per lb. .90

Toasted Cornflakes, 3 packages .25

Loaf Sugar, 3 1/2 lbs. .25

Canned Corn, 3 tins .25

Imported French Peas, per tin .11

Choice Red Salmon, 1/2 lb. tin .15

Choice Red Salmon, 1/4 lb. tin .10

Clark's Pork and Beans, large tin .15

Clark's Pork and Beans, small tin .10

Maconochie's Pickles, assorted, per bottle .10

Canned Fruit—Strawberries, Raspberries, Peaches and Pears .10

Choice Marmalade, per bottle .10

Clark's Potted Meats, assorted, per tin .10

Fancy Mixed Biscuits, 2 lbs. .25

500 lbs. Fresh Fruit Cake, lb. .15

Candy—5,000 boxes Chocolates and Bon-Bons—a 30c value; per 100-box .20



Lunch Room—Early Closing Saturday SPECIAL COLD LUNCH. 11 a.m. to 1 p.m. Choice Cut of Roast Beef, Potato Salad, Strawberries and Cream, Tea. THIRTY CENTS. Regular Hot Dinner not served on Saturdays during July & August.

The Robert SIMPSON Company Limited

PROBS

The Saskatchewan and

Unmistakable katchewan de marklets of have no declar desire that m excluded by a United States. free. This bo legislation at live that such come, and that will be quic whether Wood Robesvelt bec

The people ably opposed political un the United S annunciation by the Taft-Lau which would n an "adjunct" to the less there revision of t lower the suv to exist in the provinces. Th to home indus of the Nationa ably connecte customs act a schedule or fr

The great gr ever, must be that grievanc problems of t munication. Railway Comp enormous retu the regulation freight charge power of Pa should be acce also declare fo rates all over universal two-parliament sho equalize railwa compel adequa rail passag and reduce telegraph com pounds to the companies by the sel post.

These greati nles underly sent in the voters of Saskia mlter Scott or rail passag emulsion on t Robert. Rogere, federal govern In short, the have challenge not really subm fact, however, apparently, w government man and it ment to deal w tion, not only legislation, but lower passag rates, and by cheaper service railway, expres pines.

We imagine t fortunate chang city, which, he first announce nounced before September, 1911, deal to do with a sudden chang would be bound to more than t the voters, espe that if the Con provinces there v result in other They have a new government to other grievances with the United

The result in adjoining provin more or less Libe now in charge, themselves recent Next to Saskat the Province of control of the result in Sas strengthen the po in that prov a re-organizat erment, and th of it and of a mo the matter of pu still farther Ontario in Cones the Province of re-asseried its held in that pro administration a maritime provin were, with the Edward Island, tve since Sir ords.

On the whole, bling that the p divided, and it's mettle to try a the people. Ina has gone into t pain, it still re government to m in regard to the World, has indit vicians in either ent have tried to C. N. R. LINE BRANTFORD. A party of ten railway men, inc assistants, arrive from Dundas, a branch of that ra