

L. SIMPSON

Store Opens 8 A.M.

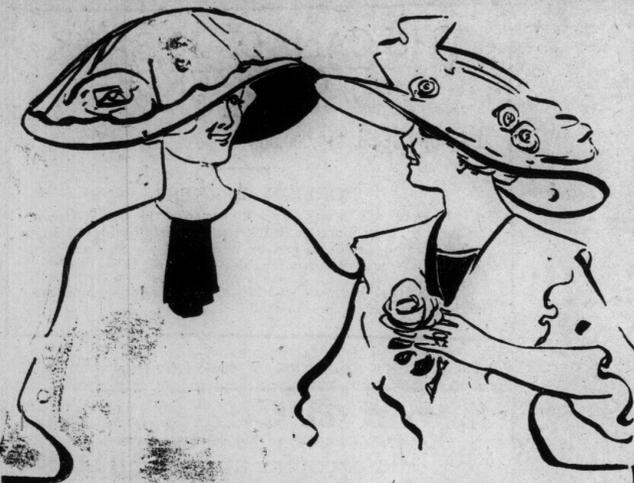
Closes at 5.30 P.M.

H. H. FUDGER, Pres.

J. WOOD, Manager

PROBS: Mostly fair and warm.

L. SIMPSON



Trimmed Hats. A Sale--

A SALE of Trimmed Hats on Thursday ought to be popular. The hats are not over-trimmed, but we are not so sure about the prices, as some of these have been trimmed till there is not half the original left. However, you won't mind, and there is one thing certain, the mind under the hat will be at peace with the world in the knowledge that the owner's smart and up-to-date appearance was not an extravagance.

Trimmed Hats are not allowed to remain very long in our showcases, our space is too valuable, and the continual flow of new hats coming from our work-rooms has to be provided for. On Thursday 200 hats go on sale as follows:—

\$10.00 to \$18.00 Hats for \$7.50	\$7.50 to \$10.00 Hats for \$5.85	\$5.00 to \$6.50 Hats for \$2.85
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Clearing Sale of Untrimmed Shapes

200 Hats of the finest quality Tagal, mohair, chip, all imported goods that we cleared from the wholesalers and are sold regularly by them from \$3.50, \$5.00 to \$7.00. Thursday, \$1.95.

500 Hats, in good styles and colors that sold regularly from \$1.00 to \$1.50. Thursday, 39c.

You Can't Have Too Many Aprons

Especially when you can have them at such little prices as over a thousand will be sold for on Thursday. Phone orders filled.

Women's Aprons, heavy blue check gingham, large size. Regular price 25c each. Thursday, each, 15c.

Women's Princess Overall Aprons, covers whole skirt, and has large bib, heavy blue and white check gingham. Regular price 50c each. Thursday, each, 35c.

Women's Princess Overall Aprons, large full skirt and large bib, two large pockets, edges bound with white tape, made in a light blue and navy prints. Regular price 63c. Thursday, each, 45c.

Women's Flannelette Night Dresses

Take two or three away to your Summer home. You'll find them the proper kind of nightwear when outing. Then again they are priced at a third less than usual.

Women's Night Dresses, two hundred only, fine plain flannelette, white or pink, large, full size bodies, Mother Hubbard high neck style, trimmed with frills of goods and fancy braid; lengths 56, 58, 60 inches. Regular price \$1.00 each. Thursday, each, 59c.

A Fresh Dress Every Week for Half-a-Dollar

We are not introducing a new kind of instalment plan, but just imagine a fresh dress every week for 50c or less, merely the cost of washing. Here are dresses that will leave the tub of criticism with colors flying, and the wash tub with colors drying:—

Dainty Wash Dress of good quality chambrays, in colors of cadet, pink, grey and linen; the new rounded yoke and collar of fine lace insertion; waist is finely tucked down front and back to waist line; three-quarter kimona sleeves, tucked, belt to match waist; skirt has the new lines, with clusters of fine tucks to knee line, continued to bottom with plain flounce effect, \$5.95.

Another Smart Wash Dress is of printed muslin, in navy, black and cadet, with white design, semi-low collar and yoke of dainty wash lace, outlined with plain black muslin, belt to match, kimona waist and sleeves; skirt fits plainly over hips to knee line, continued with dee; black muslin to bottom, \$7.50.

A Very Smart Imported Coat, of a splendid quality mohair, in black and white, is single-breasted, semi-fitting back, with self-covered buttons at waist line, stylish collar and long revers; collar is overlaid with black silk, and nicely braided with narrow braid; sleeves have wide cuffs, trimmed to match collar; a very serviceable coat, specially suitable for Summer wear. Exceptional value, \$9.75.

Wall Paper is Half-price Thursday

FOR PARLORS AND DINING-ROOMS.

3,850 rolls Imported Wall Papers, in good colorings, neat patterns, for parlors and dining-rooms, halls and dens.

Regular to 85c. Thursday, 42c.
Regular to 65c. Thursday, 32c.
Regular to 50c. Thursday, 22c.

FOR BEDROOMS AND SITTING-ROOMS.

4,350 rolls Imported and Domestic Papers, neat colorings, floral and plain designs.

Regular to 35c. Thursday, 17c.
Regular to 25c. Thursday, 14c.
Regular to 15c. Thursday, 7c.

Sterling Silver Spoons

Sterling Silver Salt Spoons, fancy pattern handles, gold-lined bowls, regularly 25c each. Thursday, each, 10c.

Sterling Silver Coffee Spoons, Louis XV. pattern handles, gold-lined bowls, regular 35c each, Thursday, each, 29c.

Sterling Silver Tea Spoons, Louis XV. pattern handle, Thursday, each, 49c.

TO-MORROW in the Simpson Store

You will find interesting provision made for every member of the family. The June bride naturally comes first; and this list is intended to attract her attention to the fine department on our second floor, now given over to

Fine Linens for the June Bride

Fine Satin Damask Luncheon Serviettes, scalloped or spoke hemstitched, 15 x 15 inches, very fine designs, dozen, \$2.35, \$2.75, \$3.25, \$3.75, \$4.75, \$5.50.

Fine Satin Damask Tea Cloths, scalloped or spoke hemstitched, new, rich designs:—

36 x 36 inches. Each, \$1.35, \$1.50 to \$3.00.
45 x 45 inches. Each, \$2.35, \$3.00, \$3.75, \$4.75.
54 x 54 inches. Each, \$2.45, \$3.25 to \$6.00.

Beautiful Round Satin Damask Table Cloths, with scalloped edge all around:—

72 x 72 inches. Each, \$2.75.
81 x 81 inches. Each, \$3.00, \$3.75, \$5.50.
90 x 90 inches. Each, \$3.95, \$4.50, \$6.75, \$8.50.

Square, scalloped or spoke hemstitched Damask Napkins to match, dozen, \$4.75, \$5.50, \$6.50.

Beautiful French Cluny Linens, from the small cup and saucer size to the full size table cloth, all sizes to match, some of the finest designs, from 20c to \$50.00 each.

New Venetian Linens, in beautiful fine laces, including bebe Irish and Bruges designs, from 6 x 6 to 36 x 36 and 20 x 54 inch sizes, at from 25c to \$10.50 each.

Very finest specimens of embroidery work, in Hungarian, German, Austrian, Irish, etc., ranging in price for a beautiful centrepiece from \$1.00 to \$35.00 each.

Beautiful sets of Table Linen, in both Irish and Scotch manufacture, new round or square bordered designs, finest snow-white satin damask. 2 x 2 1/2 yard cloths, with napkins to match, from 22 to 27 inches square, per set, \$4.95, \$5.70, \$6.90, \$8.70, \$10.00, \$11.75, \$17.00, \$25.00.

2 x 3 yard cloths, with napkins to match, 22 to 27 inches, set, \$6.50, \$9.50, \$10.25, \$13.75, \$16.25.

2 1/2 x 3 yard cloths, with napkins to match, set, \$8.90, \$10.50, \$15.25, \$19.25, \$21.50, \$31.50.

Spoke hemstitched sets of Table Linen, the napkins run from 20 to 23 inches.

2 x 2 1/2 yard Cloth, napkins to match, set, \$4.85, \$5.50, \$8.15, \$10.00, \$11.75.

2 x 3 yard Cloth, napkins to match, set, \$5.30, \$8.60, \$10.45, \$13.00.

All other sizes in stock.

Beautiful Embroidered Linen Pillow Cases, pair, \$1.50, \$2.00, \$2.75, \$3.25.

Embroidered Bed Spreads, \$5.00 to \$25.00 each.

Fine Bedroom Towels, per pair, 75c to \$5.00.

Dainty pretty little Guest Towels, pair, 50c, 65c, 75c, \$1.00, \$1.25.

Ask to see our Special Rich Double Satin Damask Table Cloth, new designs with border all around, 2 x 2 1/2 yards. Extra special, each, \$2.95.

—The Simpson Store Linen Dept., Second Floor.

Rain or Shine

Pure Silk Parasols, in rich Dresden effects, in pretty Summer tints, best of frames, with neat and fancy handles. Special, Thursday, \$2.69.



Women's Silk and

Wool Umbrellas, splendid collection of new handles, in various designs, many with rolled gold and sterling mounting, including long Mission woods. Special, Thursday, \$1.45.

Gloves and Hosiery

Women's Long Black Lace Gloves, imported, jersey wrist, neat patterns; sizes 5 1/2 to 7 1/2; regular 50c. Thursday, pair, 35c.



Men's Fine Imported

Lisle Thread Socks, in all the newest patterns, also the latest plain colorings; sizes 9 1/2 to 11; regular 35c and 50c. On sale Thursday, pair 25c, 3 pairs, 65c.

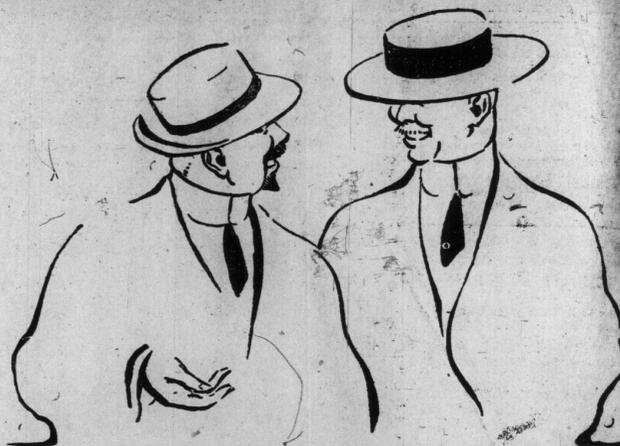
Boys' and Girls' Black Cashmere Stockings, 2-1 ribbed, double spliced heel, toe and sole, fast dye, sizes 6 1/2 to 8 1/2; regular 25c. Thursday, 19c.

Groceries

2,000 lbs. Fresh Dairy Butter, in prints, per lb. 20c. Salt, in 5-lb. bags, 3 bags 14c. 2,000 quart gem jars Pure Orange Marmalade, per jar 25c. Telfer's Cream Soda Biscuits, 3-lb. box 25c. Choice Side Bacon, peameal, half or whole, per lb. 18c. Edwardsburg or Beehive Table Syrup, 5-lb. pail 25c. Canned Shredded Pineapple, in heavy syrup, 2 tins 25c. Imported Pure Malt Vinegar, Imperial quart bottle, 20c. Finest Split Peas, 8 lbs. 25c. Maggi Soups, assorted, 6 packages, 25c. Bluebell Jelly Powder, assorted, 4 packages 25c. Fancy Japan Rice, 4 lbs. 25c. Malta Vita Breakfast Cereal, 3 packages 25c.

35c ASSAM TEA 28c.

300 lbs. fine, rich, full-bodied Assam Tea, a 35c tea anywhere. Thursday, per lb., 28c.



For Thursday in the Men's Store

Good Hats that are seasonable. Coats that look well on or off. Shirts worth showing and wearing. Pants that fit, to match the coats. Prices that surprise by their reasonableness, as follows:—

Two-piece Outing Suits and Odd Trousers, English tweed two-piece outing suits, grey stripe pattern, 3-button single-breasted style, half lined, pants out with cuff bottoms and keepers for belt. Sizes 34 to 44, \$10.50.

English Fancy Worsted Two-piece Outing Suits, light grey mixture, 2-button single-breasted sack model, half lined, nicely tailored, pants semi-pegtop, with roll bottoms, side straps. Sizes 34 to 44, \$15.00.

English Flannel Outing Pants, in a light grey ground, with hairline stripes, well tailored and finished with cuff bottoms, side straps and belt straps. Sizes 31 to 42 inches waist, \$2.75 and \$3.50.

ATHLETIC AND MESH KNT UNDERWEAR FOR MEN, 50c A GARMENT.

Men's Pure White Mesh Knit Underwear, shirts and drawers, long or short sleeves, knee or ankle length, drawers beautifully finished with saten to match. Sizes 34 to 44. Thursday, a garment, 50c.

Men's Athletic Underwear, shirts without sleeves and drawers' knee length. These are the coolest to wear in the hot weather. Sizes 34 to 44. Each garment, Thursday, 50c.

Men's Invisible Suspensives. These are worn under the shirt, are most comfortable to wear, and more suitable for a two-piece suit. Each, 35c and 50c.

HATS FOR THE SUMMER.

Men's Soft Hats, in grey, drab, stole, fawn, brown and black, newest American and English styles, of fedora, crush or negligé, at \$1.50 and \$2.00.

Christy's and King Brand Light Weight Derby Hats in extra fine quality fur felt, in all the new and leading shapes. Black and colors. Thursday, \$2.00.

Men's Straw Sailor Hats, fine split Coulon and Sennit braids, low, medium or high crowns, wide or medium brims, nicely finished. Specials at \$1.00, \$1.50 and \$2.00.

Summer Furnishings--All Good Kinds

EXAMPLES OF OUR GREAT VALUES IN SUMMER FURNITURE.

Dressers and Washstands, in hardwood quarter-cut oak finish, rich golden finish, good drawer space and large mirror. Price, \$8.90.

Dressers and Washstands, in elm; dresser has three deep drawers and heavy bevel plate mirror; washstand has large panel door cupboard, with drawer above. Price, \$9.75.

Library Tables, in solid oak, fumed oak finish, has drawer with writing board fitted on top. Price, \$7.00.

Library Tables, in genuine quarter-cut oak, Mission finish, shaped legs with large undershelf. Price, \$11.75.

Library Tables, in selected quartered oak, new design, heavily made, fumed finish. Price, \$22.00.

Solid Oak Arm Chairs, Mission finish, slat seat, with adjustable back. Price, \$3.70.

Refrigerators, in many styles and sizes, in hardwood, solid oak and sheet metal. Prices from \$5.65 to \$72.50.

Verandah Chairs, in natural, green and red finishes, some with reed seats and backs, others with reed seats and slat backs. Prices from 95c to \$3.50.

For Verandah and Summer Cottage

Japanese Rush Sandals, cool and comfortable. Reg. 25c per pair, Thursday, 19c.

Japanese Grass Seats, for the verandah and lawn. Reg. 5c, Thursday 2 for 6c.

Japanese Wind Chimes, decorative and musical: Regular 10c. Thursday, 6c. Regular 20c. Thursday, 10c. Regular 40c. Thursday, 20c.

Japanese Lanterns, large size, various colors, nicely decorated. Regular 25c. Thursday, 15c.

(No phone or mail orders for the above four items.)

Japanese Mats, 3 x 6 feet, fine straw, neatly printed. Regular 50c. Thursday, 29c.

Japanese Rugs: 6 x 9 feet. Regular \$1.35. Thursday, 97c. 9 x 9 feet. Regular \$1.75. Thursday, \$1.49. 9 x 10 feet. Regular \$2.00. Thursday, \$1.67.

Chinaware

97-piece Dinner Set, in Grimwade's new vitro china, with dainty green edge border line in reinforced gold, new open stock pattern, splendid wearing body, just what's wanted for the Summer home. To introduce, Thursday, special, \$12.50.

121 only, Cheese Dishes, in English porcelain ware, rich, natural, floral decoration, finished in gold, regular \$1.25. Thursday special, 69c.

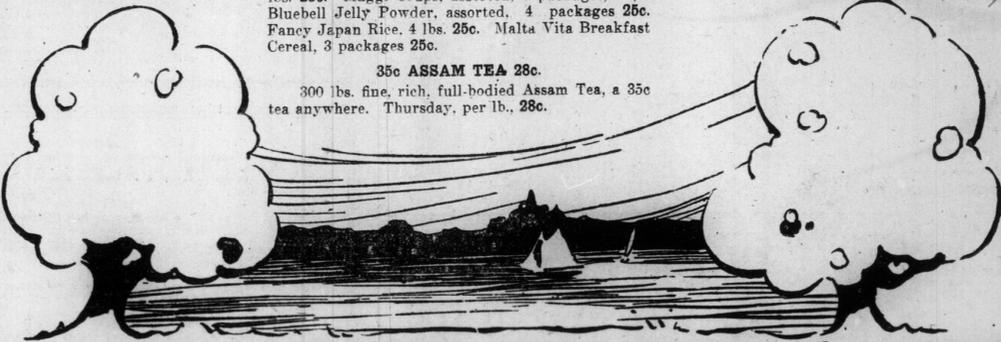
295 Decorated Jardinières, in English majolica ware, new embossed shapes, rich assortment of colors. Special, Thursday, 39c.

350 Salt Boxes, in blue Delft ware, with strong hinged lids. Thursday special, 20c.

Special table of Pressed Glassware reduced for quick selling, comprising oil bottles, sugars, comports, syrup jugs, ice tubs, rose bowls, jugs, etc. Reg. up to 55c, Thursday special, 23c.

Women's Boots and Oxfords

650 pairs Women's Boots and Oxfords, Blucher, lace, ankle strap, silk tie, and button styles, patent colt, vici kid, velours calf, gum metal and tan calf leathers; some styles have black cloth and black velvet tops, all sizes 2 1/2 to 7 1/2. Special clearing price, Thursday, \$1.99.



The **SIMPSON** Company Limited

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