

The **SIMPSON** Company Limited
H. H. FUDGER, President. J. WOOD, Manager.
Store opens 8 a.m. Store closes 5.30 p.m.

Telephone Number
Main 7841

The **SIMPSON** Company Limited
PROBABILITIES: Moderate winds, mostly northwesterly; fair and cool.

Thursday, May 26, 1910.

The Wave of Summer Shopping Sweeps Toward Us

Axminster Carpe

750 yards English Axminster Carpet, a complete range of new designs, suitable for parlors, dining rooms, dens, etc.; colors include self-tone, green, red, brown, oriental red, etc.; extra deep pile 24 borders to match. Regular prices \$1.75 and \$1.50. Friday \$1.35 per yard.

TAPESTRY RUGS

500 English Tapestry Rugs, in tawny, reds, greens, blues, etc.; a full range of designs to select from:
3 x 5 - Friday reduced to \$6.59 each
3 x 7 1/2 - Friday reduced to \$7.89 each
3 x 9 - Friday reduced to \$8.89 each
3 1/2 x 4 - Friday reduced to \$10.69 each

SCOTCH LINOLEUM

1,200 yards Scotch Printed Linoleum, in Oriental, block, floral, tile, parquetry, and matting designs; a durable and well-seasoned cloth. Regular to 40c per yard. Friday 35c square yard.

JAPANESE MATTING

750 yards Japanese Matting, in small designs, suitable for bedrooms, summer cottages, spare rooms, etc.; good quality, well woven, linen warp. Regular 25c per yard. Friday 13c per yard.

JAPANESE MATS

Japanese Mats, in a large variety of designs, flax woven, and good colorings, 6 ft. x 3 ft. Friday very special \$1.47 each; 8 ft. x 6 ft. Friday very special 37c each.

Lace Curtains at 85c

500 pairs Nottingham Lace Curtains for quick selling Friday; all dainty designs, in new floral, scroll and motif effects; 54 in. wide, 3 1/2 yards long. Qualities worth \$1.25. Special value Friday at, per pair 85c.

75c WINDOW SHADES AT 39c

Oil Opaque Shades, 500 only, medium and dark green, 37 inches wide, 6 feet long, trimmed with lace or insertion, mounted on good spring roller, complete with brackets. Worth 75c. Special sale Friday only 39c.

BAMBOO VERANDAH SHADES

Bamboo Verandah Screens, best quality, dyed with permanent green stain, serviceable and slightly, four sizes only, complete with cords and pulleys:
Size 4 x 8 feet. Regular \$1.00. Friday 67c.
Size 6 x 8 feet. Regular \$1.40. Friday \$1.12.
Size 6 x 8 feet. Regular \$2.00. Friday \$1.49.
Size 10 x 8 feet. Regular \$2.50. Friday \$1.87.

50c CURTAIN STRETCHERS 79c

300 only Curtain Stretchers, well made, non-rusting pins, adjustable 2 to 4 yards long, 42 to 72 inches of colorings, 6 ft. in centre, unbreakable fixtures, folding 2 inches square by 6 feet long. Worth \$1.50. On sale Friday at only 79c.

LAWN GRASS MATS

2,000 Verandah or Lawn Grass Mats, nicely woven and good size. Regular 10c quality. Friday 3 for 10c.

CUSHION FORMS

500 Russian Down Cushion Forms, good quality, carings, and filling of extra grade down; five sizes only:
18 x 18 in. Worth 35c. Friday 19c.
20 x 20 in. Worth 45c. Friday 29c.
22 x 22 in. Worth 55c. Friday 37c.
24 x 24 in. Worth 60c. Friday 40c.
26 x 26 in. Worth 70c. Friday 46c.

Furniture for Friday

Sideboards, in quartered oak, golden finish, neat design, fitted with British plate mirrors. Regular price \$40.00. Friday \$36.75.
Extension Tables, made of solid oak, early English or golden finish, round or square designs, extending to eight feet. Regular price \$12.00. Friday \$7.45.
Dressers and Wash Stands, in solid quartered oak, golden finish, large spacious drawers, with British plate mirror. Regular price \$29.50. Friday \$24.75.
Iron Beds, in white enamel, heavy continuous posts, with fittings. Size 4.6 only. Regular price \$4.75. Friday \$3.65.
Rocking Chairs, golden finish, strongly made, shaped seat, with brace arms. Regular price 50c. Friday 39c.
Kitchen Chairs, solid hardwood, golden finish, shaped seat, with embossed oak. Regular price 44c each. Friday 31c.

Wall Papers Friday

1,950 rolls Pretty Florals, pretty colorings. Regular to 15c. Friday 4 1/2c.
1,950 rolls Bedroom Effects, assorted colorings. Regular to 25c. Friday 11c.
1,950 rolls Imperial Parlor and Dining Room Papers. Regular to 50c. Friday 21c; regular to 75c. Friday 31c.

Open Stock Dinnerware

A genuine Theodore Haviland Limoges China Dinner Set of 102 pieces, Romeo pattern; the decoration is pink roses and green foliage, with gold stippled handles, and edges and border line in burnished gold. Regular \$65.00. Friday \$43.50.
109-piece set of our new pattern in Austrian china, the "Alexandra Rose," and an open stock pattern as well; a really high grade set, comprising complete dinner and tea service; all shapes are really up-to-date. Friday price \$25.00.
A 97-piece set of English semi-porcelain ware, in a Greek key pattern, with gold edges, making a pleasing effective decoration on a snow white body; a genuine snap. Regular price \$18.50. Friday \$12.50.

Groceries

1,000 bags Choice Family Flour, 1/4 bag, 60c.
Choice Currants, cleaned, 3 1/2 lbs. 25c.
California Seeded Raisins, 3 packages 25c.
Perfection Baking Powder, 3 tins 25c.
Pepperidge's Coconut, per lb. 15c.
Yellow Cooking Sugar Crystals, 10 lbs. 50c.
1,000 jars Pure Orange Marmalade, in quart gem jar, regular 35c, per jar 25c.
Canned Sweet Pumpkin, 2 tins 15c.
2,000 lbs. Choice Rangoon Rice, 7 lbs. 25c.
Pearl Tapioca, 4 1/2 lbs. 25c.
1,000 tins Canned Salmon, per tin 9c.
2,000 tins Canned Peaches, in heavy syrup, special, per tin 15c.
Telephone direct to department.
2 1/2 LBS. PURE CELONA TEA 50c.
A blend of Indian and Ceylon Teas, of uniform quality and fine flavor, one ton, Friday, black or mixed, 2 1/2 lbs. 50c.



To-morrow Brings the Opportunities of Bargain Day

SUMMER CALLS for consideration. These bargains tell of summer shopping opportunities. Read them carefully. Try and be here at opening time—That's the way to insure the best satisfaction on Bargain Day.

Waist Dept. Bargains

(Third Floor)
A Fine White Lawn Waist, tucked all over both waist and sleeves, centre panel front of embroidery, embroidered cuff and laundered collar. Sizes 32 to 42. Regular \$1.75. Friday bargain 98c.
A Very Dainty Embroidered Lawn Waist, whole front of shadow or eyelet embroidery, tucked sleeves and collar, also trimmed lace. Sizes 32 to 42. Regular \$1.25. Friday bargain 89c.
A collection of 200 Fine Silk Lined Net and Chiffon Taffeta Silk Waists; nets are in white and ecru, in several new designs; the silk waists are in brown, rose, green, wisteria and old rose, also a few navy blue. Regular prices \$2.95 and \$3.50. Friday bargain \$1.89.
A real good Pure Silk-Jap Waist, whole front and back of wide and pin tucking, trimmed silk buttons, tucked sleeve, cuff and collar, colors white, champagne, brown and rose, green. Regular \$1.98. Friday bargain \$1.45.

\$4.00 Crepe Kimono Gowns

100 Women's Kimono Gowns, in printed crepes and lawns. Oriental and floral patterns, navy, helle, pink or sky; some are lace trimmed, others are bound with silk or satin. Regular \$9.00 and \$4.00. Friday \$1.95. No phone or mail orders.

Children's Headwear

Children's Felt Turban Hats, assorted lot, also a quantity of straw and leather turbans. Regular 50c. Friday 35c.
Children's Tam O'Shanter hats, velvet and washable cloths. Friday special 19c.
Boys' Skiddoo Caps, cloth, with leather bands, brown and cardinal colors. Regular 50c. Friday 25c.
Children's Straw Sailors, in white or fancy mixtures, good serviceable hats. Friday 19c.

Children's Stockings

Children's and Girls' Pure Cashmere Hose, full fashioned, soft, good wearing yarn, double heel and toe, sizes 5 to 8 1/2; extra value; limited quantity. Friday 25c.
Boys' Imported Ribbed Cashmere Hose, elastic rib quality, close and fine, double heel and toe, sizes 5 to 10. They won't last long at, Friday, 20c.

MEN'S SOCKS

Men's Fine English Ribbed Black Cashmere 1/2 Hose, no seams, good weight and quality, double heel and toe. Be early. 3 pairs 50c, pair 18c.

Women's Hosiery Bargains

Women's Tan Cotton Hose, seamless, best color and finish, spliced heel and toe. Friday bargain 11c.
Women's Medium Weight Full Fashioned Plain Black and Tan Cotton Hose, double heel, sole and toe. Friday bargain 19c.
Women's Imported Plain Line and Lace Hose, fashioned, sky, pink, tan, grey, white and black, fine thread, sheer quality, extra special. Friday bargain 25c.

Trimming Dept. Bargains

(Main Floor)
500 yards good Trimmings, Bandings and Appliques, consisting principally of black jet and silk, but a lot of colors amongst the lot; these have been selling regularly this season at 50c, 75c, 85c and \$1.00 per yard. Friday morning bargain 25c.
20 pieces of Black and Colored Silk Ball Trimming. Regular prices 50c and 75c per yard. Great Friday bargain 10c yard.
EXTRA SPECIAL.
15 Real Lace Battenberg Coats, different designs and lengths. Regular \$10.50, \$12.50 and \$15.00. Friday to clear \$5.00.

Fancy Needlework Bargains

(Main Floor)
A collection of 18-inch Real Lace Battenberg Coats, with line centres and drawn and eyelet work; these are in square or round shapes, and regular price has been 50c. Friday to clear 25c each.
24-inch Square and 18 x 27 Tray Cloth, with several rows of drawn work round edges; these are most exceptional, as regular price has been 39c and 45c. To clear Friday 19c each.

Umbrellas

150 Ladies' Umbrellas, a nice quality, silk and wool tops, strong paragon frames, a good selection of handles, pearl and gold, pearl and sterling silver, natural woods and fancy woods, including gummat and mission wood, in the director style. Regular \$2.00 and \$2.25. Friday \$1.55.

Children's Headwear

Nearly 200 of them in the lot, and every one a sample from New York; they were selected as models by a Canadian manufacturer only a few days ago, and are as fresh as ever. All prices from 50c to \$5.00 each. Friday half-price.

Baby Carriages

8 only Carriages, red bodies, paragon, corduroy upholstery. Regular to \$17.75. Friday \$9.95.
12 only Collapsible All Steel Go-Carts, 4-inch rubber tires, adjustable back and front. Regular \$6.00. Friday \$4.67.
30 Shoo Fly Rockers. Regular 90c. Friday 69c.
30 Children's Kindergarten Chairs. Regular 25c. Friday 17c.

20c Ribbons for 8c

500 yards Double Satin and Liberty Ribbons, colors pink, mauve, pale blue, emerald, turquoise, old rose, buttercup, cream, white and black, 1 1/2, 2 and 3 inches wide, useful for cushion frills and fancy work. Regular 15c and 20c yard. Friday 8c.

Wash Goods Bargains

370 yards 36-inch Linen Finish Duck Suitings, Alice Blue ground, with design of squares or stripes; a great opportunity for a cheap dress. Regularly 20c, for 9c.
Special bargains in White Victoria Lawns, our well known popular numbers; 33 inches wide. Reduced for one day, 20c for 15c, 15c for 12 1/2c, 12 1/2c for 10c.
Clearance of a lot of short ends of Silk and cotton goods, spots and figures. Regularly 33c, 35c, 39c, 49c, 50c per yard. Friday 12 1/2c.
Striped and Checked Linen Suitings, all to go at one price, all this season's patterns. Our fine Pongee make, regularly 29c. Friday 12 1/2c.

Dress Goods Bargains

2,000 yards Colored Serges, Suitings, Panamas, Worsted, Mixed Suitings, Silk Stripe Taffetas, all pure wool fabrics, and unsuitable, in a splendid range of colorings, 42 inches to 46 inches wide. Regular 65c, 75c, 85c. Friday bargain 43c.
1,000 yards Mohair Lustres, in cream, navy, brown, rose, reseda, tuscany, Alice blue, champagne, beautiful rich shades, and suitable for cool summer dresses, also black, red, and fast dyes. 44 inches. Regular \$12.00. Friday 55c.
1,000 yards Cream Cheviot Serges, all pure wool and guaranteed thoroughly shrunken. Our regular price 75c yard. 44 inches. Very special Friday 55c.

DELAINEES AND CHALLIES

Odd lengths from 1 1/2 to 4 yards of beautiful washing qualities Delainees and Challies, in light and dark grounds, pure wool. Regular prices 35c, 40c, 45c yard. Friday special 19c to clear.

LINING DEPARTMENT BARGAINS

1,200 yards beautiful rich qualities in Brocades, Hairline Stripes and Florals, in every shade, guaranteed fast dyes and silky finish. 40 in. wide. Regular 38c, 40c, 45c. Friday 33c yard.

50c to \$1.00 Silks 29c Yard

A collection of silk oddments, all from this season's cutting, including many of the best selling lines; plain and fancy satin paillette, satin de chine, English peau de soie, and printed Japanese silks, in pretty stripes, checks, etc.; nearly every color will be found in the collection; lengths range from 2 yards to 16 yards. Regular selling prices 50c to \$1.00 per yard. Friday bargain 29c yard.

Linens and Staples

BLEACHED DAMASK TABLE CLOTHS, EACH 98c.
Sizes 2 x 2 and about 2 x 2 1/2 yards, bordered designs, firm, close weave, perfect washing cloths, great cloths for general use. 200 only to clear. Friday bargain each 98c.

LARGE SIZE SHEETS \$1.44 PAIR

2 1/2 x 2 1/2 yards, made from heavy, full bleached, plain English Sheeting, hemmed ready for use. 100 pairs in the lot. Per pair Friday \$1.44.

ENGLISH APRON GINGHAMS 9 1/2c YARD

Note the width, 38 inches wide, assorted checks, fast colors, strong, durable make, gingham; we can't begin to repeat. 600 yards at, per yard, Friday 9 1/2c.

WHITE IRISH DRESS LINENS 19c YARD

The popular heavy thread weave, 38 in. wide for white dresses, coats, etc.; a beautiful cloth. 420 yards to clear, per yard Friday 19c.

BLEACHED ENGLISH LONGCLOTHS 7 1/2c

For underwear, night gowns, etc.; a finely woven, durable longcloth, yard wide. 1,260 yards at, per yard, Friday 7 1/2c.

STRIPED FLANNELLETTES 8c YARD

32 inches wide, free from dressing, well napped, firm weave, colors fast, large range of splendid stripes, 1,700 yards at, per yard Friday 8c.

Women's Suits

\$15.00, \$12.50 AND \$10.00, FOR \$6.95.
A collection of oddments and broken lines of a number of our best selling styles of Women's and Misses' Suits. The materials are diagonal serges, imported worsteds and French Venetians. Coats are lined with rich broche, some trimmed with moire, others braid; skirts are gored or pleated in different styles; misses' sizes are 14, 16 and 18 years; women's sizes 35 to 42 bust measurement. Only 75 skirts in the lot. Regular selling prices were \$15.00, \$12.50 and \$10.00. Friday \$6.95. No phone or mail orders filled.

\$6.50 Dresses for \$1.49

125 only Women's One-piece Dresses of fine washing linen finished fabric, in sky, tan, grey, navy or mauve; has fancy yoke of lace, new tucked sleeves and cuffs, 42 inches to 46 inches wide. Regular 65c, 75c, 85c. Friday bargain 43c.
1,000 yards Mohair Lustres, in cream, navy, brown, rose, reseda, tuscany, Alice blue, champagne, beautiful rich shades, and suitable for cool summer dresses, also black, red, and fast dyes. 44 inches. Regular \$12.00. Friday 55c.

Women's \$5 Skirts for \$2.95

A collection of Women's Separate Skirts, in a variety of the popular pleated styles; some with yoke effects, trimmed with fold or tuck of self; material is imported worsteds in black, navy, green; a large range of sizes from 37 to 42 front lengths to select from. Only 150 skirts in this lot. Sold regularly at \$5.00. Friday \$2.95.

Women's \$15 Coats for \$6.95

60 only Women's Smart Coats of fine quality broadcloth, in black only, three-quarter length, semi-fitted backs, lined throughout with rich tannolite silk, tailored collar and lapels, trimmed with self strapping and buttons. The regular selling price of these coats was \$15.00. Friday \$6.95. Cannot promise to fill mail or phone orders.

Corset Bargain

600 pairs Royal Corsets, fine white summer batiste, long graceful model, medium bust, finest rustproof steels, 6 straps, deep lace and ribbon draws. Sizes 18 to 26 inches. Regularly priced \$2.50 a pair. Friday bargain \$1.25 pair.

Flannelette Gowns—Sweater Coats

Flannelette Gowns, fine plain white or pink or fancy striped flannelette, trimmed with lace, silk embroidery or tucks. Lengths 55, 58, 60 inches. Regular value \$1.00 and \$1.25. Friday bargain 75c.
Sweater Coats, heavy fancy knitted wool, colors white, grey, navy, red, grey with navy, grey with red, plain heavy stole, two patch pockets. Sizes 32 to 44 bust measure. Regular value \$2.50. Friday bargain \$1.75.

Children's Dresses

Dresses, fine navy print, with white stripe or dot, trimmed with white piping or fancy print to match. Sizes 10 to 16 years. Regular value \$1.25. Friday bargain 85c.

Dresses, striped gingham, blue, green, pink or navy, trimmed with plain goods and fancy braid, or jumper style. Sizes 10 to 16 years. Regular value \$1.50. Friday bargain 95c.

Dresses, white nainsook, lace frills, lace beading and tucks, deep hem. Sizes 10, 12, 14 years. Regular value \$1.50. Friday bargain 75c.

Dresses, fine white lawn, front solid tucked, sleeves and skirt cluster tucked, finished with insertion and frills of Oriental lace. Sizes 10 to 16 years. Regular value \$3.50. Friday bargain \$1.69.

Dresses, striped or check gingham, in blue, pink, tan or green, three styles, daintily trimmed with plain goods to match. Sizes 6 to 14 years. Regular value \$2.25. Friday bargain \$1.50.

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