

The **SIMPSON** Company Limited
 H. H. FUDGER, President. J. WOOD, Manager.
 Store Opens 8 a.m.

Main 7841
 50 Lines to Central
 Store Closes 5.30 p.m.

The **SIMPSON** Company Limited
 PROBABILITIES—Moderate to fresh westerly and north-westerly winds; fine, moderately warm
 Wednesday, July 13, 1910



Mid-Summer Linens vs. Autumn Linens

THE difference between buying linens this July and buying them next October is reckoned in dollars and cents. We quote a few examples in point to prove it.

Come to the Linens and Staples Department some time during to-morrow and just see what we are offering.

- 25c "OLD BLEACH" HUCKABACK TOWELING, 17c YARD.
- Finest all pure linen, bleached, as you know, on the green; 24 in. wide; a beautiful, heavy, soft, huckaback toweling; only 360 yards. July sale price, per yard, Thursday, 17c.
- 100 FAMOUS IRISH TABLE CLOTHS \$1.98 EACH.
- 2 x 2 1/2 yards, every thread of the finest selected all pure linen, full bleached, rich satin damask, in elegant bordered designs, no more serviceable cloth is turned out of Belfast. July sale price, each, Thursday, \$1.98.
- \$1.25 IRISH TABLE LINEN 69c.
- For cool, dainty blouses, underwear, etc., 36 inches wide, one of the finest grass bleached sheer linens made in Ireland; only 160 yards, July

sale price, per yard, upstairs in Linen Department, Thursday 69c.
 \$1.00 PLAIN SPOKE HEMSTITCH-ED SIDEBORD SCARFS 53c.
 Very fine, plain, all pure Irish linen, including John S. Brown's famous makes; nothing daintier if used as it is, or can have them stamped, and put some of your own embroidery work on; 18 x 72 inches; only 8 dozen to clear. July sale price, each, upstairs in Fancy Linen Department, Thursday 53c.
 15c CHECKED IRISH GLASS TOWELING 10c.
 Assorted checks, with border, one of the best, strongest, most perfect drying and polishing glass towelings carried in the city; 24 inches wide; 650 yards to clear, July sale price, per yard, Thursday 10c.
 Phone direct to Linen Department.

Starting To-morrow We Will Conduct a Fortnight's Stock-taking Sale Throughout the New Basement.

- China Ware Enamelware Gas Fixtures Bric-a-brac
- Glassware Tinware Electric Fixtures Cut Glass
- Artware Woodware Garden Tools Hammocks
- Brassware Hardware Sporting Goods Bath Room Fittings
- Etc., Etc., Etc., Etc.

HERE'S good news for everybody! A sale in the Basement—a "Monday Basement Sale" only more so—a continued sale for a fortnight with stock-taking reductions in every section. Stock-taking comes at the end of this month. We have innumerable little lots to be cleared from our varied Basement stocks—buying opportunities of the most domestic sort, chances to renew the broken dishes, the worn-out tools, utensils and knick-knacks of a hundred and one kinds.

Watch the papers. Read the lists of sale offerings prepared for Opening Day, Thursday—They but chronicle the beginning.

- SAVE OVER \$15.00 ON A DINNER SET.
- Limoges China Dinner Set, open stock, solid coin gold broad band decoration; fine, clear, translucent body; kerms shape teas; 102 pieces. Regular \$65.00. Sale \$49.23.
 - A \$49.90 DINNER SET FOR \$35.49.
 - 102-piece Dinner Sets, high grade Limoges chinaware, dainty rose spray design; all pieces stippled and gold lined, open stock. Regular \$49.90. Sale \$35.49.
 - A DINNER AND TEA SERVICE FOR \$11.95.
 - Dinner Set, high grade English semi-porcelain ware, rich gold decoration, broad band, bright finish, complete dinner and tea service for 12 persons; a matchless value. Thursday special \$11.95.
 - A 97-PIECE SET FOR \$10.25.
 - 97-piece Dinner Set, in beautiful Oriental design, full porcelain body, clear underglaze finish. Regular \$14.60. Sale \$10.25.
 - A 97-PIECE SET FOR \$6.75.
 - Dinner Set, complete service, 97 pieces, dainty blue floral decoration; priced at an extremely low figure for quick selling. Sale price \$6.75.
 - CUPS AND SAUCERS.
 - 1,700 Tea Cups and Saucers, Minton shapes, English bone china, gold line and sprig decorations. Regular 10c. On sale Monday 7c.
 - 75 only 16-inch Platters. Regular 79c. Sale special 25c.
 - ODD DINNERWARE PIECES.
 - 4,000 odd pieces of Dinnerware, comprising Soup, Meat, Tea Plates, Bowls, etc. Values up to 10c. Sale price while they last 4c.
 - (No phone or C. O. D. orders.)
 - TOILETS REDUCED.
 - 10-piece Toilet Sets, Devon decoration, deep rich tint, embossed and heavily traced with gold, roll brim basin. Regular \$5.50. Special \$3.95.
 - 300 pieces Odd Toilet Ware, large sizes, Wash Basins and Ewers; large variety of shapes and decorations. Values up to \$1.50. For quick selling 49c each.
 - JARDINIERS FOR 33c.
 - 700 Jardinières, big assortment of colors and designs; a genuine snap. While they last 13c.
- CUT GLASS REDUCED THURSDAY.
- An assortment of Rich Cut Glassware, comprising Footed Comports, Ice Tubs, Fruit Bowls, Tall Celery Glasses; the very latest designs; deep flaring cut; every piece full of sparkling color. Remarkable values. Special \$4.75.
 - 20 only Bon Bon Dishes. Regular \$5.50. Sale price \$2.97.
 - Fruit Bowls, deep shapes, in art ruby and green, heavy gold decoration. Sale special 95c each.
 - 2,000 pieces Glassware, Tiffany art colors, comprising Bon Bons, Comports, Fruits, etc. Regular 12c. Special sale 7c.
- BRASS JARDINIERS AT \$1.75.
- 39 only 8-inch Brass Jardinières, dull smooth finish, ring handles, footed stand. Extra special, sale price \$1.75.
- KITCHEN WARE FOR THURSDAY.
- 4-coated Stranky Enamel Preserving Kettles, blue outside and white inside. Sold in the regular way up to \$1.10. Sizes up to 7 quart. Absolutely the best enamelware made. Sale 25c.
 - Grey Enamel Water Pails, 10 quart size, clean, smooth and seamless (no seconds), sold for 50c. Special Thursday morning 25c.
 - 100 only 4-coated White Steel China Enamel Dish Pans, seamless, 12 quart size. Worth \$1.00. Thursday sale 57c.
 - Mottled Blue Enamel Cereal Cookers, full size, for cereals, rice, custards. Worth 50c. Thursday 37c.
 - 500 Picnic Baskets, with covers, made of fine willow; and strong handles. Regular 50c value. Thursday 29c.
- GUARANTEED IMPERIAL WRINGERS \$2.98.
- 50 only Guaranteed Wringers, "Imperial Brand," good rubber rollers, enclosed cogs, an opportunity to secure a wringer made by a factory with reliable standing. Regular price \$3.75. Thursday only \$2.98.
- We Begin with Gas Mantles and Globes in the Lighting Department
- Inverted Lights, complete with mantle and half frosted globe, 39c.
 - 500 "Exclint" Soft Inverted Mantles. Regular 15c. Thursday's sale 3 for 25c.
 - 500 "Rational" Inverted or "Victor" upright Gas Mantles. Regular 15c. Thursday's sale 10c.
 - 300 "Special" Inverted Mantles, 3 for 25c.
 - Your choice of White Q, Half Frosted, Inverted or Electric Shades at 10c.

The Wanless Clearance

Men's \$2 and \$2.50 Pyjamas for \$1.49
 GETTING pretty near the end of the Wanless building. Getting pretty near the end of the clearing stock. Pyjamas Thursday.

There's light weight and medium; fine cambrics and English Ceylons. There are striped designs, in black or blue, plain blue, tan, grey, etc.; mostly made with frogs, and the military collar effect. Sizes 34 to 42. Come early and secure yours. The saving is worth the extra early effort. At, per suit, Thursday, \$1.49.

Simpson's Famous Summer Shirts for Men

AT \$1.00 PER SHIRT.

50 different patterns; three or more different colorings to each; over 150 different negliges to choose from.
 Cool style or ordinary, though over two-thirds are coats. All have small laundered cuffs attached—the popular style. Sizes and half sizes from 14 to 18. Many striped designs, neat patterns, plain colors and white, pleated or plain bosoms. Every shirt a guaranteed fit.

One Dollar Per Shirt

\$3.00 Straw Hats for \$1.50

260 Men's Straw Boater Hats, finest English, American and Italian makes; latest men's and youths' styles; high, medium or low crowns, and wide or medium wide brims; very choice weave, split or military braids, also pedal, sennit and other choice braids. Regular prices up to \$3.00. Thursday \$1.50.

Summer Waists Must Go

500 New Waists of fine, white lawn, made very pretty, with lovely embroidered front, and rows of imitation bebe Irish lace, full length sleeve, and dainty collar, tucked and lace trimmed. Sizes 32 to 42. Regular \$1.50. Thursday selling 98c.

200 Waists of fancy strips white Madras and figured vesting, smart tailored shirt waist style, wide tucks back and front, stitched box pleat, shirt sleeve linen collar and cuffs. Regular \$2.00. Special Thursday \$1.39.

Smallwares for Thursday

Dress Shields, size 3 and 4. Regular 90c pair. Thursday, pair 12 1/2c.
 12-yard Roll Tape, black or white. Thursday, roll 4c.
 Ironing Wax, Thursday 4 for 5c.
 Beeswax, per cake 5c.

Women's Summer Vests Very Much Reduced

Vests, fine Swiss ribbed white cotton, low neck, no sleeves, fancy yoke, beading and ribbon. Sizes 32 to 38 bust measure. Regular value 20c. Thursday 11c.

\$1.75 Corsets Thursday \$1.00

200 only pairs high grade Corsets, extra quality white batiste, medium high bust, long front, hips and back, with extra deep extension skirt; all rustproof steels, wide side steels, four strong garters, lace and ribbon trimmed. Sizes 18 to 28 inches. Regular value \$1.75. Thursday \$1.00 per pair.

Odd Lengths of Black Dress Silk at 47c a Yard

First-class qualities. Two thousand yards altogether. Some of it's one yard wide. Satin de Chine, Satin Paillette, French Taffeta, Paillette Duchesse and 36-inch Japanese Habutai.
 A dress length or more in every piece. Sold regularly up to \$1.00 per yard. All positively unfinishing blacks.
 Thursday the entire assortment 47c yard.

The Beauty of Buying Muslins in July

YOU need muslins most in July. They are cheapest in July. The supply meets the demand a good deal more than half way.

A special muslin circle awaits you to-morrow facing the central elevators 2nd floor.

A quantity of really high-class muslins, Organdies and Cotton Voiles, all to go at one price; they are just slightly mussed by handling, and that is all; some French goods among them, and most perfect combinations; pink, sky, mauve and other combinations; a good many only waist lengths, but the bulk enough for a dress. Regularly 20c to 35c. All one price 11c.

A new lot of Crum's best quality fast color English print, including navy blue and white spots and black and white stripes; 31 inches wide, 15c. A lot of Pretty Printed Muslins, in spots and floral printed designs. Goods have been worth 12 1/2c. Special 7c.

Linen Suiting, 36 inches wide, heavy crash weave, in a full range of colors, pink, sky, mauve, black, navy, champagne, linen, etc. Regularly 30c. Thursday 15c.

Navy Lustre for Bathing Suits

1,200 yards Navy Mohair Lustre, special purchase of a fine, firm weave, navy lustre, bright silk finish, guaranteed absolutely fast dye, correct fabric for bathing suits, etc.; 40 in. wide. July sale 25c yard.

Seasonable Toilet Preparations

At Stock-taking Prices.

- Campana's Italian Balm, for sunburn, 25c size. Thursday 2 for 25c.
- Stillman's Freckle Cream, guaranteed to cure freckles, 50c size. Thursday 38c.
- Hinds' Honey and Almond Cream, 50c size. Thursday 39c.
- Violet Ammonia, for the bath, large 15c size. Thursday 10c.

Dairy Butter at 26c

2,000 lbs. Fresh Dairy Butter, in prints, per lb. 26c.
 Choice Sugar Cured Ham, half or whole, per lb. 19c.
 Malta Vita Breakfast Cereal, 3 packages 25c.
 Imported Malt Vinegar, Imperial quart bottle 20c.
 Salt, in 5-lb. bags, 3 bags 14c.
 Choice Red Salmon, 1/2-lb. flats, 3 tins 25c.
 Evaporated Cream, Jersey Brand, 3 tins 25c.
 Muggell Jelly Powder, assorted, 4 packages 25c.
 Maggi Soups, assorted, 6 packages 25c.
 Imported Macaroni, 3 packages 25c.
 Canned Pineapple, whole, in 1-lb. tin 10c.
 Scott-Taylor's Worcester Sauce, 3 bottles 25c.
 (Telephone direct to department.)
 300 lbs. fine, rich, full bodied Assam Tea, a 35c tea anywhere. Thursday, per lb. 22c.

Shop Talk

Still keeps warm on the street—cool and breezy in the store.

Big stock-taking clearances of the Basement Stocks begins to-morrow.

Some very big fish are being landed these days by Simpson vacationists—if we can trust the stories on the picture postcards received.

Everybody is thinking of stock-taking at the end of the month. Everybody wants this year's showing to be better than any previous.

Several bachelors want to know why there is always so much confetti to be seen at one of the Richmond street doorways.

Telephone orders come thick and fast these hot days. A phone message is cooler than a trip downtown.

Big contract came the way of our Electric Department this week—the wiring for the Provincial Parliament Buildings.

Value of an Oriental Rug Does Not Depreciate with Age

A Genuine Chance for Investment Afforded by this July Sale of Eastern Rugs and Oriental Carpets



WHATEVER of mystic charm hovers over a real old Persian Rug will continue so to do as long as one thread hangs to another. Vegetable dyes may be primitive, but their colors are practically everlasting. This July sale offers a discount on a permanent investment; a rug which, with reasonable use and ordinary care, will be as good, as bright, as colorful twenty, thirty—fifty years from now as it is to-day.

No modern house with hardwood floors is complete without Oriental Rugs. They stand in the same relation to fashion in housekeeping as a sealskin sacque stands to fashion in dress. Orienta Rugs are staple, distinguished, rich. Every one who can possibly afford it should possess one Oriental Rug at least, for the Hall or the Dining Room.

Our July discount by no means leaves the circle to whom this remark applies.

Let us quote from our little private catalogue of these Rugs. Note the sizes—useful room sizes. Note the difference which stock-taking orders have made to the prices.

Lahore Rugs, 9.0x12.3. Reg. \$150, for.....	\$115.50	Kazak Rugs, 4.1x7.1. Reg. \$45, for.....	32.50
Oushak Rugs, 9.0x9.0. Reg. \$70, for.....	59.50	Kazak Rugs, 4.2x7.9. Reg. \$55, for.....	39.50
Fez Rugs, 8.10x12.0. Reg. \$75, for.....	62.50	Kazak Rugs, 4.0x9.3. Reg. \$45, for.....	32.50
Oushak Rugs, 12.0x15.5. Reg. \$150, for.....	122.50	Cabristan Rugs, 3.0x5.0. Reg. \$30, for.....	19.50
Turkish Rugs, 8.4x10.10. Reg. \$82.50, for.....	69.50	Cabristan Rugs, 4.0x5.3. Reg. \$30, for.....	19.50
Persian Rugs, 4.5x10.0. Reg. \$100, for.....	79.50	Cabristan Rugs, 3.0x5.2. Reg. \$25, for.....	15.50
Persian Rugs, 2.11x10.5. Reg. \$40, for.....	32.50	Cabristan Rugs, 3.9x4.8. Reg. \$30, for.....	19.50
Persian Rugs, 3.10x6.8. Reg. \$45, for.....	35.00	Anatolian Rugs, 4.3x5.8. Reg. \$17.75, for.....	12.75
Kazak Rugs, 4.6x5.6. Reg. \$65, for.....	39.50	Shiraz Rugs, 4.5x7.3. Reg. \$45, for.....	32.50
Kazak Rugs, 5.3x6.9. Reg. \$45, for.....	32.50	Shiraz Rugs, 3.7x4.11.0. Reg. \$12, for.....	6.75

Clearing Away Our Verandah Furniture

IN THE name of summer and hot weather—why? Stock-taking.

Verandah Arm Chairs and Rockers, made of solid hardwood frames, with slat back and double cane seat and back; colors red, green and natural. Our regular price \$1.95 to \$2.25. Thursday selling \$1.75.

Arm Chairs and Arm Rockers, with double cane seat and back, strongly made and very comfortable, in colors red, green and natural. Our regular price \$2.85 to \$2.85. Thursday selling \$1.90.

Verandah Single Rockers, in colors red and green only, with double cane seat and back, strong and well made. Our regular price \$1.60. Thursday \$1.25.

Single Chairs for verandah, with double cane seat and slat back, in green only. Regular price 95c. Thursday 70c.

Buy Wall Papers Now

DECORATE later, when it suits you best. You save the stock-taking discount.

Several lines have been cleared out. We have over 50 more to clear. First gets best choice—all first-class papers.

- 1,000 rolls Bedroom Paper. Regular to 20c. Thursday 8c.
- 1,000 rolls Dining Room and Hall Papers. Regular to 35c. Thursday 19c; regular to 60c. Thursday 32c.
- 1,000 rolls Parlor and Sitting Room Papers. Regular to 50c. Thursday 24c; regular to 85c. Thursday 42c.