e-Simpson :--

Store Open 8 A.M.

Closes at 5.30 P.M.

H. H. FUDGER, President

J. Wood, Manager.

Probs .- Fine and warm.

E SIMIPSON:



The Peacock Room

Contains French Lingerie in the Latest Paris Designs

A choice variety of ladies' underwear and children's garments, nightdresses, combinations, chemises, etc., and the daintiest of baby garments.

Boudoir Caps

The dearest little French Hats for children of all ages.

Dressing Gowns, Tea Gowns, Rest Gowns and Kimonas

of all sizes and at all prices. This beautiful department, with its well lit white cases and delightful easy chairs covered with peacock chintz, its leaded glass windows with their little curtains exquisitely hand-painted in a peacock design, and the wonderful Whistler lambrequin which For forms the entrance, combined with the scintillating light which falls from the old French chandeliers-is well worth a visit, if only to give an idea of what may

be done in these days in the way of artistic shop decoration. And then the profusion of the exquisite garments, all so dainty and so reasonable in price-surely no one, not even the most confirmed grumbler, could fail to appreciate the beauty and artistic value of such a department to this city and to its visitors.

You people of unlimited lei- meet. sure, do you ever consider if you had but one precious hour out of the twenty-four all to yourself, how you would spend

you would devote it to reading rose, were in exquisite taste. a fine book, to listening to good music, to gazing on some famous painting, or maybe you would spend it visiting, sightseeing or resting, but few, I think, would take their greatest pleasure as I do, in wandering about the large stores, watching the various specimens of humanity hurrying about their business, or leisurely purchasing the wares so temptingly displayed.

Every day between twelve and one I find myself unconsciously wending my way to Simpson's, and I always find so much to occupy me that I hope you may be interested in my daily accounts of what I find there.

To-day I was irresistibly attracted to the Paris Gown Department, for, you know, in the Spring a young maid's fancy lightly turns to thoughts of clothes, and before I realized it my precious hour had departed, \$1.00 Suede but it carried away with me the feeling that I had spent the hour with gracious hostesses, all gowned in soft grey Springlike dresses and my particular friend had given me a glimpse that had arrived this very day.

The first gown to attract my attention was a cerise and black striped foulard, so simply trimmed with black satin, and the new modish collar, that, with a large black hat, it could be worn for any occasion, dress or street wear. I surreptitiously turned over the price tagsurely I must be mistaken-\$25.00-I looked again; it was

still \$25.00. a more elaborate creation, but selling \$4.75 dozen. Monday, then you would be willing to pay \$120.00 for it, when you examined the beautiful lace fichu-the dernier cri in gowns, -and saw that the black satin belt was all that was needed to make this rose and white satin a gown to create considerable envy at the races. The black Tongs, fancy patterns. Regular and white tagel straw has ac- 75c. Monday, 50c.

Mid-day Rambles companying this creation was exactly suitable to the Spring

A brown and white ninon dress next claimed my attention, touches of lettuce, green and black completed the beautiful effect and the large black Some of you would declare hat, with its net bow and single

Surely I haven't spent a whole hour here—yes, there is the one o'clock whistle, so I must bid good-bye-no, it will be 'au revoir' to my beautiful dresses, for they are almost as truly mine as they will be to the fortunate owners who wear them, for they are the gowns of my loveliest dreams.

### 25c Lisle Thread Hose 15c

Women's Fine Imported Lisle Thread Hose, a clearing line from a large dealer of their colored hose; this lot includes the popular colors in hosiery for Spring and Summer wear, lightweight, deep garter top, double spliced heel. toe and sole-absolutely fast dye; all sizes in all shades. Regular 25c, Monday, 15c.

# Gloves 49c

Men's Fine Imported Frenchmade Suede Finished Undressed Kid Gloves, for street wear, in grey, black; dome fasteners; of some of the new importations oversewn seams; silk stitched point; all sizes. Regular \$1.00. On sale Monday, 49c.

### Rogers' Spoons and Forks at Reduced Prices

Rogers' Silver-plated Tea Spoons, fancy pattern handles. Regular \$3.00 and \$3.50 dozen. Monday, each, 19c.

Rogers' Silver-plated Dessert Spoons and Dessert Forks, On a figure near at hand was fancy pattern handles. Regular each, 29c.

Rogers' Silver-plated Table Spoons and Medium Forks, fancy pattern handles. Regular \$5.75 dozen. Monday, each,

Rogers Silver-plated Sugar

## TO-DAY

You may shop at the Simpson Store from 8 a.m. to 5.30 p.m. and make all necessary provision for your personal and household needs.

# Is Your Home in Tune With May and June?

Try to have all the joy of these perfect months reflected in your home, by imitating outside nature-brighten things up, renew! Come to our 4th and 5th Floors on Monday and see how we've planned to help you in this matter.

Values rank first in our Carpet Department: The sweetness of low price ever equals the bitterness of low quality. It is the rugs and the carpets, their goodness, and their prices that make our Carpet Department the busy spot that it is.

All its cheeriness and all its excellent light would be of little use without the great variety and the excellent value of the carpets and the rugs, and the mattings and other floor coverings that are spread out there. Right now, there is a specially good assembly of rugs and of carpets. There is widsom in

having what folks want when they want it. We are ready. Mainstay of the rugs is the splendid collection of machine-made Orientals. We've yet to hear of a person disappointed in these rugs: they wear as well as they look-they could do no more. They are made in a dozen or more sizes from 4 feet 6 inches x 6 feet, up to 11 feet 3 inches x 15 feet; the prices ranging from \$9.00 to \$70.00.

"Monday Only" Chances

25 Only Best Quality English Wilton Rugs-in self colorings, Twenty - five small designs, particularly suitable for bedroom floors: 6 feet 9 inches x 9 feet. Regular \$18.00. Monday, \$12.00. 9 feet x 10 feet 6 inches. Regular \$27.50. Monday, \$20.00. 9 feet x 12 feet. Regular \$30.00. Monday, \$22.50. 11 feet 3 inches x 12 feet. Regular \$40.00. Monday, \$30.00. 11 feet 3 inches x 13 feet 6 inches. Regular \$45.00. Monday,

## Furniture Summer Verandahs

Whether a house looks attractive or dingy often depends upon the kind of furniture that is to be seen at this season on its verandah. We would like the privilege of showing you to-morrow how wonderfully attractive you can make verandah or Summer living room if you choose from this charming new stock of Summer furniture that is assembled on our 5th Floor.

Hammock Couches, with heavy steel frame, swing part fitted with comfortable cotton filled mattress and wind shields at one side and both ends. Price, \$14.50.

Verandah Chairs and Rockers-Some with woven reed seats and backs and others with woven reed seats and slat backs; finished natural green and red; made strong, comfortable and durable. Prices from 95c to \$4.90.

Reed Arm Rocking Chairs, finished, light, large size, well made and comfortable. Special price, \$2.45.

Reed Arm Chairs, in arts and crafts design, in dark brown and light green finishes. Price,

Willow Chairs and Rockers, finished in buff color; in a variety of designs, with prices from \$3.50 to \$7.75. Arm Chairs and Reclining Chairs Heavily

built of extra heavy reed, finished light brown, with cushioned seat and back. All new and good patterns. Prices from \$9.75 to \$19.50.

Reed Arm Chairs, made by expert workmen, of the best quality of fine reed from imported Austrian designs. Prices from \$12.50 to \$18.75.

Refrigerators, in many styles and sizes, made of hardwood of genuine oak and of sheet metal, with lining of galvanized iron, white enamel, genuine enamel and stone. Prices' from \$5.65 to \$72.50.

### A List to Make the Housekeeper Rejoice \$4.75 All-wool Blankets, \$3.89.

40 pair fine All-wool Blankets: size 68 x 86 inches, weight 8 pounds; fine, perfectly cleaned

wool. Worth regular \$4.75 pair. Monday, \$3.89. 40-inch. Nainsook, 11c yard.

price 16e yard. Monday, 11c. Hemstitched Towels, 63c Pair. 100 pair All Linen Huckaback Towels, hemstitched ends; good size, 22 x 43 inches. Special

Table Napkins, \$2.10 Dozen. 75 dozen Irish-make Table Napkins, all pure linen; size 22 x 22 inches; very pretty bordered designs. . . londay, \$2.10.

50c Cross-bar Linen, 35c Yard. 500 yards fine, even weave Cross-bar Linen, in different size checks, for Summer blouses. Worth 50c yard. On sale Monday, 35c.

80-inch Bleached Sheeting, 29c.

600 yards plain weave Bleached Sheeting. 80 inches wide, free from dressing; extra value.

Stripe Flannelette, 11c Yard.

900 yards Fine English Stripe Flannelette; 32 inches wide; good range stripes, pretty colors. Special, Monday, 11c.

121/2c Bordered Huck Toweling, 91/2c.

500 yards Fine Huck Toweling, red border; 171/2 inches wide, good quality; 121/2e yard regular. On sale Monday. 91/2c.

# Have You Heard

that the ball season opens on Monday, and that the slaughter of office boys? grandmothers promises to break all records? At any rate, office boys and school boys and a great many elders, who still feel like boys will be there to welcome this city's representatives in the Eastern League.



But just a word, boys, before you start; the chances are it will be cold at the Island on Monday. How about sound underwear to resist those chilling breezes; or a new suit that will make you the observed of all observers; or a light overcoat that you'll want to take with you on every trip this Summer? See what provision we've made for you! Come in Monday morning, without fail.

# Boys' Spring Suits

Extra quality English Fancy Worsted Three-piece Suits, in a soft material with slightly unfinished surface; navy blue shade with white hairline stripe, 3-button double-breasted style; vest 5-button single-breasted style and plain knee pants. A splendidly tailored and perfect fitting suit. Sizes 29 to 33, \$10.00.

English Tweed Two-piece Suits in a handsome medium grey stripe pattern with black and fancy colored thread stripes interwoven: latest 3-button single-breasted sack model; pants bloomer style; watch pocket and keepers for belt. Sizes 27 to 34, \$7.50.

Imported Tweed Two-piece Bloomer Pant Suits—Fawn shade, showing a neat faint colored overcheck; 2-button double-breasted style; tailored in the very best manner and finished with A1 quality linings and trimmings; a very stylish suit, perfect fitting. Sizes 27 to 34, \$12.50.

Stylish Two-piece Suits for Extra Stout Boys—Made from a fine imported tweed in a rich mixed fawn ground with self and faint fancy colored stripes; 3-button double-breasted style; extra well tailored in every way, and finished with best quality linings and inter-linings; pants bloomer style, made extra large and roomy, with side straps and keepers for belt. Sizes to fit 11 to 17 years, \$8.00.

100 only, Men's Spring Weight Overcoats in black and dark Oxford grey, English cheviots and vicuna cloths, also in light and medium grey tweeds in neat stripe and herringbone weaves; single-breasted Chesterfield style, with well built shoulders and full broad chest effect: tailored in the best possible manner and finished with extra quality linings and trimmings. Sizes 35 to 44. Regular prices, \$12.00, \$12.50, \$13.50 and \$15.00. To clear Monday at \$9.95.

## Body Guard Underwear for Men

5,000 Garments of Men's "Body Guard" Brand Underwear; shirts and drawers. Simpson's "Body Guard" label on men's underwear means perfection in quality, fit and finish. The wool used in the manufacture is carefully selected by experts and made up by the leading manufacturers only of Great Britain and Canada; all sizes 34 to 44. Prices from 75c to \$1.50.

2,500 Garments of Boys' Natural Merino Underwear; shirts and drawers; long sleeves and ankle length drawers, neatly trimmed and finely finished. These will give hard wear and are most comfortable to the most sensitive skin. All sizes 22 to 32. Specially priced for quick selling, on Monday, at 33c each.

500 only Boys' Pure Wool Cashmere Jerseys-the kind the boys wear now, made with roll collar neck and single high neck, colors are navy with white, or red and grey, with red trimmings. All sizes, but mostly large sizes. Regular \$1.00 and \$1.25. To clear

### Caps for the Boys

Boys' Navy Blue Serge and Fancy Tweed Golf Shape Caps; well lined. Monday bargain, 8c.

Boys' Felt and Cloth Turban Hats; newest shapes, plain or combination leather crowns, colors navy, white, cardinal, brown and grey. Monday bargain, 45c.

Children's Tam O'Shanters, assorted colors and styles. Monday bargain, 10c.

### \$1.00 Alarm Clocks 65c

300 Nickel Alarm Clocks, 4-inch dial, beveled ease, extra loud alarm, lever to stop bell guaranteed reliable timekeepers. 1,000 yards fine Nainsook, 40 inches wide, free from dressing, for Summer clothing. Regular Regular value \$1.00. Monday, 65c.

### A Fifteen Dollar Tent Monday for \$11.95



Already thousands of people are planning their Summer outing, and many will require a tent to complete arrangements. Buy Monday and

This tent is of 8-oz. duck, thoroughly well made, double-sewn seams and every strain point reinforced. The size is 10 ft. x 12 ft., with 3 ft. walls; complete with guy ropes and the for inside ridge pole. (If preferred can supply for outside ridgepole,) Monday, each. \$11.95.

Poles and pegs, \$1.25 extra.

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