

The **SIMPSON** Company Limited
H. H. FUDGER, President.

Telephone Number
Main 7841

The **SIMPSON** Company Limited
PROBABILITIES: Easterly and southerly winds; local showers; but mostly fair.

H. H. FUDGER, President.

J. WOOD, Manager.

Store Opens 8 a.m.

Store Closes 5.30 p.m.

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Easterly and southerly winds; local showers; but mostly fair.

Friday, May 20, 1910

"What About the Holiday, Old Sport?"



EXCUSE us for breaking into colloquialism, but the holiday spirit calls forth natural exuberance.

The Men's Store wants you to look over these suits with the holiday in your mind. This store is at your service at 8 o'clock Saturday morning, and will remain so all day until 5.30 p.m. As the 24th of May will be observed on Tuesday, Saturday is the most favorable opportunity you have to pick out a nice new, seasonably joyous suit.

And this is the store!

Men's Soft Saxony-finished English Tweed Suits, in a dark olive green ground, with double self and double light thread alternate stripes, three-button single-breasted sacque style. Sizes 36 to 44. \$12.00.

Men's West of England Fancy Worsted Suits, all-wool material, diagonal weave, medium grey, with neat black stripes, showing faint colored thread, three-button single-breasted sacque style, slightly conforming to the figure, with dip fronts, excellently tailored and finished in every way. Sizes 36 to 44. \$18.00.

Men's English Worsted Suits, handsome dark grey pick and pick pattern; three-button single-breasted sacque style, slightly form fitting, with fine broad shoulders and full chest effect. Sizes 36 to 44. \$15.00.

Men's Extra Quality West of England Worsted Suits, in the handsome new grey tones, with neat fancy colored stripes, two-button single-breasted sacque style, fitting slightly to the figure, with close-fitting collars and long shapely lapels; tailored and finished equal to custom work. Sizes 36 to 42. \$20.00.

Young Men's and Youths' English Worsted Suits, in a rich fawn shade, with neat faint fancy colored stripes; cut in the popular three-button single-breasted sacque style, with long shapely lapels and dip front; tailored and finished in A1 style. Sizes 33 to 35. \$13.50.

HOLIDAY CLOTHING FOR BOYS.

Boys' English Tweed Three-piece Suits, in a medium mixed grey ground, with neat self and fancy colored stripes, cut in the favorite double-breasted style, splendidly tailored. Sizes 28 to 33. \$7.00.

Boys' Imported English Fancy Worsted Two-piece Suits, in the handsome new grey tones, with self and fancy colored stripes, cut in double-breasted style, slightly form fitting; pants bloomer style; made full and roomy; a perfect fitting suit for a boy. Sizes 26 to 33. \$8.50.

Boys' Strong Durable Tweed Two-piece Suits, in a dark green ground, with self and fancy light thread stripes; cut in double-breasted style, with belt; pants bloomer style, finished with loops for belt. Sizes 25 to 28, \$4.50; sizes 29 to 32, \$5.00.

Suits and Dresses for the "24th" at Simpson's

THE First Holiday of the summer season calls imperatively for new costumes better fitting the spirit of the occasion and the fashions thereof. It should hardly be necessary to assure you of our readiness in every section of this great costume department, of our eagerness to please you, and of facilities for doing so.

Let us call your attention to opportunities that will present themselves to the early shoppers in this department Saturday morning.

WOMEN'S \$15.00 SUITS, \$9.75.

65 only Women's Smart Suits, of fine wool French serge, close-fitting coat, lined with fancy brocade, new style collar, trimmed with braid, cuffs trimmed to match collar, skirt is tight-fitting over hips and pleated with deep side pleats to bottom of skirt; comes in grey, navy, green, black and amethyst; these are regular \$15.00 values. Saturday selling, only \$9.75.

WOMEN'S CLOTH DRESSES, REGULAR \$12.75, \$11.75 AND \$10.75, FOR \$6.79.

Women's Cloth Dresses, of striped worsteds, diagonal serges and French serges, in a variety of the most up-to-date and popular styles; yoke and collar are of fancy lace, silk or braided; waists are trimmed with braid or else plain tailored; skirts are pleated and

trimmed to match waists, these sold regularly at \$12.75, \$11.75 and \$10.75. Specially marked for Saturday's selling, only \$6.79.

No phone or mail orders filled.

WOMEN'S \$6.50 SUMMER DRESSES FOR \$1.49.

The clearance of oddments and broken lines of our best selling styles in Women's Summer Dresses; these are in one or two-piece styles, some having yoke and collar of lace, others with strappings of self and buttons; materials are mulls, muslins, linens and other seasonable fabrics; colors in the lot are pink, sky, mauve, white and grey; only 85 dresses; these sold regularly at \$8.50, \$6.50 and \$4.50. Saturday's price, \$1.49.

Cannot accept phone or mail orders.

WOMEN'S \$23.50 COATS FOR \$14.75.

A little lot of Women's Long Coats, suitable for travelling or steamer coats; the material is a splendid quality all-wool serge, in indigo, grey, green, tan or black; in a smart semi-fitting style, with long roll collar, trimmed with Persian trimmings on collar and cuffs, lined throughout with silk serge; these sold regularly at \$23.50. Saturday special, \$14.75.

WOMEN'S \$5.00 SKIRTS, \$2.95.

Sale of Women's Separate Skirts, in a number of smart styles, some with yoke effects; all are pleated, and trimmed either with strappings or buttons; materials and colors are diagonal serges, in navy or green, imported Panamas in navy only, and good quality voiles in black only. Regular selling prices were \$5.00 and \$6.50. Saturday, \$2.95.

"S. H. & M." Underskirts and Sacques

THIS famous brand suggests at once the most up-to-date style. As you know, the firm concerned has been unfortunate—but not through the fault of their goods. The skirts and sacques we offer so cheaply Saturday were made up from fresh, new silk only a few weeks ago.

\$7.50 TAFFETA UNDERSKIRTS \$3.95.

180 Women's Underskirts, of finest quality heavy, rustling taffeta silk; black, browns, navys, greens, rose and Copenhagen, in a variety of new styles; some are made with accordion pleating, others with deep sectional flounces and taffeta underlays; all lengths. Regular \$6.00 and \$7.50. Saturday, \$3.95.

\$7.00 SILK SACQUES \$3.95.

30 only Women's Dressing Sacques, of pongee silk, beautiful Oriental patterns, navy, cardinal, rose, green and tan; shirred yoke, fronts and cuffs edged with silk ribbon. Regular \$7.00. Saturday \$3.95.



Hammocks, Lawn Mowers and Screen Doors

How can a man put in the 24th better than doing the little jobs his wife wants done about the garden and the house generally to get it into shape for summer!

Hammocks, 200 only, close canvas weave, in handsome stripe effects, with pillow and valance. \$1.50 value. Saturday 98c.

100 only "Special" Hammocks, elegant designs, with pillow and valance. \$2.50 value. Saturday for \$1.98.

Lawn Croquet Sets, each set in wood box, four-ball sets. Saturday 75c. 98c, \$1.15 and \$1.60; six-ball sets, Saturday 98c, \$1.20, \$1.40 and \$2.00; eight-ball sets. Saturday \$1.45, \$1.80 and \$2.00.

Lawn Mowers, the Daisy Mower, has three steel blades, 7-inch drive wheel; 12-inch, Saturday \$2.75; 14-inch, Saturday \$3.25; 16-inch, Saturday \$3.75.

The "Star" Mower, has three tempered steel blades, 9-inch open drive wheel; 12-inch, Saturday \$3.75; 14-inch, Saturday \$4.25; 16-inch, Saturday \$4.75.

Garden Hose, guaranteed 3-ply hose, in 50 ft. lengths, 1/2-inch size, complete with nozzle and coupling, Saturday \$3.69; 3/4-inch size, complete, Saturday \$4.29.

Screen Doors, well made, neatly grained, complete with fittings. Sizes 2 ft. 6 in. x 6 ft. 6 in., 2 ft. 8 in. x 6 ft. 8 in., 2 ft. 10 in. x 6 ft. 10 in., 3 ft. x 7 ft., Saturday 90c and \$1.15. Varied doors, Saturday \$1.40, \$1.50, \$1.65 and \$1.90.

Window Screens, Saturday 15c, 17c, 19c, 23c, 25c, 28c, 45c, 50c and 55c.

Hanging Baskets for the 24th

Hanging Baskets, large size, well filled, each 35c.

Cobra Scandens, each 15c, 2 for 25c.

Pansies, per box, 20c and \$1.10.

Geraniums, per dozen, 60c, \$1.20 and \$1.50.

Silver Geraniums and Colons, per dozen, 50c.

Saturday's Market Day Groceries

2000 lbs. Fresh Creamery Butter, White Clover Brand, per lb. 20c.

Toasted Corn Flakes, 3 packages 25c.

Baker's Cocoa, 1/2-lb. tin 22c.

Loaf Sugar, 4 lbs. 25c.

Canned Fruit, in quart gem jar, Raspberries, Plums and Pineapple, quart gem jar 28c.

Imported French Peas, 2 tins 25c.

Rich Red Salmon, Regal Brand, regular 20c, per tin 17c.

Clark's Pork and Beans, in Chili sauce, large tin 10c.

Finest Canned Tomatoes, 3 tins 25c.

Pure White Clover honey, per section 24c.

Fancy Mixed Biscuit, 2 lbs. 25c.

Fancy California Navel Oranges, large size, per dozen 88c.

Telephone direct to department.

35c ASSAM TEA, 28c.

300 lbs. Fine, Rich, Full-Bodied Assam Tea, a 35c tea anywhere. Saturday, per lb. 28c.

Holiday Toggery for Men

OUR stock of Outing Shirts, Jerseys, Sweater Coats, Holiday Neckwear, etc., is second to none. Make out your list. Come if possible—Phone if you can't.

OUTING SHIRTS.

300 Men's \$1.00 and \$1.25 Striped Cashmerette Outing Shirts, in a splendid variety of colors; reversible collars. Sizes 14 to 18. Special, Saturday, 87c.

300 Men's White Cellular Outing Shirts, made with reversible collars attached. Sizes 14 to 18. Dollar quality. Each, Saturday, 87c.

400 Men's 75c White Duck Cricket Shirts, reversible collars, etc.; they match those white duck trousers, too. Sizes 14 to 18. Reduced to, each, Saturday, 63c.

OUTING SHIRTS FOR BOYS.

450 Boys' English Cashmerette Outing Shirts, made with reversible collars and pockets;

the kind that sells everywhere at 75c each, sizes 12 to 14. Each, Saturday, 43c.

360 Boys' 75c White Cellular Outing Shirts, very popular with the boys; reversible collars, etc. Sizes 12 to 14. The best value we have ever offered for boys. Each, Saturday, 43c.

200 only Boys' White Duck Cricket Shirts; the kind that wear well, wash well, and match those white duck trousers, too. Usually sold at 75c each. Saturday, 59c.

ALL-WOOL SWEATER COATS.

300 only All-wool Sweater Coats, in sizes to fit both boys and men; colors grey trimmed red or navy, and navy trimmed red, the first 300 customers will profit. Each, Saturday, 98c.

A New Hat for the Holiday

Men's Derby Hats, in a varied and most complete range of the very newest and most popular 1910 styles from leading English and American makers, fine grades fur felt, at \$1.50, \$2.00, \$2.50 and \$3.75.

Men's and Youths' Soft Hats, in greys, drabs, silver greys, pearl greys, slates, fawn, brown colors, also black, in newest spring and summer shapes. Saturday, special, \$2.00.

Black Cashmere Socks

Men's Fine Ribbed Black English Cashmere Socks, seamless feet, medium weight, double heel and toe; all sizes; extra quality. 3 pairs 50c; per pair, 18c

Store Closed All To-Day, Friday, in Deference to the Royal Funeral