

H. H. FUDGER,
President.
J. WOOD,
Manager.

Store Opens 8 a. m.
Closes 5.30 p. m.

THE

SIMPSON

COMPANY LIMITED

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PROBABILITIES
Strong winds; cool;
light sleet or rain.

SATURDAY,
APRIL 3rd, 1909.

8,000 Yards 25c to 35c Jap Matting, 14c Yard

WE SELL the same goods exactly at 25c and 35c a yard. The jobber who cleared it to us had, to use a graphic expression, "bitten off just a little more than he could chew" of this particular line. They are desirable qualities, in the best selling designs—you can save one-half. Think of your summer cottage.

8,000 yards of Fine Japanese Matting in carpet designs, various coloring. New goods made of selected straw and finest cotton warp. Regular 25c to 35c. Monday per yard

14c

Continuation of the Style Exposition in the New Cloak Department

WE SHALL have on view Monday morning some new costumes and Coats from leading designers in New York. These will form an additional attraction to the galaxy of Spring fashion on view to-day. Chosen for their refinement and good taste these models will add to the reputation of this store.

We offer the following economic attractions on Monday also:—

HANDSOME TAILORED SUIT FOR

Copied from Late New York Model.

It is made of fine quality imported Panama. It has a long pointed coat, with semi-fitting back, and lined with rich mercedized satin, deep vents and trimmed with satin. The full flare skirt is trimmed with buttons to match the coat. Monday .. 16.50

EUROPEAN DUST COATS, \$12.50.

Towards the end of last summer these very styles were shown in the most exclusive salons of the fashion centres of Europe. These coats are copies of these famous models, and have just come to hand. They are in pale champagne, grey, pale gold dust, light fawn, light tan, and other new colors. The materials are of new weaves, similar to Panama in lightness and durability. Others are in silk, linen finished cloths. The collars and lapels are exceptionally smart, and trimmed and touched with contrasting tones of color. The rounded, tailored and directive lapels are all in evi-

dence, and every coat is thoroughly tailored and cut very full. With the light princess dresses a coat of this description is absolutely necessary. Every style and color. One .. 12.50

SUMMER 2-PIECE WASH SUITS FOR

LADIES AND MISSES, \$4.95.

Regular Values \$6.50, \$7.50, \$8.50.

This is a collection of samples, all new spring styles, grey and white, fawn and white striped, pink, sky, white chambrays, sky poplins, and natural linens, both plain and striped, navy, white or black stripes. Medium and long coats, princess styles and jumper dresses, both plain, tailored and trimmed with straps and buttons. We offer the entire collection .. 4.95

CHILDREN'S RICH VELVET COATS

FOR \$3.95.

Smartly tailored Children's Coats, made of rich velvet, in grey, navy, fawn and green, lined throughout with imported mercedized satin, in contrasting colors; turned back cuffs, and

the collar is smartly trimmed with braid; large pearl buttons. 3.95

DAINTY ENGLISH WAISTS.

Waist of fine quality mull, yoke effect, back, and front of solid tucking, V shaped, and finished with heavy guipure medallion, dainty, high pointed collar, and long sleeves, trimmed with tucking and rows of insertion. Special price .. 1.50

Exceptional value .. 1.50

Waist of fine imported mull, pink, sky or white, clusters of small and wide tucks back and front, pretty designed yoke, and collar of Val. insertion, and Swiss embroidery, new long sleeve, finished with tucking and rows of insertion. Special price .. 1.95

Imported model of white organdie, front of all-over fine embroidery, yoke of solid tucking, entire front beautifully trimmed with baby Irish insertion, tucked collar and long sleeves, finished with dainty pleating. Special .. 2.50

4,000 Yards of Fashionable 75c, 85c and \$1 Silks, on Sale Monday at 59c a yd.

OUR new Silk Department is the realization of an ideal held resolutely before us for 25 years. We have made preparation this season to show the finest collection of silks in this country, in the finest department. Without question the most worth for the money expended per yard on reliable silk is procured in this store. The world-famous manufacturers of Europe combine to form this superb stock, and every piece is selected, compared, chosen and inspected personally by our representative.

These silks selling at 59c on Monday are Simpson qualities. Quality for quality, they are unapproachable for value at the regular selling prices. We offer them at 59c a yard.

New fashionable Silks direct from France, Italy and Switzerland. Satin, Messaline, Satin Faille, Satin de Chine, Satin Liberty, suitable for street and house wear. Handsome three-tone effects in stripes, in amethyst, rose, peacock, etc. Smart effects in reseda, gunmetal, browns, rose, navy, etc. in fine hairline stripes. Rich, soft silks, with brilliant, lustrous finish. Plain silks, in all the fashionable shades of amethyst, taupe, wistaria, reseda, fawn, rose, coral, sky, pink, navy, browns, greens, etc. also ivory, cream and black. Handsome qualities that sell regularly at 75c, 85c and \$1.00. On sale Monday 59c.

Dress Goods

You can have no idea of the inexhaustible variety of shades, weaves and styles that is represented in our One Dollar Dress Fabrics and Suitings, until you have seen the great display we are making of these goods.

There are fabrics for gowns for all occasions, light sheer materials for evening wear, medium and heavy goods for street, house and carriage dresses, and tailored suits. The particular advantages of each fabric will be pointed out to you by experienced men. Let us show you these goods.

We can here only just call your attention to a few such as our "Princesses" broadcloths, in rich chiffon, Sedan and paoon finish, satin "Directoire," satin "Soliel," satin "Cottile," satin "Otto-mans," "Rayon" satin stripe, "Ombre" satin stripes, in every conceivable shade and tone. Smart "Worsted Suitings," in self and two-tone stripe effects. Large range of new season's shades and color combinations. Black Dress Goods and Suitings, in guaranteed qualities. Voiles, English Serges and Cheviots, Panamas, Poplins, Stripe Worsteds and Venetians, San Toys, Worsteds and Broadcloths. One Dollar per yard.

CHECK TWEEDS.

To meet the great demand for Check Tweeds we are showing every size block and shepherd check, in navy and white, brown and white, and black and white. These goods make stylish suits, and are particularly useful for misses' and children's dresses. Perfectly fast in color, and wash well; 44 and 46 inches wide, 65c and 75c.

The New Wash Goods Department

WITH double the space we can do ourselves justice this year. You must see our Spring Muslins!

New Pongee Washing Silk Mull, a new material for summer dresses, almost all silk, but will wash; dainty design of stripe and dot combination, in the following lovely shades: Sky, pink, old rose, pale blue, amethyst, mulberry, cream, maize, apricot, peach, grey, mouse, brown, navy and black. They have all the appearance of an all silk material at double the price. Special 50c.

MONDAY BASEMENT SALE

Genuine Weisbach Burners, with red, green or blue tinted globe, complete with double wire mantle, reg. \$1.00, Monday .. 79

Lindsay Burners, complete with white globe and mantle, reg. 75c, Monday .. 59

Lindsay Inverted Burners, complete with plain frosted or etched globe, reg. \$1.50, Monday .. 98

White Q Globes, Monday two for .. 25

Special Upright and Inverted Mantles, Monday 3 for .. 25

Bathroom Fittings, nickel-plated, consisting of towel bars, tumbler holders, toothbrush holders, toilet paper rollers, etc. Monday, each .. 10

Cotton-covered Colored Gas Tubing, complete with rubber ends, 3-ft. to 14-ft. lengths. Per foot, Monday .. 5

Classic Two-burner Gas Plates, Japanese Nickel Plated, Monday .. 1.59

Two Gas Ovens, asbestos lined, Monday .. 1.19

Scales, complete with tin scoop and inspection certificate. 4-lb. Monday .. 39 10-lb. Monday .. 44 20-lb. Monday .. 49

Rimlocks, with malleable iron key and white porcelain knob, Monday .. 19

Classic Junior Gas Ranges, one of the most economical and perfect baking gas ranges manufactured; has drilled burners, which can easily be taken apart and cleaned; oven door has cast-iron frame and balanced spring hinges; has small simmering burner, nickel-plated supply pipes and taps. Priced for Monday as follows:

2-burner size, Monday .. 10.00

3-burner size, Monday .. 12.00

2-burner size, with broiler, Monday .. 14.00

4-burner size, without broiler, Monday .. 18.00

4-burner size, with broiler, Monday .. 16.00

An assortment of odd lines of Metal and Silver Polishers, ranging in price up to 85c, Monday .. 10

Enamel Rice Boilers, three-coated ware, 3 pints (inside boiler), Monday 45c, 5 pints (inside boiler), Monday .. 65

Enamel Pudding Pans, 6 quarts, Monday .. 19

Corn Brooms, regular 30c, Monday .. 25

Clothes Line Wire (galvanized), 50-foot length, 1 1/2" length .. 29

Common Clothes Pins, package of six dozen .. 10

White Enamel Toilet Rins, 10 and 12 quart sizes, good value, Monday .. 69

Step Ladders, strong and well made, 4-ft. size, Monday .. 49

4-ft. size, Monday .. 39

5-ft. size, Monday .. 49

7-ft. size, Monday .. 79

Shovel Sifters, wood ends, metallic mesh, Monday .. 15

Range Kettle, 2 quarts, Monday, special .. 13

Range Kettle, 4 quarts, Monday, special .. 13

Range Kettle, 6 quarts, Monday, special .. 13

Range Kettle, 8 quarts, Monday, special .. 13

Range Kettle, 10 quarts, Monday, special .. 13

Range Kettle, 12 quarts, Monday, special .. 13

Range Kettle, 14 quarts, Monday, special .. 13

Range Kettle, 16 quarts, Monday, special .. 13

Range Kettle, 18 quarts, Monday, special .. 13

Range Kettle, 20 quarts, Monday, special .. 13

Range Kettle, 22 quarts, Monday, special .. 13

Range Kettle, 24 quarts, Monday, special .. 13

Range Kettle, 26 quarts, Monday, special .. 13

Range Kettle, 28 quarts, Monday, special .. 13

Range Kettle, 30 quarts, Monday, special .. 13

Range Kettle, 32 quarts, Monday, special .. 13

Range Kettle, 34 quarts, Monday, special .. 13

Range Kettle, 36 quarts, Monday, special .. 13

Range Kettle, 38 quarts, Monday, special .. 13

Range Kettle, 40 quarts, Monday, special .. 13

New York Gowns at \$3.95

Charming New York Lounging Gowns, of fine lawn, in bordered designs of blues, greys and fawns, cut very full, with very pointed collar, trimmed with silk ribbon and lace with the latest full short sleeve, \$3.95. (Third Floor, New Section.)

\$4.50 Petticoats for \$2.95

Petticoats of lustrous quality silk moirette, in self satin stripes, wines, greens and fawns, in plain colors, black and purple and black and white, in plaids; made full with deep flounces of rows of pin tucking and fancy headings; some finished with velvet bindings. Regular \$4.50 skirts, for \$2.95 on Monday.

For Wash Day

Pela Naphtha Soap, per bar, 5c.

Sunlight Soap, 6 bars, 25c.

Comfort, Eclipse or Victor Soap, per bar, 4c.

Surprise Soap, 6 bars, 25c.

Heather Brand Soap, 6 bars, 25c.

Naptha Soap, 6 bars, 25c.

Simpson's Big Bar Laundry Soap, per bar, 16c.

Pearline, 1-lb. package, 11c.

Old Dutch Cleanser, regular 10c, 3 packages, 25c.

Kilchen Sapoline, per cake, 8c.

Powdered Ammonia, large package, 5c.

Naptha Powder, 1-lb. package, 5c.

Canada White Laundry Starch, 1-lb. package, 7c.

Royal Blue, 2 packages, 7c.

Dingman's Lye, per tin, 7c.

Gold Dust Washing Powder, large package, 22c.

Kleanline, 3 packages, 25c.

Bon Ami Soap, per cake, 12c.

5 LBS. PURE CELONA TEA, \$1.05.

How does it happen that the real value in tea comes from "Simpson's bleeding"? Monday, 500 lbs., black or mixed, 5 lbs., \$1.05.

CHINAWARE.

Highest Grade English Semi-porcelain Dinner Sets, gold clover leaf decoration, embossed scalloped edges, gold traced.

91 pieces, regular \$10.00, Monday .. 5.75

120 pieces, regular \$11.00, Monday .. 8.90

German China Dinner Sets of 91-piece composition. The decoration is clusters of pink roses and leaf tracery on pure white china. Each set contains a complete dinner and tea service, including the new coupe soup plates and kumblers, tea cups and saucers, and handles and edges gold traced. Regular \$17.50, Monday .. 9.95

Austrian China Tea Plates, clover leaf decoration, regular \$1.10, Monday .. 39

French China Bread and Butter Plates, with rose or carnation decoration; regular \$2.00, Monday .. 1.50

German China Cupboards, pink floral decoration, regular 25c, Monday .. 19

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GLASSWARE.

Lemonade Sets, comprising large jug and six tumblers, ruby or green, regular \$1.00, Monday, set .. 59

Tumblers, bell shape, 4 .. 25

Span Wine Glasses, 25c .. 25

Berry Bowls, press cut pattern, regular up to 30c, Monday, each .. 10

Medium size Stand Lamps, complete, reg. 40c, 25c .. 25

Gas Brackets, rope pattern—Stiff, 25c; single swing, 35c; double swing, 55c; and six tumblers, ruby or green, regular \$1.00, Monday, set .. 59

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