

The SIMPSON Company Limited

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager

PROBS.—Woolly fair, but unsettled, with local thunderstorms.

The SIMPSON Company Limited



To-Day's Important Sales

AT THE SIMPSON STORE

Victoria Day is Canada's first real Summer Holiday, and to-day, in preparation for it the store "lays itself out," as the saying goes, to supply you with everything needed, not only for the first, but for the many Summer Holidays to come. For example, look at the following list of things for men.

Everything From Silk Hats to Outing Shirts

is ready for your inspection in our Men's Store to-day. Whether you are planning a formal or informal holiday, you will find your requirements anticipated in the provision made here to-day.

Suits

150 Men's Suits, the very best ready-to-wear garments; broken lines and odd sizes of our regular stock, and a few straight lines that were late in delivery; materials are West of England worsteds and English and Scotch tweeds; latest two and three-button single-breasted sack models, tailored in the very best manner; sizes 34 to 44. Regular \$15.00, \$16.50, \$18.00 and \$20.00. Tuesday at 12.95

Men's Automobile Waterproof Coats

English Paramatta Waterproof Coats, fawn shade, single texture; material particularly suitable for warm weather and thoroughly rainproof; single-breasted style, with Raglan shoulders, slash pockets and wind straps on sleeves; sizes 36 to 46 10.50

White Flannels

Men's Tennis, Cricket or Outing Coats—White English Flannel Coats, thoroughly shrunk, single-breasted sack style, with patch pockets; nicely tailored and perfect fitting; sizes 35 to 44 4.50

To-day's Shoe Sale For Men and Women

6500 pairs of Shoes will be offered to-day at about half price. Our ready cash brings another fine stock of Shoes to this department at a price that is the despair of competitors. Read these detailed descriptions. We cannot fill mail or phone orders.

750 pairs Misses' and Children's Black Velvet Ankle-Strap Pumps, dainty little velvet bows on new short pumps, flexible leather sole, low leather heel, college style toe; all sizes 11 to 2, 8 to 10 1/2 and 3 to 7 1/2. Regular prices \$1.25, \$1.50, \$1.75 and \$2.00. Tuesday, all one price, .69

900 pairs Misses', Children's and Infants' Oxfords, Pumps and Slippers, tan calf, vici kid, patent colt and chocolate kid leathers, ankle strap, Blucher, tie and button styles, spring and low heels; all sizes 11 to 2, 8 to 10 1/2, 3 to 7 1/2, and 2 to 5. Regular prices \$1.00, \$1.25, \$1.50 and \$1.75. Tuesday69

1000 pairs Men's Oxfords, made from vici kid, tan calf, velours calf and patent colt leathers, Blucher style, Goodyear welt soles, broad, medium and pointed toes; all sizes 5 to 11. Regular prices \$3.50 to \$5.00. Tuesday, all one price 2.49

1000 pairs Misses', Children's and Infants' Boots, Blucher, lace and button styles, dongola kid, patent colt and vici kid leathers; spring and low heels; all sizes 11 to 2, 8 to 10 1/2, and 3 to 7 1/2. Regular prices \$1.00, \$1.25 and \$1.50. Tuesday69

Cushion Forms

Most essential to the comforts of summer cottage, boat or hammock; five sizes only, all well made, filling of best grade Russian down, casing of fine white cambric.

Size 18 x 18 inches, worth 35c. Tuesday 20
Size 20 x 20 inches, worth 55c. Tuesday 36
Size 22 x 22 inches, worth 55c. Tuesday 44
Size 24 x 24 inches, worth 65c. Tuesday 54
Size 26 x 26 inches, worth 75c. Tuesday 64

REMNANTS HALF-PRICE AND LESS.

Many fabrics included in this remnant sale—velours, Monk's cloth, serges, tapestries, Egyptian cloth, serges, etc., lengths 3 to 3 yards; suitable for cushion covers, single portiere curtains, etc. An excellent buy. Tuesday at half-price and less.

Two Interesting Hosiery Items

35c MEN'S SOCKS, 3 PAIRS 55c.

Men's Fine Imported Lisle Thread Socks. The lot consists of manufacturers' samples and broken lines from regular stock in all the newest colorings, stripes, checks and plain, double spliced heel, toe and sole; all sizes. Regular 25c, 35c. On sale Tuesday, pair 19c; 3 pairs 55

WOMEN'S SILK HOSE.

Women's Fine Imported Silk Stockings, pure thread silk, double spliced heel, toe and sole, gauze weight; black, tan and all the newest colorings for summer, deep garter top; all sizes. Regular \$1.50. On sale Tuesday, pair, 1.00

Bedroom Wall Papers

(Fifth Floor).

The prettiest and coolest effects in Bedroom Wall Decorations, 1911 style, in plain linen, trash chintz or light cloth effects, in grey, yellow, tan, green, blue, pink, to be used with plain mouldings, frieze or cut-out effects. Paper, per roll, 15c, 25c, 35c, 50c and 75c cut. Decoration, per yard, 3c, 5c, 10c, 15c, 25c.

Tuesday Special

4750 rolls Bedroom and Sitting-Room Paper, in assorted light and medium colorings: Regular to 15c, Tuesday 7c; regular to 25c, Tuesday 11c; regular to 35c, Tuesday 17c; regular to 50c, Tuesday 20c.



Important Sale of Travelling Goods To-Day

"Two bags and a rug, Sir?" asked the porter. "Yes! Yes!" replied the excited traveller, "two rugs and a bag!" But there's no need of getting to this state of excitement about a simple little journey if you exercise some foresight to-day. Any time to-day you may buy a fine rug in the Linens and Staples Department, Second Floor, for \$2.75. But if you want a Bag, a Suit Case or a Trunk at the prices quoted, you should be on our Top Floor as near 8 a.m. as possible—and you'll be outfitted for your journey at less cost than ever before. Read the following interesting particulars:

230 PIECES OF TRAVELLING GOODS AT A GREAT SAVING.

100 Matting Cases, leather bound, with outside straps. Regular selling up to \$3.60. Tuesday's clearing price 1.95

50 Brownie Suit Cases, with leather corners, linen lined, leather handle. Regular \$1.35. Tuesday85

25 Cowhide Suit Cases, a few with outside straps, linen lined, with pocket. Regular \$6.10. Tuesday 3.95

25 Steamer and Tourist Trunks, outside straps, fibre bound. Regular \$4.75. Tuesday 3.95

30 Club Bags, high-grade goods, slightly shopworn, an exceptional "snap." Regular \$9.20 and \$10.00. Tuesday, to clear 5.95

Ready this morning, 8 o'clock, Top Floor.

And Here Are the Rugs

As well as other useful items from the Department of Linens and Staples:

Fine British-Made Steamer Rugs, \$2.75 Each—Large assortment of very pretty plaids, fringed ends, satin finish, reversible, 60x70 inches; a rug made to stand all kinds of rough usage; selling in Blanket Section, Second Floor. Tuesday, each 2.75

700 pairs Turkish Bath Towels at 48c Pair—Great large heavy Turkish Bath Towels, some all white, some striped, some fancy weave, fringe or hemmed ends, finishes suitable for ladies, men or the little folks. Special space, special salespeople. Your choice, Tuesday, per pair 48

200 pairs Hemmed Sheets \$1.25 Pair—We bought the sheeting in England at a very low price, and we have had it made up into sheets ready to use, torn sizes, hemmed with standard hems, 2x2 1/2 yards, full bleached. Per pair, Tuesday 1.25

150 Beautiful Damask Table Cloths, \$2.00—2x2 1/2 yards, every thread linen, very handsome bordered designs, full satin damask and perfectly bleached, fine weave, but good, durable, heavy makes; cloths of exceptional merit. Tuesday, clearing, each 2.00

(Second Floor)

Ready With the Salute

Though the old dress parades of the "Queen's Birthday" are things of the past, the patriotic spirit of the day is perpetuated in the hundreds of flags that salute the morn. Will your house be ready with its salute to-morrow? We have a fine stock of imported Union Jacks and Ensigns for you to choose from.

Dominion Ensigns, 1 to 6 yards, made of all-wool English bunting 1.00 to 18.00

Union Jacks, made of all-wool English bunting, 1 yard to 3 yards. Each75 to 4.00

1000 Cotton Flags, printed in fast colors, size 16 x 29 inches. Regular 15c. Tuesday, each9

Going Camping? Here's Your Tent

And it's worth half as much again as we are asking to-day. A Fifteen-Dollar Tent for \$9.95.

50 only 10x12-foot White Duck Tents, 8 ounce tops, special weight sides, 3 foot wall, complete with guy ropes. Tuesday 9.95
No phone or mail orders.

Great Values In China

3 only High-Grade French Limoges Dinner Sets, of 102 piece composition, with rich crimson band and gold lace band decoration. Regular \$200.00. Tuesday 79.00

15 only 97-piece Dinner Sets, in best English semi-porcelain ware, choice of four beautiful designs. Regularly selling at \$16.50 and \$18.00. Tuesday, special 10.00

Toilet Sets, of 10 pieces, full sized, with natural color floral decorations, roll brim basins. Regular \$4.25. Tuesday 2.98

300 Jardinieres, Pie Plates, Bakers and odd pieces in cooking ware. Regular 25c. Tuesday, to clear 10

Cream and Sugar Sets, in neat cut glass design, of American pressed glassware. Regular 50c. Tuesday, per set 35

Sherbet Cups, in clear pressed glass. Regular 75c dozen. Tuesday, each5

149 Cake and Rail Plates, in genuine Royal Doulton ware, in handsome decorations. Regular value \$1.25. Tuesday39

200 Baby Plates, of strong English make. Tuesday, to clear21

25 only Richly Decorated Vases, in Rubian art ware, in hand-painted old English scenery. Worth \$10.00. Tuesday 2.98

19 only Richly Cut Berry Bowls, size 8 in., in new star cutting, sparkling cut glass ware. Regular \$5.00. Tuesday's special 2.98

Alarm Clocks 39c

400 Nickel Alarm Clocks, 4-inch dials, loud clear alarm, lever attachment to stop bell, guaranteed time-keepers. Tuesday, special 39

Rogers' Silver-plated Tea Spoons, neat floral pattern handles. Regular value \$2.00 dozen. Tuesday, each 10

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