

The **SIMPSON** Company Limited  
Telephone Number Main 7841

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H. H. FUDGER, President.

J. WOOD, Manager.

Store opens 8 a.m.

Store closes 5.30 p.m.

PROBABILITIES: Moderate westerly and northwesterly winds; local showers, but most fair.

Wednesday, May 25, 1910.

### Printed Drapery Fabrics

**PRINTED** Fabrics have become immensely popular for furniture coverings, Summer curtains, and so forth. There are so many different ways in which they can be utilized. New effects have been coming out lately, and this store has a splendid showing. We have always had a weakness for chintzy fabrics, and many is the room we have designed for customers just to prove that our enthusiasm for these goods was well founded.

Our extensive showing has been recently augmented by a shipment of reproductions of antique designs, some of them rare and historic, and by new English chintzes. No class of decorative fabrics give more effect and better service for the small amount of money involved.

English and French Printed Cotton Cretonnes and Taffetas, 50 in. wide, self and multi-colored, in various patterns, including bird, floral and vine designs, exclusively ours for Toronto. Per yard 75c to \$2.50. English Chintzes, 30 in. wide,

in new and by far the most effective designs and colorings yet produced, in medium priced printed fabrics; the antiques are wonderfully good reproductions of some several masterpieces of old block printing. Per yard 35c and 50c.

### 18c to 25c Japanese Matting 11c

**SUMMER** cottagers, ahoy! Matting—Jap matting down to half—most—that is—half price.

Want some? 4,000 yards of it, but how long will it last? Come early.

4,000 yards of Japanese Matting, new goods, excellent designs, well woven, of fine straw, thoroughly dyed. You will likely pay 18c to 25c elsewhere for the same quality. Thursday, per yard 11c

### "Reed Craft" Furniture for Summer

We Serve Rooms, Verandahs, Conservatories, Balconies, Summer Living Rooms, Summer Houses, Country Clubs, Tourist Hotels.

**THIS** Store holds the sole right of sale for Reed Craft Furniture, and we are proud of the distinction. Artistic in design, tasteful in coverings, superior in every way, Reed Craft Furniture strikes us as just what tasteful people might be expected to like.

This furniture is made in Canada from designs based upon the best reed furniture in use in England and in India. The cushion covers are made of Bungalow Cloth, and the patterns are of Indian design, in absolutely fast colors.

Settees, of exceptionally handsome design, strongly made of the best quality of reed. Inside length of seat 60 inches. Back and seat cushioned. Price \$33.00.

Reed Rocking Chair, of good design, loose cushion seat. Price \$9.25.

Reed Rocking Chair, of arts and craft style. Price \$13.75.

Reed Arm Chair, original in design, comfortable and well made. Price \$13.75.

Reed Arm Wing Chair, made of the best quality of reed, strong, well made and comfortable; seat and back cushioned. Price \$13.50.

Reed Arm Chair, of extremely neat design, and strongly made, cushion both back and seat. Price \$11.25.

### Wall Papers at Reduced Prices

**AMONG** these clearing lots are doubtless designs and colors to suit you exactly.

Over a dozen lines of Imported Papers, velours, "flats," silks and cork effects, for parlors, dining rooms, dens, bedrooms.

Parlor Papers. Regular to 75c. Thursday 31c.  
Dining Room and Parlor Papers. Regular to 50c. Thursday 24c.

Bedroom and Parlor Effects. Regular to 25c. Thursday 11c.  
950 yards Burlaps, dyed red, green and brown. Regular to 30c. Thursday 23c.

5,000 feet White and Imitation Oak Room Moulding. Regular to 2 1/2c. Thursday 1 1/2c.  
300 feet Plate Rail, 2 1/2 inch. Regular to 10c. Thursday 7c.

### Don't Disappoint the Bride

**SEE** that she gets her fair share of silverware. Every girl treasures her wedding silver as long as she lives. Silverware seems essentially suitable for presentation purposes. It is useful and permanently handsome.

Our Silverware Department is at your service. There is plenty of rich choosing here this spring and, as you know, our prices for the very best of silverware are based on common sense. So you may either save the extra expense, or give a more handsome present than you thought.

#### Some Silver Suggestions

Tea Sets, four or five pieces, \$30.00, \$25.00, \$22.50, \$18.50.  
Trays or Waiters, \$13.00, \$20.00.  
Salad Bowls, \$12.00, \$10.00, \$5.75, \$5.95.

Bake Dishes, \$10.50, \$9.50, \$8.00, \$7.00, \$6.00.  
Candelabra, 3, 4 and 5-light, \$13.00, \$10.75, \$9.00, \$8.00, \$6.00.  
Fern Pots, \$6.00, \$5.00, \$3.50.  
Pearl Handle Dessert Sets, \$20.00, \$13.50, \$10.00.



### Don't You Want Wash Goods Right Away?

**THAT** is a live question, and we are going to presume that the answer is: "Yes, we certainly do." Well, then, come and choose Our Mislain Department has a feast of fabrics here ready for you at reduced prices. Never mind why. We have good reasons for our own. We shan't lose by it, and neither will those who take advantage of the opportunities we are providing.

Keep in touch with the Simpson Wash Goods Department this week. Good news is to be expected any day.

Simpson's Special 36-inch Nainsook; all our customers know this beautiful cloth; it is absolutely pure, and is of a fine, round thread; free from all blemishes and impurities; just right for ladies' and children's wear. Regularly 15c. For one day only 10c.

White Victoria Lawn, the best quality made, 38 inches wide; just right for nurses' dresses, caps and aprons. Regularly 30c. To-morrow 20c.

Anderson's and "Rawso" Best Scotch Ging-

hams and Chambrays, 31 inches wide, all checks, stripes and plain colors; hundreds of patterns to choose from. We sell these all the time at 15c. Special for one day 10c.

30 pieces only of special value in our celebrated Zurich Silk Dots, green, rose, navy, mauve, grey, etc.; the best value anywhere; these are silk and cotton goods, and are equal in wear and appearance to all silk. Regularly 39c. Special 23c.

(Queen street side, second floor.)

### The Sale of Paris Gowns Continues Thursday at 10 a.m.

Models From Worth, Donat, Lacroix, Paquin and Callot Will be Sold at Remarkable Prices.

Tea Gowns  
Tailored Gowns  
Foulard Silks

Evening Gowns  
Coats and Skirts  
Paris Model Dept. 3rd Floor

### Three of Our Many Attractive Silk Values

Japanese Habutai Silks, 36 inches wide. Habutai is a perfect washing silk, and grows stronger in favor as the weather gets warmer; light, graceful, serviceable. 36 in. ivory and black only. Special at 48c.

**NATURAL SHANTUNG SILK.** 34 in. wide. Shantung is one of the most wanted silks, and this particular quality we now offer stands for unmistakable value. Natural color only, fine, bright finish, excellent knobby weave. Special at 48c yard.

**BLACK SKEIN-DYED SATIN PAILLETTE.** Splendid Dress Silk, one we sell regularly at 65c per yard. If you have the slightest thought that you will want a black silk dress or waist for the summer, don't fail to examine this, fast unfading black, excellent wearing quality. Special at 48c yard.

### Special Display of Cream Dress and Suiting Fabrics

"Cream" Mohairs and Sicilians, very fashionable and durable fabric for summer wear, washes beautifully. 42 to 54 in., 25c, 35c, 50c, 75c to \$1.00 yard.

"Cream" Ninon de Soie, Marquissette, Chiffon Voiles, Silk Eoliennes, Silk and Wool San Toy, Cashmere de Soie, Silk Gloria, Ripple Crepes, suitable for wedding, reception and confirmation gowns; beautiful range to select from. Prices ranging from 65c to \$3.00 yard.

#### SPECIAL LOT.

1,000 yards All Pure Botany Wool Serge, in a nice craft twill, thoroughly sponged, and correct weight for summer suits and dresses. Special for Thursday 55c yard. 44 in. wide. Selling price 75c.

### Automobile Coats for Men WATERPROOF!

Doesn't matter if you have the car yet or not—get the coat anyway. The automobile can come later. It may rain any day. These are the modern raincoats—the real raincoats, made to withstand real rain.

Three in particular, one at \$12, one at \$15, and one at \$16.50.

Olive, Fawn Waterproof Coats, guaranteed thoroughly rainproof, cut in single breasted style, with double storm front, finished with wind cuff in sleeves, and patent rainproof pockets. Sizes 36 to 46, \$12.00.

English Paramatta Waterproof Coats, thoroughly rubberized, cut in the fashionable single-breasted automobile style, with neat Prussian collar and wind protectors in sleeves. Sizes 36 to 44, \$15.00.

Imported burberette cloth, cut in the stylish single breasted style, with Presto collar, which can be worn close up round the throat, with neat Prussian collar, or with lapel turned down; a favorite coat with both motorists and horsemen; suitable for rain or sunshine. Sizes 36 to 44, \$16.50.

### When You Are Ready for Straw Hats We Are

**IN** fact we are ready and waiting. Soft Summer Felt Hats, as well as "Boaters" and Panamas.

Men's Straw Boater Hats, in fine split, Canton, Milan, Java or sennet braids, correct English and American designs, extra good values at \$1.50 and \$2.00.

Men's Panama Hats, close, even, and well made hats, good finish and best bindings, dressy shapes at \$5.00, \$6.00 and up to \$15.00.

Men's Summer Wear Soft Hats, in Alpine or negligé

#### \$2.50 Hats for 69c

230 Men's Soft Hats, in crusher, negligé, telescope and fedora shapes, fine grade fur felt, new styles, assorted colors. Regular up to \$2.50. Thursday 69c.

shapes, best American and English makes; all the latest colors, at \$1.50, \$2.00 and \$2.50.

### "Middy" Waists in Three New Styles

**YOUNG** ladies should look up with a flash of excitement. "Middies" are new.

White drill, navy collar and cuff, long, \$1.00.

White lawn, sailor collar, piped navy, short, \$1.00.

White drill, navy, detachable collar and cuff, long, \$1.95.

For ages 12, 14, 16 years, also in 34 and 36 inch bust.

A Fine White Linen Skirt at \$1.48. Whole front tucked, with Gibson effect, tailored sleeve, white collar and cuff; a waist that will never wear out. Special Thursday \$1.48.

### New Arrivals in Our Lace Dept.

**WE** have just put into stock our third shipment of fine Valenciennes Laces from Calais and Nottingham, also a full assortment of fine real Belgium Torchon Laces, machine linen Torchon and Cluny laces and insertions to match. About 100 pieces of embroidered Bretonne Nets from Saxony in ivory, ecru, and gold tinsel effects are also included.

Calais Valenciennes Laces and Insertions, from 5c yard to 25c.

Nottingham Valenciennes Laces and Insertions, from 3c to 20c yard.

Platt or German Valenciennes Laces and Insertions, from 6c to 30c yard.

Real Belgium Hand-made

Torchon Laces and Insertions, in small "baby" widths to 3 1/2 in. wide, from 10c to 50c yard.

Machine, Linen, Torchon and Cluny Laces and Insertions, all widths. Prices from 3c to 40c yard.

Machine, Cotton, Torchon and Cluny Laces and Insertions. Prices from 3c to 20c.

#### SPECIAL FOR WEDNESDAY SELLING.

About 12,000 yards of Wash Laces, all clean goods, and endless variety of patterns and widths, excellent trimmings for underwear, wash dresses, muslins and curtains. On sale Thursday less than half-price: 5c and 7c laces for 3c; 10c and 12 1/2c laces for 5c; 15c laces for 7c; 20c and 25c laces for 10c.

### Snug Little Savings in the Smallwares Department

36-inch Mohair Boot Laces, per dozen 5c.

Ironing Wax, on stick, 4 for 5c.

Beeswax, per cake 5c.

Simpson's Special Dress Shields, size 3, per pair 10c.

5 and 6-inch Scissors, regular 28c and 33c per pair, Thursday, 15c.

Mending Wool, on cards, 3 for 5c.

Simpson's Special Hairpin Box, regular 5c, Thursday 3c.

Fancy Pearl Buttons, small sizes, per dozen 4c.

Pad Hose Supporters, Regular 35c pair, 18c.

Needle Cubes, contains 40 needles, sizes 3 x 7, 4 x 8. Regular 10c. Thursday 5c.

Invisible Hairpins, 2 boxes 5c.

Pearl Headed Hat Pins, Regular 10c. Thursday 2 for 5c.

Pearlbone Collar Supports, sew-on, all sizes. Set 8c.

### Special Prices for Stransky Steel Enamelware

Preserving Kettles, slightly chipped, at half regular price. 4-quart, regular 67c; Thursday 34c; 6-quart, regular 75c; Thursday 38c; 8-quart, regular 90c; Thursday 48c; 10-quart, regular \$1.10; Thursday 55c; 18-quart, regular \$2.10; Thursday \$1.05.

Note—All sizes given in wine measure.

Steel Enamel Pot Covers, size 11 in. 20c and 25c value. Thursday 8c.

Galvanized Boilers, flat bottom, sizes 8 and 9. Regular \$1.00. Thursday 78c.

Galvanized Watering Cans, 6, 10 and 14 quart. Thursday 43c, 47c and 50c.

### Dairy Butter at 24c lb.

2,000 lbs. Fresh Dairy Butter, in prints, per lb. 24c.  
2,000 stone Fresh Rolled Oats, per stone 36c.

Choice Sugar Cured Ham, half of whole, per lb. 19c.

Choice Red Salmon, 1/2-lb. flats, 3 tins 25c.

Canned Blueberries, Eagle Brand, 3 tins 25c.

Salt, in 5-lb. bag, 3 bags 14c.

Malta Vita Breakfast Cereal, 3 packages 25c.

Choice California Prunes, 4 lbs. 25c.

Condensed Cream, Jersey Brand, 9 tins 25c.

Heather Brand Flavoring, in tract, assorted, 2 1/2-oz. bottle, 3 bottles 25c.

Finest Split Peas, 8 lbs. 25c.

Telephone direct to department.