

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

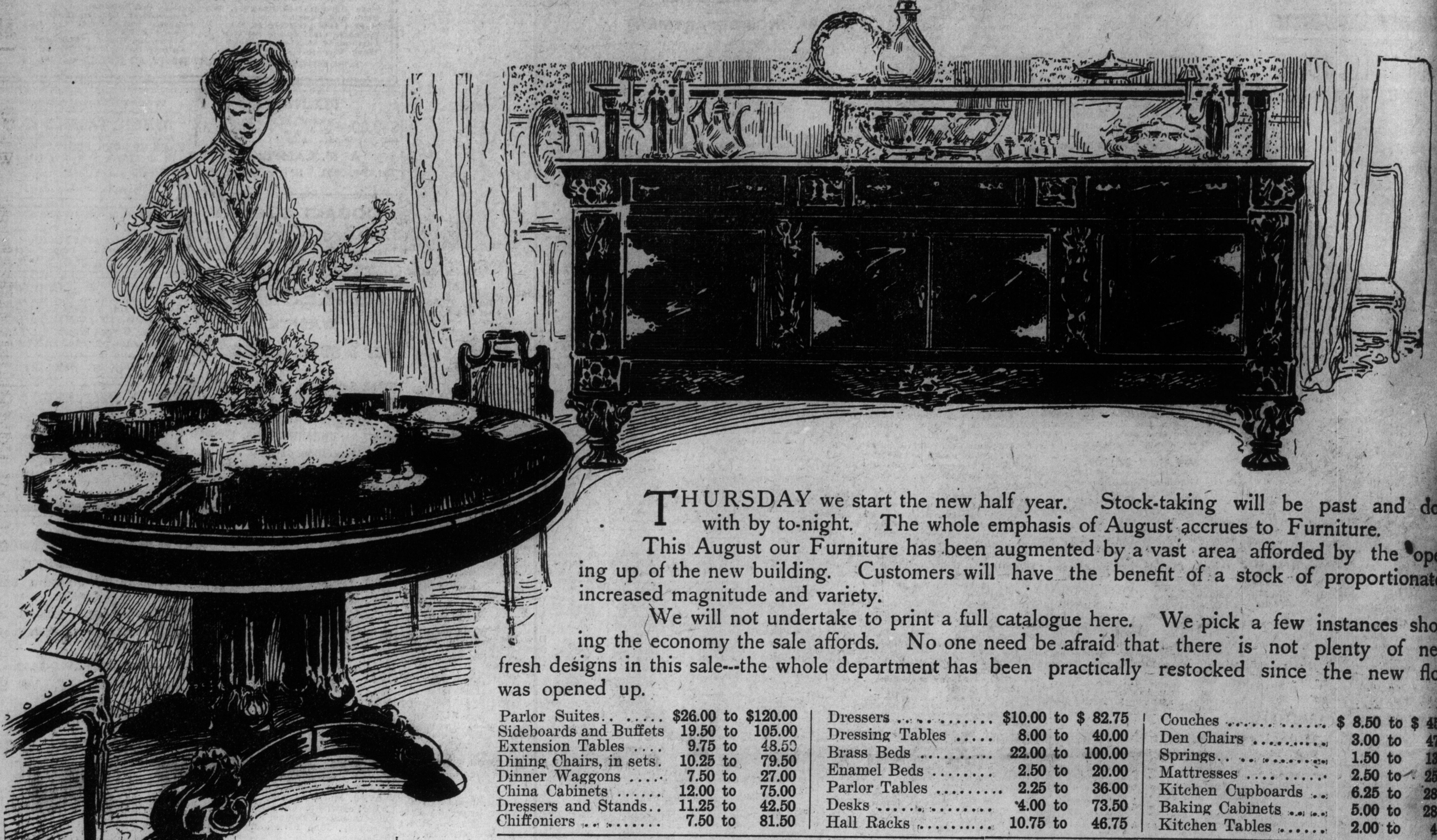
THE SIMPSON COMPANY, LIMITED

PROBABILITIES. Moderate southerly winds, fair and very warm, a few local thunder storms.

THE SIMPSON COMPANY, LIMITED

Wednesday, Aug. 4th.

The August Furniture Sale Continues in Real Earnest



THURSDAY we start the new half year. Stock-taking will be past and done with by to-night. The whole emphasis of August accrues to Furniture. This August our Furniture has been augmented by a vast area afforded by the opening up of the new building. Customers will have the benefit of a stock of proportionately increased magnitude and variety.

We will not undertake to print a full catalogue here. We pick a few instances showing the economy the sale affords. No one need be afraid that there is not plenty of new, fresh designs in this sale--the whole department has been practically restocked since the new floor was opened up.

Parlor Suites	\$26.00 to \$120.00	Dressers	\$10.00 to \$ 82.75	Couches	\$ 8.50 to \$ 45.00
Sideboards and Buffets	19.50 to 105.00	Dressing Tables	8.00 to 40.00	Den Chairs	3.00 to 47.50
Extension Tables	9.75 to 48.50	Brass Beds	22.00 to 100.00	Springs	1.50 to 13.50
Dining Chairs, in sets	10.25 to 79.50	Enamel Beds	2.50 to 20.00	Mattresses	2.50 to 25.00
Dinner Waggon	7.50 to 27.00	Parlor Tables	2.25 to 36.00	Kitchen Cupboards	6.25 to 28.00
China Cabinets	12.00 to 75.00	Desks	4.00 to 73.50	Baking Cabinets	5.00 to 28.00
Dressers and Stands	11.25 to 42.50	Hall Racks	10.75 to 46.75	Kitchen Tables	2.00 to 4.75
Chiffoniers	7.50 to 81.50				

Useful Summer Dress Goods

In our Evening Wear Section we have several smart, graceful designs in silk, Striped Taffeta Cloth, Striped Panama Voile, Santoy, etc., which will give any one the air of distinction. These will be displayed on Thursday--they are becoming comfortable fabrics for the hot days. 44 inches wide, per yard, 65c.

500 yards of Navy Coating Serge and Striped Fancey Serge, the latter we have in a full range of fashionable shades, all wool and thoroughly fast colors. 42 inches wide; usual price 50c. Thursday 38c.

Ribbons

3600 yards Fancy Ribbons, all new and pretty styles, Dresdens, Chenes and Persian designs. All are the purest of silk, 5 1-2 inches wide; regular 30c and 35c yard. Special sale 15c.

Women's Long Gloves 25c

Lace Lisle, black and white; Plain Lisle, tan, grey, mode, green, navy, all sizes. Regular 50c. Thursday 25c.

Women's Wrist Length Gloves, half price, 15c

Women's Short Lace Lisle Gloves and Plain Lisle, Lace in black and white, Plain in tans, grey and mode, all sizes. Regular 30c and 35c. On sale Thursday, pair, 15c.

Thursday's Grocery List

- 2,000 lbs. fresh Dairy Butter, in lb. prints, per lb., 25c.
 - Choice Sugar-cured Hams, half or whole, per lb., 17c.
 - Quaker Puffed Rice, 3 packages, 25c.
 - Maggi's Soup, assorted, 6 packages, 25c.
 - Pure White Wine Vinegar, XXX, per gallon, 25c.
 - Salt, in 5-lb. bag, 3 bags, 14c.
 - California Seeded Raisins, 3 packages, 25c.
 - Choice Red Salmon, 1-2-lb. flats, Cock of the North Brand, 3 tins, 25c.
 - Fancy Japan Rice, 4 lbs., 25c.
 - Fresh Flaked Wheat, per stone, 55c.
 - Finest Canned Tomatoes, 3 tins, 25c.
 - Imported Dutch Cheese, 1-lb. tin, 25c.
 - Telephone direct to Department, Main 7841.
 - 35c ASSAM TEA, 28c.
- If you are fond of a rich, savory Tea, with the English breakfast character, this will suit you. Thursday, per lb., 28c; 5 lbs., \$1.35.

MUST HAVE BRITISH DIRECTORS

Canadians Might Be Too Lavish With G.T.R. Funds.

MONTREAL, Aug. 3. -- "Financial control of the G. T. R. must remain on the other side," declared Sir Charles Rivers-Wilson, president of the road, in an interview here this morning. British directors had the greatest confidence in General Manager Hays, and the management was left practically

August Sale of Black Silks

EVERY summer we hold a demonstration of Simpson value in black silks. This store has for a generation held fast to its reputation for silks and dress goods, and most particularly black silks and dress goods. We will show visitors to the Silks Department this week some of the values and qualities which have made this store famous.

Our annual event of great value giving, in dependable rich black silks, of the Simpson quality.

Thursday we commence by offering extra special values in black silks.

One yard wide rich Taffeta Dress Silk, rich mouseline finish, deep full permanent black; a superb dress quality, one of the best values ever offered in rich black chiffon taffeta. August Sale price, yard, \$1.00.

One yard wide rich Mouseline Duchesse Dress Silk, C. J. Bonnet et Cie, Lyons, France, manufacture. A regal dress quality, beautiful rich subdued satin finish, pure skein dyed; extra special value; note the width, August Sale price, yard, \$1.45.

Rich Black Peau de Soie and rich black Mouseline Duchesse Dress Silks, extra heavy dress qualities, pure yarn dyed; manufactured by C. J. Bonnet et Cie, Lyons, France. Wear guaranteed, fashionable weaves that can be relied on to give satisfactory wear. Special values, August Sale price, yard, 88c.

3000 yards of rich black Dress Silks, Chiffon, Taffeta, Peau de Soie, Satin de Chine, Lyons dyed, extra heavy Japanese Habutai weaves; dependable qualities, sold regularly much in advance of this price; every yard is first choice, and recommended to you to give satisfactory wear. Special values, August Sale price, yard, 48c.

Ladies' \$9.50 Linen Dresses \$7.45

58 Ladies' Linen Dresses, in white and soft shades of blue and pink, made in Empire style, dainty round yokes and collar of gurgule lace insertions, finished with strapings, tucked sleeves, fold down left side of gown, trimmed with self covered buttons; regular price \$9.50, Thursday's price, \$7.45.

LADIES' \$8.50 SUITS, \$4.95.

A collection of Ladies' Wash Suits, of fancy striped poplinettes, in silk, lawn, white or indigo; tailored coats, medium length, mannish back, with deep vents, trimmed with buttons, flare skirt, trimmed to match; regular \$8.50; Thursday, \$4.95.

LADIES' AUTO COATS.

As ladies this season are wearing lingerie and white linen dresses, the ideal garment for wear to protect these dresses from dust, when out for an auto or boating excursion, is a long motor coat, of English repp, in tan shades; they are long full length, cut with good full skirts, trimmed with strapping of self; regular \$4.95; Thursday, \$3.95.

Summer Footwear Reduced

THE season is advancing. Stock-taking has shown that we ought to sell out some lines of summer footwear to make room for new fall footwear which is beginning to arrive. Prices on summer footwear will be reduced all through our big department.

LADIES' SUMMER OXFORDS.

180 pairs of Ladies' Pink, Blue, and White Mercerized Canvas Oxfords, covered heels, flexible soles, Blucher and ankle strap styles, all sizes in the lot, regular \$2.00, on sale Thursday, \$1.49.

SUMMER STYLES IN OXFORDS--HALF PRICE.

1000 pairs of Ladies' Oxfords and Pumps, tan Russia calf, brown ozeo calf, chocolate kid, black vic kid, and patent cow leathers; Blucher, lace, buckle, silk ribbon tie and button styles, American and Canadian makes, all sizes from 2 1-2 to 7, regular values to \$5.00. Special clearing price, Thursday, \$2.49.

MEN'S SUMMER OXFORDS.

450 pairs of Men's Summer Oxfords, the balance of some of our best selling styles, fine American and Canadian makes, popular leathers and styles, all sizes 5 to 11. Regular values to \$5.00, on sale Thursday, \$2.49.

MEN'S LEATHER-LINED BOOTS AT \$2.50.

300 pairs of Men's Boots, box calf, leather-lined, Blucher; heavy, slip, solid Goodyear welted soles, made from English oak bark tanned sole stock, all sizes, and half sizes from 5 to 11. Regular value \$4.50. On sale Thursday, clearing price, \$2.50.

AFTER-HOLIDAY ROSTER

Over Seventy Drunks Penalized by Col. Denison.

Between 70 and 80 drunks paid \$1 and costs out for advice of Col. Denison yesterday, this being the colonel's first appearance on the bench after his return from England. The ceremonies in connection with the closing of 41 bar-rooms Saturday night; the Sunday "hang-overs," and the Civic holiday

Outing Shirts Reduced

WE are a month or more ahead of you. You are thinking of August--we are thinking of September. That's why we reduce Outing Shirts in August just when you want them most.

1,000 Men's Outing Shirts, with re-14 to 18. Regular to \$1.25. Thursday versatile collars and pockets, striped, 89c.

800 Men's White Outing Shirts, with perfect fitting, a splendid shirt for camping, cricket, etc., 14 to 17. Thursday English white cellulars (or net), 59c.

Men's Worsted Trousers \$2.49

A LINE we are willing to sacrifice at a figure which wouldn't pay an ordinary tailor to make them, let alone sell them.

217 pairs of Fine Grade Worsted Pants, made from the newest weaves in English worsted trouserings, in medium grey stripes and dark grey mixtures, cut in the latest fashion, nicely finished, sizes 32 to 42. Regular \$3.50 to \$4.25. Thursday \$2.49.

Automobile Coats

Men's Waterproof Auto Coats, in greenish fawn, and khaki paramatta cloth, made in regulation style to button close to throat, with neat turn-down collar, finished with wind strap in sleeves. Extra special value \$12.00.

Men's Automobile Dusters, in dark grey alpaca, made to button close to throat, 50 inches long, double-breasted \$8.00.

Outing Hats

Men's Linen Hats, in tan and grey colors, becoming shapes. Regular price 75c. Thursday 25c.

Men's White Duck Yacht Caps, glazed leather peaks; black braided band. Regular 35c. Thursday 10c.

Men's pearl grey, brown, fawn and slate Soft Hats. The newest summer styles. Extra fine quality English dry felt, and best makers. Light in weight. Regular \$2.00, \$2.50 and \$3.00. Thursday \$1.25.

celebrations were responsible for the size of the collection.

A remand was issued for A. H. Shields, charged with obtaining \$47.50 from Earl Monkman by false pretences. Crown Attorney Corley explained that the money had been refunded since proceedings began and that charged the completion of the affair, which was the tendering of a cheque for a number of Beaver mining shares.

One thousand dollars bail was demanded for John Smith, who lifted a Press Club badge from the pocket of a newspaper man at Turner's bath, and Smith was remanded until Tuesday.

Soldiers May Stay All Winter.

GLACE BAY, Aug. 3.--It was currently reported this morning that the department of militia had completed arrangements with the Dominion Coal Company for the purchase or lease of a piece of land at Glace Bay, where it is intended to erect a barracks for a company of soldiers, so that they can stay here all winter.