

Telephone Main 7841

1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919

Market Adelaide 6100

# See the New Easter Suits and Overcoats at Simpson's



The store for men is in complete readiness to "dress up" men and young men for Easter Day. The new styles, the better than usual fabrics, the correct fit and moderate prices are characteristic of Simpson's garments--always. Then, too, won't the "home-comers" be glad to get into such authoritative models!

**The Suits \$20, \$26.50, \$32 Spring Overcoats \$15 and \$20**

At \$20.00—Suit, single-breasted, 3-button, soft roll, semi-fitted sacque, developed in dark brown firm finished tweed. Regular pockets with flaps. Sizes 35 to 44. \$20.00.  
At \$26.50—Single-breasted suit, 3-button, long soft roll lapels. Slant pockets with flaps. Made from medium grey tweed with neat black hair-line stripes. Sizes 35 to 44. \$26.50.  
At \$32.00—Suits developed in brown mill-finished worsted—novelty overcheck pattern. Single-breasted, 3-button, form-fitting sacque—natural shoulders. Regular pockets with flaps. Sizes 34 to 42. \$32.00.

At \$15.00—Two-purpose tweed overcoats—Slip-on and trencher models in browns and greys. Practical coat for wear either as a raincoat or spring coat. Sizes 34 to 44. \$15.00.  
At \$20.00—"English" Slip-on Overcoat, made from smart grey and black "Donegal" tweed. Close-fitting collar—natural shoulders—bellows pockets. Sizes 34 to 44. \$20.00.

**Men's "Initial" Belts \$1.50**

Made from solid leather, in black only. The buckles are oxidized silver, with initial in Old English letter. All sizes. Each, \$1.50.

**Men's Underwear 98c**

Shirts and drawers for present and summer wear. Merino, elastic ribbed and balbriggan. Broken lines from regular stocks. Sizes 34 to 44. \$1.25, \$1.50 and \$2.00 values. Today, garment, 98c.

**Men's Black Sateen Shirts 95c**

Made from extra quality material—fast dye—reversible collar—one pocket. Strongly sewn—large, roomy bodies. Sizes 14 to 17. Regularly \$1.50. Today, 95c.

## The New Hat You Promised Yourself for Easter is Here

The Knox and Mallory Hats Are Two Unsurpassed Values



These fine hats are expressive of the utmost in men's stylish headwear. The popularity they have attained with good dressers everywhere speaks for the genuineness of the values. Moderately priced, thus—Knox Hats at \$7.00, Mallory Hats at \$6.50.



Other Splendid Hats Are—Leeds at \$4.00 and Lincoln at \$5.00.

Chamois Cloth Caps \$2.00—They're the thing this spring! Good looking. Shades of fawn, steel, green and brown.

## Special Values in "Serges" Today

Men's Fine Serges at \$5.50 Yard—The popular serge for women's tailored suits and capes, 56 inches wide. Guaranteed best Ripley finish and dye. Navys and black. \$6.50 qualities. Today, yard, \$5.50.

West of England Serge, \$4.00 Yard—Noted for their great wearing qualities. Navy and black. 54 inches wide. One dollar yard less than today's value. Today, \$4.00.

Finest Grade Gabardines, \$6.50 Yard—Botany gabardine. Sold regularly at \$7.50. In navy only. 52 inches wide. Today, yard, \$6.50.

French Twill Serges, \$2.69 Yard—One of the best dress serges made—high-grade Botany finish. 50 inches wide. Medium and dark navys. Special value today, yard, \$2.69.

Admiralty Cheviot Serge, \$2.95 Yard—Unsurpassed for wearing qualities. 54 inches wide. Navys and black. \$3.50 quality. Today, yard, \$2.95.

Simpson's—Second Floor.

## Four Silk Specials!

\$2.50 Wash Satins, \$2.24 Yard

First grade "Uzen Non-slip" qualities, direct from Japan. Extra special value, today, \$2.24.

\$2.24 Silk Crepe de Chines, \$1.95 Yard

Extra weighty all-silk crepes in the favored street and evening shades. Today, per yard, \$1.95.

Swiss Chiffon Taffetas, \$2.45 Yard

Soft, supple qualities, in the "new navy" shade. 38 inches wide. \$2.95 value at, per yard, \$2.45.

Black Silks, \$2.14 Yard

\$2.44 values in chiffon taffetas, satin messaline and French paillettes.

Simpson's—Second Floor.

## Wash Goods---Save!

1,160 Yards Silk Warp Poplin, 77c Yard—This yard wide material has a soft chiffon finish, and comes in light brown, reseda green, wistaria, navy, black and white. It will go with a rush at the low price. Shop at 8.30 a.m. Today, yard, 77c.

Servicable Print at 48c Yard—Navy, open and white grounds, with spots, stripes and figures. 28 inches wide.

Plain Black Voiles at 39c Yard—For waists and dresses. 40 inches wide.

Lustre Gingham at 39c Yard—In attractive fast colors of two-tone stripes. Splendid for house dresses and children's frocks. Yard wide. Regularly 65c. Today, yard, 39c.

White Vesting, 39c Yard—In more than twenty designs. 28 inches wide. Yard, 39c.

Simpson's—Second Floor.

## SHIRTS---The New Ones for Easter Are Great!

Men are picking them out to go with their new suits. The wonderful variety makes choosing most satisfactory.

At \$2.50—Negligee Shirts of fine cambrics and corded materials. Dressy—soft cuffs. Sizes 14 to 17. \$2.50.

At \$3.00—Arrow Shirts, with different sleeve lengths. New patterns—new colorings. Soft cuffs. Sizes 14 to 17. \$3.00.

**Pure Silk Shirts \$5.00 and \$8.00**

They're appealing and smart in design, coloring and fabric. Sizes 14 to 17. \$5.00 and \$8.00.

## Clearance! Women's Pumps \$1.29

No Phone, Mail or C.O.D. Orders on Sale Footwear.

Several incomplete lines remaining from the last sale must be closed out today. Sizes from 2½ to 5 in the lot. 120 pairs, all patent leather pumps. On neat last. Black bow trimming. Cuban heel. Sizes 2½ to 5. Today, \$1.29.



**Men's Goodyear Welt Boots \$3.95**

Odd lines, Havana brown calf and kid leathers, with recede and wide toes. Sizes 6 to 10. Today, \$3.95.

**Lace Oxfords for Girls**

Brown calf leather. Perforated toecap—medium weight sole and flat heel. Sizes 11 to 2, \$3.75; 8 to 10½, \$3.25.

**Boys' Genuine Box Calf Boots \$2.75**

100 pairs only. Blucher cut, on neat round toe. Light weight solid leather sole—flat heel. Sizes 1, 1½ and 2 only. Regularly \$3.50. Today, \$2.75.

**Women's Stunning New Oxfords \$4.75**

The kind you pay \$8.00 for. Not only new, but advance styles in "Countess" street Oxfords for women. Long, slender last, flexible soles, Spanish leather heel. All sizes—widths A to D. Today, \$4.75.

## WANTED---Experienced Saleswomen

FOR WEDNESDAY, THURSDAY AND SATURDAY—

For Women's and Misses' Suits and Coats, Dresses, Millinery, Boots and Shoes, Neckwear, Veiling and Gloves. Preference given to former employees living at home. Make application as soon as possible.

Women's Employment Bureau—Fifth Floor.

The **SIMPSON** Company  
Robert Limited

## Boys' \$1.75 Flannel Nightshirts \$1.39

Night Shirts made with collar attached and pocket. Neat pink or blue stripes on white ground, good quality material, large bodies. Sizes 10 to 15 years. Regularly \$1.75. Today, each, \$1.39.

## SIMPSON'S MARKET FOR TODAY

SIMPSON QUALITY MEATS. Government Inspected and Approved.

1,000 lbs. Chuck Roasts Choice Beef, today, while it lasts, per lb., 15c.

1,000 lbs. Blade Roasts Choice Beef, today, while it lasts, per lb., 20c.

1,000 lbs. Fresh Lean Boneless Beef, for stewing. Today, while it lasts, per lb., 20c.

Maple Leaf Breakfast Bacon, highest grade, whole or half piece, lb., 35c.

Gunn's Brand Breakfast Bacon, mild curing, whole or half piece, lb., 41c.

Gunn's Brand Smoked Ham, mild curing, whole or half, per lb., 40c.

Gunn's Brand Boneless Cottage Ham, 5 to 6 lbs. each, per lb., 28c.

Gunn's Breakfast Shortening, 3-lb. pails, gross weight, per pail, 90c.

Whitefish, winter-caught, dressed, per lb., 12½c.

Lake Herring, winter-caught, large size, per lb., 7c.

Mackerel, fancy, fresh frozen, lb., 14c.

Pinnac Haddies, fresh smoked, lb., 15c.

Kipper Herring, large, per pair, 30c.

Smoked Boneless Fillets, select, lb., 25c.

Salt Cod, boneless, 1-lb. blocks, 15c.

**GROCERIES.**

Quaker Oats, large packet, 25c.

Morris' Margold Margarine, lb., 35c.

One car Standard Granulated Sugar, Reddy's or St. Lawrence, 20-lb. bag, \$2.20.

Five Roses Flour, 24-lb. bag, \$1.85.

1,000 tins Finest Canned Pumpkin, 2 tins 25c.

1,000 tins Finest Canned Peas, 2 tins 25c.

1,000 tins Finest Canned Tomatoes, tin 17c.

Seeded Raisins, packet, 15c.

Finest Cooking Molasses, tin, 14c.

California Currants, 15-oz. packet, 22c.

Lombard Plums, No. 2 tin, 15c.

Magic Baking Powder, 1-lb. tin, 35c.

Crisco, 1-lb. tin, 23c.

Dominion Canned Vegetable Soup, 3 tins 27c.

Red Salmon, 1½-lb. tin, 19c.

Pure Gold Jelly Powders, assorted, 3 packets 25c.

Sure-Whip, bottle 25c.

Shredded Wheat or Grape-nuts, per packet, 14c.

Orange Marmalade, No. 4 size, per packet, 83c.

Pop Barley, 5 lbs. 25c.

Choice Olive, 5-oz. bottle, 12c.

Raspberry Jam, No. 4 size pail, 90c.

Finest Lima Beans, 2 lbs. 25c.

Lenox Soap, 3 bars 21c.

Pure Ceylon Tea, 2 lbs. \$1.20.

Peanut Butter, in bulk, lb., 25c.

Patna Rice, 2 lbs. 25c.

**FRUIT SECTION.**

California Navel Oranges, Sun-kist Brand, dozen 65c.

Highest Quality Grapefruit, 3 for 40c.

California Lemons, dozen 20c.

## Choose From a Wide Variety of Natty Easter Neckties

At 50c—English Foulards in small checks, dots and figured patterns. All the new colorings.

At 75c—Pure silk Swiss silks in all-over designs—floral and figured. Attractively colored.

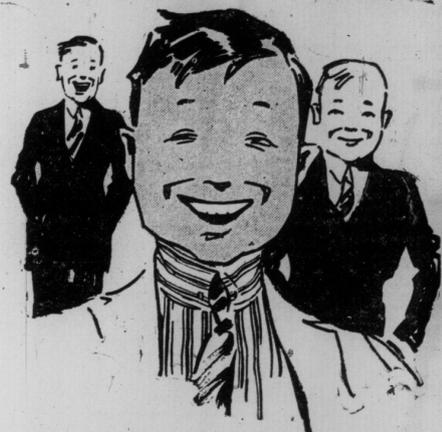
At \$1.00—New Swiss silks in all-over and scroll patterns. Slide-easy neckbands.

At \$1.50—Beautiful silk neckties in three and four-tone shades. All-over, floral and crepe effects.

At \$2.00—Pure Italian silk neckties by M. Paroli and Sons. Wonderful designs and colorings.

At \$2.50—Hand-made cravats by M. Paroli and Sons. This assortment is the feature for Easter.

## Every Boy Wants a New Suit for Easter Sunday



**Special! Boys' Suits \$10.95**

New, snappy styles and splendid fabrics. Grey tweed suits in stripes, mixed and broken check effects. Single-breasted, waist seam and all-around belted models with vertical pockets. Full fashioned bloomers with belt loops and governor fasteners. Sizes 27 to 32, 9 to 16 years. Greatly reduced, today, \$10.95.

**Boys' High-Grade Blue Suits \$22.50**

Authoritative styles, dependable materials, fast color, all-wool blue worsted suits. Single-breasted, two-button, all-around loose belted style with buckle fasteners. Lined throughout. Full fashioned bloomers. Sizes 8 to 12 years at \$22.50.

FOR S...  
AVENUE ROAD, NORTH...  
Fourteen rooms—3 bath...  
parlour, verandah, gas...  
chauffeur's quarters...  
H. H. WILLI...  
49 King Street East.

PROBS: Stron...  
**Over City**

AVIATORS TO...  
ON EQUAL...  
ACROSS

Both Are Ready...  
And Are Wait...  
Weather to

TOSS COIN

Weather Indic...  
They May No...  
Fly for So

St. John's, Nfld., favorable weather held up today the G. Hawker, Austral make the first flight, and gave his Frederick P. Raynh flyer, virtually an "hop off" at the start. While Hawker's plane which have with two-seater for days, Captain Raynh assembled Wartinsyde trial flight, and up pronounced ready to. Captain Raynh announced that despite here, he would stay with Hawker, discul today the questi sary the first official mail, which was tur her several days ag ed certain that he v the flight.

Will Toss Co...  
It was virtually a event of a simult two aviators would terminate which show. After a confere Lawrence Clements, mitted weather chu weather would not flying for several diverted their rival a billiard table. The drizzling rain turned during the swirling snowfall, tonight. It was started that Captal was taken up for Captain Raynham's. The weather cha reports received from vessels at sea addition to the loca were areas of low are on both side and a belt of cross. Another Ent. Altho both fliers "hop off" it was le plans for the flight. By Page bombing Grace were being reported to be eith England or about t Arthur Partridge, the flights, said h notification of the ay-Page, and wa to who its pilot w. Despatches from miles from here, s selected for the 3 of it was being c houses, fences an down in order to p for the big plane's

MAJOR WOO...  
Limerick, Ireand squads of wind, evening dampened the people of Lio Wood would arriv plane from Eastch an attempt to ord. Unless the wea drove soon, Wood vantage of the spect tonight is t weather condition some time.

NO EQUAL ALLOW

Property Qua...  
Stumbling...  
posed

Equal voting ri...  
a defeat in the 10 in discussion of Sam Carter aske and their wives o client property q Premier Hearst side transaction. Sam Carter: Th in urban centrea H. H. Dewart. In with a good she member for the party be require man look like tr. Allan Studholm. Premier Hearst plea for the farm bill had come fro. H. H. Dewart fairness of exten the women. An amendment lost on division.