

The **SIMPSON** Company Limited

Store Opens 8 a.m.

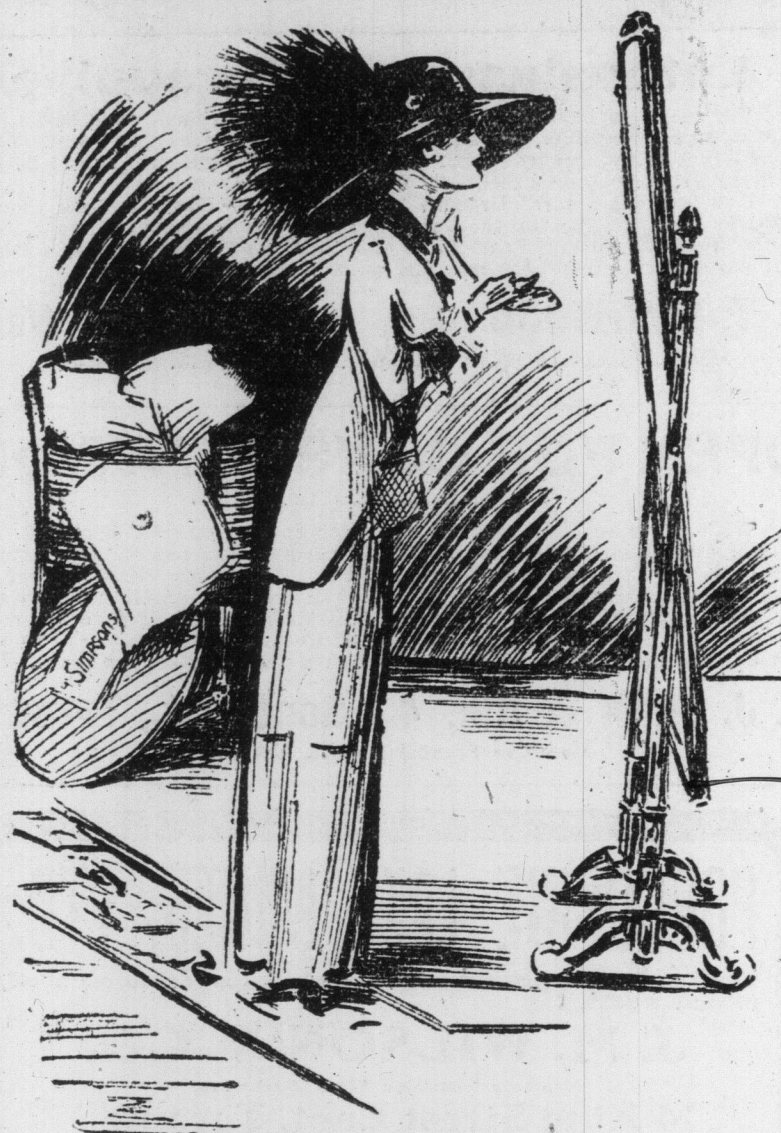
Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS.

...winds; colder, with snow surges.

The **SIMPSON** Company Limited

Satisfied

It is a great thing to feel satisfied, to be able to wear clothes that are correct and comfortable. No clothes can possibly be correct or comfortable unless you are satisfied with the fit and appearance.

Here are spring suits that will enable you to congratulate yourself, not only with regard to style, up-to-dateness and fit, but on account of the price you pay for them. Look at these figures, and see the suits. Do this, and you will undoubtedly be satisfied in the possession of one.

\$16.50 AND \$17.50 WOMEN'S SUITS, WEDNESDAY FOR \$11.75.

100 Spring Suits. These suits are all right up-to-the-minute in style, and well worth original price. We bought them for cash just at the time when you want an Easter Suit. They come in all-wool Panama cloths, fancy basket weave, Venetian cloths, diagonal serge and fancy stripes; mostly lined with silks and satins. Coats are 26 to 30 inches long; both square and round cut; some with the new wide revers; others the shawl collars. Skirts are all tailored to match coats; colors in the lot are navy blue, black, brown, green, grey and cadet. Sizes 32 to 42. Regular \$16.50 to \$17.50. Wednesday **11.75**

BLACK VOILE SKIRTS.

Oddments and broken lines of our best selling numbers of Voile Skirts, in crisp quality of all-wool French voiles, black only; made up in a variety of styles; some have semi-pleats in side gores, trimmed with fold or tuck of self, and some with side pleats, trimmed with strappings of silk taffeta; a full range of sizes from 37 to 42 front lengths. Regular prices **5.95** \$7.50 to \$11.95. Wednesday **5.95**

Doings in the Blouse Dept. on Wednesday

We purpose putting on sale a number of our imported Blouses at a uniform price of Five Dollars. Anything that has the slightest detriment, such as one lone color, will be turned out each week, and, regardless of former value, placed on table at above price. By this means we are keeping our stock absolutely fresh, and at the same time giving discriminating ladies an opportunity every week of purchasing a \$10, \$12.50, \$13.50, \$15 or \$17.50 blouse for, Wednesday **5.00**

The Greatest Selling Victor Boot we have Ever Produced

No. 901, Men's "Victor" Boot, box calf, Blucher, heavy solid oak bark tanned leather sole, easy fitting, long wearing. **4.00**

AN EXCELLENT BOOT FOR WOMEN, PRICE \$2.29.

300 pairs Women's Boots, selected patent colt leather, dull matt Blucher top, medium pointed toe, new short creased vamp, Cuban heel; all sizes 2½ to 7. Special Wednesday **2.29**

Wednesday Groceries

2,000 stone Fresh Rolled Oats, per stone	.36
Choice Sugar Cured Ham, half or whole, per lb.	.17
Finest Canned Corn, 3 tins	.25
4,000 tins Canned Tomatoes, only 3 tins to customer, per tin	.10
Teller's Cream Soda Biscuits, 3-lb. box	.25
One car California Sun-kist Oranges, good size, sweet and seedless, per dozen	.30
Aunt Jemima's Pancake Flour, package	.10
Canned Haddie, Brunswick Brand, per tin	.10
Choice Valencia Raisins, 3 lbs.	.25
Finest Split Peas, 8 lbs.	.25
Imported Malt Vinegar, imperial quart bottle	.20
Maggi Soups, assorted, 6 packages	.25
2 LBS. FRESH ROASTED COFFEE 44c.	
350 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory, Wednesday, 2 lbs.	.44

Fine Silks at Extraordinary Prices

We have just made a special purchase of 3,500 yards of French Foulard Dress Silks and Wash Tub Silks, in an endless variety of designs and color combinations. Pretty blues, browns, tan, rose, amethyst, pearl greys, navys, black and white and white and blacks, mid blues. The wash tub silks are in stripes, in pretty combinations, new blues, new tans, new browns, new greys, etc. 24 and 27 in. wide. Usual selling prices 50c, 65c and 75c. On sale Wednesday, per yard **.39**

A special circle for this purchase of silks in our Silk Department.

A Sale of Shepherd Checks

A big shipment of these checks has just arrived from a leading English manufacturer. They are of beautiful even textures, in a variety of checks. We have marked them at special prices for Wednesday, prices that must appeal to you, if you take the high quality of the goods into consideration.

1,000 yards, nice medium weight, fine, soft quality, splendid for children's wear, 42 inches wide. Regular 50c. Wednesday	.38
1,500 yards, excellent quality, in a little heavier weight, nice clear checks. 44 in. wide. Regularly worth 65c. Wednesday	.49
2,000 yards, recommended for ladies' suits and coats, in a perfect finished and unshrinkable quality. 44 in. width. Regularly worth 85c. Wednesday	.63
Better qualities, in 50 in. to 56 in. cloths, in all-wool qualities, thoroughly sponged, and unshrinkable, much under ordinary prices. Per yard	.85 to 1.50

Linens and Staples

\$3.00 Soiled Spreads for \$1.69—50 only Crochet and Satin Spreads, which are slightly soiled; these are large size spreads, pure white. Worth regular \$2.00, \$2.50 and \$3.00. Wednesday **1.69**

(No mail or phone orders.)

1,000 yards English Factory Cotton, 36 in. wide, will bleach pure white; good, strong, even weave. Special Wednesday **8½c**

15 only Irish Embroidered Bed Spreads, large size, 90 x 100 inches, hemstitched all round, deep hem, solid embroidery, centre, very fancy and very new. 15 to sell Wednesday at **3.85**

800 Tea Towels, 22 x 36 inches, in checks, hemmed ends, for quick selling. Wednesday, each **.9**

Gloves and Hosiery

Women's Real French Kid Gloves, soft, pliable skin, 2-dome clasp, Paris point back, gusset finger, perfect finish, odd sizes and shades. 75c and \$1.00 value. Wednesday **.59**

Women's Tan and Black Cotton Hose, seamless, medium weight, close finish, double heel and toe, extra good value. Wednesday **.12½**

Boys' and Girls' Black Cotton Hose, fine 1-1 ribbed, extra fine finish, fast dye, 2-ply heel and toe; sizes 5½ to 10. Regular 10c. Wednesday **.12½**

Women's and Boys' Plain and Ribbed Black Cashmere Hose, seamless, medium weight, close elastic finish, double heel and toe; sizes 6½ to 10. Extra value, Wednesday **.19**

A Display of Easter Ribbon



MOST WOMEN LIKE "A BOW."

This has been the case from time immemorial, and always will be so, we hope. Years ago girls like the one illustrated tied up fascinating bows.

Manufacturers have for years tried to excel last year's "bowing qualities." This season we are showing a tremendous selection of the newest ribbons. Some of the new season's fashions are exquisite. Don't put off buying; the color ranges are complete now. Here are a few examples, all of the most striking and up-to-date ribbons shown on our counters to-morrow:

Stripes—These are strongly featured, black and white, in various widths, Paisleys, with broken stripes, and Dresden with a fine pin stripe.

Wide Paisleys—In "all-over," plain with Paisley edging, Paisleys broken with black and white stripes. These are very beautiful styles.

Wide Fancy Floral Effects—Madam Pompadour and Louis XV.

Uncut Velvets—This is an Epingle Ribbon, specially suitable for millinery; new fancy colors, in great variety.

Duchesse Satins—6 in. is the Easter Ribbon, all the staple colors and new novelties.

Tafetias and Faillelines—In all widths and quantities.

Specially Interesting Millinery

BLACK HATS FROM NEW YORK.

Fine black Hats in large and small shapes. These are the fashionable shapes for Easter. During the few days we have opened up many cases of hats in fine tassel, chip, and mohair. Most of these are in black. Here are a few up-to-date examples of our consignments from New York:

"The Boulevard"—a large face front in black tassel. Price **4.50**

"The Raleigh"—large rolling brim, tassel shape, black or colors. Price **6.50**

"The Josephine"—good Napoleon shape in black imitation tassel, with tassel edge. Price **4.50**

Also several others equally as good.

\$9.00 WILLOW PLUMES FOR \$6.85.

The popularity of our willow plume sale has induced us to handle another big lot of Plumes, which we secured for cash at a price much lower than their regular value. They are 20 inches long, and very full, with drooping head, black or white only. Worth regularly \$9.00. Wednesday **6.85**

A HANDSOME HAT AT \$7.85.

At this moderate price we have succeeded in turning out an exceedingly stylish hat. Large or small shapes in fine tassel, chip or mohair braids and fancy braids in black, or the new shades will be trimmed with nothing but the most desirable of imported trimmings. Special **7.85**

The **SIMPSON** Company Limited



A Breakfast Lecture

John—"Yes, I think I will have to get one of those Simpson Suits."

John's Wife—"Well, I SHOULD THINK YOU WOULD. You men are awfully silly. You never seem to buy anything at the right time. You go and pay \$25 for a suit, and two weeks' afterwards Simpson's advertises the same suit for \$10. Think what we might do with the other \$15."

There's a whole lot of truth in that. Most men do their shopping spasmodically, and, as a rule, without system. Another little spasm comes later on, when they realize how well "that other \$15" would have fitted in.

Here is a chance to save \$6.00 without any self-denial. You get a \$16.50 suit just the same.

Men's Spring Suits, regular to \$16.50 Wednesday at \$9.45

150 Suits only in the lot. They consist of odd sizes and broken lots from our regular stock; many of the best selling lines, which we cannot repeat, are included. All are this season's newest designs and colorings, English and Scotch tweeds and fancy worsteds, in grey and brown tones, in neat broken and pencil stripe patterns; cut on the new 3-buttoned single breasted sack style; nicely tailored, with natural shoulders and body semi-fitting. In the lot are sizes 34 to 44. To clear Wednesday at **9.45**

One Dollar Neglige Shirts

We make a specialty of one dollar Shirts. We buy such large quantities that a Simpson \$1.00 shirt is generally \$1.00 plus elsewhere. Simpson's one dollar shirts are made to our own measures. We guarantee a good fit. The shirts on sale Wednesday are easily worth from \$1.25 to \$1.50. There are five thousand shirts left, about twenty-five lines to choose from, and over one hundred different designs. Sizes 14 to 18. Each **1.00**

Buy Aprons on Wednesday. You Save Money

This is apron time, and it will certainly be saving time for you as well if you buy aprons here Wednesday. It will not pay you to ever consider buying the material for aprons after reading over this list of offerings. Half-price and less than half-price will be the order of the day. Phone orders filled.

Aprons of white lawn, plain; size 36 x 34 inches. Wednesday, each **.10**

Aprons, of blue and white check gingham, plain style, large size, 39 x 40 inches. Regular 25c each. Wednesday, each **.15**

Overall Aprons, heavy blue and white check gingham, gathered on yoke; length 52 in. Wednesday, each **.25**

Aprons, fine heavy white lawn, deep hem; size 36 x 44 inches; extra quality. Wednesday, each **.22**

Something new, **Overall Apron**, of extra fine white cotton, trimmed with fine embroidery and frills; waist band buttoned in back, pocket; length 54, width 55 inches. Regular price 90c each. Wednesday, each **.50**

Afternoon Aprons, fine white lawn, medium size, trimmed all round, with tucked and hem-stitched ruffle, wide sashes. Sizes 24 x 25 inches. Regular price 40c each. Wednesday, each **.20**

Tea and Sewing Aprons, fine fancy printed lawn, pocket, ruffle of goods, trimmed with Val. lace frill and insertion, sashes, small round style. Regular price 43c each. Wednesday, each **.22**

Maids' Aprons, fine white lawn, embroidery bretelles, sashes. Size 38 x 37 inches. Wednesday, each **.25**

Maids' Aprons, extra fine white lawn, handsome bib and bretelles of lawn and embroidery, deep hem, sashes. Sizes 38 x 40 inches. Reg. price 75c each. Wednesday, each **.37**

Maids' or Misses' Aprons, fine heavy white lawn, plain lawn bib, with wide shoulder pieces, deep hem, wide sashes, extra large skirt, 40 x 62 inches. Regular price 75c. Wednesday, each **.55**

Kitchen Apron, with bib, heavy gingham, blue and white check, fancy border on skirt, large bib. Size of skirt 36 x 40. Wednesday, each **.33**

