

THE SIMPSON STORE



April Showers!

Do They Find You Prepared—or Do They Leave You—Wet?

Showers-proof Coats for Men

- Double Texture Paramatta Raincoats are waterproof and roomy; all seams stitched, taped and absolutely watertight. 12.50
- Men's Double-purpose Coats of Donegal and other patterns of tweed, with rubberized lining. 15.00
- Men's English Waterproofed Silk Coats are light in color and light in weight. The cloth has a checked back, and the coats are extremely well made. You can get at your inside pockets without unbuttoning this coat, and the collar is well cut when worn down for fair wear. 14.00
- English "Zambrens" Coats of closely woven triple yarnproof gabardine cloth are ideal for showery weather, because they are at all times well-cut, good-looking, smart, lightweight spring coats. English in every detail. They are cut generously, tailored faultlessly, and abound in little details that make English coats the coats preferred above all others. Unlined, except for a doubling of the cloth across the shoulders and in the sleeves. 20.00
- Or lined with a lightweight fancy worsted lining. 22.00

Boys' Raincoats

- Double Texture Paramatta Coats of special value, with motor collar, sizes 7 to 17 years, are priced. 3.95
- Tweed Coats with fancy check rubberized lining and convertible collars; grey and brown mixtures. Sizes 7 to 17. 10.50
- Excellent Double-purpose Coats of Donegal tweed, with rubberized check lining, are priced in the smaller sizes from 7-year size UP at. 12.00
- For boys who require sizes 35 or 36. 15.00

Umbrellas for Everybody

- Good Umbrellas of cotton taffeta on strong frames, with both straight and crook handles, for both men and women, are priced. 1.00
- Umbrellas covered with a silk and wool mixture that gives excellent service are. 1.69
- Umbrellas with all-silk covers are priced \$5.00 and upwards, depending largely upon the mountings of the handles.

Don't Think That a Man Can't Get a Ready-to-Wear Suit Because He's Verging on "Fat, Fair and Forty"—Lots of Regular Fellows Are a Bit "Irregular" in Build, a Shade Short or a Trifle "Waisty"

Come and See These Suits at \$18.00

Especially Designed and Tailored for Stout Men

We can fit you in cleverly designed single-breasted three-button sacque suit, with vest and trousers of equally good style and fit. Made from an English worsted cloth in medium shade of grey in "small check" pattern. Sizes 44 to 50. Today's selling price 18.00

A Man's Suit for \$15.00 That Will Give Entire Satisfaction in Appearance and Wear

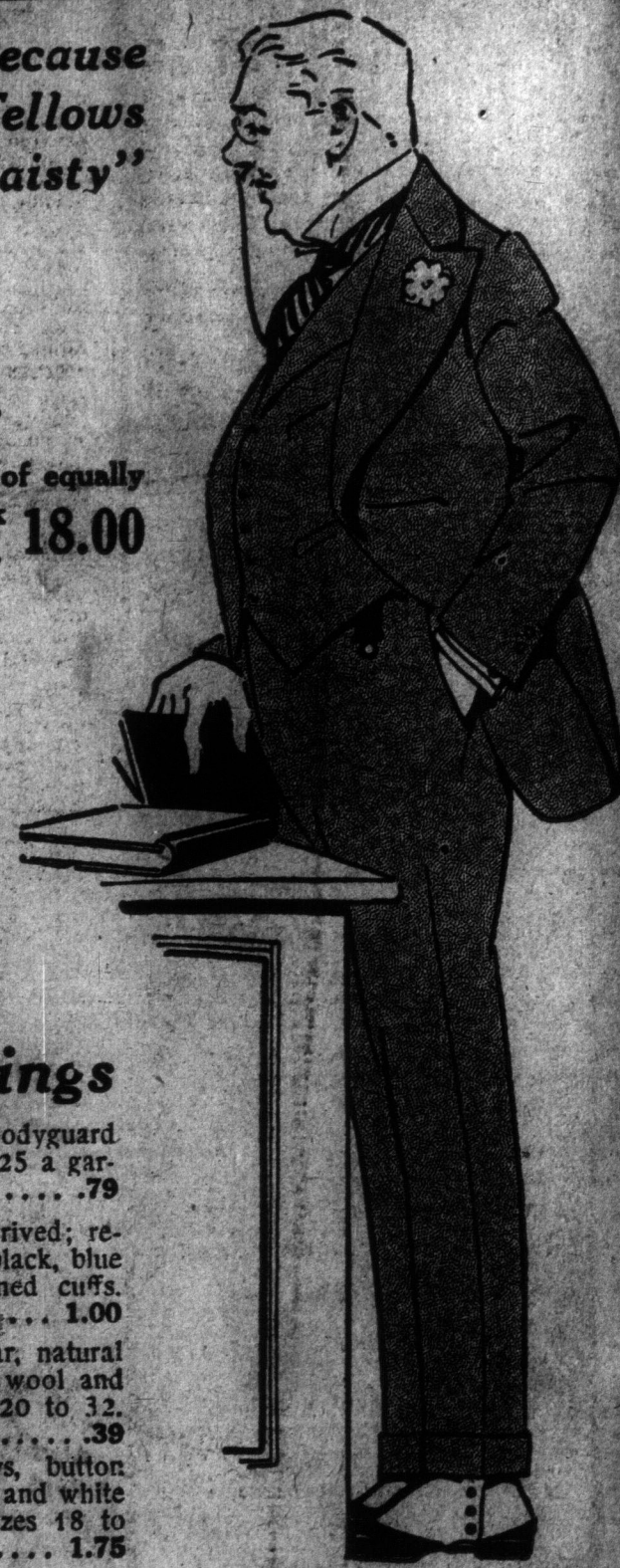
Our \$15.00 Suits for Men are outstanding values. The enormous number of them that we sell is proof enough that our customers appreciate our efforts towards making this popular-priced line the leading value at its price in Canada. We direct attention to one group made of service-worsted in medium brown, with neat stripe pattern. It's a fashionable single-breasted model, tailored in a most satisfactory manner. Sizes 36 to 44.

Manufacturers' Seconds of Men's 50c Sox at 25c

You can save half the regular expense of socks if you usually wear 50c kind, for these will serve you just as well as if they were "firsts." They are made of all wool, cashmere, black only. Medium weight and knitted seamless. All sizes and of excellent quality. The imperfections are in the knitting, and they are very slight. 8.30 a.m. special today, a pair .25

Specially Priced Furnishings

- Men's Spring Weight Cashmere Underwear, English make, Bodyguard brand. Sizes 34 to 46. Shirts and drawers. Regular \$1.25 a garment. Today. .79
- Men's High-grade Union Flannel Pyjamas, Congress brand, in black, blue, helio and pink stripes, in single, double and triple stripes, on light grey ground; military collar; pearl buttons, and silk frogs. Sizes 34 to 46. Worth \$2.50. .1.47
- Boys' Balbriggan Underwear, natural shade; satin faced. Sizes 20 to 32. Today. .39
- Men's English Cashmerette Shirts for Spring have just arrived; reversible collar style, in black, blue and helio stripes; buttoned cuffs. Price today. 1.00
- Boys' Merino Underwear, natural shade; made from fine wool and cotton mixture. Sizes 20 to 32. At. .39
- Boys' Cashmere Jerseys, button on shoulder style; navy and white and navy and red. Sizes 18 to 32. Today. 1.75



A Sale of Women's American Boots and Shoes

No C. O. D., Phone or Mail Orders

We are continuing the great sale of Saturday, so women who could not come Saturday may still be able to take advantage of this surprisingly low price. There are hundreds of pairs of American-made boots, in button and lace styles; made of vicci kid, gunmetal and patent leathers, with kid and cloth tops; Cuban and Spanish heels. Sizes 2 1/2 to 7. Sale price. 3.95

\$3.95

No C. O. D., Phone or Mail Orders

Also Women's Low Shoes, in black, bronze, grey, brown, cream and combination colored kids; patent colt and gunmetal leathers; plain Paris pumps, colonial with large and small buckles, strap slippers. All new Spring toe shapes; Goodyear welt, flexible McKay and turn soles; leather Spanish, Cuban and covered wood heels. Sizes 2 1/2 to 7; widths A, B, C and D. Sale price today. 3.95

Men's Bluchers at Wholesale Prices

500 Pairs Men's Black Box Kip Blucher Boots, full fitting toe shapes, heavy solid standard screw soles, reinforced with nails and sewn with heavy wax thread. A good, stout, serviceable boot for everyday wear. Sizes 6-11. Monday, a pair. 2.79

Good Strong Boots for Boys

Tan and black box kip and goat leather. A very dressy and also strongly built boot. Good fitting round toe styles, heavy solid standard screw soles, military heels. We recommend this boot for all around worth. Sizes 11-13, \$2.99; sizes 1-6, \$2.95.

"Weston's" Boots for School Girls

Fine Dongola Kid Button and Lace Boots with patent cowcops, College girls wide fitting toe shape, solid leather McKay sewn soles, low heels. Sizes 8-11, \$1.49. Sizes 5-10 1/2, \$1.99. Sizes 11-12, \$2.29.

Special Prices Today on Good Dining-Room Furniture

- Extension Table, in solid oak, fumed or golden finish, 42-inch top, pedestal base, 6-ft. when extended. Regular price \$13.75. 10.45
- Extension Table in solid quarter-cut oak top, 46-inch heavy pedestal base, solid oak, 6-ft. when extended. Regular price \$15.75. 14.50
- Extension Table, solid quarter-cut oak, 48-in. top, dividing pedestal with locks, 8-ft. extend. Regular price \$20.00. 23.50
- Dining-room Chairs, solid quarter-cut oak, fumed or golden finish, panel backs, slip seats, upholstered in genuine leather. Set consists of five small and one arm chair. Regular price \$35.00. 25.00
- Buffet, in fumed finish, 2-small and one long linen drawer, good cupboard space, mirror in back. Regular price \$16.00. 13.45
- Buffet, in genuine quarter-cut oak, golden finish, 48-inch case, 2 small, one dolly and one long linen drawer, heavy Colonial pillars, large bevelled plate mirror in back. Regular price 29.25. 23.90
- Buffet, in genuine quarter-cut oak, fumed finish only, two top and dolly drawer, shaped heavy cross-banded veneered pillars, plank top, good cupboard space, long linen drawer, back fitted with large bevelled plate mirror. Regular 33.50. price \$41.50

China and Glassware Bargains From Today's Basement Sale

Summer Cottage Dinner Set

The quantity is limited at this price, and we cannot promise to fill mail orders. We will pack each set in a barrel ready for shipping. The sets are of finest quality Wedgwood & Co. ware with a very dainty, new paneled border decoration, gold line handles and edges. Sets consist of six each bread and butter plates, breakfast plates, soup, dinner, fruit saucers, cups and saucers, two open vegetable dishes, one each platter, gravy boat, butter dish, pickle tray and stop bowl, 52 pieces in all. An exceptional bargain. Monday, set. 6.95

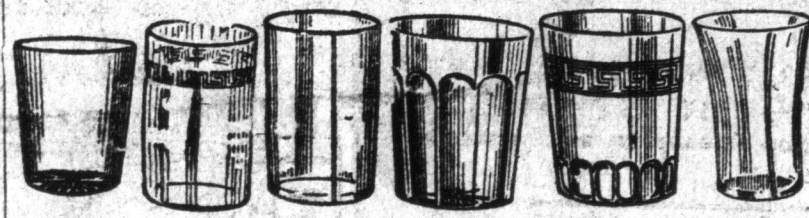
A Special



Colonial Glass Double Handled Pickle Dish, each. .7



Thin China Egg Cups, gold line decoration, half dozen for. .15



A Sale of Tumblers. Phone Orders Filled. Order by numbers given above.



A Very Special Sale of Clover Leaf Dinnerware for Today's Selling Only

- Cups and Saucers, for. .12
- Dinner Plates, for. .11
- Tea Plates, for. .11
- Soup Plates, for. .10
- Bread and Butter Plates, for. .10
- Oatmeal Dishes, for. .7
- 50c VEGETABLE DISHES, 49c.
- Limited number only, Clover Leaf Covered Vegetable Dish, Regular 85c. Monday. 49
- CUPS ONLY, EACH 5c.
- 400 dozen only, thin English white cups. Monday, each. 5

Rugs, Carpets, Linoleums

for the Dining Room

Floor Coverings Made to Stand Hard Wear and Not to Show It

- Imported Seamless Wilton Rugs, Regular \$62.50, for \$54.95—These Wilton Rugs are of very close weave, in small, well-covered patterns, neat borders and colors suitable for any up-to-date color schemes, and edges bound all around with wool; size 8 1/2 x 10 1/2. Regular \$82.50. Today. 54.95
- Heavy Seamless Axminster Rugs, Regular \$55.00 and \$60.00, for \$47.95—Very handsome and suitable one-piece imported rugs, with thick deep pile and effective designs, copied from the finest Oriental rugs. They will not show the hard wear. Size 9.0 x 12.0. Regular \$55.00 to \$60.00. Today. 47.95
- Seamless Imported Axminster Rugs, Only \$33.50—A rug of exceedingly good value at a very moderate figure. Its thick, heavy pile and rich shades, in either large medallion patterns or small designs, make it suitable for dining-room use. Size 9.0 x 12.0. Today. 33.50
- Heavy Seamless Tapestry Rugs, Only \$29.75—For a dining-room rug where there is a family of little ones to give it the usual daily wear and tear, no better rug can be procured than one of these Tapestry Rugs, generally sold as Tapestry Brussels; woven in one piece in colors and designs that will not show the dust. Size 9.0 x 12.0. Today. 29.75
- Four-yard Wide Linoleum at 75c Per Square Yard—Heavy, well-printed, four-yard wide Linoleum that will cover your room without a joint, and in carpet pattern on block effects; new designs to select from. Today, per square yard. 75c
- Beautiful Lace Curtains at \$2.75 Special Today
- A score of the most effective designs in extra fine quality Lace Curtains, showing new all-over block and dainty floral centres with lovely border patterns; also half a dozen extremely novel styles with perfectly plain centres and conventional borders. May be had in either coral, ivory or white. Special for to-day, pair. 2.75

Tourist Trunks Special at \$4.95

Waterproof covered, wide wood slats, heavy brass corners, good lock and bolts, fancy check lining, deep tray with covered hat box. Sizes 32, 34 and 36 inches. Special today. 4.95

Handkerchiefs for Boys and Girls

- Girls' White Lawn Handkerchiefs, narrow hem. Today, 6 for. .13
- Children's Picture Handkerchiefs, also all white with neat colored borders. Today, 12 for. .25
- Boys' White Lawn Handkerchiefs, with colored borders. Today, 4 for. .20
- Girls' Cross-bar Irish Lawn Handkerchiefs, soft finish. Today, 6 for. .25
- Initial Handkerchiefs for children, white lawn with neat colored Initial. Today, 3 in fancy box at. .29

Dupont's French Ivory Is the Only Ivory Now Made in France

- We have the most complete stock of these dainty goods in this city. We count ourselves fortunate—and our customers fortunate—because of our long established connection with the manufacturer of this celebrated ware, as we are thus enabled to keep a complete stock always on hand.
- Dupont's French Ivory is stamped on each article.
- Hair Brushes. 4.50 to 5.00
- Hand Mirrors. 5.50 to 8.50
- Dressing Combs. 55 to 1.25
- Cloth Brushes. 3.00 to 6.00
- Bonnet Whisks. 2.50 to 3.25
- Military Whisks, each. 4.50
- Soap Boxes. 1.50
- Salve Boxes. .75 to 2.50
- Pin Cushions. 1.75
- Puff Boxes and Hair Receivers. 2.25 to 3.00
- Nail Buffers. 1.00 to 1.75
- Shoe Horns. .85 to 1.50
- Glove Stretchers. 1.50
- Flexible Nail Files, Button Hooks, Cuticle Knives, and Corn Knives, each. .75

By R. T. S. of the British Empire, April 15, via flames from western front, all of the worked out between Gen. Haig and France and the part of the lightest has upon and a ranged as force. Vark clearly allotted battle the far attained that the sup war is near. It was pl should strike French guns preparation along a wi south. The first stages have given d in the inau corpses.

The whole theatre pro the allies fore, both of and acts com- which understanty of the work have more front than possible a von Hindent best he will time and at for some we Bay

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While th field guns shrapnel t the demoli it was fifteen hund counted of men surr and enoti Everyw back fro especially portion of Germans means to plete defe back. Th where a strongly c storobora