

SIMPSON

Store Opens 8 a.m.

Closes 5.30 p.m.

H. H. FUDGER, President

J. WOOD, Manager

Phone Number Main 7841.
We have 50 lines to Central

SIMPSON

Everything is Now Complete for Easter at The Simpson Store



Down one side of the broad first floor of the Store is spread the big Men's Store, crowded—perhaps overcrowded—with a wealth of Spring wear for men.

Have you been in this section and appraised its really wonderful values? If not, now is an excellent opportunity when crowds of others make a visit more a matter of sight-seeing, less of definite buying.

Notice particularly the very high-grade of the clothing shown—a grade that is strictly maintained in every garment.

Men's New Spring Overcoats

Pin your faith and your Easter rose to a Simpson Overcoat, for they will surpass, in quality, style, and value, your highest expectations. Here is a Ten-Dollar Overcoat, which cannot be excelled in value or style, made from an English tweed, in the new browns and in the new greys, in herringbone weave. They are made on the new, single-breasted, Chesterfield style, with good linings, best workmanship, and perfect-fitting lines. Sizes 34 to 44.

Light grey English tweed spring overcoat, in a fancy stripe, is made single-breasted, Chesterfield, to button through. Has good wearing mohair linings. Best workmanship, and a very sprightly young man's overcoat. Price 12.50

There is a constantly increasing big demand for a spring weight overcoat without any lining, and made in a single-breasted style with raglan shoulders. This English tweed coat in light grey color, herringbone weave, is a beauty. Satin lined sleeves, perfect fitting, and given the very best tailoring. Price 20.00

"DURWARD" MADE ENGLISH OVERCOAT
Here is one of those classy English-designed and man-tailored overcoats, made from an Irish homespun cloth, in a light grey and brown mixed pattern, single-breasted style, patch pockets, English raglan shoulders, cuffs, or sleeves, leather buttons, unlined. Price 26.00

N. B.—For English opera coats, street coats, golf coats, and English cravenette and barberette coats, this is "headquarters." If there is an English coat want in your family we will satisfy the most exacting taste.

Bargain in Boys' Spring "Toppers"

Outing Shirts for Men, 89c

WERE \$1.25 TO \$2.50

Outing shirts, some with separate soft double collar, others the reversible kind of collar which turns in and forms a yoke, a linen collar can be worn on the band. In this collection of odd lines there are Ceylon flannel, soisette, chambrays, zephyrs, cashmerette, linen, and cellular shirts, all sizes, 14 to 18. Regular \$1.25, \$1.50, \$2.00, and \$2.50. To clear Wednesday 89c

Boys' Scarlet Reefers

Scarlet Reefer with black velvet collar, cut on the double-breasted style, fancy emblem on sleeve, brass buttons, a smart coat for a boy from 2½ to 7 years 4.00

Men's Soft Hats

Regular \$2.00 and \$2.50, for 89c

500 Sample Hats, new shapes, in fedora and Alpine; finest grades of fur felt in British and Continental manufacture. Colors are brown, fawn, grey, tan, and black. Not a hat in this lot made to retail at less than \$2. Most of them would be priced \$2.50 and upwards. Wednesday, 8 a.m., each 89c

Grandfather Clocks Give Great Price Inducements

Grandfather Clock, in a solid mahogany case, plain artistic design, with glass front, height of case more than 7 feet, width 20 inches. The movement is of solid brass with weights, and every part shows perfect workmanship. The special features of this clock are: 4 separate song rods, and 4 separate hammers, striking at the same time, sounding a chord of perfect harmony at the hour and half hour. Regular \$180.00. Wednesday 80.00

Mantel Chime Clock, striking every 15 minutes, with stopper to shut off chime if necessary. The movement is of solid brass, fitted into a solid mahogany inlaid case. Height 18 inches. This clock has the 3-rod Westminster chime and gold etched dial. Regularly \$20.00. Wednesday 20.00

Mantel Chime Clock, same as the above, with plainer mahogany case. Height 17 inches. Regularly \$22.75. Wednesday 19.00

Grandfather Chime Clock, in oak case, height nearly six feet, width 18 inches; an ornate case, with glass front, and chimes striking every 15 minutes. Regularly \$50.00. Wednesday 25.00

For the Walls of Your Home

COLOR HARMONY IN DECORATION.

We will be pleased to show you how to produce pleasing and practical effects in decorating a room, a flat, a suite, or a whole house. Enquire at the desk for one of our expert salesmen. NO TROUBLE. NO CHARGE. SATISFACTION GUARANTEED.

Imported Leathers, Leatherettes, Tekkas, Aerochromes, Metallics, Solrettes, Fields Fibres, Blends, Verdures, Dressings, Fabrics, Tweeds, Damasks, Linens, Crashes, Stripes, Silks, in tans, greys, buffs, browns, greens, blues, reds, mauves, mulberry, champagne, with panels, medallions, dividers, cut-outs, fringes, tail trims, runners, birds, figures, auto and racing scenes, Jap and Dutch friezes. Walls from 35c to \$3.00 per roll. Decorations from 10c to \$1.00 per yard.

SPECIAL FOR WEDNESDAY.
2,500 rolls Imported and Domestic Papers, for parlors, dining rooms, halls, dens, and bedrooms, in good blends of browns, greens, creams, blues, greys. Regular to 85c. Wednesday, 31c; regular to 25c. Wednesday, 9c; regular to 25c. Wednesday, 9c.
3,500 feet Room Moulding, white enamel or imitation oak. Regular 1½c. Wednesday, 1c.
850 feet Plate Rail, 3 inches wide. Regular 10c and 12½c. Wednesday 8

1,500 Pairs of Roller Skates

Polished steel, plain bearing, with high ankle supports, can be adjusted to fit any size boy's or girl's shoe. Regularly \$1.50, Wednesday, \$1.19. Regularly 75c. Wednesday 47

Early Season Specials in Baseballs

Half Dollar Dead, 5oz., 9 inch, horsehide. Wednesday 19
Dollar Dead, 5 oz., 9 inch, horsehide. Wednesday 47
Giant Baseballs, good quarter dollar baseball, well made, strongly sewn, standard weight. Wednesday 15

Easter Novelties

5,000 Little Wool Chicks and Bunnies, just out for Easter. Regular 3c. Wednesday . . . 3 for 5c
2,000 Easter Novelty Toy Baskets, with bunnies and chicks, large variety. Wednesday 5
2,000 Real Ducks, also Bunnies and Fancy Baskets. Regularly 25c. Wednesday, each . . . 10



The Passing Show in the Dinnerware Sale

100 Tea Sets, in German China, 40 pieces in this set, nice floral design and gold finish. Regularly \$1.39. Wednesday special 75

Dinner Set, for 12 people, strong wearing body, neat floral decoration, with burnished gold trimmings. Reg. \$12.50. Wednesday 7.25

Wedgwood Dinner Service, in the popular blue willow design, 97 pieces in this set. Regularly \$18.75. Wednesday 14.25

\$50.00 Imperial Austrian China Dinner Set of 102 pieces. Wednesday 36.00

\$71.50 Bernardand Limoges China Dinner Set, open stock pattern. Wednesday 49.50

Genuine Snap in Fruit Sets

7-piece Fruit Sets, in fine Austrian ware, one large bowl and six napkins. Regularly \$1.75. Wednesday98

EASTER LILIES

Easter Lily Plants, from 40c UP
Azaleas, all colors, from \$1.50 UP
Rose Plants, at 65c and 75c
Primulas, at 35c and 50c
Spiraeas, at 50c
Palms, from 75c UP

OUT FLOWERS.
Daffodils, Tulips, and Narcissus, per dozen 40c

Suitings and Dress Fabrics in Blacks

Included in this great offering are all the most popular weaves for present wear, New Permo Shantung, in rich, silky finish and fast, permanent dyes. All-wool and Silk and Wool San Toys, beautiful, rich, draping fabrics, in fine cord effects. All-wool and Silk-striped Voiles, in a variety of new spring designs. Silk and Wool Glorias. Silk and Wool Eoliennes. All-wool Panamas. All-wool Serges, in fine and medium twills. Black Broadcloths, in fine glove, suede, and sedan finishes, etc., etc. Regular values \$1.25 and \$1.50 per yard. On sale Wednesday, per yard98

Tub Silks Suggest Gowns for Warmer Days

A great sale of printed wash silks, comprises a special purchase of a stock of dainty wash Zurich silks. Among them is a big variety of designs in floral effects, big polka dot, and conventional designs. Colors are navy, black, pink, mauve, old rose, etc. Had we bought these goods in the regular way the price would have been 39c. Special Easter offering 23c

IROQUOIS PRINTED BATISTE

With or without borders, dainty designs in floral effects, in pink, navy, sky, etc. Special value at 15c, Easter offering 7½c

30 pieces only, Plain Colored Serpentine Crepe, all perfect goods, 30 inches wide, white, cream, sky, and pink. Regular 25c, Easter offering, 17c

New Scotch Zephyr Ginghams, large fancy checks and plain colors. Special value 19c

Culled From the New Groceries

2,000 lbs. Dairy Butter, in prints, per lb. 36c
Fresh Rolled Oats, per stone 45c
Finest Sugar Cured Hams, half or whole, per lb. 17c
Choice Prunes 3 lbs. 25c
Pure White Clover Honey . . . 8-lb. pail 75c
Canned Yellow Peaches, Old Mill Brand, per tin 15c
Canned Lombard Plums, in heavy syrup, extra value, per tin 10c
Canned Corn 3 tins 25c

Canned Peas, per tin 11c
Teller's Cream Sodas . . . 3-lb. box 24c
One car California Sunkist Oranges, sweet and seedless, per dozen 25c
Choice Pink Salmon, ¼-lb. flats . . 3 bags 25c
Salt, in 5-lb. bags 3 bags 14c
Edwardsburg or Beehive Syrup 6-lb. pail 25c
Maita Vita Breakfast Cereal . . . 3 pails 25c
FRESH ROASTED COFFEE, PER LB., 25c.
500 lbs. Fresh Roasted Coffee, in the bean, extra value, per tin 10c
Wednesday, per lb. 25c

Cretonnes, Chintzes, and Printed Linens

Cretonnes and chintzes adapt themselves to innumerable uses. The soft harmonious colors or the rich striking effects give an added charm to most any room where the color scheme has been carefully worked out.

In the chintz or cretonne section will be found in abundance pretty artistic and serviceable English fabrics. The range of designs, modern or exquisite reproductions of old block prints are the finest shown in "Canada."

When considering the treatment of that dainty boudoir, the cosy living-room, the bright morning-room, or summer house requisite, you will find the task becomes a pleasure when you visit our beautiful department.

Chintzes and Cretonnes, 38 inches wide. Prices 25c to \$1.00.
Printed Linens and Chintzes, 54 inches wide. Prices 75c, \$1.00 to \$3.00 yard.

SHADES AND SHADE MATERIALS.
The coming of spring, the thought of housecleaning, and overhauling of various effects has begun with real earnestness. We mention one of these "Shades." The large range of imported Scotch Hollands or Opaque Cloths in many widths and shades, enables us to supply the demands of the most exacting. We also carry a fine selection of laces and insertions for application purposes.

MADRAS.
Excellent display of new Colored Madras, many new designs, in 48 in., 50 in., and 70 in. widths, beautiful selection of color combinations or self-tones, make handsome curtains for den or library. Ask to see the surest Madras on next visit to department. Prices 45c, 50c, 75c, 85c, and \$1.00.

For Further Announcements see Simpson's Other Page in this Paper



This in LUNCH ROOM
Wednesday Afternoon
3 to 5:30
Fresh Fruit
Sandwich with Cut
Sweet Cake
10c.

Rush Prices for Exquisite Silks

Natural Shantung Silks.
Another shipment of 75 pieces—in quantity about 1,500 yards—of specially selected pure Silk Shantung, direct from China. This is the most serviceable silk fabric on the market, and Wednesday's price is 25 per cent lower than usual. 34 inches wide. Per yard 46

500 Yards of Plain and Fancy Silks at 50c Per Yard.
A low price for good wearing, dressy qualities, in Swiss and English Peau de Soies, in stripes, checks, fancy designs, and every wanted shade, in plain colors . . . 37

Black Satin de Chine.
A bright, richly finished Silk, which we can recommend for wear, 30 inches wide. Reg. \$1.25. On sale at 96

A Clearance of Foulard and Shot Striped Silks. Reg. 65c, 75c, and \$1.00 Per Yard, for 47c.
The Foulards are in dainty figure designs, on white, navy, tan, Alice, sage, and reseda grounds, 25 inches wide, and were \$1.00 per yard. The Striped Shot Silks are in beautiful shadings, and show very effectively in the made-up garment, 20 inches wide, and were 65c and 75c. Clearing . . . 47 on Wednesday 47

The **SIMPSON** Company
Robert Limited