

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PHONE NUMBER MAIN 7841.

We have fifty lines to Central.

SIMPSON

The Simpson Store Leads in Value Giving

Some Large Values in the Men's Clothing Store

SALE OF MEN'S SUITS.

150 Men's Suits made from good English tweeds and worsteds, in the new browns, greys, greens, fancy mixed colors, and the new stripe effects; these suits are made single-breasted, three-button style, with good linings, and tailored in the best style; among them will be a number of blacks and blues, in English serge and worsteds. Many worth \$18.00. Thursday Sale **9.95** price

Some Raincoats for Spring Wear

With the Uncertain Weather Come the Raincoat and Waterproof.

A Raincoat, long and loose, single-breasted, has the famous "Presto" collar, which by a quick adjustment gives you a protector collar from the ordinary lapel and collar. Good substantial linings. These coats are made from a fawn colored English paramatta, with a subdued stripe. Price **15.00**

A Raincoat of plain grey Burburett cloth, made in the new single-breasted style, is without any lining and is light and serviceable. Price **25.00**

A Waterproof that will keep out every particle of rain, is made from a greenish fawn English double-texture paramatta cloth, in the single-breasted motor

style, with double protector fronts, close-fitting Prussian collar with extra length, and sleeves having wind-excluding wristlets. An ideal chauffeur's coat. Price **12.50**

A double-texture fawn paramatta cloth, in single-breasted style, with "Presto" collar, English Raglan shoulders, strapped seams, securely sewn and cemented. Well made and good-fitting. Price, **15.00**

A beautiful, lightweight, fawn silk Waterproof, in a single-breasted style, to button to the chin, with close-fitting collar. Well made and guaranteed to give satisfaction. Price **18.00**

The Boys' Department Savings

Two-Piece Bloomer Suit, of all-wool English worsted, dark fawn pattern. New spring three-button double-breasted model; close-fitting collar; flare back with side vents. Full hip American bloomer pants, with watch pocket and belt loops. The linings, workmanship and fit are of the very best. Sizes 29 to 34 **12.00**

Dark Brown English Worsted Suit, three-button

double-breasted, with long roll lapel and close-fitting collar, breast pocket, and centre vent; fine twill body lining. Full-fitting bloomer pants, with belt loops. Sizes 29 to 34 **9.00**

Yoke Norfolk Suit, in grey and black checked tweed; box-pleats down front and back from yoke; self belt at waist; fine quality trimmings, and tailored to fit. Full hip bloomer pants. Sizes 25 to 30, \$7.00; 31 to 33, \$7.50.

This Store Being Closed for Good Friday

we have prepared a list of wonderful values to concentrate the two days' business into one day on Thursday.

You will be greeted by the greatest of values on the best of goods, and will save yourself the fatigue and delays almost sure to occur in last minute buying of Saturday. Everything for Easter is here now.

This in the Lunch Room

THURSDAY AFTERNOON

3:00 to 5:30:

Orange Sherbet

with Lady Fingers.

TEN CENTS.

The Charm of Splendid Designs in Coats, Suits, Skirts and Dresses

Should you want to find your Easter costume with the least possible delay, without danger of missing something of the season's new features, and with the smallest outlay for the results you demand—in short, if you want the correct outfit at the price you should pay, visit the Simpson Mantle Section.

Here are widely selected garments, well made, in the best imported or adapted models. Dainty touches give each garment an individuality that you will feel at once, and the prices are less than those often charged for featureless garments. The Simpson quality is dominant.

SUITS FOR WOMEN AND YOUNG GIRLS.

A special suit made of English serge; coat is lined with silk; has slanting revers and jaunty pockets; skirt cut in a good style, with or without high waist line; colors are black and navy. Special for Easter **17.50**

Another smart suit is made of imported serge, with notched mannish collar and tailored, stitched pockets; skirts are gored panel and pleated effects. Remarkable value. **14.50**

SUITS OF CREAM SERGE

and lovely soft tweeds, with

invisible stripes and panel effects; coats all lined with

dainty shades of silks or satins; pretty shaped collar, with pointed or rounded effects; skirts are beautifully tailored and finished. Prices range from **\$14.00 to \$20.00.**

GIRLS' RAINCOATS.

In colors of navy and tan; box back, and single-breasted, with storm collar, fitting close up to throat; ages 6 to 14 years. Regularly \$5.00. Reduced to **3.75**

MISSES' VOILE SKIRTS.

Irish All-wool Voile Skirts, in black only, a pleasure to trim one of these; made in a fashionable style; high or normal waist lines, neatly trimmed with narrow silk strappings, fringe and buttons; lengths 34 to 37. Sold regularly at \$7.00, \$7.50 and \$7.95. Thursday **4.95**

Spring Weight Underwear 97c

Pure English natural wool underwear, shirts and drawers, single or double-breasted styles, beautifully soft, guaranteed unshrinkable all sizes, 34 to 46. Regularly \$1.25 and \$1.50. Thursday **.97**

Summer Outing Shirts, with soft separate double collar and double turn back cuffs, made coat style, large roomy body, which is full length. Colors are plain blue, grey or tan and white with blue, black or helio hair line stripes. Sizes 14 to 17. Regularly \$1.50. Thursday **.97**

Men's Hats for Spring

Stiff Hats of up-to-date shapes, fine quality fur felt, low or medium crowns, with brims in correct dimensions. Copies of most popular American and English spring styles, black only. Thursday **1.50**

Men's Soft Hats, fedora and telescope crown, samples, finest grades of fur felt black and colors. Thursday bargain **1.00**

Men's and Boy's Tweed Caps, in golf, hookdown and motor shapes, assorted lot, new patterns and fine finish. Regular 50c to 75c. Thursday **.19**

Children's Tam o'Shanter, samples and odds from regular stock, mostly navy blue. A few in lighter colors. Regular 50c, 75c and \$1.00. Thursday **.25**

Children's Turban Hats, in fine imported felt, dome crown, small, medium and large brims. Complete range of colors. Thursday special **.45**

Watches for Gifts

We have 12 15-jewelled watches in a "Fortune" case, for **4.95**

It is a Swiss lever movement, 16 size, exposed winding wheels, pendant set, plain silver dial with Arabic numerals, fitted in gold-filled "Fortune" case. Your choice of plain, hand-engraved or engine turned patterns. Every watch guaranteed or your money refunded. Regularly \$9.00. Thursday, **4.95** (No phone orders taken).

50 only. Swiss Lever Movements, exposed winding wheels, pendant set, strong and reliable. A watch that will stand a lot of rough usage, fitted in a 16-size nickel case. Regularly \$2.50. Thursday, **1.49** (No phone or mail orders taken).

150 STERLING SILVER PIECES. This assortment includes small Sterling Silver Vases, ring stand, coasters, tea balls, ink stand, almond dishes, dressing combs, nail polishers and shaving brushes. Regularly from \$1.00 to \$2.50. Thursday **.45** (No phone orders taken).

An Easter Ribbon Bargain

Several of the beautiful Millinery Ribbons will be marked at lowered prices for smart Easter millinery trimming. These ribbons are 7 and 8 inches wide, and of very heavy quality and even weave. The patterns are of the best, including new checks and plaids. Thursday's bargain price **.50**

Easter Boots at Bargain Prices

MEN'S \$3.00 BOOTS \$1.99.

1,000 pairs Men's Boots, Blucher style, box calf, gunmetal and vici kid leathers, short and medium vamps, single and double soles; dull matt calf and fancy tops; Jackson and Savage registered brands; all new spring styles; sizes 5 to 11. Regularly \$3. Thursday rush price **1.99**

WOMEN'S \$3.00 BOOTS \$1.99.

800 pairs Women's Boots, samples and overmakes, "Boston Favorite," "Empress," "McDermott," button and Blucher styles; made in patent colt, tan calf, gunmetal and vici kid leathers; high, medium and low heels; sizes 2½ to 7. Regularly \$2.50, 3.00 and \$3.50. Thursday rush price **1.99**

CHILDREN'S \$2.00 BOOTS 99c.

600 pairs Children's Highest-grade American Boots, button and Blucher styles, "Invictus," "McCready" and "Jackson & Savage," patent colt, tan Russia calf, gunmetal, and vici kid leathers; single and double Goodyear welted soles, leather and duck lining; short and medium vamps; sizes 5 to 11. Regularly \$4.00, \$4.50, \$5.00 and \$6.00. Thursday rush price **2.95**

MEN'S \$5.00 BOOTS \$2.95.

900 pairs Men's Highest-grade Boots, button and Blucher styles, "Invictus," "McCready" and "Jackson & Savage," patent colt, tan Russia calf, gunmetal, and vici kid leathers; single and double Goodyear welted soles, leather and duck lining; short and medium vamps; sizes 5 to 11. Regularly \$4.00, \$4.50, \$5.00 and \$6.00. Thursday rush price **2.95**

UMBRELLAS

Men's and Women's Umbrellas, in self-opening styles, durable covers. Specially priced Thursday **.65**

Women's and Children's Umbrellas, with mercerized tops and assorted handles. Special Thursday **.45**

Men's and Women's Silk Mixture Covered Umbrellas, with sterling silver and rolled gold mounted handles. All are silk-cased, \$2.50 and \$3.00 lines. Thursday **1.95**

Trimmings

Remnant day, 3 or 4 hundred pieces, medallions, short ends and lengths of black and colored embroideries, bandings and appliques, some less than quarter price. Thursday to clear, per piece **1.00**



Easter Dresses

giving exceptional values for Thursday. Materials are linens, silks, nets, chiffons, marquisettes, cloth fabrics, beautifully trimmed and in novelty effects, with set-in sleeves and high waist line. Skirts hang gracefully. Some are trimmed to match waist. A variety of shades, both dark and light, of many colors. Values \$12.50 to \$22.50. Thursday. **8.98**

For Further Announcements See Other Page in this Paper

Some Very Large Coat Values

COATS FOR MISSES
In Panama cloth; semi-fitting back and front single-breasted. The collar and revers are tailored, inlaid with stripe silk. Sleeves are tailored, with turn-back cuffs to match collar. Colors are black and navy. Price **7.75**

IMPORTED COATS
For Easter occasions, in a variety of the newest novelty fabrics and styles, from the best New York and European houses; hopsacking and whipcords, in light or dark shades; taffetas, in pretty shot effects; imported flannels, in tan and grey; homespuns, in cream, blue or tan, and black voiles. Designed with all the advance ideas for this season. Some beautifully lined throughout, others to waist line. A large range of prices \$15.00, \$17.50, \$22.50, \$26.50, \$37.50, \$45.00.

SAMPLE COATS
All greatly reduced for this occasion. In colors of navy, tan, black serge, grey worsteds, and imported tweeds in light and dark mixtures, panamas in navy and grey. Made in a variety of attractive and up-to-date models. Regularly \$19.50, for \$9.95

BLACK SILK AND SATIN COATS
In taffetas, peau de sole, silk bengaline and high-grade imported satin. Made in a variety of styles, on semi-fitting or straight lines, small or large rounded or pointed collars, finished with silk tassels. Some are beautifully trimmed with heavy silk fringe. Well lined throughout or to waist line. Range of prices, \$14.50, \$18.50, \$12.50, \$30.00, \$35.00, \$41.00.

Cake and Bread Boxes 29c

In white enamel, 8 x 13 x 8. Regular 65c. Thursday **.29** (No phone or mail orders for Bread Boxes)

100 only Carving Sets, two and three-piece, some factory samples in the lot. Regular up to \$2.50. Thursday **.95** (No phone or mail orders for Carving Sets)

500 Pocket Knives, two and three blades, stag handles, brass lined, extra quality steel, 75c values. Thursday **.39**

Toilet Paper Holders. Thursday **.29**

Soap Dishes, shell style. Thursday **.39**

Towel Bars, 12-inch. Thursday. **.45**

14-inch. Thursday. **.50**

16-inch. Thursday. **.59**

18-inch. Thursday. **.43**

Gloves and Hosiery

Women's Hose, of black silk, sizes 8½ to 10, 50c value. Thursday 3 pairs \$1.00, per pair **.35**

Women's Plain Black and Tan Cotton and Lisle Hose including large range of colors, odds and ends 25c value. Thursday **.12½**

Women's and Boys' Ribbed Black Cashmere Hose good quality, sizes 6 to 10, 25c regularly. Thursday 1½ pair, 3 for **.55**

Women's Long Silk Gloves, 2 dome wrist, grey, black and white, sizes 8½ to 8, 75c value. Thursday **.79**

Men's Fine Cape Leather and Suede Gloves, 1 dome fastener, perfect finish, sizes 7 to 10, tan and grey shades, \$1.00 value. Thursday **.79**

Men's Fine English Black Cashmere Hose, seamless, nice fine yarn, good weight, double heel and toe, 9½ to 11, 50c value. Thursday **.18**

Baby Carriages, Folders and Invalid Chairs

New Baby Folders, steel and leatherette, with hood, rubber tires. Thursday **\$4.15, \$6.95, \$8.85, \$15.25.**

Baby Carriages, reed bodies, reed and leatherette hoods, rubber tires, brake. Thursday **\$13.45, \$15.35, \$19.85, \$23.75.**

New English Carriages, polished wooden sides, leatherette hood and upholstery, brake. Thursday **\$11.75, \$15.75, \$18.25.**

INVALIDS' CHAIRS.

25 designs, from \$9.00 upwards to \$45.00.

Fifth Floor.

The **SIMPSON** Company Limited
Robert

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