

H. H. FUDGER, President. J. WOOD, Manager.

THE SIMPSON COMPANY, LIMITED

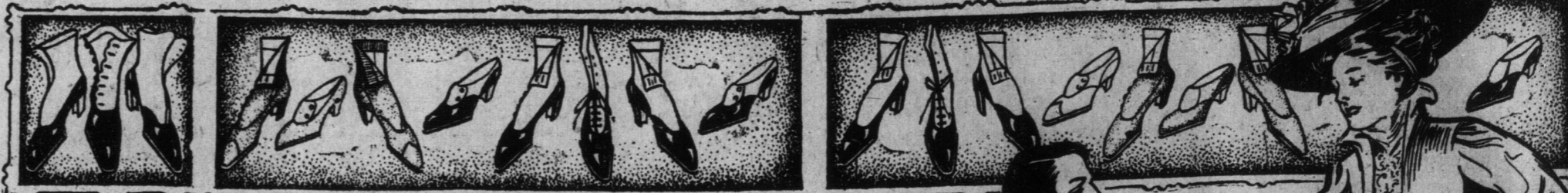
Probabilities. Lower Lakes and Georgian Bay—Moderate winds; fair, not much change in temperature.

THE SIMPSON COMPANY, LIMITED

TUESDAY, MARCH 16.

5000 Pairs of Boots and Shoes to Sell on Wednesday

One Price 2.49



3000 Pairs of Queen Quality Oxfords for Women, Reg. \$5, Wednesday \$2.49
2000 Pairs of High-Grade Boots for Women, Reg. up to \$5, Wednesday \$2.49
700 Pairs of Men's Boots, Reg. \$2.50 to \$3.50, Wednesday \$1.99

We will hold another great big Sale of Boots and Shoes in our new Footwear Department on Wednesday. Ninety cases of underbought goods have arrived and without the delay of a single day we hasten them forward to the duty.

"Queen Quality" Oxfords at Half Price on Wednesday—Travellers' Samples

3000 pairs of Ladies' Oxfords, the very finest product of the largest shoe factory in the world—"Queen Quality," Boston. Blucher, lace, button, brass buckle, butterfly bow, gun metal buckle, pumps with and without ankle strap, and ribbon tie styles; patent colt, vici kid, ooze calf, suede, Russia tan calf, gun metal, chocolate kid and bronze kid; black, brown, London smoke grey, red, oxblood, tan, green and bronze colors, all popular lasts, heels and soles. Regular values to \$5.00. All on sale Wednesday.

2.49

Ladies' Boots From the High-Grade Shoe Manufacturers of Montreal, Quebec and Boston, on Sale Wednesday at Half Price.

2000 pairs of Ladies' High-grade Boots, made from fine selected patent colt, vici kid, Russia tan calf, velour calf, chocolate kid and patent colt leathers, with ooze calf, dull calf and cloth tops, creased and plain vamps; Blucher, lace and button styles; popular lasts, toes and heels; all sizes 2 1-2 to 7. Regular values to \$5.00. On sale Wednesday, all one price.

2.49

MEN'S BOOTS

\$3.50 Value For \$1.99

700 pairs of Men's Boots, for those who require a solid, strong, comfortable, long-wearing boot, Blucher style, heavy solid leather soles and heels, box calf, box kip and strong jet black dongola goatskin leathers; all sizes, 5 to 11. Regular values, \$2.50 to \$3.50. On sale Wednesday, all one price.

1.99



The Travelling Goods Sale

We start a big sale of Trunks, Suit Cases and Club Bags in the Traveling Goods Department (fifth floor) this morning—400 pieces altogether. We'll clear up all the remainders to-morrow. The "Bedford" Suit Case (new model) is included at this very low price. The Trunks and Club Bags are also bargains. Wednesday, all one price—\$3.95.

Our \$1.00 Shirts

We are strong on dollar shirts this spring. Made a specialty of them.

We dickered away until we got a mighty nice line of shirts to sell at \$1.00! Canada and England both contribute.

They are carefully sized and they'll fit. We think you will agree with us that no better value is obtainable at this popular price.

A New Deal Called

Your winter hat is played out. Come and try on a new one.

Hard Derbys.

Soft Fedoras.

Popular prices.

You can get a nice hat for \$1.00 here in the Men's Store.

Clear-Up Day for Burlaps, Sanitas and Mouldings

Look in Wednesday morning. The Wall Paper Department has been busy all season and remnants are gathering. We'll clear out the following to-morrow:

Burlap, short ends. Regular 30c and 40c. Wednesday, per yard, 17c. Sanitas, short ends. Regular to 40c. Wednesday, yard, 16c. Room Mouldings. Regular 3c and 5c. Wednesday, per foot, 1c. Plate Rails, short ends. Regular to 15c. Wednesday, 7c.

Selling Charming Whitewear at Reduced Prices

The Whitewear Department will soon be moving into new and permanent quarters. We intend pruning the stock of every garment we can possibly spare before the time arrives to move. All odd lines and broken assortments of sizes will be offered at irresistible prices. Many small lots will be reduced without mention in our daily advertisements. Ask for them when in the store. These for Wednesday:

Beautiful Night Dresses, fine nainsook, all-over fine embroidery, yoke and sleeves, Dutch neck formed by embroidery beading, run with wide silk ribbon, buttoned front, lengths 56, 58, 60 inches. Regular value \$2.50 each. Wednesday, each, \$1.50. Night Dresses, of fine nainsook, slip-over neck, elbow sleeves, neck and cuffs finished with French lace dust ruffle, French band, lengths 38, 40, 42, 44 inches. Wednesday, each, \$1.75.

Sheetings, Dress Linens, Towels, Etc.

MANY and many a household is busy just now with needles and thread, and the buzz of the sewing machine resounds through the land. Prices like these associated with qualities like ours should prove attractive to every woman with a house to take care of.

600 yards Heavy Bleached Sheetings, including Horrocks' famous makes, 8-4 or 72 inches wide, at, per yard, Wednesday, 27c.

Finest White Irish Dress Linens, fully bleached on the green, warranted every thread linen, weights for skirts, blouses, coats, suits, etc., 36 and 40 inches wide, per yard, Wednesday, 48c.

Bath Towels, full bleached or fancy sultan stripes, good large sizes, each, Wednesday, \$1.22.

fringed ends. Your choice, per pair, Wednesday, 29c.

Bleach Damask Table Napkins, fine even weave, and good weight, new designs, with dainty border all around, best Irish manufacture, hemmed or unhemmed, 22 x 22, at, per dozen, Wednesday, \$1.73.

English Honeycomb Quilts, full bleached, pure finish, heavy fringe all around, assorted designs, full double bed size. Only 90 to clear at, each, Wednesday, \$1.22.

\$10,000 Worth of Half-Priced Fancy China

Over Stock of Three Wholesale Importers Cleared to Us at 50% and Offered to You at Half Price.

The Basement will be a busy place while this distribution of half-priced China continues. The stocks comprise almost everything to be found in a completely stocked China Closet or Cupboard. Bric-a-brac also included, Vases, B and B Plates, Teapots, Sugars and Creams, Cups and Saucers, Fern Pots and an endless variety of fancy articles of high-grade German, Bavarian and Japanese China. The following is a partial list of our offerings for Wednesday's selling:

1000 pieces Fancy China, including Vases, Spoon Trays, Handled Olive Trays, Footed Hair Receivers, Footed Bon-Bons, Card Receivers, Cups and Saucers, Spoon Baskets, etc. Regular up to \$1.25. Wednesday, 49c. Sugars and Creams, Japanese China, neat blue and gold decoration. Regular 65c pair. Wednesday, 25c. Handsomely Decorated Japanese Nut Bowls. Regular 75c. Wednesday, 25c. Japanese Cups and Saucers, assorted decorations. Regular up to 25c. Wednesday, 10c.



50 only beautifully decorated Toilet Sets, containing seven pieces, Comb and Brush Tray, Hair Receiver, Powder Box and Pin Tray, pale pink and cream poppy decoration. Regular \$6.50. Wednesday, \$2.98.

A large assortment of Fancy China, Teapot, Sugar and Cream Sets, Celery Trays, Nut Bowls, Comb and Brush Trays, Vases, Jugs, Chocolate Jugs, Salads, Sugars and Creams, Biscuit Jars, etc. Regular up to \$3.00. Wednesday, 98c.

Make Shopping Simple

Use a transfer card, pay for everything at once, and have everything delivered at once.

Shell Brand Castile

900 bars of shell brand Castile Soap, 2 1-2-lb. bars, just arrived from Marseilles, regular price 25c, on sale to-morrow, per bar, 19c.

Canned Peas 6 Tins 45c

2000 stone Fresh Rolled Oats, per stone, 43c. 500 tins Canned Plums, Lombard, in syrup, gallon 6 tins. Regular 40c, per tin, 25c. Finest Lima Beans, 3 1-2 lbs., 25c. Fancy Patna Rice, 4 lbs., 25c. Imported Macaroni, 3 pkgs., 25c. Choice Sugar Cured Hams, half or whole, per lb., 10c. Canned Yellow Peaches, in heavy syrup, per tin, 15c. Finest Canned Tomatoes, Farmer Brand, 6 tins, 48c. Canned Corn or Peas, Canada Pride Brand, 6 tins, 45c. One car Fancy Navel Oranges, large size. Regular 35c, per dozen, 28c. Blue Bell Jelly Powder, assorted, 4 packages, 25c. Cross Fish Brand Sardines, 2 tins, 25c.

2 Lbs. Coffee 35c

300 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Wednesday, 2 lbs., 35c.

Our New Lawn Waists

Particularly at \$2.25

Our spring showing of waists promises to be a very striking proof that good taste can do wonders at small expense. The line at \$2.25 is an example in point.

While they have the distinction of much higher priced waists they have also the easiness of fit and the neat nicety of finish not always found in garments of popular price.

Made of fine Persian lawn, some with all-over embroidered Swiss fronts, and beaded shoulders; others with very daintily embroidered rosebud and eyelet designs, with dainty clusters of tucks on front and back. The sleeves are long and of the latest approved directoire style, with clusters of tucks and lace insertion. All the designs represented in this new and up-to-date range are exclusive to this store. Price, \$2.25.

Some of the Exclusive Silks

LADIES who want novelties in silk, who desire distinguished effects—have two courses open to them. One is extravagant and questionably satisfactory—the other is to come to this store, the emporium par excellence for dress fabrics of every kind.

New Satin Drap Souraine, sold exclusively by this firm, C. J. Bonnet & Co. manufacture, 44 inches wide, in the most fashionable colorings, also black and ivory, \$4.00 yard. New Paris Ombre Satins, soft, shimmery, high, lustrous finish, in the most handsome colorings, the newest French ombre effects, 22 in. wide, \$2.50 yard. New French Empire Double Width Dress Satins, 40 inches wide, superb dress quality, in all the new colors, \$2.00 yard. New Rajahs, this fashionable dress fabric we carry in a complete assortment of new spring shades, 27 inches wide, \$1.50 yard. NEW BLACK DOUBLE WIDTH DRESS SILKS. Black Mousseline Duchesse, 40 in., \$2.00, \$2.50 and \$3.00 yard. Black Chiffon Taffeta, 42 in., \$1.50 yard; 36-in., \$1.25 yard. Black Satin Paillette, 40 in., \$1.50 yard.

Sale of Lisle Gloves

BUY now for later on. It will pay you. We have a special purchase to clear.

Women's Wrist Length Gloves, for spring and summer wear, fine imported lisle thread, manufacturer's samples, a variety of colors, black and white, dome fasteners, all sizes. Regular 35c. Wednesday, per pair, 15c. Women's Fine Imported Lisle Thread Gloves, wrist length, dome fasteners, perfect fitting, black, white, tan, navy, all sizes. Special, Wednesday, pair, 25c. Women's Long Lisle Thread Gloves, fine imported, elbow length, black, white, all sizes. Regular 50c. Wednesday, pair, 35c. Women's Long Silk Gloves, double tipped fingers, neat point on back, black, white, pink. Regular \$1.00. Wednesday, pair, 68c.

Men's Gloves and Socks

Men's Gloves, for spring wear, a clearing lot from a large maker; they consist of grey suede and tan cape leather; the correct things for spring, 1909; all sizes. Regular \$1.25 and \$1.50. Wednesday, pair, 98c. Men's Fancy Lisle Thread Socks, patterns and embridgeries, German made, all sizes. Regular 30c. Wednesday, pair, 19c.