

To-day in the Greater Simpson Store

To-day is Bargain Day

Summary of Savings:

BASEMENT.		Reg.	To-day.	SECOND FLOOR.		Reg.	To-day.
Beautiful China and Cut Glass	Half-price			3,500 yards Satin de Chine and Duchesse Paillette	75c	45c yd.	
Fancy China	Half-price			1,000 yards Black Duchesse Paillette	\$1.50	\$1 19	
Butter Dishes	15c	9c		Black Voiles, Taffetas and Poplins	75c	50c	
7-piece Fruit Sets	40c	29c		English Panama Suiting	75c	50c	
Dairy Butter	23c	23c		West of England Suitings	\$1.35	\$1 00	
6 lbs. Rangoon Rice	25c	25c		Mercerized Mull	25c	15c	
2 1/2 lbs. Celona Tea	55c	55c		Printed Muslins	20c	11c	
4 lbs. Pearl Tapioca	25c	25c		White Organza	12 1/2c	8c	
MAIN FLOOR.				White Organza	15c	5c	
Men's Spring Overcoats	\$15.00	\$7 95		A sale of Women's Boots	\$3.50	\$1 99	
Tweed Suits	\$14.00	\$7 95		Damask Table Cloths	\$1.75	98c	
Boys' Reefeer Coats	\$5.50	\$3 49		Flannelette Blankets (largest size)		\$1 19 pr.	
Men's Pyjamas	\$3.00	\$1 49		Guipure Lace Doylies	\$1.65	98c	
Balbriggan Underwear	44c	44c		Huck Roller Towelling	12 1/2c	9 1/2c	
Men's Hats	\$2.50	95c		1,000 pairs Huck Towels	40c	25c pr.	
Boys' Caps	25c	8c		Beautifully Trimmed Spring Hats		\$5 00	
Men's Golf Caps	50c	25c		New York Hats for Girls		\$2 25	
Tam o' Shaners	19c	19c		THIRD FLOOR.			
Seal Goat Bags	\$3.98	\$1 98		Nainsook Night Dresses, Empire style	\$2.25	\$1 19	
German Silver Mesh Bags	\$5 00	\$5 00		Corset Covers	\$1.25	69c	
Hose Supporters	35c	10c		Girls' Night Dresses	85c	50c	
Embroideries	25c yd.	15c		Infants' Dresses and Coats	85c	50c	
Handkerchiefs, Pure Irish				Corsets	\$1.25	75c	
Linen	5c	5c		Spring Underwear, fine cashmere	\$1.75	\$1 00	
Quaker Collars and Stocks	Half-price			100 Black Chiffon Taffeta	\$6.95	\$2 95	
Wash Laces	15c yd.	3c		Embroidered Lingerie Waists	\$2.75	\$1 00	
Shears	85c	50c		Easter Suits	\$21.50	\$9 45	
Hosiery for Men, Women and Boys	19c	12c		Spring Coats	\$22.50	\$9 98	
Silver Cuff Links, Pins, etc.	\$1.00	25c		Separate Shirts	\$5.00	\$1 98	
1,000 Silver-plated Teaspoons	\$3.00	10c		Girls' Spring Coats	\$10.00	\$3 95	
Butter Knives	50c	25c		Dressing Sacques	75c	49c	
Alarm Clocks	75c	49c		Moreen Petticoats	\$3.50	98c	
Easter Cards and Novelties	2c to 75c	2c to 25c		FOURTH FLOOR.			
Tooth Pastes	25c	2 for 25c		3,000 yards Japanese Matting	25c	13c	
Violet Talcum Powder, 1-lb. tins	25c	2 for 25c		Linoleum	50c	37c	
Disinfectants	25c	15c		Tapestry Curtains	\$4.00	\$2 98 pr.	
Silk Taffeta Ribbon, 5/4-in.	25c	10c yd.		Nottingham Lace Curtains		79c pr.	
Fancy Ribbons	20c to 50c	10c yd.		Window Shades	40c	28c	
Lace Doylies	Half-price			FIFTH FLOOR.			
Centrepieces	98c	45c		A great collection of Tables	1-3 off reg.		
Venetian Lace	\$2.25	\$1 19		3,500 rolls Wall Paper	10c	4 1/2c	

Visitors to the Store will find considerable growth and improvement since a year ago, although it will take the remainder of this year to round out the additions and alterations which are to make the Simpson block unique in Canada as a shopping centre.

Because of the Holiday tomorrow, to-day is Bargain Day. A summary of the economies in which visitors are invited to share will be found on this page. Attention is called to annexed extract from the store directory:

Sixth Floor—
Restaurant, breakfast 8 to 11 a.m.
Dinner, 11.30 to 2.30.
Afternoon Tea, 3 to 5.30.
Luncheon served to order all day.
Orchestral Concert, 12 o'clock to 2 p.m.

Fifth Floor—
Private Hospital.

Fourth Floor—
General Offices.

Third Floor—
Ladies' Rest Room and Waiting Room.

Ground Floor—
Parcel Offices, Telegraph Offices, Enquiry Offices, Department of Banking and Accounts.

Basement—
Ice Cream and Soda Water Fountain.

GRAND OPENING

IN THE

Paris Model Department

OF

THE ROBERT SIMPSON COMPANY, LIMITED

To-day (Thursday) and Saturday, April 15th

AND FOLLOWING DAYS

When a Complete Display of Model Gowns, Suits, Children's Dresses and Fine Lingerie from Paris will be shown.



SIMPSON'S FOR MEN'S OUTING GARMENTS

What every man appreciates is the opportunity to buy serviceable up-to-date things suitable for outdoor sports, for excursions to the country, or on the water, without being "soaked" in the price. That is why shopping here To-morrow in preparation for Good Friday is true economy. You not only save money, but you are assured of correct style, a proper fit and satisfaction in wear. From eight o'clock till five-thirty there will be an intelligent obliging staff to give you quick service.

"AZA" Shirts and Pyjamas are being shown this week by Hosiery and Out-fitters throughout the country and should be specially inspected before any purchases of such goods are made.

Men's Clothes

BROKEN LINES AT BARGAIN PRICES.

Clearing broken lines and odd sizes in Men's Spring Overcoats. Regular \$10.00, \$12.00, \$14.00 and \$15.00. For early Thursday morning selling at 7.95.

In the lot are Black and Dark Oxford Grey Cheviots, light and medium grey English tweed and fawn covert cloths, cut in the latest single-breasted Chesterfield style with well-built shoulders and shapely lapels, nicely tailored in every way and finished with best quality linings and trimmings; sizes 35 to 44. To clear Thursday at 7.95.

MEN'S TWEED SUITS

Regular \$9.50, \$10.50, \$12.00 and \$14.00. To clear Thursday at 7.95.

Fine Quality English Tweed Suits, in light and dark grey and brown grounds, with self and faint fancy colored thread stripes; latest three-button single-breasted sack style with nicely built shoulders and long shapely lapels, tailored in the best possible manner and finished with best quality linings and trimmings; sizes 35 to 44. To clear Thursday at 7.95.

BOYS' SPRING WEIGHT REEFER COATS

Regular \$4.00, \$4.50, \$5.00 and \$5.50. To clear Thursday at 3.49.

Boys' English Covert Cloth and Tweed Reefeer Coats, in dark grey and fawn grounds, with neat faint fancy colored stripes; cut in the favorite double-breasted style, with self and velvet collars; sizes 21 to 27. To clear, Thursday 3.49.

Two Extra Specials For Holiday Makers

300 Suits only Men's Pyjamas, odd lines and samples of spring and summer weights, materials are all-wool flannels, cashmerettes, flannelettes, swassettes, fancy nainsooks and cambrics. This is a great opportunity for holiday makers. All sizes in the lot. Regular prices \$2.00, \$2.50, \$3.00, \$3.50 and \$4.00. Thursday to clear... 1.49.

2500 Garments of Men's Balbriggan, in medium weights, shirts and drawers; made with elastic rib cuffs and ankles; some have silk facings, others good quality saten to match; colors are sky, natural and pearl grey. Special Thursday... 44.

Paints

Out-door Paints, in dark and medium color. Special price, per quart... 48.

Water Putty, for glazing or floor filling. Thursday special, per package... 12.

Reg. \$2 and \$2.50 Men's Hats, Thursday 95c

Men's Stiff and Soft Hats, travelers' samples and balances of lines; colors in soft hats—slate grey, brown, fawn and black; in the stiff hats—mostly black, a few in light browns; 400 hats in this lot. Regular \$2.00 and \$2.50. Your choice Thursday... 95.

Boys' Caps, in navy, serge or tweeds, check, plaid and stripe patterns, Varsity and golf shapes. Regular up to 25c. Thursday... 8.

Men's Golf Shape Caps, in navy worsteds, new patterns of spring and summer tweeds and corduroys. Regular up to 50c. Thursday... 25.

Children's Tam o' Shaners

in brown, cardinal and navy cloth and velvet, named silk bands, good finish. Thursday bargain... 19.

Thursday Wall Papers

3500 rolls Wall Papers, for bedrooms, dining-rooms and halls, in various patterns, small halls and dining-rooms, assorted colorings. Regular to 10c, Thursday, 4-1-2; regular to 20c, Thursday... 11.

2750 rolls Imported Papers, for parlors, dining-rooms and halls, in various patterns, small halls and dining-rooms, assorted colorings. Regular to 10c, Thursday, 4-1-2; regular to 20c, Thursday... 11.

150 rolls Pressed Paper, light and dark leatherettes, dado, vestibule or dining-room or hall quantities. Regular to \$1.50 roll. Thursday... 39.

Groceries and Provisions

2000 lbs. Dairy Butter, in prints per lb... 23.

Choice Family Flour, quarter bag... 59.

Currants, cleaned, 3 lbs... 25.

California Seeded Raisins, three packages... 23.

Canned Sweet Pumpkin, three tins... 23.

Choice Red Salmon, per tin... 15.

Finest Rangoon Rice, 6 lbs... 25.

Pearl Tapioca, 4 lbs... 25.

Salt, in 5-lb. bag, three bags... 14.

Canned Yellow Peaches, in heavy syrup, 1000 tins, per tin... 15.

Canned Corn, three tins... 25.

Perfection Baking Powder, three tins... 25.

Pure Orange Marmalade, quart gem jar... 25.

Telephone direct to department.

The Robert **SIMPSON** Company Limited

Store Closed All Day To-morrow, Good Friday.

The Robert **SIMPSON** Company Limited

Corner with the... \$5000.00

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CHRISTIAN

This morn will open the school conv Tabernacle, Misses Ro Mission, and will give a d nary class session, aft ner, Ph.E., dress.

A demon class teach afternoon, le Church (Mc McIntosh of iton. E. H. Ontario Sur will deliver a Mr. Robert Mission will adult Bible stereophon Monteth of Association

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