

**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 24 lines to Central.

**SIMPSON**



### Four Days From New York

An immense shipment of New York hats, bought within four days of this sale, consist of the very latest shapes in the finest of Tagels, Milans, hems, and fancy braids. Also a splendid assortment of sailors in tailored Tagels, very finest Milan braids and Javas. They will make a very large display when we open them out for to-morrow's showing. This will be a most attractive event just before Easter.

### 1,000 Hats at \$1.00 Each

Also from New York, are a clearance of a large manufacturer's stock, and includes trimmed and untrimmed hats, along with a big assortment of children's fine quality hats. Many 1.00 of these hats are worth \$2.00 to \$3.50 each. Tuesday .. 1.00

### An Altogether Unique Value in Suits for Easter

New and Attractive Suits De Luxe

We have but now received a group of suits made of beautiful fancy tweeds and worsteds, cut on the newest styles, with notched collar and revers. Coat is finely tailored with best quality of silk lining. Skirts show just the right fullness, with high waistline and one-sided effects, colors are light and dark greys, brown, fawn, and mixtures. Worth \$22.50. By special arrangement 16.50 we sell them Tuesday, for .. 16.50

#### SMART SPRING COATS, \$15.00.

About 35 Coats in a variety of newest materials and styles for 1912. Whipcoats, in grey and tan, imported tweeds, in grey mixtures, and new tan serges. All made in a plain tailored style, with mannish collar, revers, or the new one-sided effects and patch pockets. 15.00 Special value .. 15.00

#### MISSES' COATS.

Made of splendid shepherd checks, cut on close-fitting lines and single-breasted, tailored collar, pointed revers, overlaid with black satin and piped with king's blue. Sleeves are man-tailored and trimmed with black satin buttons. Sizes, 14, 16, 18. Price .. 9.00

#### DRESSES THAT ARE NEW.

Handsome and original designs mark these dresses for women and young girls. They are made of wool and silk poplin. The waist has the new, set-in sleeve, and semi-low collar outlined with narrow piping. The skirt hangs gracefully and is finished with deep fold of self material. Shades are tan and navy. Tuesday selling .. 12.50

#### SKIRTS FOR SERVICE.

Made of imported Panama cloth, black or navy, cut on a plain, four-gore model, with high waist, front panel and one-sided effect, 3.75 with cluster of plaits at bottom. Very special .. 3.75

### Cream Dress Goods Opening Tuesday

Opportunity to Buy Reliable Black Satins

It's an early spring in the suiting trade, and the demand for cream suitings and dress fabrics has already been shown.

This season cream fabrics are to be very much used, and it is more than likely the supply will not be equal to the demand.

If you are planning your summer costumes you will be glad to know that as usual Simpson's Dress Goods Dept. is well prepared.

We have a splendid assortment of cream suitings, also cream and white ground suitings with the contrasting hair-line stripes. Also a fine collection of light weight fabrics for summer street wear or house dresses.

Pay a visit to our spacious department on the second floor Tuesday, when we will make a special display of these particular fabrics.

Black Skein-dyed Satins, made specially for us, and guaranteed to give perfect satisfaction in wear. Silks that for quality, value, and beauty cannot be surpassed. In two weights, a light weight for dresses and a heavier weight for tailored suits. Both 40 inches wide.

Mousseline Duchesse, a most fashionable dress fabric, of a deep, full, black, rich in dye and finish, in two weaves. Regularly \$1.75. Tuesday, per yard .. \$1.50

Suiting Satins, in two weights. The lighter can be used for suits or dresses, while the heavier one has the weight and texture of a fur-back satin, only that it comes in pure silk, equal in value to a \$3.00 satin. 40 inches wide, and offered on Tuesday at, per yard .. \$2.00



## New Ideas Everywhere In The Simpson Store

Over every department of this immense store is an air of preparedness. Everything is ready for the Spring shopping which already pours its crowds down the aisles searching for the values for which the store has become famous. These pages are a slight index to Tuesday's exceptional offerings.

### Real Irish Crochet Neckwear

We handle the genuine Irish laces, bought direct by us from the Irish home-producers. Among our exclusive importations are, Quaker collar and cuff sets, round collars, round collars with cuffs, stock collars, stock collars with jabots, coat collars and coat sets, yokes and fichus. We also have a large stock of the wanted widths and styles in Irish laces, with insertions to match. 98c up to \$35.00 each.

A Splendid Collection of Plauen Lace Neckwear. In all the very newest shapes. Drop-back Quaker collars, round lace imitation Irish lace collars, yokes, coat collars, coat sets, stocks, jabots, and sailor collars. Prices range all the way along the line. 15c, 19c, 25c, 35c, 48c, 68c, 98c, \$1.25, \$1.50, \$2.00, \$2.50, to \$10.00.

Handsome Irish Needle Point Coat Collar, 65c.

### Easter Cards and Novelties

Many beautiful conceits for the festivities of the season.

Stationery Section—Main Floor

### Excellent Linens and Staples

100 pure linen table napkins, perfectly bleached, new neat bordered designs, 24x24 and 22 x 22. Tuesday, dozen .. \$2.45

1,000 yards white dress linen, medium weight, excellent quality for women's and children's dresses, full 36 inches wide. Clearing Tuesday, yard .. 23c

Horrocks' extra wide nansook, fine-sheer needle finish. Special value, 12 yards, for .. \$1.85

Pure all-wool Scotch blankets with a nice close nap, thoroughly scoured and shrunk, double bed size, 68 x 86. Tuesday, pair .. \$5.85

1,000 yards of good heavy striped flannel, mostly dark colorings, a good assortment of stripes, 34 inches wide. Tuesday, yard, 14c. Phone Department, 2nd Floor.

### Thomson's Fine Glove-Fitting Corsets

They fit and improve the figure like a glove does the hand, hence the name. Three hundred pairs are offered Tuesday at almost half their real value. Phone orders filled if before noon.

Thomson's Glove-Fitting Corsets, a beautiful model in fine white batiste, a very graceful and extra long style, with new low bust, finest rustproof boning, 2 wide side steels, 4 garters, sizes 18 to 26 inches. Tuesday, a pair .. \$1.25

#### GIRLS' DRESSES ALMOST HALF-PRICED.

A maker's samples, and the balance of two pretty styles from our regular stock, priced ridiculously low for a Tuesday quick sale. No phone orders.

Nearly Three Hundred Girls' Dresses, fine gingham or chambray, pink, blue, or tan effects, also black and white, Dutch or high neck, short or long sleeves, prettily trimmed, all this season's styles, sizes 2 to 14 years. Regularly \$1.00 to \$1.50 each. Tuesday all at, each, 65c

### Fifty Smart Tunics

TUNIC ANNEX, THIRD FLOOR.

We have sorted out fifty tunics, all of this season's designs for quick sale Tuesday, preparatory to the moving of the department to another location on the Third Floor. Former prices we will not mention, because they are so varied. Tuesday's price will be

Twenty-Five at \$5.00  
Twenty-Five at \$10.00

### "Man-Tailored" WAISTS

OF VERY EXCEPTIONAL MERIT

For \$1.25—A plain white shirt of a new material termed "Cyrus Linene," having the appearance of a fine, pure linen, in addition to which it will always retain its fresh, white appearance; stand-up turned-down collar, linked pearls, patch pocket, turned-back cuffs, front fastened with good 1 1/2 inch pearl button. Every size to 42-inch. Tuesday .. 1.25

For \$1.75—A marvelous man-tailored shirt waist, of guaranteed pure linen of a high grade. This is made in the new "Raglan" shoulder style, and for dash and fit cannot be excelled. The front opening is fastened with three thick, solid ocean pearl buttons. It has patch pocket and laundered collar and cuffs. Sizes 34 to 42 inches, and is marked 1.75 specially for Tuesday's selling at .. 1.75  
Phone or Mail for these two splendid lines.

### WOMEN'S BOOTS

300 pairs Women's Boots, "Empress," "McDermott," and "Boston Favorite" brands, button and Blucher styles; tan calf, patent colt, and kid leathers; sizes 2 1/2 to 7. Regular prices are much higher. Tuesday .. \$1.95

The **SIMPSON** Company Limited

### A Special Price on Men's Raincoats

We put on sale Tuesday a number of splendid cravenette raincoats that are made from English cravenette cloths, in plain greys, cut full length, with lots of room; single-breasted fly front style, good wearing linings, and well tailored.

These excellent coats 6.98 Tuesday, at .. 6.98



### Spring Weight Overcoats

Beautiful overcoats in the new light shade of plain brown, are very attractive, and will wear well. They have good mohair linings, and are well tailored. Made single-breasted, and buttoned through, showing slight form-fitting. Price .. 10.50

#### ONE OF THE NEWEST.

Two-tone brown tweeds, in a small herring-bone weave, is made up in a smart single-breasted style, has mohair lining and is well tailored. Price .. 13.50

Here is a beautiful English black chevot cloth overcoat, silk lined throughout, with the silk out to the edge of the coat, made in the new Chesterfield style, with close-fitting collar and fitting perfectly, in every detail well tailored. Price .. 18.50

#### BOYS' SCHOOL SUITS.

Dark brown, neat stripe English tweed, single-breasted, Norfolk suit, has box pleats front and back, self belt, good quality linings, and plain pants. Sizes 25 to 28, \$3.25; 29 and 30, \$3.75; 31 to 33, \$4.50. Three-button, double-breasted blousier suit, made from a good wearing, dark grey English tweed, showing a few color threads; breast pocket and side vents; large American blousier pants with belt loops. Sizes 25 to 30, \$4.25; 31 to 34, \$4.75. Suit of light fawn and brown mixed tweed, cut in a smart, Russian military style, buttoning up side to shoulder, trimmed with four rows of soutache silk; emblem on front, tan leather belt, body lining, blousier pants with elastic bottom. Sizes 7 1/2 years to 8 years 4.00

### Men's and Youths' Soft Hats

New Spring style, medium crown, with brim which can be worn in numerous ways, to suit the taste of wearer. Colors, Oxford grey, Cambridge grey, tan, olive, and bronze. Tuesday, special .. 1.50

Men's, Youths', and Boys' Caps, large peak, with medium crown fastened to peak with dome fastener, splendid range of new spring tweeds and worsteds, silk lined and well finished. Tues. day .. 45c

### Neglige Shirts

Men's Negligees, a manufacturer's overmakes and samples and all odd lines from our regular stock added; a good range of designs, including white, with the new black hair-line stripes in different widths. These are good wearing materials, full sizes, both in length and breadth, and guaranteed perfect in every way. Regularly 75c, \$1.00, and \$1.25. To clear Tuesday .. 45 Cents

**Women's \$3.50 Coat Sweaters, for \$1 Each**

The heading is reason enough to bring you here bright and early, if you want a warm coat sweater. No phone orders. Clearing out 200 women's coat sweaters, two of our regular styles, in grey, black, and white. They are made of pure wool, with ribbed collar, cuffs, and hem. They are guaranteed to be of the highest quality. Regularly \$3.50 each. Tuesday, each .. \$1.00

### New Ribbons

Six Beautiful Patterns, only 35c Yard

The first is a heavy, brilliant taffeta in a stripe effect, with the new fringe edge. Two very smart patterns in black and white. Two good satins and taffeta fine-tone effects. And, best of all, a wide, three-color effect in satin and taffeta. It has a two-in plain satin edge, in a light color on a 5-inch taffeta, in another harmonizing shade, the two colors separated by a single half-inch black satin stripe. All these ribbons are 6 1/2 and 7 1/4 ins. wide. Tuesday, per yard .. 35c

### Gloves and Hosiery

Women's Real Silk Elbow Length Silk Gloves, firm, close finish, 2 dome clasps, opening at wrist, double tipped finger, grey, black, and white. Sizes 5 1/2 to 8. 75c value. Tuesday .. 50c

Women's Tan Cape Leather Gloves, soft, pliable dressing, 1 dome clasp, F.X.M. seam, russet, bolton thumb, spear points, high tan shades, ideal street tactics. Sizes 5 1/2 to 7 1/4. \$1.00 regularly. Tuesday .. 79c

Men's Fine, Plain Cotton Hosiery, no seams, good weight, fine even finish, splendid wearing, grey, black, tan, navy. Sizes 9 1/2 to 11. 15c value. Tuesday .. 10c

### Bedroom Wall Papers

The Richmond, Geisha, Palmyra, Corona, Tokyo, Willoughby, Virginia, and other styles of Bedroom are very pretty and dainty—See these new plain Bedroom effects in chambray, linen, shadow-cord, rose, crown medallions, floral designs. Imported. Per roll, 15c, 25c, 50c, 75c.

New cut-outs, pinks, blues, yellow, green, mauve. Per yard, 5c, 10c, 15c, 25c.

#### BEDROOM SPECIALS

2,880 Rolls American Bedroom Papers in blues, pinks, yellow, mauve, purple, cream. Regular to 35c roll. Tuesday, 14c; reg. 50c, 27c.

5,000 feet Bedroom Moulding, white enamel and imitation oak. Special, per foot, Tuesday .. 1c

50 short end lots of Sanitas and Burlaps, one to four yard lengths. Regular 25c to 85c yard. Tuesday, per yard .. 14c

1,000 Rolls Bedroom Ceilings, white, sold in 50 roll lots only. Regularly 75c roll. Tuesday, in 50 roll lots, per roll .. 7c

**Moire Petticoats \$3.00**

Moire petticoats, black only, cut especially to suit narrow dress skirt, made with flounce of pin tucking and pleating, also tailored flounce, finished with velvet binding. Sizes 36 to 42. 3.00 Tuesday .. 3.00

**The Standard Patterns are strictly in vogue for 1912.**

Prices, 10c and 15c. The New Standard Embroidery Book, including two transfer patterns .. 15c April Designer, 10 cents copy, or 75 cents per year.

### Roller Skates Bargain

For children, iron rollers, extend to fit the shoe, high heel supports. Tuesday, per pair .. 50c

Roller Skates, women's or children's, plain bearing, fitted with rubber cushion, extension style, high heel supports. Tuesday, per pair .. 1.50

Roller Skates, women's or men's, steel ball bearings, extension truss bridge, strong frame. Tuesday, per pair .. 2.50

### Kitchen Scales

Weight up to 24 lbs., by ounces. Government tested and stamped. Large tin scoop, white face, regulating screw, a reliable spring scale. \$3.00 value. Tuesday .. 1.49

### Extra Values in Chinaware

500 Salad Bowls, in Carlsbad china, decorated in rich floral and gold finish. Regular from 19c to 60c. Tuesday .. 19c

Combination Dinner and Tea Set for 6 people, just what is wanted for the summer cottage, made of stout English semi-porcelain ware, neat border design, 50 sets 2.49 on sale Tuesday, at .. 1.99

1,000 Bread and Butter Plates, in neat German china, in a dainty floral border, with gold finish. While they last Tuesday .. 58c per dozen .. 58c

Brass Candlesticks, pillar shape, English make. Regular \$1.25. Tuesday, per pair .. 69c

Fine Austrian China Sugar and Cream Sets, in bright gold finish. Tuesday, per pair .. 25c

\$31.00 High-grade Austrian China Dinner Set of 102 pieces, open stock pattern. Tuesday .. 21.25

### Guaranteed Groceries

- One car Standard Granulated Sugar .. 17 lbs., \$1.00
- Choice Picnic Hams, 8 to 8 1/2 lbs. each .. per lb., 15c
- Lake of the Woods Five Roses Flour .. 1/4 bag, 85c
- Imported Macaroni .. 3 packages, 25c
- Finest Messina Lemons .. per doz., 14c
- Pure Kettle Rendered Lard .. 3-lb. pail 47c
- Pure Gold Quick Tapioca, Chocolate, and Custard Powders ..
- Edwards' Evaporated Soups .. 3 packages, 25c
- Canned Maudie, Brunswick Brand .. 6 packages, 25c
- 500 lb. Fresh Ginger Snaps .. per tin, 11c
- Tilton's Premium Oats .. 3 lbs., 25c
- Canned California Yellow Peaches in heavy syrup .. large tin, 25c
- Canned Beets, Rosebud Brand .. per tin, 15c
- Heather Brand Flavoring Extracts, lemon and vanilla .. 8-oz. bottle, 25c