

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

THE SIMPSON COMPANY LIMITED

Store Closes Daily at 5.30 P. M.

Probabilities. Moderate to fresh westerly to northerly winds; fair, a little lower temperature.

THE SIMPSON COMPANY LIMITED

MONDAY, MARCH 15

The Three-Piece Suits at \$16.50



WE HAVE told you about our \$16.50 Suits--how they are the result of a determined effort to excel anything in the market at this figure. Whether they succeed or not we leave you to judge. But we have still to tell of our "3-PIECE" Suits at this price, and we illustrate one of them herewith. These \$16.50 Suits are worth investigating. Whatever your opinion of them is you must confess that they are beautifully made and finished. The value is apparent at a glance. In fact, we could not order these suits to-day to sell under \$20.00. The style and the CHIC of these suits we will not now enlarge upon. We gave them a great deal of concentrated time and attention. But you are to be the judge. Will you come and see our 3-piece Suits at \$16.50?

Three-piece Suit for ladies, made of shadow stripe worsted; colors are new grey, navy, black and brown; new cutaway tailored coat, lined with brocade; new shaped vents at side, pleat at centre of back, trimmed with novelty buttons, self-strapping on sleeve, finished with buttons; jumper is trimmed with satin fold, and buttons to match coat; new circular cut skirt. Tuesday \$16.50.

Misses' Three-piece Suit, of fine quality imported Panama, in new grey, navy and green shades, straight cut coat, fastens with three satin-covered buttons; collar trimmed with satin, finished with Persian embroidery and braid; new turned back cuffs; large pocket flaps, inlaid with satin; buttons on back, cuffs and flaps; jumper trimmed with braid and embroidery to match coat; side-pleated skirt, with panel front. Tuesday \$16.50.

Ladies' Spring Coats Are Ready

Fine Broadcloth Coat, in black only, made 30 inches long, box back, pleats on side seams, turned back cuffs, trimmed with novelty buttons, coat collar and side pockets with flaps. Tuesday \$6.00.

Lady's Coat of cord covert cloth, in stripe effect of light and mid fawn tones, medium length, has strapping of self on front, back and sleeves, trimmed with buttons, new fancy patch pockets, finished with buttons. Tuesday \$8.50.

Shamrock for St. Patrick's Day. Shamrocks, for wearing, per bunch, 5c. Shamrocks, in all size pots from 2 1/2 to 9 in., at 5c, 10c, 25c, 35c and 50c. Carnations and Daffodils, fresh cut, Regular 50c per dozen, for 35c.

For Spring Sewing. FANCY WRAPPER BLANKETS FOR MAKING BATH ROBES. Think of enough of the handsomest bath robe material, bordered for trimming and bottom, handsomely colored and designed, at such a price; such a robe if made would be worth at least \$1.50 to \$3.00. The colorings are very new and very artistic, and the price, per length, Tuesday, \$2.50.

NEW GALATEAS, FINEST ENGLISH MAKES. Made from finest Egyptian cottons, spun strong and fine, large range of the very best dyes used in the dyeing; absolutely free from dressing; the best wearing shirtings made; also sold for boys' blouses and wash suits, children's school dresses, undershirts, bathing costumes, etc., at per yard, Tuesday, 20c.

Toilet Department. 5,000 rolls of Toilet Paper, good quality and good size roll. Regularly 5c. Tuesday 8 for 25c. Cases of 100 rolls for \$3.00.

Dr. Charles' Toilet Preparations--One box Dr. Charles' Flesh Food, one box Dr. Charles' Face Powder, one cake Dr. Charles' Healing Soap. Regular \$1.25. Tuesday \$1.00.

A Worthy Boot is Our Men's "Victor". Style-superiority, perfect fit and serviceability are strikingly represented in our new five dollar Russia tan calf, Blucher cut "Victor" Boot. In no other make at the same price can you get equal value. This model is built over one of the most comfortable medium toe lasts we have produced. The clever shaping of the toe allows an abundance of room for the free movements of the foot, and at the same time furnishes the most attractive outlines. The price for this style is \$5.00.

Provisions for Bare Cupboards. One can Redpath's Standard Granulated Sugar, 21 lbs., \$1.00. Finest Canned Apples, gallon s. tin, 22c. Choice Side Bacon, peameal, half or whole, per lb., 47c. Choice Evaporated Peaches, 2 lbs., 22c. St. Charles Evaporated Cream, per tin, 10c. Ogilvie's Royal Household Flour, 1-4 bag, in cotton, 35c. 2,000 Dozen Fancy California Lemons, good size and seedless, 2 dozen, 25c. Fancy Java Rice, 3 1/2 lbs., 25c. Finest White Sage, 3 1/2 lbs., 25c. Canned Catsup, Canada Pride, 2 tins, 15c. Finest Canned Tomatoes, Canada Pride, 3 tins, 25c. Canned Chicken Soup, Lawlor Brand, regular 15c, per tin, 10c. 20c FRAGRANT COFFEE, 20c. This blend is composed of smooth, rich, heavy bodied coffees, blended in careful proportions, bean, ground pure or with chicory. Tuesday, per lb., 26c.

Dainty New Waists

WE mention to-day a silk waist at \$3.95 and a lawn waist at \$1.75. The designs are exclusive to this store. They are free and full across the shoulders while conforming perfectly to the models for 1909. Long sleeves, of course. At \$3.95--chiffon taffeta, half-inch tucks, pointed tucked collar--silk-covered buttons--navy, myrtle and brown, sizes 34 to 42. At \$1.75--lawn waist, all over Swiss embroidery, pin tucks, new high collar--sizes 34 to 42. Two little beauties!



New Dress Nets for 1909

TRAVELERS from abroad report that scarcely a dress or suit is to be seen in the fashionable promenades and shops of Paris, London and New York which does not show a yoke and sleeves, or at least a yoke of net, generally touched with colored bandings to match the costume. Often entire waists of nets are seen--tucked, plain, embroidered or Russian. We have at least half a thousand different designs and qualities of the very newest effects from Saxony. Remember us when you think of net. Plain Bretonne Nets, in white, ivory and ecru, 36 and 72 inches wide. Per yard, 25c to \$1.00. Tucked Bretonne Nets, in white, ivory and black. Per yard, 75c to \$1.50. Embroidered Bretonne Net, with cluster of tucking, in white, ivory, ecru and black. Per yard, \$1.00 to \$2.00. Chantilly Dress Nets, in black, 44 inches wide. Per yard, 85c to \$3.00. Russian Nets, in white, cream, navy, taupe, green, moss, rose, grey and black. Per yard, 75c to \$1.50. Gimpure and Point de Gaze All-Over Laces, in white, ivory and ecru. Per yard, \$1.50 to \$5.00. NEM CAMBRIC EMBROIDERIES FOR TUESDAY SELLING. 1620 yards of Fine Cambric Flouncing Embroideries, all new patterns, in pretty openwork effects, 17 inches wide. Regular 25c yard. Tuesday, per yard, 15c. 1800 yards of Cambric Embroideries and Insertions, 1 to 3 inches wide, large assortment of patterns. Regular 7c and 8c yard. Tuesday 5c.

A Sale of Lisle Gloves

BOUGHT in England and Germany at clearing discounts. We'll offer them now rather than wait till Easter gets any nearer, when you'll have more to think of than Lisle Gloves at 15c a pair. Women's Wrist-length Lisle Thread Gloves, manufacturer's samples, mostly all colors, dome fasteners, all sizes. Regular up to 35c. Glove Sale price, Tuesday, pair, 15c. Women's Long Lisle Thread Gloves, plain, in black and white, elbow length, opening at wrist, neat fasteners. Regular 50c value. Glove Sale price, Tuesday, pair, 29c. Women's Long Silk Gloves, elbow length, extra quality silk, in black, white, all sizes. Regular \$1.00 value. Glove Sale price, Tuesday, pair, 68c. Women's Fancy Imported Long Lisle Thread Lace Gloves, elbow length, neat and dressy, all sizes, black, white, tan, 2 dome fasteners. Regular value 75c. Glove Sale price, pair, 48c.

Beautiful Whitewear at Half

Night-dresses for \$1.25, Worth \$2.50 Each. Corset Covers for 47c, Worth 95c Each. Drawers for 55c, Worth \$1.10 a Pair. Petticoats for \$1.00, Worth \$2.00 Each. HERE'S wonderful value! Spot-cash when the maker needed it, explains how it is possible for us to cut the price in two on new Whitewear right at the beginning of the season. Come Tuesday or phone your order direct to department. SPECIAL NOTE--The Night Dresses, Corset Covers and Drawers are trimmed to match, and will make pretty match sets. Night Dresses, of fine cotton, slip-over style, trimmed with fine embroidery and many small tucks, embroidery beading in cuffs, silk ribbon bow, lengths 56, 58, 60 inches. Regular value \$2.50 each. Tuesday, each, \$1.00. Corset Covers, fine cotton, full front, tucked back, trimmed with fine embroidery, tucks and ribbon draw, matches above night dress, sizes 32 to 42 bust measure. Regular value 95c. Tuesday, each, 47c. Drawers, cotton, umbrella style, trimmed to match above gown and cover, fine wide embroidery ruffle, beading and silk ribbon, sizes 23, 25, 27 inches, in both styles. Regular value \$1.10 a pair. Tuesday, each pair, 55c. Petticoats, fine cotton, deep flounce of fine embroidery and wide row of embroidery insertion, French band, full width around bottom, lengths 38, 40, 42 inches. Regular value \$2.00. Tuesday, each, \$1.00.



Men's \$5 Worsted Trousers, \$2.49

To save a \$30 suit by an odd pair of trousers is good business--is it not? The trousers will cost you--not \$5.00 a pair, but half that--\$2.49, to be exact, if you accept the Men's Store offer to-morrow. 450 pairs Men's Pants, made up from fine English worsted trousers, comprising a large assortment of new spring patterns, in the very latest shades and weaves, consisting of handsome grey mixtures, with shadow stripe effect; neat double stripes, in narrow invisible colorings; cut and shaped in the latest perfect fitting fashionable style; nicely tailored. Sizes 32 to 44. Regular \$3.50 to \$5.00. Clearing Tuesday \$2.49.



Men's Pyjamas Reduced

BROKEN lines to be cleared from the shelves to make room for New Summer Goods. See the prices: English Flannelette, lay-down collar, striped cashmere, military style, sizes 34 to 42. Regular \$1.00, \$1.25. Tuesday 80c. Heavy Flannelette, military collar and frogs, 34 to 42. Regular \$1.50. Tuesday \$1.19. Silk-striped Cashmerette, military style, with frogs, fine stripes of blue, pink and mauve, 34 to 40. Regular \$2.00. Tuesday \$1.49. English Silk-striped Cashmerette, also Ceylon-Flannel, military style, trimmed with frogs, handsome colorings, neat patterns, sizes 34 to 42. Regular \$2.50. Tuesday \$1.89.

Spring Hats for Men

DROP in the Men's Store when you are ready for a new hat. We are ready to serve you just as soon as you say the word. The hats are here and the time has come. Men's New Spring Shape Stiff Hats, full and medium crown, with roll brim, or full crown with flat set brim; fine grade English fur felt; colors black and brown. Tuesday \$1.50. The new Spring Caps for men and boys, the Bulldog, in all the nobby pattern tweeds, silk lined. Special 50c.

In the New Dress Goods Dept.

ANY fabric fashion permits, approves or favors is included in our showing. This is the premier headquarters for Dress Goods and we rejoice in comparison. Everything is ready. Come and choose. Fashionable Black Dress and Suiting Fabrics, Fashionable Satin Mixtures, Fashionable Worsteds, Fashionable Broadcloths. Blacks in all the newest and most perfect weaves. Worsteds in two-toned stripes and self effects. Satins and broadcloths in every new and fashionable shade. Satins for trimmings which harmonize perfectly with our broadcloths and worsteds. Everything is complete. All that now remains is for you to inspect our extensive stock and make your selection. Special displays of the above materials on Tuesday.



The New Spring Silks

IF ever the beauty of Silk had a home in which to appear to advantage it is now and in this new store of ours. And if ever a palatial home was worthily occupied it is our New Silk Department where all the new silks are now on exhibition. Colored Mousseline Duchesse, 40-inch, superb dress quality; all the new shades, also black and ivory. Yard, \$2.00. Colored Romano Dress Satin, 40-inch, ideal draping quality, newest street and evening shades. Yard, \$1.50. Coutelle Tussor, the latest weave in silk, in the newest spring shades, including white and black, 27-inch. Yard, \$1.75. Colored Honan Silk, 34-inch, bright lustrous finish, heavy knobby weave, in large assortment of new spring shades. Yard, \$1.00. Showerproof Foulards, 24 inches wide, exclusive new design, in the new fashionable grades. Yard, \$1.00.

Special Wash Goods

CONSTANT arriving is the feature of the times in the Wash Goods Department. We think you will be delighted with our showing this spring. Tuesday we'll sell: 634 yards of mill ends of Fine Mull and Nainsook, 36 inches wide, lengths from 6 to 10 yards. Regular 20c, for 10c. 36-inch White Indian Head Suiting, 60 pieces only. Best English Prints, 15c, 12 1/2-2c, 10c.

Children's Dress at Half-Price

TUESDAY will see the remainder of our winter dresses go at Half Price; also a lot of samples and broken sizes in Spring Dresses. The goods won't last long, so come at eight o'clock or phone your order. 60 only Children's Dresses, of cashmerette, in navy or green mixtures, and shepherd's check dress goods; each dress perfect in every detail; sizes for 6, 8, 10 years only. Regular prices \$1.25 and \$1.50. Tuesday, to clear at 60c. 90 only Children's Dresses, in lawn, print, gingham, chambray and cotton, neat patterns, beautifully made and trimmed. Sizes for 6 to 14 years. Regular prices \$1.00 to \$2.25. Tuesday to clear at 50c.

Misses' and Children's Footwear Dept.

A REAL specialty in our new Boot Department, located on the second floor, next to the Children's Millinery Department. Our new stock for spring, 1909, has arrived. All the popular leathers--Russia, calf, velours calf, box calf, vic kid, allows the child's foot to grow as it styles, in sizes 8 to 10 1/2 and 11 to 12. The new broad toe shoe (which should be a strong feature in our 1909 spring styles. The new shoes in sizes 3 to 7 1/2 are very dainty and pretty, at reasonable prices. Stylish, comfortable, long-wearing, in sizes 8 to 10 1/2 and 11 to 12. In this section of our new Boot Department we have all the footwear required by children to the age of 11 years.

Sale of Travelling Goods

WE have cleared a lot of four hundred Trunks and Suit Cases from the best Canadian manufacturers, with which we open the Traveling Season on Tuesday. Included in this sale we offer 100 of our latest model Bedford Suit Cases at a price we could not purchase them for a year ago. The 1909 improvements stamp it, without doubt, the best Suit Case in Canada, at the price. BEDFORD SUIT CASES. Made on English steel frame, genuine cowhide, inside shirt pocket and straps, English linen lined, two double bolt brass locks, handle hand-sewn to case with two brass rings attached. Regular price \$4.95. Tuesday's Price 3.95. CLUB BAGS. 10 only Club Bags, the "Bedford," cowhide leather, best finish, with toilet fittings. Regular price \$6.95. Tuesday's Price 3.95. CLUB BAGS. 50 Club Bags, leather lined, English steel frame, cowhide. Regular price \$5.25. Tuesday's Price 3.95. PHONE ORDERS FILLED. INITIALS (in black) FREE. TOP FLOOR.

