

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS: Northwesterly winds; fair and cold.

SIMPSON

Petticoats of "Halcyon" Messaline

A straight hanging, graceful model in black only; accordion pleated flounce, is finished with narrow joined frills **2.50**
Close-fitting, straight effect, black or white; deep knife-pleated flounce, is trimmed with a band of blind and eyelet embroidery. Wonderful value **2.50**
Lengths 36 to 42.

This in Lunch Room
Thursday Afternoon, 3 to 5.30
Chicken Salad, Bread and Butter, Pot of Tea
Ten Cents



All the Refinements of Life

hinge on proper food, clothing, and shelter. In this twentieth century we demand much more than merely a dry place to sleep and the coarse foods and clothing of our fathers. To-day you can see the acme of modern skill in the production for almost every human need, combining merit with solid worth at

The Simpson Store

IRISH LINEN HAND-KEROCHIEFS
500 Dozen Men's All-Linen Handkerchiefs. Regular 15 cents. Thursday 2 for **25c**
380 Doz. Women's Pure Linen Handkerchiefs. Regular 12 1/2 cents. Thursday 3 for **25c**

About Our Fine Broad-cloths

The Dress Goods Section of the Simpson store has always enjoyed an enviable reputation for its stock of broadcloths. Always there has been a liberal representation of the four great broadcloth divisions—English, French, German, and Austrian.
English Broadcloths are of medium suiting weights.
French Broadcloths are more highly finished in weights for dresses or tailored suits.
German Broadcloths come in heavier weights for tailored suits or separate coats.
The Austrian Broadcloths come in the very highest of the finishes and the lightest weights.
We carry a magnificent range of shades in these cloths, including blues, tans, greys, rose, browns, greens, amethysts, wisterias, etc., besides ivory and black.
The showing now ready for you amply supports our title to our position of Dress Goods supremacy.

Dainty Wash Fabrics

The Popular Shepherd's Check we have in six sizes, from small check to the big 3/4-inch cushion check. They are the most serviceable wash dress goods to be had, and are moderate in price, too. 48 inches wide **25c**
Black and White Fancy Striped Marquisette, in most dainty designs for summer wear. 48 inches wide **65c**
New Range of Silk Striped Voiles, in every possible color for spring wear. The best collection ever shown here. 42 in. **65c**
60 Pieces Pretty English Gingham, stripes, plain colors and checks, will wash and wear splendidly. Regular value 12 1/2c **7c**
A Big Lot of Fine English Prints, mostly light grounds, all fast colors, a big lot of 71 black stripes among them. Reg. 12 1/2c **7c**
A Lot of Plain Colored Suitings, slightly mused and shop soiled, cream, blue, mauve, etc. Regularly 20c. **15c**
Holly Batista, a lovely printed fabric, splendid designs, suitable for ladies' and children's spring and summer wear. 30 inches wide. **15c**
No phone or mail orders for last four items.

Qualities and Values in Rich Silks

The surest way to give you a definite idea of our splendid silks is to describe a few of the fabrics that would be exceptional values elsewhere.
3,000 yards of Black Satin Duchesse-Paillette. A silk we recommend as perfect in dye and finish, a silk which we guarantee to give the purchaser perfect satisfaction in wear, a silk manufactured especially for this store, and which for quality and richness cannot be equalled at anything near the price. 40 inches wide. Per yard **1.15**
400 yards Rich, Black Mousseline Dress Satin. A deep, full, black, 40 inches wide. Regularly \$1.85. Thursday, per yard **1.57**
A wide selection in choice qualities and shades, 36 and 40 inches wide. These silks are our regularly \$1.25 and \$1.35 values. Thursday's price is **98c**
Black and Ivory Jap Silks, 36 inches wide. Very heavy selected qualities of these useful silks, having the taffeta finish and Lyons dye. Per yard **.46**

The New Hosiery in a New Section

75c SILK HOSE, 48c
Women's Silk Boot Hose, gauge weight, pure thread silk, with lace thread garter top, slipped lace thread heel, toe, and sole, black only. Regular 75c. Thursday **49c**
Women's Silk and Wool Hose, black with colored silk, fine elastic ribbed, with splendid wearing. English made. Regular 75c. Thursday **49c**

Remarkable Reductions on New Colored Paillettes, Satin de Chenes, and Satin Liberties

A wide selection in choice qualities and shades, 36 and 40 inches wide. These silks are our regularly \$1.25 and \$1.35 values. Thursday's price is **98c**
Black and Ivory Jap Silks, 36 inches wide. Very heavy selected qualities of these useful silks, having the taffeta finish and Lyons dye. Per yard **.46**

Coats for Woman-Kind of All Ages

NEW SPRING COATS \$17.50.
Exceptionally stylish coats of all-wool imported serge, in black only, cut on straight lines with round collar of black satin and revers of silk and heavy lace trimming in the sided effect. Handsome, serviceable coats in every detail and very **17.50** moderately priced at **15.00**
COATS FOR JUNIOR MISSES
In lightweight tweeds, in green and fawn shades. These coats are cut on straight lines and are single-breasted, with large revers of serge trimmed with strapping of material, piped with either green or red, and most attractive. Curfs trimmed to match collar. Sizes 12 to 18, 15, 17. Thursday **9.00**
GIRLS' 3/4 LENGTH SPRING COATS.
The quality of cheviot serge is excellent. Box back, single breasted, rounded collar and long revers are features. Delicately trimmed with black braid and small pearl buttons. Tailored sleeves with turn-back cuffs trimmed to match collar. Colors navy, tan, red and King's blue. Ages 8 to 14 years. Price **5.00**

New Suits \$15.00 Dresses at Low Cost

Smart and pretty styles, with coats 24 to 28 inches in length, tailored, or large one-sided revers, collars inlaid with silk or self material, stitched pockets; skirts with overlaid effect, side gorges, panel fronts and plainly tailored styles; colors, tan, green, brown, and grey shades. Materials all imported, in tweeds of fine 15.00 weave and stripe mixtures. Special value **15.00**
Of plain figured lustrous, fine serges, and fancy materials, in shades of tan, navy, black, cardinal, and stripes. Some have the new, square collar at back. Others one-sided revers made of black satin, and square or V-shaped yoke. Short or long sleeves; skirts with or without high waist-line, pleated or plain. Worth an early call. Each **4.35**

To be Found at the Notion Counter

"Savon" Dress Shields, every pair guaranteed, size 2, 3, and 4. Regular 20c, 25c, and 35c. Thursday, pair **15c**
"The Green" Canvas Coat Forms, all sizes, Regular 60c, 85c, and \$1.00, Thursday, half-price.
Pearlbone Collar Supports, all sizes, 25c
Abel Marshall's best, solid-eye needles, all sizes, paper **5c**
36 and 45-inch Mohair Boot Laces, in black and tan per dozen **5c**
Kimono Dress Shields, every pair guaranteed, size 4 only. Thursday, pair **35c**
Skirt Gauge, used for measuring the length of skirts. Each **25c**
Pad Hose Supporters, in black, white, and blue. Regular 35c. Thursday, pair **25c**
Hose Supporters, heavy elastic, with C.M.C. clasps. Pair **25c**
Pft-on Hose Supporters, for children, with wide elastic. In black or white. Pair **10c**

English Tapestry Rugs

Some plain figures on beautiful carpets that will be of interest at house-cleaning time.
6 1/2 x 9 1/2 **\$ 5.45**
7 1/2 x 9 1/2 **7.00**
8 1/2 x 9 1/2 **7.75**
9 1/2 x 10 1/2 **8.75**
9 1/2 x 12 1/2 **9.75**
10 1/2 x 12 1/2 **12.25**
In the Seamless English Tapestry Rugs will be found an equally good assortment, a really fine lot heavy quality English Door Mats. A manufacturer's clearance.
7 1/2 x 9 1/2 **\$ 7.00**
9 1/2 x 9 1/2 **10.50**
9 1/2 x 10 1/2 **12.25**
9 1/2 x 12 1/2 **14.25**
10 1/2 x 12 1/2 **16.75**
A Thursday Special in small, heavy English Door Mats—A manufacturer's clearance.
30 x 13 inches, regular **11.25**, Thursday **9.95**
34 x 13 inches, regular **13.25**, Thursday **11.95**
New English Axminster Rugs—a beautiful quality, wool back.
27 x 34 inches **3.10**

Groceries

2,000 lbs. Dairy Butter in prints, per lb. **37c**
Choice Sugar Cured Hams, half or whole, per lb. **17c**
Choice Pink Salmon, half lbs, flats, 3 tins. **25c**
Edwardsburg or Beehive Syrup, 5 lb. pail **25c**
Salt, in 5 lb. bags, 9 bags **14c**
Fresh Flaked Wheat, per stone 45c
Malta Vita, breakfast cereal, 3 packages in half-pint bottles, Blue Bell Brand, 3 bottles **25c**
Canned Pie Peaches, 2 1/2 lb. tin 10c
Fancy Carolina Rice, 3 lbs. **25c**
Cowan's Perfection Cocoa, 1/2 lb. tin **25c**
Heather Brand Flavoring Extracts, 2 1/2 ounce bottle, 2 bottles **25c**
Blue Bell Jelly Powders, assorted, 4 packages **25c**
Imported Malaga Vinegar, Imperial quart bottle **20c**
35c ASSAM TEA FOR 25c.
500 lbs. Fine Rich, Full-Bodied Assam Tea, of uniform quality and fine flavor. A 35c tea anywhere. Thursday, per lb. **28c**

MEN! Get Your Easter Suits Now

On Thursday we will offer one of the most attractive collections of Men's Suits we have been able to show in many months.
From one of the best manufacturers on the continent we have purchased a large consignment of Men's High-Class Suits, which sell regularly at \$20.00 and \$22.00. These are excellent garments, well tailored, and with the very best lining, made from genuine—West of England worsteds, and Scotch tweeds, in the new browns, fancy striped greys, olive and blue tinted greys, and some of the most advanced colors for spring. Cut in single-breasted three-button styles, with double and single stitched edges, loops for belt on trousers, side strips, five pockets, and every other feature of high-class garments. On Sale **15.00**

New Spring Models in Boys' Suits

Smart, Two-piece, Single-breasted Yoke Norfolk Suit, with straps from yoke down back and front, belt at waist, full hip bloomer pants, with strap and belt loops, all made from medium dark grey English tweed showing a few color threads, good wearing linings. Sizes 25 to 28, \$4.00; 29 and 30, \$4.50; 31 to 33, \$7.00.
Double-breasted Yoke Norfolk Suit, made from a well finished English tweed, in a black and grey check, has Italian twist belt linings, large bloomer parts, correct in style and fit. Sizes 24 to 30, \$7.00; 31 to 33, \$7.50.

Men's Stiff Hats

Low crown, medium or wide brim, up-to-date spring shapes, fine quality English fur felt. **1.50** Thursday
Men's and Youths' Soft Hats, telescope, trooper, or new Alpine styles. Scratch or smooth mixed finishes. Colors grey, brown, bronze, slate, **1.00** and mole. Thursday **1.00**

Umbrellas

For men, mercerized taffeta tops, horn and boxwood handles. **.70** Special Thursday **.60**

Walking Sticks

Fine assorted woods, with neat mountings, 90c and 75c. **.25** Thursday

A Chintz Opening on Thursday to Last Over Friday and Saturday

AN APPRECIATION
CAN YOU PASS A TABLE OF CHINTZES?
I could wager you will not pass the new ones on the Fourth Floor. They blossom like lovely garden plots, set all about the soft "Green" Wilton lanes. Did you think the passion for chintz was cooling? It has just been working up to a climax, and this season seems like that climax. Those designs you have
ALWAYS BEEN LOOKING FOR
for the bedrooms—those simple, gay, old-fashioned-posy designs—are here now—in profusion. Do not lose them this time by delaying too long. They have a faculty for being "picked up." See, above all things, the fascinating new
"BLACK GROUND" CHINTZES.
Picture, for instance, furniture of black oak upholstered in that fine effect in crimson and mulberry shades on black.
A patterned room, with curtains of that purple and mauve iris against the ebony ground—that would make a harmony that would be a "joy forever."
This fascinating game of working out chintz rooms—you have tried it, of course? Then I need say nothing more.
But if by any chance, dear "Lady of the House," you have never yet had a "chintz room"—have one this season. You will enjoy the experience, I assure you.



Bedroom Boxes.
One hundred only Bedroom Boxes, 36 inches long, twenty inches wide, sixteen inches high, lined and covered with English cretonne all colors, hinged top, with castors. Worth \$3.50. Thursday morning, Opening Sale price **1.98**

Furnishings for Men

150 Suits of Pyjamas, in English flannel, zephyrs, percales, chambrays, mardras, and English natural wools, all sizes, 34 to 44. Regularly \$1.25, \$2.00, \$3.50, and \$4.00. To clear Thursday, suit **.98**

Dollar Jerseys for Boys

These are of pure wool cashmere, in plain navy blue only, fasten on shoulder; just the kind to wear right now. Each one bears the "St. Margaret's" tag, which is a guarantee of quality, sizes 18 to 32. Regularly \$1.75, Thursday **.75**



FOR SA FACTORY
\$150 per foot, corner
Montage to railway, Dor
E. H. WILLIAMS
88 King St. W.

HON. MR RE

No Announcement
Steel Bounties P
port of Commis
ada's Prosperity
Inflow of Men
From Britain—
Member Urges
tion to Imperia

OTTAWA, March 13.—
W. T. White to-day bro
first budget of the new
regime. The budget
that Canada had never b
previous to to-day, a s
for which the finance m
declined to take more
of the credit, which he
be shared equally betw
and the late governme
enough to go round.
His statement showed
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amount, when the book
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venue for 1910-11 was m
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was more than double t
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satisfactory record.

Revenue \$136,000
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To the end of February
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He estimated the total
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A Record Ye
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undoubtedly a record ye
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Capital and special ex
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The SIMPSON Company Limited