

**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 40 lines to Central.

**SIMPSON**



**The Home of New Styles**  
The Paris Model Department of The Simpson Store is in reality a school of fashion. Come and get the first indications of the year's best styles in gowns, millinery, and accessories.

# Guiding Values at The Simpson Store

Amid the bewildering array of merchandise at moderate prices we have selected some that seemed of special note, to give you a definite idea of the savings possible here.

**This In Lunch Room**  
Wednesday Afternoon 3 to 4:30  
Chicken Salad with Bread and Butter  
Pot of Tea  
10 CENTS



## Garments for Spring in the Mantle Section

**FASHIONABLE ONE-PIECE DRESSES.**  
Made of white mull, cleverly designed, with two rows of wide thread lace insertion to the knee, where a deep band of pin tucking, finished top and bottom with lace insertion to match front, runs right around, the skirt. Waist has semi-low collar, outlined with narrow Plauen insertion, and ornamented with white crochet buttons. A very striking dress. Special price.....\$12.75

**NEW SPRING COATS FOR \$7.95.**  
These Coats are broken sizes of our best-selling lines, in a variety of serviceable materials and smart style, including navy and black serges, black and white shepherd's checks, tweeds, in light shades, and grey, navy, and black Panama. Some with collars and cuffs of cream flannel or black satin. Regular values \$13.50 and \$15.00, for.....\$7.95

**CHARMING COATS FOR GIRLS.**  
Made of black and white shepherd's check, have large becoming collars of contrasting shade, which have pointed fronts and rounded backs, and are overlaid with self material, and finished with velvet piping. Has box back and belt and cuffs to match collar. Ages 6 to 14 years. Special.....\$6.95

**SPECIAL OFFERING OF WOMEN'S SKIRTS.**  
Two attractive styles, in all-wool, Panama cloth, black or navy. The new one-sided effects, with plain panel back, high waistline, and ornamented with buttons. Front lengths 36 to 39 inches. At.....\$2.35

**FINE ARRAY OF SAMPLE SUITS.**  
About forty Suits, in a wide range of styles, made in a variety of materials, which includes imported tweed serges and mixtures, all this season's latest styles, and beautifully tailored. Skirts are well tailored, and seams all finely bound. Worth \$12.50, \$15, \$17.50, \$19.50, up to \$25.....\$8.50 to \$17.00

## Make Wednesday a Red Letter day for your pocketbook by making your spring purchases at The Simpson Store.

### SPRING NOW CALLS ATTENTION TO THE New Hats for Men

1,200 Men's Stiff and Soft Hats, in all the most up-to-date and fashionable styles for the season 1912. This lot consists of manufacturers' samples, and the surplus of a large importer's lines after they had shipped the spring orders. The stiff or Derby Hats are positively the last word in style and finish, and in black only. The Soft Hats are the latest productions of roughed, seratch, mixed, plain, and hairy finishes, and come in a large range of popular colors—a choice which is not always to be had in hats sold in the usual way. We cannot mention the makers' names, but you will find the name of one of the leading English designers in every hat. These hats sell regularly at one price the country over, which is \$2.50. Our large purchase gives you the opportunity of selecting one or more to suit your taste, at a saving of \$1 on each. Wednesday, 8 a.m., your choice, any hat for.....\$1.50

## Men's Business Suits

Don't deny yourself the luxury of a hand-somely tailored suit. For Wednesday morning rush we will put on Men's High-class Suits, made from English and Scotch tweeds and worsteds. They are cut in the new single-breasted styles, have the very best trimmings, and are tailored in the best manner. Regular values \$18 to \$22. Wednesday.....\$10.95

**MEN'S SPECIAL VALUE RAINCOATS.**  
Made from a greenish fawn English Burberette cloth, in a long, roomy, single-breasted style, with close-fitting collar, half lined; a coat for wear at any time, rain or shine. Price.....\$16.50

**MEN'S SPRING OVERCOATS.**  
Made from light grey English tweed, in a fancy stripe, on the new single-breasted, three-button Chesterfield lines, properly tailored, with good linings; an overcoat that is just what young men desire. Price.....\$12.50

**RAGLAN OVERCOATS.**  
An English Raglan Shoulder, Light-weight Overcoat, made from light grey English tweed, unlined, and well tailored. Price.....\$20.00

**BOYS' TWO-PIECE BLOOMER SUIT.**  
Made from a smooth finish English tweed, a fancy pattern, cut in the smart double-breasted style, with the new long, soft roll lapel. Coat lined with a fine mohair. Large roomy bloomers, with watch pocket and belt loops. Sizes 7 to 12. Price.....\$7.00

**Grey and White Stripes Galatea Wash Suit.**  
For a Boy From 2 1/2 to 8 Years, at \$2.00.

**Made in the Russian sailor style, with full-size white collar, trimmed with fancy braid, and tied in front with a flowing end, white tie, white shirt, with ornament, neat-fitting bloomers, with elastic bottom. Price.....\$2.00**

## Furnishings for Men

**Soisette Pyjamas for summer wear, kite shape front, with two-tone silk frogs and mother-of-pearl buttons; a rich material that has every appearance of silk in shades of white, grey, sky, and ecru, all sizes. A suit.....\$3.00**

**Body Guard Underwear at \$1.**  
The quality is absolutely the best for the money, the fit is perfect, the manufacture is the most careful, any garment shrunken in the wash will be replaced free; a fine natural wool, for spring and summer wear; all sizes, per garment, \$1

**Our Neglige Shirts are made with a full-size body, the correct length, and every detail perfect; a full range of designs and styles now in stock, hence a very large assortment to choose from; sizes 14 to 18. \$1.00, \$1.25, \$1.50, \$2.00, and \$2.50.**

## New York Hats Still Arriving

Of the best assortment of High-class Untrimmed Hats, we have at the present time over one hundred cases. All of New York's best styles have come in within the last few days. Real Italian Milans, in clear white or black, classy Pecos, unfinished Leghorns, fine real Tuscanes, Panamas, Javas, Manillas, and fine chips, comprising the best lot of midsummer Hats that we have ever shown.

## A Special for To-morrow

20 dozen White or Black Milans, in fine, soft, pliable effects, on several good blocks, showing the new cable edge. Would sell readily for much more money. Wednesday.....\$2.00

## Light Weight Dress Fabrics for Summer Wear

Some specials for Wednesday's selling, from one of the largest, most comprehensive, and most fashionable showings in Canada.  
**Silk Striped Voiles, dainty sheer fabrics, in every wanted shade and black, 40 inches wide.....48c**  
**Silk and Satin Striped Taffetas, French fabrics, in a full range of lovely shades and black; 42 inches wide, 59c**  
On sale at Shirting Counter.  
**Silk and Wool Fancy Fabrics, in crepes, colliennes, voiles, marquisettes, etc. Regular prices \$2 and \$2.50 per yard. Clearing Wednesday, per yard, \$1**

## Wash Goods Bargains

30 pieces Fine Real Swiss Muslin, with hand-embroidered polka dots, 27 inches wide. Worth regularly 25c. Special.....15c  
20 pieces White Linen, with polka dot, splendid for waists or dresses, and every thread guaranteed linen. Regularly 35c.....20c  
Pretty Printed Muslins, Lawns, and Organdies, 27 inches wide; a big variety of colors and designs. Regularly 15c.....7 1/2c  
Full range of all colors and Polka Dot Zurich Silk, pink, sky, mauve, cream, maize, etc. Worth 35c. Special.....10c

## Summer Silks Specially Low Prices

Natural Shantung Silk—These dainty and serviceable pure raw silks offered for Wednesday, are direct importations from our Eastern agents, and fully 25 per cent. under usual prices.  
1,800 yards Natural Color only. Pure Shantung Silk, clear and bright in finish, fine, knobby weave; 34 inches wide. Regularly 50c. for per yard.....46c  
Natural and Dyed Honan Silks at 67c Per Yd.  
1,200 yards Very Fine Honan Silk, a beautiful quality, cool and dressy in wear, with the following colors, in dyed silk: Althe champagne, mauve, cream, light and dark navy, royal and French grey; 34 inches wide. For, per yard.....57c  
Black and Ivory Jap Silks greatly reduced; splendid-wearing qualities, in Lyons-dyed, taffeta-finished silks; 36 inches wide. Regularly 85c. On sale Wednesday, for, per yard.....46c

## The Greatest Ribbon Bargain of the Season

**Wide Duchess Satin Ribbon, 12 1/2c Yard**  
A Ribbon Bargain is not a bargain if it comes when it is not wanted. But NOW Ribbon is very much wanted, hence this timely bargain.  
Our regular 20c and 25c Duchess Satin, heavy quality, pure silk, excellent finish. The colors include white, cream, pale blue, Copenhagen, navy, brown, red, cardinal, amethyst, myrtle, and black; widths 5 and 6 inches. Regular price 20 and 25c. per yard. Wednesday, per yard.....12 1/2c

## New Galateas, 16c

We are showing a complete line of Pretty New Galateas, in neat stripes, on navy and cadet grounds, also plain blue; good indigo dyes, 28 inches wide. Wednesday, yard.....16c  
Queen's Cloth, a fine English long-cloth, made from pure soft Egyptian cotton; a perfect underwear cloth. Wednesday, yard.....12 1/2c  
150 dozen Fine Pure Linen Full Sat-in Damask Table Napkins, extra good value, pretty bordered designs, 22x32 and 24x34. Wednesday, dozen, \$2.45  
Phone Dept., 2nd Floor.

## Large Values in Women's Hosiery

Women's Lisle and Cotton Silk-Finish Hose, fashioned and seamless, sheer and fine, stainless dye, double quarter welt, black with colored tops, plain colors, and all black; sizes 8 1/2 to 10. 29c value. Wednesday, 18c pair; 3 pairs.....55c  
Women's Real Silk Hose, extra fine German make, clean even finish, gauze weight, full fashioned, deep lisle thread top, double garter welt, high spliced ankle, heel, toe, and sole; sizes 8 1/2 to 10. 59c value. Wednesday, pair, 36c; 3 pairs.....\$1.00

## The Brass Bedstead Sale



Is Not a Sale of Samples  
Large Quantities of Every Style  
Await Your Inspection.

Every Bed is new and direct from the factory, designed on beautiful lines, heavy in construction and flawless in finish. Best grade of English lacquer is used. Bright or satin finish, and 25 patterns from which to make your selection. The prices are the lowest we have ever seen.  
**Brass Bedsteads, as illustrated, massive design, the posts are upright and two inches in diameter, with 1 1/2-inch fillers; supplied in either bright or satin finishes, and in 4 ft. and 4 ft. 6 in. widths. Regularly \$23.75. Special Brass Bedstead Sale Price.....\$17.50**  
**Brass Bedsteads, in full size only, and in bright finish, a neat pattern, well proportioned. Regularly \$22.00. Special Brass Bedstead Sale Price.....\$16.00**  
**Brass Bedsteads, in all the standard widths, and in bright or combination finishes, heavy upright posts, and heavy filling. Regularly \$23.75. Special Brass Bedstead Sale Price.....\$16.90**  
**Brass Bedsteads, a massive design, well made of selected materials, in 4 ft. and 4 ft. 6 in. widths, and in bright or satin finishes. Regular \$24.60. Special Brass Bedstead Sale Price.....\$18.40**

**Brass Bedsteads, with heavy continuous posts, and filling to correspond; can be had in bright or satin finishes, and in sizes 3 ft., 4 ft., and 4 ft. 6 in. Regularly \$26.00. Special Brass Bedstead Sale Price.....\$19.90**  
**Brass Bedsteads, in bright or combination finishes, and in full size only; a very desirable massive design. Regularly \$33.00. Special Brass Bedstead Sale Price.....\$26.00**  
**Brass Bedsteads, as illustrated, in four-poster style, full size only, well designed, carefully made, and very desirable. Regularly \$28.00. Special Brass Bedstead Sale Price, \$20.75**

## Time for the Middy Waists

A Smart Middy Blouse, of fine white duck; cut low, with navy blue sailor collar, short, set-in sleeves, and patch pockets, trimmed with braiding of navy blue, finished with neat lacing. Special Wednesday.....\$1.00  
Middy Blouse, of heavy white duck, deep sailor collar, of fine imported navy serge, trimmed rows of white braid, set-in sleeve, with buttoned cuffs, patch pocket, and removable vest. Special Sale.....\$1.25  
A New York Middy Blouse, of very good quality grey flannel, has deep sailor collar, of fine navy blue serge, trimmed with braid and stars; has set-in sleeve, shirt style, buttoned cuffs, front finished with white lacing. Special value.....\$1.95



## Men's Boots \$1.99

360 pairs Men's Boots, made in the popular Blucher style, box calf, dog-gola kid, and gunmetal leathers; new spring styles, sizes 6 to 10 only. Regular \$2.50 and \$3. Wednesday.....\$1.99

## Drug Specials

Medicines and Sundries at reduced prices for Wednesday.  
**Arnold's Catarrh Cure, for cold in the head, 50c size.....25c**  
**Sal Littifolia, 25c size, 12 1/2c; 50c size, 25c; \$1 size.....50c**  
**Milona Tablets, for indigestion, etc., 50c boxes.....25c**  
**Madame Yale's Scalp Ointment, \$1 size.....50c**  
**Yale's Antiseptic Solution, 25c size.....15c**  
**Yale's Fertilizer Tablet, \$1 size.....50c**  
**Hot Water Bottles, samples that have been come soiled by handling but just as good for use. Up to \$1.50 each, to clear at.....75c**  
**Olive Oil Capsules, 12 and 24 in a box. Wednesday.....10c and 20c**

## Bushes, Roots, Seeds, and Bulbs

Bleeding Hearts, Iris, and Valley Roots.....15c  
Rose Bushes, at.....15c  
Hydrangea, Spirea, Van Houttei, Snowball, Boston Ivy, and Virginia Creeper, each.....20c  
Flowering Almond, Lilac Bushes, and Crimson Ramblers, each.....35c  
Dahlia Bulbs.....6c  
Gladolus and Tuberose Bulbs.....12 for 15c  
16 pkts. Flower or Vegetable Seeds for.....25c

## New Wall Papers

New English, French, German, Swiss, New York, and Kentucky papers, in silks, blends, leathers, cloths, tapestries, pressed papers, stripes, figured and plain.  
For reception room, drawing-room, parlor, sitting-room, in champagne, blues, greens, old rose, cream, grey, tan, mottled, shot effects, in plain, figured, and pressed imports. Per roll, 35c, 50c, 75c, \$1.00, \$1.50, \$2.00, and \$3.75.  
For dining-rooms, dens, halls, libraries, offices; corks, leatherette, lin-

## For Apartments or Summer Cottages

erusta, tapestry, and tweed effects, in blend, plain, or figured, with decorations to blend. Per roll, 25c, 35c, 50c, 75c, \$1.00 up.  
Decorations and bands for any style of room or office. Per yard, 10c, 15c, 25c, 50c, 75c, \$1.00, and \$1.50.  
**LESS THAN HALF-PRICE.**  
3,500 rolls Imported Papers, for parlors or dining-rooms, assorted colorings and neat designs. Regularly to 50c. Wednesday, 21c. Regularly to 75c. Wednesday, 36c. (Fifth Floor.)

## Well Made China

3,000 pieces Fancy Art China, underpriced for rapid selling, comprising: Nippon Marble Pots, Vases, Brush and Comb Trays, Powder Boxes, Hair Revolvers, Jardinettes, Salad Bowls, Chocolate Pots, Bon-Bon Dishes, Fruit Sets, Sugar and Cream Sets. Wednesday special.....49c  
7-piece Toilet Sets, in the new Ravissant Art Ware, in beautiful scenic-shaded colorings. Wednesday special.....\$2.99  
40-piece Austrian China Tea Sets, in dainty rosebud border design and gold lines. Wednesday special.....\$6.25  
102-piece Dinner Set, in Imperial Austrian china, with matt gold trimmings. Regularly \$47.50. Wednesday.....\$36.00  
\$75.00 Limoges China Dinner Set, of Bernard and's Peerless Ware, in open stock pattern. Wednesday's special.....\$59.50

## The Groceries

2,000 stone Fresh Rolled Oats, per stone, 45c  
Finest Sugar-Cured Hams, half or whole, 17c per lb.  
Finest Canned Corn.....3 tins, 25c  
Canned Peas, per tin.....11c  
Post Toasties.....3 packages, 25c  
Choice Prunes.....3 lbs., 25c  
Pure White Clover Honey, 8-lb. pail.....75c  
Tetter's Cream Soda Biscuits, 3-lb. box, 25c  
One car California Sun-kist Oranges, good size and sweet, per doz.....25c  
Mixed and Chow Pickles, in 40-oz. bottle, 25c per bottle  
Choice Manilla Olives, quart jar, per jar.....35c  
St. Charles Milk, per tin.....3c  
Catsup, Blue Bell Brand.....3 bottles, 25c  
Deep Sea Codfish Steak, per tin.....15c  
**FRESH-ROASTED COFFEE, PER LB., 25c.**  
50c lbs. Fresh-Roasted Coffee, in the best, ground pure or with chicory. Wednesday, per lb.....25c

The Robert **SIMPSON** Company Limited