

SIMPSON

Store Opens 8 a.m.

Closes 5.30 p.m.

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

Probabilities—southerly winds; fine and milder.

SIMPSON

A Sale of Paris Model Waists, Wednesday \$5.00

100 Beautiful New Sample Waists and Dainty Overslips, of fine silk crepe de chene, chiffon and marquisettes. All are exquisitely designed, in the latest fashionable modes, pretty one-piece kimono style short or long sleeves, trimmed in the newest beads and pearl effects, and real lace; black, white and the new leading shades. These waists were made to sell regularly at \$10.00, \$12.50, \$15.00, \$20.00 and \$25.00. Sample Sale, Wednesday 5.00

New Gingham in the Wash Goods Dept.

These favorite fabrics for Spring and Summer wear are represented on the second floor in designs and colors, widths in great variety.

The best line at the price is our 28-inch cloth. Every color in rose, or four different-sized checks, navy, black, red, sky and pink. This is a very substantial cloth and will wear well 12½

Fine Scotch Cloth, 31 inches wide, in a big range of patterns, in favorite checks and stripes 15

Fine Black Muslins, in pretty figures, some with fancy striped effect; these muslins are absolutely fast colors 30, 25, 20

Persian Lawn and India Linen, in full ranges, 31 inches wide, pure black 50, 35, 25, 20, 15

Favorite Voile, 40 inches wide and beautifully mercerized, in plain shade pink, sky, grey, mauve, tan, black, navy, etc. Very special value 50

English Print, 30 inches wide, navy, black, white and other colored grounds, spots, sprays and stripes. Regular 12½c, for 7½

No Phone or Mail Orders for Prints.

Four Striking Examples of Reasonableness and Reliability from the Furniture Department (5th Floor)

Bedroom Suite, of three pieces, in mahogany—dresser, chiffonier and dressing table. Regular price \$195.00. Wednesday selling 145.00

Dressing Tables, in mahogany. Regular price \$35.00. Wednesday selling 25.00

Brass Bedsteads, in full size only, satin finish. Regular price \$90.00. Wednesday selling 60.00

Brass Bedsteads, with heavy continuous posts and filling equally strong. Regular price \$66.75. Wednesday selling 52.00

Women's Flannelette Nightdresses.

We are clearing two splendid styles of Women's Flannelette Gowns on Wednesday. It will pay you to come early if interested. Phone orders filled.

360 only Women's Fine Quality Flannelette Night Dresses, two neat styles, in plain pink only, Mother Hubbard effects, trimmed with lace insertions, many tucks, and frills of lace; also plain yokes, trimmed with fancy braid and lace; lengths 56, 58, 60 inches. Regular prices \$1.00 and \$1.25 each. Wednesday, each 63

Carpet, 4th Floor

900 yards of Heavy Axminster Carpet, in newest colorings and designs. This quality has a particularly rich appearance, and is very durable. Regular price, per yard, \$1.35. Wednesday, per yard, 1.00

Art Reversible Wool Squares, with rich and luxurious effects, in shades of green, blue, red, conventional and two-tone effects. These rugs are suitable for any rooms:

- 3 x3 yards, for \$5.19
- 3 x3½ yards, for \$6.19
- 3 x4 yards, for \$7.19
- 3½x4 yards, for \$8.19
- 3 x4½ yards, for \$8.19

Millinery Ribbon



What are you going to trim your Easter Hat with? Well, millinery authorities have said that ribbons will be used in profusion; and the present indications point in that direction. Make your selection early. The exact color you want may be gone if you take too long in deciding.

6-inch Duchesse Satin is very popular. Never have we had a ribbon like our "9000." It is heavy and firm, bows up well, and has a very high finish. The color-range is complete, including many novelty shades for 1911. This is the best ribbon value ever offered in a duchesse satin, for, per yard 25

Wednesday and Thursday \$2.00 Neglige Shirts 79c.



Buy Your Shirts Now for the Summer—a Dollar Spent is a Dollar Saved.

Wednesday and Thursday of this week are the best days in 1911 to buy shirts.

All the shirts to be sold in this sale are new, this year's goods. Last week we bought all the surplus floor stock from one of the best known manufacturers in Canada. It was a bargain and you may share in it.

All the stock is first-class and clean, designs are new and up-to-date. By far the larger number are shirts usually selling at \$1.50 and \$2.00, the balance at \$1.00 and \$1.25. There is not one shirt at less than a-dollar value.

Materials are Chambrays, Zephyrs, Percales and French and American Prints, made up in the following styles: Pleated or plain bosoms, cuffs attached or detached, coat or ordinary fronts.

Although there are 4,500 shirts to be sold, you can readily understand the advantage of coming early. See our windows for examples of the shirts on sale.

Hat Sale



Wednesday the sale of Men's Hats continues. The styles are the newest and best for 1911. Qualities are unsurpassed. Only Hats of finest quality English fur felt are offered in the sale. Regular \$2.00 and \$2.50. Sale price 1.00

Furthermore, a new shipment has arrived from a firm which is recognized as the standard fashion-producer in Men's Hats. There is a great and seasonable showing from which to make your selection for the Spring.



Clothes for Men and Boys at Prices Most Reasonable

Men's Suits

Sale of Men's Sample Suits, Regular \$14.00 to \$22.00, to Clear Wednesday at \$9.95.

Imported English Fancy Worsted and Tweed Suits, in all the new shades and patterns for the spring season, cut on the latest single-breasted models, with nicely moulded shoulders and long, shapely lapels, splendidly tailored and perfect-fitting; sizes 34 to 42. To clear Wednesday at 9.95

Men's Boots

600 pairs Men's Goodyear Welted Boots, Blucher cut, medium and heavy soles, box calf and kid leathers, easy fitting, long wearing; all sizes, 6 to 11. Extra special value for Wednesday 2.49

Men's Pyjamas

500 Men's Medium-Weight Flannelette Pyjamas, pocket, military collar and frog fastenings; stripe effects in shades of blue or pink. Per suit, Wednesday, 1.00

For Easter

A splendid assortment of new Easter Neckwear in all the new styles and colorings, each 50

Men's Natural Wool Underwear

Imported and domestic makes, including three different weights of Simpson's Special Brand "Body Guard," manufactured only for us by the leading manufacturers of

Great Britain. We have it in all weights for spring and summer wear. Per garment, 75c, \$1.00 and 1.25

Boys' New Spring Suits

Boys' English Tweed Suits, in dark grey with black and fancy thread stripes; double-breasted style; pants bloomer style; made full and roomy. Sizes 26 to 36. \$5.75; 31 to 34 6.50

English Tweed Suits, in grey stripe pattern, with neat red thread stripe interwoven; American double-breasted models; carefully tailored; pants bloomer style; a splendid-fitting suit for boys. Sizes 28 to 34 7.50

A Sale of Women's Spring Suits, Coats and Skirts, Manufacturers' Samples

Note these two facts:

1.—These samples were bought for cash and will be placed on sale on Wednesday at 50 per cent. less than regular value.

2.—All are this season's cloths. Styles are up to the minute. Manufactured by a firm noted for garments of dignity and good fit.

SPRING SUITS FOR WOMEN AND MISSES.

150 Suits—In many cases only two of a style; materials are French Venetians, imported Panamas, English Serges, Basket Weaves and Fancy Tweeds; coats are 26 to 28 inches long, lined throughout with silk or satin; some are plainly tailored, others with strappings of self, and neatly braided, fasten with two or three bone or novelty buttons; skirts are the correct styles, plain or pleated effects; colors are navy, brown, green, peach, tan, cadet, cream and small check effects. Suits that would sell regularly at \$15.00, \$18.50 and \$21.00; sizes are 34, 36 and 38 bust measure; for 11.95

100 Suits—Most fashionable styles, of fine Broadcloths, Diagonals, Hopsack and Basket Weave Chevots, French Venetians and checks; coats are either square cut or slightly pointed fronts, lined throughout with satin or silk, semi-fitted and box backs; some are braided, others trimmed with touches of velvet; skirts have jaunty and graceful lines; trimmed with strappings, buttons and stitched effects; colors are cream, cadet, fawn, navy, brown, silver, castor, wood, snuff, peacock, green, grey and black; sizes are 34, 36 and 38 bust measurement. Would sell regularly at \$23.50, \$27.50, \$32.50 and \$35.00. Wednesday . . . 17.95

SAMPLE COATS.

150 Women's Coats—Of light-weight Black Broadcloth, Fawn Coverts, in either striped or plain effects, and All-Wool Serges, in either blue or tan shade; a variety of smart tailored styles, in either short or long lengths; trimmed with self strappings or buttons. These coats would sell regularly at prices ranging from \$9.50 to \$12.50. Wednesday 7.75

125 Women's Spring Coats—Of a great variety of materials: All-Wool Serges, in blue, tan, red and cream; Black and White Shepherd's Check Worsteds; fine lightweight Black Broadcloths, Tusser Silks and Striped Worsteds, in grey and black striped effects. These coats are made up in a number of smart Spring styles; some are plain tailored, with heavy seams, others with the new square collar, some trimmed with fancy Oriental silk, others with black satin; smart patch or flap pockets. Regular prices of these coats from \$14.00 to \$21.00. Wednesday 11.75

WOMEN'S SEPARATE SKIRTS.

125 Women's Separate Skirts—Of All-Wool Serges, imported Panamas and French Venetians; great variety of styles, pleated or plain, trimmed with either strappings of self or buttons; some are in plain tailored styles; colors in the lot are black, navy, brown, Copenhagen and myrtle. These skirts would sell regularly at prices ranging from \$4.95 to \$6.25. Wednesday's price 3.75

60 Women's High-class Separate Skirts, in a number of this season's fashionable styles. Materials are good crisp qualities of all-wool French Voiles and fine all-wool Panamas. Trimmed with self strappings or buttons, others with strappings of silk; a few are braided. Colors in the lot are navy and black. These skirts would sell in the ordinary course at prices ranging from \$7.50 to \$12.50. Wednesday 6.75

Simpson's Library

This is a small string of people compared with the steady stream that has poured into our Book Department during the past week to make enquiries about the library.

After their curiosity has been satisfied, they enroll as members and take home with them the latest volume of fiction. No wonder, for when one pauses to consider, good new fiction is expensive, and two cents is not an exorbitant charge for the privilege of reading a popular author's latest book. This is a far nicer way of getting the reading matter than borrowing from your friends. Few people really like to lend their books. We do.

Let us remind you, too, that in this department are to be found some very appropriate and pleasing things marked with a shamrock, and that the elevator close at hand will take you to our Sixth Floor, where a bunch of the genuine article may be obtained.

The **SIMPSON** Company Limited