

**SIMPSON**

Store Opens 8 a.m.

Closes 5.30 p.m.

H. H. FUDGER, President

J. WOOD, Manager

Phone Number Main 7841.

We have 50 lines to Central

**SIMPSON**

**King Hats for Young Men**

Dressy American shapes, in fine grade English fur felt, cushion leather, easy-fitting sweats; extra well finished. They look right and wear right. Special values at \$2.00 and \$2.50

**Alpine and Fedora Fur Felt Soft Hats**, shapes which you can put into any style to suit individual taste. Colors grey, fawn, bronze, mole, steel, nickel, silver, brown, or black. Thursday, \$2.00



**Wolsey Underwear for Men for Spring and Summer**

Fine Soft Yarns, that are guaranteed pure wool and unshrinkable, will not irritate the most sensitive skin; shirts or drawers, in sizes 34 to 44. Thursday, per garment, \$1.50

**Wolsey Combinations**

Wolsey Combinations, of the finer quality, buttoned right down to crotch, large back flap; these are most comfortable, because they fit right. Sizes 34 to 44. Extra special Thursday, \$3.50

**Clearing Broken Lines of Easter Neglige Shirts**

750 Men's Neglige Shirts, ranging in price from one dollar to two dollars, to be cleared Thursday at 89c each. Fresh stock, perfect in every way, better quality materials; the lines are left over after a splendid shirt business at Easter; all sizes in the lot. Regular \$1, \$1.25, \$1.50, and \$2. To clear Thursday, 89c

**The Grocery Program**

- 2,000 lbs. Dairy Butter, in prints, per lb., 36c
- Choice Sugar Cured Hams, half or whole, per lb., 17c
- Choice Pink Salmon, 1/2-lb. Pkts., 3 tins, 25c
- Edwardsburg or Beehive Syrup, 5-lb. pail, 28c
- Salt in 5-lb. bags, 3 bags, 14c
- Fresh Flaked Wheat, per stone, 45c
- Maita Vital Breakfast Cereal, 3 packages, 25c
- Finest Carolina Rice, 3 lbs., 25c
- Canned Beets, 2 1/2 tin, 3 lbs., 25c
- Maggi Soups, Assorted, per tin, 10c
- Scott Taylor's Worcester Sauce, 3 bottles, 25c
- Canned Yellow Peaches in heavy syrup, large tin, 25c
- Crossed-Fish Brand Sardines, 2 tins, 24c
- Blue Bell Jelly Powders, assorted, 4 packages, 25c

**Adornments for Your Home and Person at the Simpson Store**

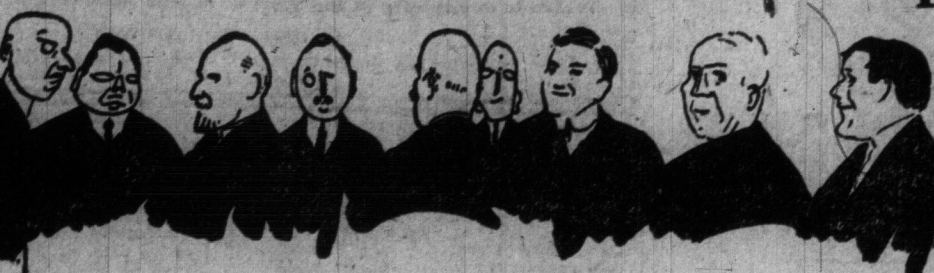
**Special Values in English Raincoats**  
The Men's Store offers a special range of Raincoats that are very dressy, and not too heavy. One made from a plain medium shade of grey cravenette, in a very fine twill, is single-breasted, and is made without lining, except the sleeves. The price is \$22.00

An English-made, Light-weight, Greenish Fawn Cravenette Coat, in the new single-breasted raincoat style, is made with out linings, is perfect fitting, and is given the best workmanship. A coat that is correct in every detail. Price, \$24.00

**A Sale of Men's Paramatta Coats**

These Double-texture, English Paramatta Coats are made from a greenish fawn cloth that will give good wear, and is guaranteed to be absolutely waterproof. They are made single-breasted motor style, to button to the chin, with a close-fitting collar, and are long and loose. Very well made. Special price, \$7.00

Fine English, Double-texture Greenish Fawn Paramatta. This Waterproof Coat is made single-breasted style, to button to the chin, and has the English Raglan shoulder; all seams well sewn and cemented. These coats are all lengths, from 44 to 52 inches. Price \$12.00



The Simpson Men's Store caters to men and youths whose tastes are educated. Styles that show the influences of the fashion centres in every line and crease, materials from the best of the world's makers, and workmanship that we can guarantee, have given the store an enviable standing.

Have you a clothing problem—either your own or your boy's—to solve? Let us help you.

**Sturdy Wear for the Boys**

**Three-button, Single-breasted Norfolk Suit**, with two-inch box pleats at back and front, self belt, good-wearing linings, and plain knee pants, are made from grey and black mixed tweeds. Sizes 24 to 28, \$3.25; 29 to 30, \$4.00; 31 to 33, \$4.50.

**Boy's Bloomer Suit**, made from an imported English tweed, in a rich golden brown, has three-button, double-breasted coat, with that smart round cornered lapel, and shaped back, with side vents, and full-hip bloomer pants, with watch pocket and belt loops. Sizes 26 to 33, \$7.00

**Boy's Blouse Suit**, of English blue serge, has a full sailor collar, trimmed with seven rows of black soutache, large red cord silk tie, white serge shield, with ornament on front, pleated sleeves and bloomer pants, with elastic bottoms. Sizes 5 to 10 years, \$4.50

**Dependable Boots Specially Priced**

**Women's Dainty Boots**, "Queen Quality," "Invictus," and Jackson and Savage brands, button and Blucher styles, in all the popular leathers and fabrics, including satin, velvet cravenette, tan Russia calf, patent pony, gunmetal, etc., etc., dull matt calf and fancy uppers, French, New York, Cuban, military, and college girls' heels, sizes 1 1/2 to 7 1/2. Regular \$3.50, \$4.00, and \$5.00. Thursday, \$2.45

**Men's High-Grade Goodyear Welted Boots**, tan Russia calf, patent colt, box calf, vici kid, and gunmetal leathers, single or double soles, short or medium vamps, button and Blucher styles. The brands are: "Invictus," "McCready," and "Tetrault." Sizes 5 to 11. Regular prices were \$3.50, \$4.00, and \$4.50. Thursday, \$2.95

**For Further Simpson Announcements See Other Page in This Paper**

**Socks for Men**

Finest quality plain black cashmere Hose, of good weight, extra fine yarn, close elastic finish, with deep close-fitting ribbed top, double heel and toe, 9 1/2 to 11. 25c regularly, Thursday, 19c pair, 3 pairs for 55c.



**Wake Up!**

You just can't help it when one of these little clocks is your prompter.

200 only Alarm Clocks, genuine Waterbury movements, in nickel case, with loud, clear alarm bell. Each clock is guaranteed for one year. Regularly \$1.25 each. Thursday, \$1.00

Alarm Clocks, with genuine Ansonia movements, plain dials, with Roman or Arabic numerals. Each clock is guaranteed for one year. Special \$1.00

Alarm Clocks, with intermittent alarm, can be governed to ring continuously or at intervals of thirty seconds; solid brass movements. Every clock guaranteed. \$1.35

"Big Ben" Alarm Clocks \$3.00

A Large Clock, of exceedingly substantial design, in large nickel case. Special, \$2.50

**Thursday's China Values**

Tea Cups and Saucers, in fine china and gold enameled decoration, Thursday half price, 15c  
Pressed Glass Salad Bowls, neat design and finish. Regular 15c. Thursday, 10c  
Cut Glass Sugar and Cream Set, Star and flaring out design. Regular \$3.00, Thursday, per pair, 1.99  
3 1/2 Tissue Sets, all pieces full sized, with roll tissue basin, assorted colors, gold finish. Thursday, special, \$2.49  
\$8.50 Dinner Set of 97 pieces, in sound English semi-porcelain ware. Thursday special, \$4.99  
Only Bernard and Cie's high-grade Limoges China Dinner Sets, key band design, with heavy matt gold finish, cups in the Kermins or ovide shapes. Regular \$11.50, Thursday special, \$4.50

**Good Values in Furniture**

Dressers, made of hardwood and finished pure white enamel. Three deep drawers and oval plate mirror. Regularly \$14.50. Thursday special, \$11.75

Dressers, in pure white enamel finish, lots of drawer space, and good mirror. Regularly \$13.50. Thursday special, \$10.75

Bedroom Tables, made of hardwood, and finished white enamel. Regularly \$2.50. Thursday special, \$1.90

Dressers, in satin mahogany finish, Princess style, long deep drawers, with two short drawers above, and large beveled plate mirror. Regularly \$21.00. Thursday special, \$16.50

Dressers, in dull mahogany finish, colonial style, with heavily turned posts and standards, square mirror, and wood trimmings. Regularly \$23.50. Thursday special, \$18.50

Dressers, in selected quarter-cut oak, also in mahogany; square or oval-shaped mirror, well made and beautifully finished. Regularly \$19.50. Thursday special, \$15.75

Dressers, in genuine quartered oak, finished rich golden; also in mahogany; good drawer space, and heavy oval plate mirror. Regularly \$23.50. Thursday special, \$19.50

**Turcoman Cloths and Other Draperies**

Rich Antique Fabric, reversible, in shades of blue, brown, olive, Nile, and myrtle, closely woven, in chenille finish—50 inches wide, an ideal portiere fabric, very durable. Special Thursday, yard, \$1.25

**SHADOW CLOTH.**  
New Attractive Shadow Cloths, linen jaspé grounds, with artistic shadow borders, for effective bedroom hangings it is unequalled, 50 inches wide. Special Thursday, yard, \$1.25

**ENGLISH CHINTZ.**  
English Chintz, many designs, well covered, suitable for curtains and coverings in the library, den, or living-room, 50 inches wide. These are well worthy of your consideration. Thursday special, \$1.00

**TAPESTRY AT \$1.19.**  
Large Quantity of Upholstering Tapestries, wide range of patterns, heavy and durable quality, 50 inches wide. An opportunity to recover odd pieces. Worth fully one-third to one-half more. Thursday special, yard, \$1.19

**CASEMENT AND BUNGALOW NETS.**  
Beautiful Range of These Heavy or Fine Artistic Nets—The patterns are new block designs, very prominent, white, cream, and ecru tones, various widths. Prices range from 35c to \$1.00 per yard.

**AWNING CLOTHS, 25c.**  
30-inch Canadian Awning Cloths, in equal and broken stripes, colors red, blue, and green; fulfil your summer wants at a low figure by taking advantage of this sale. Thursday, Very special, \$25c

**CURTAIN POLES AND FITTINGS.**  
Curtain Poles and Accessories in abundance, enabling us to fit any shape window. White enamel, stained wood, or brass cases, at very moderate prices. Ends, from \$1.50 to 50c. Brackets, from \$1.00 to 35c. Rings from, doz., 15c to 30c

**A Huge Clearance of Odd Lots of Stationery**

- Erasers, reg. 50c and 1.00 each. Special Thursday, per box 25c
- Pen Cleaners, reg. 15c each. Thursday, each, \$10c
- Pen Openers, reg. 10c each. Thursday, each, \$8c
- Pen Fillers, reg. 15c each. Thursday, each, \$10c
- Juvenile Paperettes, reg. 30c. Thursday, each, \$20c
- Mourning Note Paper, regular 20c and 25c per quire. Thursday, per quire, 15c
- Envelopes to match, same price.

Styles (Little Dandy or Little Fellow), reg. 25c. Thursday, each, \$10c  
The Tom Tilt Style, reg. 35c. Thursday, each, \$25c  
The Tot Style, reg. 35c. Thursday, each, \$25c  
Dinner and Whist Invitations, reg. 25c. Thursday, per box, 5c  
English Views, 6 cards in package, regular 5c per pkg. Thursday, pkg., \$2c

Mourning Visiting Cards, assorted sizes, regular up to 20c. Thursday, all at, per pkt., \$2c



**Big Day in the House Mantels**

Special Offer of 4 Drawing-room Mantels and Grates of the newest design, of polished birch-mahogany, fitted with 42-inch British beveled plate mirror. They have tile facings and hearths, coal or gas grate, or tile linings for open basket or gas logs. Set up anywhere within the city limits. Regular value \$41.50. For, \$35.00

Your choice of four patterns. Solid Oak Mantels, golden or Early English finish, fitted complete as above, and set up anywhere within the city limits. Each, \$35.00

**Attractive Special Items in Carpets, Linoleums, and Rugs**

Inexpensive, yet serviceable, and pretty Brussels Carpets for all rooms, show Oriental designs in shades of tan, green, and red, self-color, small trellis greens, blues and browns, with regular width and also narrow borders, with stairs to match in some cases. Thursday, yard, \$1.00, \$1.10, and \$1.20

A few odd rolls of a special bedroom Union Carpet in good mixed chintz coloring, red and tan, green and tan. 36 inches wide. Yard, \$1.25

Strong value in Wool Velvet, and Wilton Velvet Carpets for bedrooms, drawing-rooms and dining-rooms, a variety of designs and colors to select from. Thursday, yard, \$1.50 and \$1.20

**EXTRA QUALITY IMPORTED SCOTCH ART WOOL RUGS.**  
In delightful color combinations. Many of these are so closely woven and so thick as to be quite suitable for living rooms, parlor, etc., and being woven all in one piece make a very handsome yet moderate priced rug. There are the lighter and more delicate colors for bedrooms in the delectable blues, greys, pinks, and greens, and a good variety of prices in all sizes.  
7 1/2 x 9 0.00 \$8.25, \$9.25, \$15.25  
9 0 x 9 0.00 \$7.50, \$10.75, \$15.75, \$18.25  
9 0 x 10 0.00 \$8.50, \$12.75, \$17.25, \$21.25  
9 0 x 12 0.00 \$10.25, \$13.25, \$14.35, \$19.75

In very inexpensive Art Bedroom Wool Rugs we have a big range in two qualities that will give good satisfaction. Self greens, blue and white, soft green, and tan chintz, red and tan chintz, in well blended colors.  
7 1/2 x 9 0.00 Thursday \$3.85 and \$5.50  
9 0 x 9 0.00 Thursday \$4.50 and \$6.75  
9 x 10 0.00 Thursday \$5.25 and \$7.75  
9 0 x 12 0.00 Thursday \$6.15 and \$9.00

If you require a dainty French grey, rose, or green rug for delicate drawing-room, a handsome Oriental design beautifully colored for either living room, dining-room or library, a rather plain self color effect in shades of greens, or browns, or an odd shaped rug for a hall that you have had difficulty in fitting, you will meet with unusual possibilities here. Our enormous stock of every kind of imported and domestic rugs is widely comprehensive and we feel confident that we can supply your every requirement.

**IN HARD-WEARING WILTON RUGS**  
There are hundreds to select from. Reproductions of rare and beautifully colored antique Persian Rugs, in medallion as well as small all-over designs, in blues, browns, greens, dull copper rose shades, hand-made self color effects, quaint "craftsman's style," conventional designs, all marked at the lowest possible prices. We quote an example for Thursday:  
8 1/2 x 9 0.00 Thursday \$18.15  
8 1/2 x 10 6.00 Thursday \$22.25  
9 0 x 9 0.00 Thursday \$24.15  
9 0 x 10 6.00 Thursday \$28.15  
9 0 x 12 0.00 Thursday \$32.15  
11 1/2 x 12 0.00 Thursday \$40.25

**OUR NEW "SALON" RUG.**  
Distinctively attractive and handsome for delicate drawing-rooms, shows a range of soft greys, greens, rose, and blues, in rich French-made Savonnerie rugs, three sizes only:  
9 0 x 10 6.00 \$43.75  
9 0 x 12 0.00 \$50.00  
10 6 x 12 0.00 \$55.00

**LOW PRICED REAL INDIA RUGS.**  
A very advantageous purchase of a few dozen India Rugs enables us to offer them at exceptionally low prices for quick sale. They are good, real hard-wearing rugs, and some are in odd square sizes, tan mats—dark blues, dark reds. These are well worth buying:  
2 1/2 x 1 1/2 Thursday \$1.25  
3 0 x 1 1/2 Thursday \$1.50  
Rugs—  
3 0 x 3 0 Thursday \$3.50  
4 0 x 4 0 Thursday \$4.75  
4 0 x 6 0 Thursday \$7.50  
4 0 x 8 0 Thursday \$8.50  
Decorative—  
3 x 4 Thursday \$3.25  
4 x 7 Thursday \$4.50

**NEW ENGLISH FLOORCLOTH.**  
For good service and splendid appearance there is nothing quite up to this new floorcloth. It comes 6 feet wide only, in a beautiful lot of colors, and makes a clean, fresh-looking floor. Thursday, sq. yard, 37c

**Savings in Toilet Goods**

Shell Brand Castile Soap, large 2 1/2-lb. bar. Regular prices 25c. Special, per bar, 19c  
Simpson's Witch Hazel Cream, 2 1/2 oz. size. Special, 15c  
Gilmour's Coryolisop of Japan Talcum Powder, large 1-lb. tin. Regular 25c. Special, 15c  
Simpson's Yellow Label Toilet Roll, full 1,000 sheets to roll. Special, 5 rolls for 25c  
Bentrovato Massage Cream, regular price 25c. Special, 19c  
Phone direct to Toilet Dept.

**Bathroom Fixtures THAT ARE SANITARY**

The Bascom's Artistic, Practical, and Sanitary Bath Fixtures are made of extra heavy solid brass, and highly nickel-plated. Each piece guaranteed; nickle screws for attaching.  
Oval Mirrors, nickel-plated frame, British bevel plate, 14 x 24. Thursday, \$7.75  
Oval Mirrors, white enamel frame, British bevel plate, 14 x 24. Thursday, \$7.75  
Holdfast Bath Sprays, fit any size faucet, with black handle, metal and rubber rose, 5 feet tubing. Thursday, \$2.00  
Bath Seats, varnished oak, non-rusting holdfast, rubber protectors, fits any tub. Thursday, \$1.50  
Towel Bars, 12-inch, Thursday, 46c; 14-inch, Thursday, 50c; 16-inch, Thursday, 59c; 18-inch, Thursday, 63c; 20-inch, Thursday, 69c  
Combination Tumbler and Soap Holder, with etched tumbler. Thursday, \$1.00  
Toilet Paper Holders, Thursday, \$1.00  
Tumbler Holders, Thursday, \$1.00  
Tooth Brush Holders, glass or nickel. Thursday, \$1.00