

IN THE SIMPSON STORE TODAY

Sale of Men's Hats Today, Splendid Value 95c

Fedora and Telescope Shaped Hats, in shades of grey, green, brown, fawn and black. Not a complete range of sizes in any one hat, but a good choice in the lot. This is an excellent chance to secure a good soft hat at a very special price today, at 95c.

Boys' Caps, 50c, 75c, 95c and \$1.50

Smart little shapes in one, four and eight-piece top styles; a big assortment of light and dark tweed homespuns, Donega's, etc. Today, 50c, 75c, 95c and \$1.50.

85 Men's and Young Men's Topcoats on Sale Today at \$10.95

85 only, slip-on, half belted and standard Chesterfield styles. The latter in plain grey and black chevots and vicunas. The former in grey, brown and Donegal tweed. Sizes 34 to 44. On sale today, 8.30 a.m., \$10.95.

75 Spring Suits at \$14.95

For men and young men. They are made in the season's most popular styles, the Trencher and form-fitting sacques for the young man, and two and three button sacques for the conservative dresses. Made of all-wool worsteds and tweeds, in greys, browns and mixtures. Sizes 33 to 44. Values \$18.00, \$20.00 and \$24.00. On sale today at 8.30, \$14.95.

Men's Shirts, Pyjamas and Nightgowns

Samples of \$2.00 Goods on Sale Today at 89c

1,000 Garments—We cleared Canada's largest shirt manufacturer of his samples at a ridiculously low price. In the lot are men's all white and striped shirts, made coat style, with soft cuffs and laundered cuffs; men's flannel shirts and work shirts; men's pyjamas and night shirts. Shirt sizes are 15 and 15½. Pyjamas and nightshirts medium sizes. Regular prices up to \$2.00. On sale today at 89c.

Men's 50c, 75c and \$1.00 Neckwear at 25c

Here is a dashing 8.30 a.m. special—1,000 Men's and Boys' Ties—A purchase from a large manufacturer, including broken and small set ranges, in all-over floral and Roman striped designs. Newest spring colorings and in large flowing end shapes, in slide easy neckbands. Regular 50c, 75c, \$1.00. Today, each, 25c.

Boys' Overcoats—Special, Worth Up to \$10.50, at \$5.00



Boys' Spring Overcoats, in slip-on and pinch-back styles; made of Donegal tweeds, in smart herringbone and fancy check patterns; some full lined; others one-quarter lined. Sizes 8 to 15 years only.

These prices are away lower than manufacturers' prices. Regular prices up to \$10.50. No phone or C. O. D. orders accepted for these coats. Special this morning, \$5.00.

Boys' Junior Norfolk Suits—They are made in light-weight hairline tweeds, in brown and black and grey and black patterns, in pinch-back styles, with three-piece belt; yoke front, with two imitation breast pockets, buttoned flaps; buttoned up to neck, and fastened with silk cord and tassel. Sizes 2½ to 9 years. \$3.95.

Boys' \$3.00 Sweaters, \$2.49

Boys' Sweater Coats, fancy knit; deep storm collar; two pockets; just the thing for spring wear; the colors are grey, Oxford, cardinal, navy. Sizes 26 to 34. Regular \$3.00. Today, \$2.49.

Boys' Sample Shirts \$1.25 Values, 49c

600 manufacturers' samples of Boys' Shirts and Shirt Waists, in a large range of striped patterns, also white shirts, made coat styles, with and without collars, soft cuffs and laundered cuffs. Sizes 12 to 14. Regular up to \$1.25. On sale today, each, 49c.

Amxminster and Velvet Rugs Today \$39.50

Thick Deep Pile Quality Imported Velvet Rugs, in about eighteen different designs, handsome Oriental patterns, small designs or medallion effects in various qualities, including some odd sample rugs that cannot be bought today at the price; all one size, 9 x 12 feet. Today, each, \$39.50.

Good Values in English Brussels Rugs.

Reliable and in neat designs, good colorings, and in patterns that are suitable for all purposes, serviceable and are moderately priced.

Size 6.9 x 10.6, today	15.00
Size 6.9 x 9, today	18.00
Size 6.9 x 10.6, today	21.00
Size 9 x 9, today	24.00
Size 9 x 10.6, today	28.00
Size 9 x 12, today	32.00

Scotch Tapestry Rugs, Only \$12.95 Each.

Woven in one piece, in a quality that will give excellent service. There are hundreds of these useful rugs in new designs and fresh colorings just received. Popular size for small bedrooms, sitting-rooms or dens. Size 6.9 x 9. Today, each, \$12.95.



Tremendous Sale of Misses' Serge Frocks Today

\$35.00 to \$45.00 High-Grade Garments for \$25.00

The illustration shows only three of the many stunning New York serge frocks on sale today at such a strikingly reduced price. Every dress in the collection is made from fine Botany serges in the latest tailored styles or in lovely novelty designs with foulard.

A smart tailored street dress of fine navy serge, showing modish coat effect.

A dressy frock combining sand serge and navy foulard with white coin-spot. The large crossed collar is of serge and the jaunty pockets are lined with foulard.

New suit-frock with long coat-like peplum. The front panel of navy and white foulard grows into a smart vestee.

These and many other exclusively lovely designs on sale today at \$25.00.

Women's Better Suits on Sale Today at \$25.00

A wonderful assortment that comprises several individual models, manufacturers' clearing lines, and garments chosen from regular stock. Many of these have sold as high as \$37.50. The materials include serges, gabardines, poplins and taffetas in colors sand, Belgian, brown, clay, navy, greens and black. Each suit charmingly represents the modes displayed in better grade suits, and each is a marvelous value at today's sale price, \$25.00.



Misses' Chic Easter Suits \$27.50, \$29.75 and \$35.00.

Smart styles, lovely materials and moderate prices characterize the high-grade suits we are now showing for young women.

In one it is the jaunty waistcoat—in another the prettily rippled peplum—in still another the Eton jacket that is so attractive. Some are richly embroidered or braided. The predominating shades are rookie, navy, sand, wood brown and black. Priced from \$27.50 to \$35.00.

Women's Dresses \$15

At this extremely moderate sale price you may obtain a smart frock of new spring style developed in foulard, mesaline, silk poplin or serge.

Gathered or pleated skirts; bolero, surplice and novelty bodices; embroidery and button trimming, and dainty collars of satin and georgette are interesting features. Colors navy, green, Copon, brown and black. Exceptional value today at \$15.00.

Two Specials in Women's Coats

\$13.95 for Coats to \$20.00—\$22.50 for Coats to \$32.50.

Every coat in the two lots offers exceptional value at today's sale prices. Many are from New York, and others are clever reproductions of New York garments. There are flaring and pleated designs, showing the latest ideas in novelty collars, pockets and belts.

MATERIALS—Wool velours, poplins, serges, Donegal tweeds.

COLORS—Sand, navy, grey, Belgian and black.

SPECIAL PRICES TODAY—\$13.95 and \$22.50.

Compelling Sale of Women's Suits \$17.50 Wonderful Values.

It consists of spring samples and broken lines from regular stock that cannot be duplicated owing to shortage of materials. An excellent assortment of fabrics, designs and shades. Worth from \$25.00 to \$30.00. Only 50 on sale at 8.30 a.m. today at \$17.50.

Immense Assortment of New 'Riviera' Hats

The young woman who has not yet purchased her Easter bonnet will be interested in this big Easter display of "Riviera" Hats—85 stunning tailored and semi-tailored designs that charmingly typify the latest modes.

Liserets, milans, milan tagels and other soft braids were used to fashion many of them—others prettily combine straw and georgette crepe or silk. Novelty wings, quills, flowers and fruit add to their charm, and all the leading colors are shown. Prices \$10.00, \$12.50 and \$15.00.

8.30 to 10.30 a.m. Specials

Trimmed Hats \$8.50.

These are mostly hand-blocked and hand-made shapes in a host of new straws and shades, favoring sand and navy. Many have georgette facings, and they are wing and flower trimmed. Very special value for today at \$8.50.

Trimmed Hats \$5.95.

These clever hats of milan tagel and liseret are worth much more than we are asking for them today. There is a splendid variety of smart styles, bright with flowers, fruit or ribbon. The more tailored designs are wing trimmed. On sale today at \$5.95.



One-Day Sale of Paints

Order early. All orders received before 10 o'clock will be delivered today.

Duplex Varnish Stain, 3/4 Quart—Stains and varnishes at one operation; light oak and dark oak, for floors.

Standard Putty, 1-lb. tins. Special 12c.

Berry Bros' Floor Wax, light color, easy to apply and polish, full weight tins. Thursday bargain, per lb. 35c.

C. & B. Floor Wax, per lb., 50c.

Johnson's Liquid Wax, per pint, 60c.

Mirror Floor Wax, per lb., 50c.

Liquid Granite Varnish, unexcelled for hardwood floors and linoleums; clear varnish and hard drying. Quarts, \$1.20; pints, 65c.

Valspar Varnish, quarts, \$1.75; pints, \$1.00.

61 Floor Varnish, quarts, \$1.35; pints, 70c.

Luxeberry Spar Varnish, quarts, \$1.50; pints, 80c.

88 Preservative Varnish, quarts, \$1.25; pints, 70c.

Sticker Dry Paste, 1-lb. package 15c.

Mureco and Alabastine, water paints, full range of tints. 5-lb. package, 45c.

R. S. CO. READY MIXED PAINTS FOR OUTSIDE AND INSIDE USE

Quality guaranteed, prepared from permanent pigments, combined with oils; large range of colors, cream, light buff, drab, old ivory, medium grey, slate, sky blue, navy, green tint, pea green, apple green, roseada, straw, buff, dark brown, pearl, silver grey, terra cotta, Indian red, tan, signal red, willow green, dark green, outside white, inside white. ½ pints, 25c; pints, 40c; quarts, 75c; ½ gallons, \$1.50; gallons, \$3.00.

BRUSHES

Paint Brushes, 2½ inches wide, fine black bristles, rubber set. Special, each, 35c.

Oval Paint or Varnish Brushes, selected black bristles, steel grip and rubber set binding. Extra special, each, 45c.

Paint Brushes, 2 inches wide, black bristles, securely bound. Special, each, 19c.

Kalsomine or Paste Brushes, 7 inches wide. Special mixed stock, each, 49c.

Unusual! \$26 to \$39 Chiffoniers Clearing Today at \$19.95

Chiffoniers in walnut, mahogany and ivory enamel, are of extra good finish and construction. Have dustproof drawers, solid brass trimmings. Regular prices from \$26.00 to \$39.00. Special \$19.95.

Other Good Furniture Inducements

Dressers, princess design, pure white enamel, rubbed finish, one deep and two small drawers, wood trimmed, back fitted with large oval bevelled plate mirror. Regular price \$18.50, \$12.95.

Buffet, solid quarter-cut oak, golden finish, 45-inch case, has linen and cutlery drawer, good cupboard space, back fitted with large shaped bevelled plate mirror. Regular price \$31.00, \$22.45.

Brass Bed, heavy 2-inch posts, 1-inch top rod, special caps, bright polette or satin finish; all regular sizes. Regular price \$19.50, \$14.65.

Odd Chiffoniers, pure white enamel, used on floor as samples, slightly imperfect, have good drawer space, back fitted with large bevelled plate mirror, wood trimmed. Regular price \$18.50 to \$21.00, \$12.95.

Dressers, in surface oak, golden finish, have two deep and two shaped drawers, shaped standards, back fitted with large bevelled plate mirror. Regular price \$18.50, \$14.25.

Mattress, blown cotton, deeply tufted, with roll edge, full depth border; very soft and comfortable mattress. All regular sizes. Regular price \$13.00, \$9.95.

Extension Table, solid oak, 42-inch top, pedestal base, shaped feet, extends to 6 ft.; turned or golden finish. Regular price \$15.00, \$10.25.

Dining-room Chairs, solid quarter-cut oak, turned or golden finish, full box frames, black corners, panel backs, heavy top rails, slip seats, upholstered in genuine leather. Regular \$30.00, \$23.45.

Odd Parlor Chairs, shaped backs of genuine mahogany veneer, spring seats, upholstered in mixed silks and tapestries. Regular price \$9.50 to \$10.00, \$6.25.

4 only; Ladies' Dressing Tables, in genuine mahogany and walnut veneer, triple mirrors. Regular price \$20.00 to \$25.00, \$12.95.

The Robert SIMPSON Company Limited