

1898 TWENTY-FIRST SIMPSON'S COMING-OF- 1919 AGE YEAR



Men's New Spring Hats of Quality, Style and Value



The unusual smartness of the shapes—the beauty of the felts and comfortable fit of these new season hats will strike a responsive chord with careful dressers among men and young men. And the prices, you'll notice, are accordingly moderate for hats of such unsurpassed qualities.

Soft Felt Hats at \$3

This popular price offers big choice from shades of steel grey, pearl grey, moss green, myrtle, brown, navy and black. Today

Soft Felt Hats at \$4 Lincoln Quality Hats "Leeds" quality hats in many

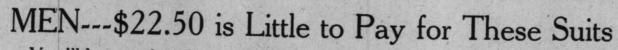
The Lincoln black stiff hats at \$5.00 and the Lincoln soft felt hats at \$5.00 are two especially good offerings from the standpoint of quality and pricing.

Also worthy of special mention are the Christy, Stetson, Borsalino and Vanity hats, in a noteworthy collection of newest models. Simpson's-Main Floor.

Simpson's-Main Floor.

new and strikingly attractive

shapes and colors. Today \$4.00.



You'll best realize the importance of the offering when you actually try on the suits. They're nobby, single-breasted, 3-button, soft roll, semi-fitted sacs, developed in plain dark grey worsted. 5-button vest, medium trousers. Sizes 36 to 44, \$22.50.



Women's \$6.50 and \$7 Boots, \$4.95 Pair

No Mail, 'Phone or C.O.D. Orders and No Refunds or Exchanges on Sale Footwear.

Grey, brown, black kid and patent leather boots-high and low military heels. Lace and button styles-long and medium vamps-wide and narrow toe shapes. Sizes 21/2 to 61/2. Regularly \$6.50 and \$7.00. Today, \$4.95.

Men's Black Boots, \$2.95

A special purchase! Made of calf leather with narrow and wide toe shapes, McKay sewn soles. Sizes 6 to 10. Exceptional values. Today, \$2.95. Simpson's-Second Floor.

Boys' Boots, \$2.95 Velour calf dark tan boots

Blucher cut. Today, \$2.95. \$1.79.

Children's Boots, \$1.79

Made of soft grey kid, lace style. Made zes 4 to 71/2. Regularly \$2.50. Today, Children's Black Kid

Boots patent toecaps. Turn soles, Sizes 4 to 71/2. Today, \$1.39.

Suits for Youths Adopting "First Longs" These models are particularly designed and tailored for the younger fellows. Mannish in appearance, yet retaining the essential smart youthful lines.

Sizes 33 to 35, \$15.00.

pieces of blue and white, and all white in the lot.

This Lot 89c Each

72 only, Tea and Coffee Boilers, large

148 only, Tea Kettles, No. 80, about 5-

72 only, Tea Kettles, No. 90, about 6-

48 only, Chamber Pails, 12-quart size.

24 only, Chamber Pails, 14-quart size.

72 only, Stove Pots, size 8 x 111/2 inches.

18 only, Preserving Kettles, 16-quart

All One Price Today, 89c Each.

At \$15.00, Trencher Model At \$18.00, Trencher Model — Developed in dark navy blue — Developed in dark grey, hard . tweed. Single-breasted, 2 but- finished tweed, with neat lighter tweed. Single-breasted, 2 but-tons, long lapels. All-around grey stripe. 2-button, soft roll, all-around belt with buckle, and \$18.00.

At \$20.00, Trencher Model -Of rich dark brown tweed, single-breasted, 3-button, new lapels, all-around belt, slash belt with buckle, slash pockets. slash pockets. Sizes 33 to 35, pockets. Novelty top pockets. Sizes 33 to 35, \$20.00.

Simpson's-Main Floor.

The imperfections are slight, the enamelware is mostly pearl grey. There are also many

Sale of 4906 Pieces of Enamelware Seconds

Boys' Cashmere Jerseys \$2.75

Fine all-wool quality with buttoned shoulders. Medium weight. Navy, cardinal and a big assortment of combination stripes. Sizes 22 to 32. Today \$2.75.

Simpson's-Main Floor.

4 Really Great Values Today

Wash Goods

Mercerized Cotton 49c

1,060 yards. Looks like silk. but wears better, and will wash. Small, neat designs on copen, green and rose grounds. Suitable for street dresses, 36 inches wide. Regularly 79c. Today,

Silk and Cotton Mull 49c

For slip linings, lamp shade linings, etc. These shades, rose, maise, gold, peach, light and dark green. 36 inches wide. Regularly 75c. Today, yard 49c.

Lace Sale Get All the Laces You Need

Fine Insertions, 10c and 15c

per dozen. Laces and Insertions, 2c 3c, 4c, 5c, 8c and 10c yard.

Shadow All-Over Laces-36inch, in white and ecru-small floral designs; 75c-values. Today, yard, 25c.

Guipure Lace All-Overs-18 and 36 inches, in ivory and ecrueffective open-work patterns. Less than half price. Today, yard, 29c and 38c.

Dress Nets, in plain fosca and fancy spotted designs—36 and 40 inches wide. Variety of colors, including black. Regularly \$1.00 and \$1.25 yard. Today, yard,

Simpson's-Main Floor.

Sale of Men's Underwear at 98c Today Regular \$2.00 Grade

They are medium weight Shirts and Drawers for spring and summer wear. Fine all-wool cashmere, in white or natural and elastic ribbed mixtures. Cream shade. All first quality garments. Sizes 34 to 44. Regularly \$1.50 and \$2.00. Today, garment, 98c.

Spring Fabrics in Big Variety

Magnificent Assemblage of

Silk Crepe and Silk Weaves

QUISETTES, PRINTED CREPES, VOILES

To the special featuring of which extra space has been devoted today:-

CREPE SILK GEORGETTES that almost invariably form some part of the dressy frock, and are more popular than ever for the smartest blouses. Priced, \$1.95, \$2.50, \$2.95 and \$3.50 yard. The \$3.50 range being the strongest silk

ALL SILK CREPE DE CHINES in dress and suiting weights, from the best makers of France, Switzerland, United States, and Japan. Ultra, reliable qualities, every wanted shade. Priced \$1.59 to \$3.50 yard.

CHIN-CHIN or KABE CREPES, mostly in evening shades. Appealingly dainty and moderately priced at \$1.24, \$1.50 and \$1.79 yard.

Endless is the Array of New Silk and Wool Fabrics

Specially Featured for Today. The compelling feature of this wonderful colis the diversity of shades obtainable in ing frocks.

Besides, silk and wool fabrics enjoy the enviable reputation of not cutting, pulling or slipping in wear. Ask to see:

SILK POPLINS—All the new shades, in weights for suits and dresses. Priced from \$2.50

CHENEY'S SILK FAILLE POPLIN-Highest grade fabrics, in rich shades of browns, taupe, sand, blues, greens, navy, etc. 40 to 45 inches wide. Yard, \$4.50 and \$5.00.

OUR "R. & S." ONDINA CORDS—A rich fabric for sults and separate skirts, with a heavily creped poplin cord. Splendid color range. 40 inches wide. Yard, \$3.50.

Simpson's-Second Floor.

Damask Table Cloths \$2.85



And Three Other Specials From This Section Today--Fourth Floor

Fine Satin Damask Table Cloths-Assorted designs. Size 66 x 83 inches. Reduced for today, each, \$2.85.

Plain Bleached Sheeting, 47c Yard Heavy quality, even weave, 68 inches wide, for double beds. Reduced today, yard, 47c.

Stripe Flannelette, 24c Yard

Heavy quality in pink and white, or blue and white stripes, 29 inches wide. Reduced today, yard, 24c. White Crochet Bedspreads, \$2.69

Assorted designs, hemmed ready for use. Size 72 x Reduced today, each, \$2.69. Simpson's-Fourth Floor.

New! 9x9 Tapestry Rugs 15.95 Just arrived! Large shipment of rugs in attractively colored designs, featuring Oriental effects. Size 9 x 9 ft., at \$15.95 each; 9 x 10 ft. 6 in., at \$18.95 each; 9 x 12 ft., at \$20.95 each.

Wool and Union Rugs Jute Velvet Pile Rugs, \$4.50

Suitable for bedrooms. Artistic designs and dainty colorings. Re-

Size 36 x 63 in. versible. Size 7 ft. 6 in. x 9 ft. A large rug for little money. at \$14.50 each; size 9 x 9 ft. at Rich colorings in red, brown and \$17.50 each; size 9 x 10 ft. 6 in. green effects—fringed ends. Size 36 x 63 in. Each, \$4.50.

Heavy Duck Stair Oilcloth, 45c Yard Pliable Duck-back Oilcloth, suitable as runners, or for use over stair carpets. Several designs, 18 in. wide, at, per yard, 45c. Simpson's—Fourth Floor

Window Shades Made to Order Choose from our immense stocks of Scotch Holland and oil-finished opaque cloths in all the newest and most wanted colors.

NEW LACES AND INSERTIONS for trimming window shades, in great variety. 15c to \$1.25 yard. PHONE MAIN 7841, Drapery Department, and we will have our man call and take the measures of any number of shades. There is no charge for this service.

Silk Lamp Shades Made to Order
See the host of new season styles, all made in our own workroom. If you prefer to make your own shade, we will advise in the choice of materials, and you may make the shade in our commodious workroom under the guidance of skilled workers.

Simpson's-Fourth Floor.

Simpson's Market Today

Canada Food Board License No. 9-029. Fresh Beef, for stewing, lean, boneless, per lb., 22c.

Shoulder Roast Figest Beef, 1b., 22c. Brisket, best cuts, for boiling, per lb., Fresh Veal, for stewing, 1b., 22c. Prime Corned Beef, mild, ib., 22c, Family Sausage, our own make, special, per 1b., 22c. Sweet Pickled Pork Shoulders, 5 to 7 lbs. each, per lb., 24c, 500 pails Silver Leaf Pure Lard, 3 lbs. gross weight, special, per pail, 85c. Fresh Frozen Mackerel, per lb., 121/2c. Fresh Frozen Whitefish, dressed, per lb., 16c. Fresh Frozen Lake Herring, large, per

1b., 7½c. Smoked Finnan Haddies, per 1b., 13c. Kippered Herring, Scotch Brand, each, GROCERIES Canada Food Board License No. 8-7531.

8-7581,
200 boxes Sunlight Soap, 7 bars, 50c.
(Only 14 cakes to a customer.)
3,000 packets Green Peas, pkt., 10c.
2,000 this Finest Golden Haddle, tin, 17c.
2,000 bags Finest Mamitoba Flour, Quaker Brand, 24-lb. bag, \$1.63.
Fresh Rolled Oats, stone, 78c.

Finest Canned Tomatoes, tin, 17c.
One car Standard Granulated Sugar, in 3-lb. packets, 2 packets, 31.14.
Raspberry Jam, No. 4 size pail, 52c.
Pure Crabapple Jelly, No. 4 size pail, 80c.
Egg-O Baking Powder, tin, 25c.
Libby's Grated Pineapples, tin, 35c.
Canned Asparagus Tips, tin, 35c.
Finest Orange Marmalade, 1-lb. jar, 25c.
Pink Salmon, ½-lb. tin, 14c.
Crisco, 1-lb. tin, 23c.
Mazola Oil, for cooking and salads, tin,
45c. Mazola Oil, for cooking and salads, tin,
45c.
White Swan Pancake Flour, pkt., 15c.
Quaker Cornflakes, 3 pkts., 33c.
Peanut Butter, in bulk, lb., 27c.
Ready-cut or Alphabet Macaroni, 2
peckets 22c.
Split Peas, 3 lbs. 2fc.
Table Syrup, 2-lb. tin, 25c.
Klim, tin, 14c.
Japan Rice, 2 lbs., 25c.
Telfer's Cream Sodas, pkt., 32c.
Edwardsburg Laundry Starch, 3-lb. pkt., 37c.

Bluebell Jelly Powders, assorted, 3 pkts. COFFEE SECTION
Fresh Roasted Coffee, in the bean, ground pure or with chickery. To-day, bb., 39c.

FRUIT SECTION PRUIT SECTION

California Navel Oranges, Sunkist Brand, good size, dozen, 15c.
Choice Grapefruit, 4 for 28c.
Strawberry Rhubarb, 2 bunches, 27c.
Chice Carrots, 12 lbs., 29c.
Finest Cooking Oniors, 6 lbs., 15c.

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Paris, March 5.—
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The premier sai are many difficult was optimistic opects for the amber of deputis

Simpson's-Main Floor.

Toilet Goods

500 cans Talcum, 1 lb. each, 19c. With each purchase, 1 wool puff, 750 Soap Babies. Regularly 10c. Today's special, 3 for 17c.
500 ozs. Roger & Gallet's Perfumes. Popular odors. Regularly \$1.30. Special 99c. 75 Tourist Cases. Regularly \$1.00. Special 63c. War Tax Included.

72 only, Preserving Kettles, 12-quart

288 only, Teapots, 1, 2 and 3-quart size. 72 only, Covered Saucepans. All One Price Today, 49c Each.

This Lot 49c Each

288 only, Double Boilers, 1 and 2-quart

216 only, Cereal Cookers, 2-quart size.

10c Each

2,100 pieces of grey enamelware, consisting of pudding pans, milk pans, grocers' scoops, pie plates, etc.

All One Price Today, 10c Each.

416 only, Chambers-medium and large sizes. Today, each, 25c. As these goods are "seconds," we will not fill mail or phone orders, as we prefer our customers to see exactly what they are getting—they are well worth coming for. The best choice will be in the morning.

Two Specials From the China Department. Cut Glass Bon-Bon Dishes, 49c-Dainty floral and leaf cutting on clear white glass.

Special, 49c. 8.30 a.m. Special-200 dozen English White Porcelain Cups and Saucers, in kermis or ovide shapes. Special, 12c each.

(Phone Orders Filled).

Streamers, 2 for 25c. Flyers, 3 for 10c. Flags (paper), 2 for 15c, 2 for 25c, and 25c per dozen.

Decorative Crepe, per fold 25c. Lunch Sets, set \$1.10. Table Covers, each 50c. Doyleys (24 in package), 15c. Serviettes, per dozen 8c. Caps, each 10c.

St. Patrick's Day March 17th You'll need some such fetching novelties as these in making your Cut-Outs, for ices, per box of 12,

> Cut-Outs, decorative, 2 packages for 25c. Seals, 2 boxes for 25c. Favors, in shape of pigs, hats, etc., 5c each and 2 for 25c. Aprons, for parties, 15c each.
> Postcards, 5 for 5c.
> Simpson's—Main Floor.