

**L. 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 50 lines to Central.

**L. SIMPSON**

**Forty New Hats  
\$10.00 Each**

The success of our last sale of Hats at this price induces us to again offer another splendid assortment of really High-class Hats, at one price, and that price a most reasonable one. Finest Quality Hats, with French novelty trimmings, will be extensively used on this special collection. **10.00**  
Thursday

The hats shown on the figures in the cut were selected from our regular stock, with special reference to suits used.

We will gladly give every possible assistance in the securing of a harmonious effect with your Easter costume and can promise you the widest range from which to choose, in price, style, and materials.

**Wash Goods**

30 pieces of Scotch Tartan Gingham, 36 inches wide, splendid for children's dresses, aprons, etc. Regularly 12%  
**.6**

A lot of pretty Delainettes, cream, navy, and black grounds, fancy stripes and floral effects in several colors. **.71**  
Regular 15c.

Plain Washing Silk, 24 in. wide, a big range of beautiful shades; a special circle for these on Main floor. Black, cream, sky, mauve, pink, maize, brown, tan, grey, etc. Regular value 35c  
**.17**  
No phone or mail orders.

**New Spring Silks**

From the highest-grade imported silk fabrics, running into dollars per yard, down to the inexpensive, everyday dress silks, all are carefully selected, distinctive in style, perfect in finish and dye, and, qualities considered, most reasonable in price.

Note these values for Thursday:  
Black and Colored Silks, 36, 38, and 40 inches wide, 96c per yard.

In colors, there are Liberty Satins, Satin de Chenes, and Satin Paillettes, and in blacks, Duchesse Mousselines and Duchesse Paillettes. All silks of choice, recommended qualities; every new shade is represented, also ivory. Per yard **.96**

Rich, Black Duchesse Mousseline—A beautiful quality, in the new silk-satin, 36 inches wide, and splendid value at, per yard **1.18**

Also 260 yards of 40-inch Black Satin Paillette, at same price. **1.18**

Natural Shantung Silks, 48c.  
About 700 yards of this serviceable washing silk, in natural color only. These silks are woven on hand looms, are strong, durable, and dressy, and exceptional value at, per yard **.46**

Black and Ivory Jap Silks, 36 inches wide, 46c per yard.

Lyons dyed, taffeta finish. Thursday at, per yard **.46**

**Great Range of Black and Navy Serge Suitings**

Fashionable Cheviot-Finished Serges, for smart tailored coats, suits, or skirts.

New Pebble Serges, a new finish, very stylish and durable.

New West of England Serges in fine and medium twills.

New College Serges, nothing gives better wear and appearance.

Medium and Wide Wale Suiting Serges in the fine worsted finish.

All guaranteed qualities, good tailoring fabrics, made from the finest grade yarns, best unfading dyes, and the Ripley "Pirle" finish. Warranted thoroughly shrunken and spotproof.

Dress Goods Dept.—2nd Floor.

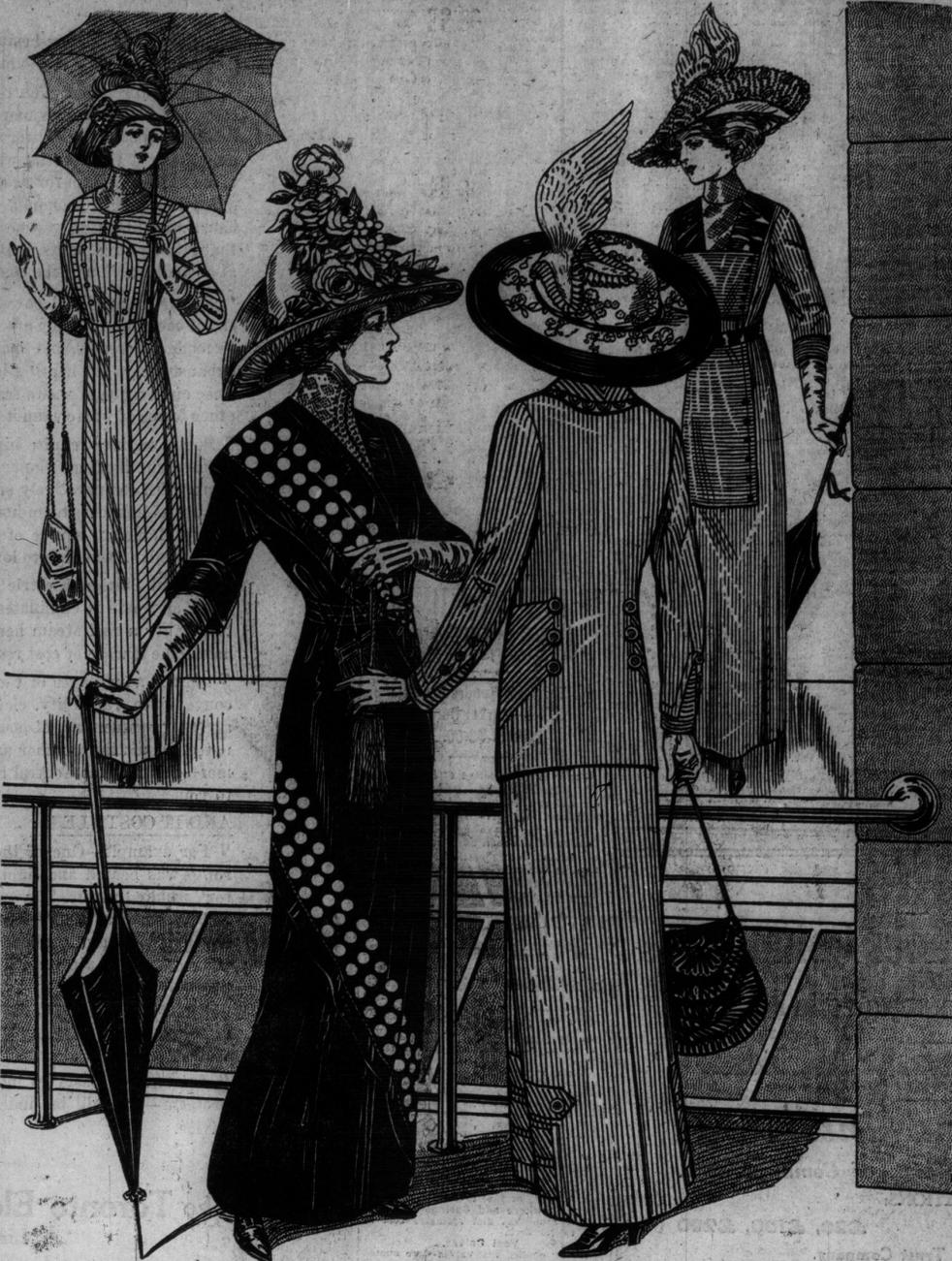
**Percalé House Dresses**

Women's House Dresses, of navy with small fancy figure or stripe effect; in grey or blue; turn-over collar, three-quarter or long sleeve with buttoned cuff; fitted skirt; sizes 34 to 44. Thursday **.95**

**Flannelette Kimono Gowns**

Women's Long Kimono Gowns, of heavy fleece flannelette, grey, navy, sky, cardinal, and Copenhagen; Empire back, Gibson pleat, wide satin band at fronts and sleeves; sizes 34 to 44. Thursday **1.98**

**Spring Opening Display of Suits, Coats, and Dresses**



**Garments to be Shown To-Morrow In The Simpson Mantle Section**

Our artist has selected four of the numberless Easter costumes and suits that will greet you at the special showing to-morrow. Come just to see them.

If your mind is not yet made up as to what you want for spring, you may find inspiration here. In any case we want you to know the wonderful strides this section has made in style, variety, and practical worth of its stocks. Never before have we assembled so likable a lot of women's clothing, and, withal, at such moderate prices. We will welcome you to-morrow.

**Some Words of Particular Description of Garments Shown Above**

On the left is a dress made of imported cream serge with a hairline stripe. The waist has an overpiece, insets, and is ornamented with tiny pearl buttons. The new rounded fish net yoke and collar are matched with cuffs and part of sleeve. The skirt has full length inset panel with over side folds. **18.50**  
For afternoon affairs, etc. Price

Left foreground; a charming black or navy silk gown, trimmed with pink and rose color dots, made with the new tunic and draped effect. The waist is prettily designed with a V-shaped yoke and collar of dainty pointed lace, and has the new sided surplus over left shoulder, carried down to waistline. Skirt hangs in graceful lines, not too full. Price **35.00**

Pictured on the right is a cleanly designed model in a wool stripe fabric. It has a dainty net yoke and collar, outlined with royal blue satin, buttons and belt to match. The waist is arranged with square self overpiece, and is ornamented with pretty buttons. Price **14.50**

The suit on the right foreground is a chic model in black and white stripes, and is lined with lovely satin in green, cardinal, or cadet. A charming pointed rever collar made of black and white satin is outlined with colored stripe fabrics. The coat fastens at a slight slant with 3 large striped pearl buttons. Sleeves are man-tailored, and have an under-cuff of contrasting shade to match the collar. The coat is slashed at the side with self material running crosswise. Skirt has the wide panel with self strappings, and has the high waistline. Price **45.00**

**Some of the Good Things in The Mantle Section**

**A Fine Collection of Imported American Coats**

In misses' sizes, all beautifully tailored and in the newest styles. \$32.50 to \$45.00. Thursday **27.50**

**AMERICAN SUITS FOR WOMEN**

Regular \$25.00, \$30.00, \$35.00, and \$40.00 Values.  
These new arrivals include everything from suits for misses to the "stout" women's sizes with 47 bust. Materials are of latest imported tweeds, serges, and fancy mixtures in navy, tan, blue, Copenhagen, brown, and grey. Very swaggar are these models, as you will agree when you see them. Thursday, all their prices are brought down to **23.50**

**AN ATTRACTIVE LOT OF SUITS**

Made in newest styles, include tweed, fancy mixtures, and homespuns, cut on semi-fitting lines, with inside collar of silk and fancy trimmings. The skirts are all of the latest design. Splendid value at **15.50**

**THE FAMOUS "DURWARD" COATS**

Famous for their free cut, careful workmanship, and materials, all of the best. Here in the coat department many models are displayed. Some belted backs, others loose fitting, with turnover collar, to be worn close up to neck, or with long revers. Some are cravenette, in white; others in tones, fancy tweeds, homespuns, and mixtures. A great utility coat for present wear, automobiling, etc. Prices **\$21.50 to \$29.50.**

**IN THE SKIRT SECTION**

A beautifully tailored skirt of all wool is displayed, of imported coating serge, in black only, made in a plain, six-gore style with high waistline. Price **7.50**

**Other Simpson Announcements on Separate Page in this Paper**

**The Latest in Laces**

New Cluny Laces, New Shadow Laces, New Real Clunys, New Real Torchons, New Plauen Irish, Venise, Guipure, Reticelli, Escorial, and Patine Laces, Crochet Laces.

The most comprehensive lace stock in the Dominion of Canada is what we aim to offer you.

**Good Corset News for Thursday**

**\$1.75 Corsets for \$1.00 a Pair**

A clearance of a large quantity from a noted maker allows us to offer fine corsets in a beautiful and fashionable model at almost half their regular price. Phone orders filled if received before noon.

600 Pairs D. & A. Corsets, an elegant long model with the stylish low bust and extreme length below waist, made in fine strong white coutil, rust-proof boning throughout, 4 wide side steels, deep lace trim, 3 pairs hose supporters. A very superior corset, sizes 18 to 26 inches. Regularly 1.00 priced at \$1.75 a pair. Thursday, a pair

**The Robert SIMPSON Company Limited**

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36 King St.

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