SIMPSON :

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS. Gasterly winds; fair; stationary

SIMPSON

Women's Spring Apparel

Here are a few examples of the magnificent showing of Women's Apparel for Easter at Simpson's. Everything is distinctive and up-to-date.

This will be the ultimate destination of the woman who has decided that nothing but the correct spring style for 1911 will do. The suit, coat, skirt, blouse or petticoat chosen from our 3rd Floor will be the most exclusive and reasonable one obtainable. The Millinery Department on the 2nd Floor can supply you with the hat that every other woman

does not wear. Dresses and Suits

To be able to buy a new Spring Dress or Suit for about half-price is certainly startling so early in the season, but the manufacturer wanted to clear them in one lot, and could only do so by sacrificing profit. You get the benefit on Wednesday.

Women's \$10 Dresses tor \$5.95

55 only charming Easter One-piece Dresses, of fine imported voiles, with stripe effects, in shades of mauve, tan, blue and champagne; the new waist, with kimona sleeves; collar and yoke of white voile, with hand embroidery design and thread lace insertion; the new narrow gored skirts, falling into graceful folds to bottom; a most desiroccasions. Regular \$10. Wednesday 5.95

Women's \$21 Spring Suits for \$8.95

75 only Stylish Spring Suits, for women and misses; materials are fine French serges, diagonals, French Venetians and imported Panamas, also of striped materials; coats are 26 to 30 in. long; lined with silk or satin; some have man-

New Sateen Petticoats Black Mercerized Sateen, knife pleated

flounce, with rows of pin tucking and .79

pleated, and trimmed with a sectional frill, fin-

ished with rows of pin tucking and 1.00

dion pleated flounce, trimmed with two gathered frills, and finished with rows of cording and stitching, also dust frill; sizes 36, 1.50

New Satin Knickers \$2.50

Knickers, for travelling or wear, with the nar-

row top skirts; they come in ivory or black,

and are finished at waist and knee with elastic. In the Petticoat Department. 2.50

A Trimmed Tagel Hat for \$6.50

Every milliner knows why the Tagel Hat

so popular this year. It is light in weight,

has clear cut lines, and is serviceable; over

one hundred of these have just come to us as

odd hats, and for to-morrow we have trimmed

up most of them with beautiful Paris flowers

and rich ribbons; all the best colors, including

black, will be well represented. Every shape

is new and good, and any one of these hats

Women's extra quality imported Satin

Black Mercerized Sateen, flounce is knife

Fine English Sateen, lustrous finish, accor-

stitching ... ...

self strapping, also dust ruffle ....

38, 40 and 42 inches ... ...

Wednesday ... ...

nish collar, neatly stitched; others the new square rolling and pointed revers, inlaid with braid or Oriental designs; up-to-date skirts, plain and pleated effects; trimmed to match coats; braid or Oriental designs; up-to-date skirts, plain and pleated effects, trimined to include colors in the lot are brown navy, black, green, grey, cadet, wine and stripes. Women's sizes are 34, 36 and 38. Misses' sizes 14, 16, 18, Regular values \$15, \$17.50 and \$21. **8.95** Wednesday .....

## Women's \$8.00 Skirts for

A very special lot of Women's Separate Skirts, made in a number of smart styles; some plain, with fold of self; others are pleated around bottom, trimmed with buttons; materials are Panamas in black, navy, green and cardinal; serges in black, navy, brown and grey, also of French Venetians in navy, green, brown and cardinal. Regular selling prices 3.49 range from \$5.50 to \$8. Wednesday

## Imported Blouses at \$5.00

For our usual weekly sale of Blouses at the above price we have this week some specially tempting garments:

Table 1 will show nothing but beaded and embroidered Blouse Slips, in black with white, white with colored beads, and a lovely showing of new colors, such as coral, almond green, pumpkin and cafe au lait; materials are ninon, voile and chiffon; some of these are worth three times the marked price 5.00 Wednesday of ... ...

Table 2, a mixed table of lovely immported Lingerie, hand-made blouses, also a collection of single garments, in imported chiffon, silk ninon and many other fine materials; made up in the most exquisite styles of this present season. Choice of blouses selling reg. at 5.00 \$10, \$12.50, \$15 and \$17.50, for....

Most Exclusive Ribbons

"We have never seen such beautiexpressing our idea of the new ribbons. Only a limited quantity of each pattern was purchased, high-class Dresdens. Brocades, Black and White Effects, fancy Novelty Ribbons in widths from 1-inch up to 9 inches. Prices ranging from 12e yard up to 80c yard.

Silks and Dress Goods So reads a fashion item. We have the new Showerproof Foulard Dress Silks, in all the new shades, medium and dark. They are specially popular this season for afternoon and sireet wear, making a nice, light, useful dress at all times. Europe and America have contributed to our stock, single and double width. Prices range from 50c to \$2.50 per yard.

would sell regularly from \$9.00 to 6.50 \$10.00. Wednesday ... ...

A special display Wednesday of Empson's "Grey" Suitings, in the new broad twills, English Worsteds,

New Spring Suiting

Brass Bedsteads, Best Bedding: Bargains

Brass Bedsteads, heavy posts, with upright filling, in bright finish; size 4.6. Brass Bedsteads, in bright and satin finishes, heavy posts, with square rail, head and foot ends; sizes 4 and 4.6. Wednesday selling .......... 21.75 Iron Bedsteads, in white enamel finish, with fancy scroll filling, brass rail and knobs, head and foot end; sizes 4 and 4.6. Wednesday selling ......... 6.90 Iron Bedsteads, of neat design, in white enamel, strongly made, with brass trimmings; size 4.6 only. Wednesday selling..... 5.90 Iron Bedstead, in pure white enamel finish, made in all standard sizes, with brass rail and caps at head and foot end. Wednesday selling ..... 3.95 Bed Springs, sides made of steel tubing and ends of angle steel, reinforced, supported with bands and helical springs. Wednesday selling ...... 3.40 Mattresses, well filled with white cotton felt, and covered in good quality of fawn art ticking, durable and comfortable. Wednesday

selling ...... 12.75

blue art ticking, made in all standard sizes. Selling 8.75

Mattresses, filled with pure white cotton, covered in

A SALE OF | For sio.00 & Mirrors \$1

300 high-class gallery sample pictures and French mirrors will be sold on Wednesday morning regardless of cost prices.

The designs of frames and subjects are too varied for descrip-

Yonge street window but no picture can be secured before 8 o'clock Wednesday morning. N. B .- No phone or mail or ders. Packed free for city de-livery only. Two pictures only to any one customer. This is the most important sale of pictures this year.

Laces

Our ambition in this department is to be known by our daintiness rather than by our lavishness, and our buyers go forth with this objective always before them. This year our stock is complete, and our beautiful collection comprises Galons, Brandings, All-overs, and Flounces in Guipure, Flat Venise, Filet, Chantilly, Point d' Alencon.

French and Nottingham Valenciennes, Cluny and Torchon Laces, Saxony Embroidered Nets, and Chantilly in black, ivory, Paris ecru and white. Price per yard, .75 to 8.00. Bandings and Insertions (to match alf-overs), 1½, 2, 2½ to 11 inches wide, prices from .20 to

Nottingham Nets, embroidered and tucked in ivory, black and ecru. Price 35 to 1.50. French Valenciennes Laces (with insertions in 2 or 3 widths to match laces), all the desirable

widths. Prices from .5 to .35. TWO SPECIALS IN WASH

1,322 dozen of Wash Lace Inser-tion, suitable for cotton dresses muslin or scrim curtains, in white or ecru. Regular selling value 25c and 18c dozen. Wednesday 

nsertions, in machine torchons German Valenciennes and Not tingham Valenciennes, all the wanted widths for underwear, cotton and muslin dress trimming Regular selling value, 8, 10, 121/2 to 15c yard. Wednesday per

Women's New Spring and Summer Underwear



The great makers of Women's Undergarments of Europe and on our own side of the Atlantic contribute their best productions to this store's new spring stock. Every worthy and wanted fabric fashion is here in a vast assortment to please the taste and suit the purse capacity of every woman. This week we added to the showing a wonderful selection of elegant Swiss and English garments.

Wopen's Vests, Swiss make, fine white ribbed liste or cotton, plain or hand crochet vokes, silk tapes, sizes 32 to 40 bust, 40c and 50c cach Women's Vests, finest silk plated or mercerized liste thread Swiss make, color white or cream, hand crochet yokes or plain bead-ing trimmed, silk tapes. Sizes 32 to 40 bust. Each, 65c, 75c, 85c, 81. Women's Swiss made Union Suits fine ribbed wool, cream color law neck, short or no sleaves, knee length, silk tapes on neck. Sizes \$2 to 40 bust. Women's Vests, pure silk, Swiss

32.00 each.

"Merode" Vests, and Drawers, finest ribbed liste thread or cotton, rests high or low neck, long, short or to sleaves, hand silk finished, drawers, tight line of only, both styles, slzes 32 to 38. 75c each, sizes 40 to 44, 90c each.

Women's Vests, finest Swiss make, lightweight ribbed wool, cream color, low neck, no sleeves, 50c each, low neck, 'short sleeves, 65cc high neck, long sleeves, 85c each, 18 lizes 32 to 40.

Women's Vests, fine ribbed white cotton, low neck, short or no sleeves, beading run with tapes.

Sizes 32 to 38, each ... 10

Women's Vests, fine ribbed white Sizes 32 to 28, edch 100

Women's Vests, fine ribbed white
lisie thread, low neck, short or not
liste thread, low neck, short or not
liste thread, low neck, short or not
liste thread, low neck, short or 12

Women's Yests and Drawers,
Watson's spring majeth 1777 Watson's Vests and Drawers, Watson's spring weight. "Excelda." fine ribbed, unshrinkable white wood vests high neck long or short sleeves, drawers kneelength, both styles, 75e each. "Excelda" Vests, flow neck long, short or no sleeves, each. 65 Corset Covers, fine white ribbed cotton, medium low neck, long, short or no sleeves, pearl buttons, sizes, 32 to 42 pust, regular price wednesday, each. 15

The First Sailing Boat in the Harbor

Last week the daily papers announced that the first sailing boat had been out in the harbor. This was just a little reminder that warm weather is at hand, even though Winter shouts back to us to button up our overcoats sometimes.

The point is this: Are you going to buy your summer shirts for \$1.00 and \$1.50 later on, or get precisely the same kind of shirt (just as good quality) at this Shirt Sale on Wednesday for 50c? You will have to have new negliges this year.

They are all new spring goods; some may be slightly soiled through handling; but most of them are perfect in every way; all styles and sizes in the lot. Get here early for best selection.

2,000 Men's Negliges, broken and odd lines from our regular stock, all the best quality materials, full sizes, neat designs; sizes 14 to 171/2. Regular 75c, \$1.00, \$1.25

(See Windows for Display.) SPECIAL VALUES IN MEN'S NEW SPRING OVER-COATS

the rest are soft and in dressy and popular designs, new, clean and fresh stock, made from the best grades of English fur felt. Buy your Easter hat Wednesday and save considerably. Wednesday bar-Men's English Tweed Spring Weight Overcoats, in the popular medium and light grey herringbone weaves, single-breasted Chesterfield style, button through. Sizes 35 to 44.. 12.50 English Vicuna Cloth Spring Weight Overcoats, black, cut in single-breasted Chesterfield style, tailored in the best possible manner. Sizes 15.00

Spring Weight Overcoats, made from an extra quality English tweed, a soft, smooth finished material, in a light grey herringbone weave, American, single-breasted Chesterfield models, splendidly tailored. Sizes 35 to 44.... 18.00

MEN'S FANCY BATH ROBES.

Regular \$6.50 and \$7.50. To Clear Wednesday at \$3.95.

A few odd sizes and broken lines of Men's Fancy Bath Robes, in assorted self colors, with self trimming of a different shade, cut long and roomy, with girdle to match for waist. Sizes 36 to 44. 3.95

A Great Chance for a Good Hat \$2.00 HATS AND \$2.50 HATS, WEDNESDAY'S SPECIAL PRICE 850.

thread finish, extra fine even thread, guaranteed black, 1,200 Men's Hats, in all the leading spring and "holeproof," 6 pair guaranteed six months, summer 1911 shapes, colors grey, brown, fawn, etc., 9½ to 11. Wednesday price, six pair .... 1.50

Linens and Staples FLANNELETTE BLANKETS, \$1.17 300 pairs large size Flannelette Blankets, best quality, white or grey, with blue or pink borders. On sale Wednesday, pair .... 1.17

EMBROIDERED PILLOW CASES, \$1.00 PAIR.

100 pairs fine Embroidered Pillow Cases, with hemstitched end, large size, 45-36 inches, beautiful fine designs, very special. Wednesday, pair 1.00

DAMASK SCARF, 18-54, 39c. 200 Damask Scarfs, hemstitched all 200 Damask Scaris, nemerical and cound, very pretty patterns, good neavy linen. On sale Wednesday. 45c BLEACHED TWILLED SHEET-ING. 33c.
500 yds. best quality Twilled Sheet-ing, bleached pure white, extra wide width, 90 inches, free from dress-ing, regular 45c yard. On sale, Wednesday, yard. 33

Baby Carriages and Folders Our Special — Baby carriages, with reed body, full sides, roll and reed hood, rubber tires. Special only Go-carts, with wooden sides, leatherette hood and upholstering, rubber tires dark green, regular \$15.50. Wednesday 8.15

25 Leatherette Folders, hood and leatherette sides, rubber tires, large size. Special Wednesday 4.96

New Carriages, reed body and sides, reed and leatherette hood, 1911 styles, rubber tires, house and full size. Prices

13.95, \$15.00, 18,00, 20.00, 25.00 (Fifth Floor.)

Umbrellas

109 only, Women's close rolling umbrellas, fine quality silk mixture tops; an attractive collection of stylish mission wood handles, with handsome rolled gold mountings, in various designs best of frames, silk cased, \$2.50 and \$3.00° values, Wednesday ... 2.19 155 only, Men's and Women's Umbrellas, with good wearing mercerized tops, strong steel rod and frame; splendid assortment of new handles, fucluding mission woods and fancy horns, a good service-able umbrella. To clear Wednesday ... ... ... ... ... .69

Wall Paper

Japanese Leathers and Embossed Leatherettes make beautiful wall effects. Per yard .\$1.00, \$1.25 \$1.50 effects. Per yard \$1.00, \$1.25 \$1.50
Plate Rails, Chair Rails, Room
Mouldings, Panetling Dividers in any
shades of oak, malrogany, teak tvory
and white. Prices according to size,
2½ Ceuts to 25 cents per foot.
Fabrikona Burlaps, guaranteed not
to fade, green or red. Per yard .40
SPECIAL FOR WEDNESDAY SELLING. 3.600 rolls imported and domestic Parlor, Dining Room, Hall and Den Papers, rich colorings, regular to 75c and \$1.00, Wednesday ... 42 Regular 50c and 65c, Wednesday .14 A500 rolls Idving Room and Red. 

Music Special, 4 for 25c., Post 8c. Angels' Serenade: Consolation, Mendelssohn: Handel's Largo; Durand's Valse, in E flat: William Tell, Overture; Tannhauser March; Fifth Nocturne, Levbach; The Maiden's Prayer; The Storm; Melody in F, Rubenstein; Ave Marle, Gounod;

Groceries

2 000 stone fresh Rolled Oats, per Choice side Bacon, peameal, half Only three tins to a customer. 

heavy syrup, Sweet Clover brand, fancy Japan Rice, 4 lbs. One car California Sunkist Oranges, good size, sweet and seed-

Domestic Kippered Herring per Lea's pure Strawberry Jam, 20 New Laid Eggs, per dozen . .20 2 LBS. FRESH ROASTED COFFEE.

300 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory, Wednesday, 2 lbs. .... .44

Rich, Reliable Rugs Radically Reduced

There is considerable saving for those who buy from the following list on Wednesday. No fault can be found in the goods either in style, weave, design or color. They are what is left of good selling lines which have become too small or broken to continue among the "regulars."

All-wool Reversible Art Squares, in shades of green, blue and red, self and twotones, various designs. They'll "wear like iron": 3 x 3 yards. Wednesday, each 5.19 3 x 4 yards. Wednesday, each 7.19 3 x 3½ yards. Wednesday, each 6.19 3½ x 4 yards. Wednesday, each 8.19

3 x 4½ yards. Wednesday, each 8.19 English Seamless Tapestry Rugs, the designs and colorings are excellent, the

quality the very best. Wednesday, each: 3 x 3½ yards, \$12.19; 3 x 4 yards, \$14.19; 56 only Oriental Rugs, including some silky antiques that are worth from 25 to

35 per cent. more than these prices, Mosouls, Serebends, Shirvans, Kayaks and Bokharas, ranging in size from 2 ft. 6 in. x 4 ft. 6 in. to 4 ft. 6 in. x 8 ft. 3 in. Wednesday \$14.75, \$19.75 and... 24.75

but mostly black; two-thirds of this lot are Derbys,

(See Yonge street window display.)

Men's Day in the Hosiery Dept.

Men's Finest Quality of English Cashmere Half Hose, seamless and fashioned, light and medium weight, extra fine finish, "Llama," "Wolsley," and "Graftana," 3 standard makes, double heel and toe,

9½-to 11. Wednesday price, 35c pair; 3 1.00

Men's Fancy Cotton and Lisle Thread Hose, plain

Men's All Black Cotton Hose, spring weight, lisle

DOCTOR

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CANCEL OTTAWA only that, record and two speake and Hon. G and little attendance

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