

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 20 lines to Central

SIMPSON



'Mid the Sheen of Rare Silks

Two Specials for Thursday in the New Black Silk-Satins

400 Yards Black Dress Satin, one of our own "Recommended" qualities, having our name woven on the selvage, and made for us by one of the best French manufacturers. 48 inches wide, and offered on Thursday at the low 1.24 price, per yard.

Black Duchesse Mousseline. A beautiful quality in the new satin-finished silk, a rich, full black. Guaranteed perfect in dye. 48 inches wide, well worth \$2.00 per yard. On 1.69 sale, per yard.

We have just unpacked some exquisite colorings in new bordered silks, on light and dark grounds. All are exclusive designs, and coming in short lengths, give greater opportunities in buying. Beautiful contrasting borders, with spot, scroll, and figured centre effects. 48 inches wide, per 2.00 yard.

New Bordered Silk Crepe De Chine, and silk Mousseline de Soies, the newest draping fabrics on the market, in 3.50 choice variety. 50 inches wide, per yard.

Great Variety of Suitings

Nowhere in Canada is shown the variety in Suitings and Suitings from the world's best markets, and you will find here showing the newest weaves and the shades approved of fashion.

- New Diagonal Suitings.
- New Worsted Suitings.
- New Scotch Suitings.
- New Hosiery and Bannockburns.
- English and French Serge Suitings.
- English, French, and Austrian Broadcloths.
- Shepherd Check Suitings, pure wool qualities.
- Cheap Suitings, in all the popular weaves and novelty effects, etc.
- All guaranteed qualities, dye, and finish, the best, and warranted thoroughly sponged and spotproof.

The Wonderful "Marmola Belt" Corsets

Thursday we offer three hundred pairs of the celebrated "Marmola Belt" Corsets at about half their real value. This famous corset is a triumph of the corsetier's art, and we unhesitatingly endorse its wear to all ladies who are troubled with their corsets breaking or tearing. Every pair of "Marmola Belt" corsets are guaranteed not to break or rust. A new pair is yours if they do either. Phone orders filled.

FOR SPECIAL SELLING THURSDAY

300 Pairs "Marmola Belt" Corsets, gives graceful carriage and reduces the figure, fine strong white coutil, medium low bust, extra long skirt fitted with three pairs hose supporters, reinforced abdominal sections, designs of bands, lined, six wide side steels, bust drawers, deep lace and ribbon, absolutely guaranteed not to break or tear, sizes 28 to 30 inches. Thursday, for, per pair 1.75

Dainty Wash Goods

Full range Plain Colored Voiles. Fine texture and splendid drapery qualities, sky, pink, mauve, grey, black, white, etc., per 35 yard.

New Bordered Organdie, very dainty designs and delicate colorings, designs of birds, lined, deep daisies, spots, etc., per yard .25

SPECIAL BARGAIN
Black and White Mercerized Silk Checks, two sizes of checks and a few stripes, splendid value at 20c. Special, per yard .09

Plain Zurich Silk, in a big variety of colors, in a special circle on the Main Floor. Pink sky, mauve, brown, yellow, black, cream, etc. Well worth regular value 35c, 17 per yard.

Another big lot of Prints and Gingham, in a tremendous range of patterns, and all fast colors, regular 12 1/2c, per yard .71

No phone or mail orders.

New consignments of lovely printed French Voiles, most artistic floral designs and delicate colorings, suitable alike for the street or for evening wear, per yard .49

Waists of the New Modes

At \$1.25—A charming white lingerie waist, back opening, front one side embroidery and tucks, other side ruffled jabot of lawn and lace; three-quarter inset sleeve; sizes 34 to 42-inch. 1.25

Special Thursday

At \$1.25—Extra special value in a very fine Swiss Embroidered Lawn Waist, fastening at back; the whole front is of very fine embroidery and pin tucking, long inset sleeves, with group tucking; sizes 34 to 42-inch bust. Special Thursday 1.25

At \$2.95—A Wonderful Waist, of rich black satin duchesse, with short kimono sleeve, a broad band runs over right shoulder, to which is attached in front a fluted frill, piped royal or Paddy; three buttons of same color on left side; all sizes to 42-inch. Thursday 2.95



Offerings in the Simpson Store

In the buying of your Easter array you should look ahead to the needs of the summer and spring. That is just what we have been doing in selecting our

Modes for Spring in the Mantle Section

ATTRACTIVE SERGE DRESSES FOR WOMEN, \$8.45.
One-piece dress made of English serge, with semi-box collar outlined with white and self stripe material, carried down to bottom of skirt both back and front, and finished with novelty self buttons. Skirt has the high waistline with narrow piping, and hangs gracefully to bottom in the newest draping. Colors are tan, navy, and cadet. A regular \$15.00 value, Thursday 8.45

NEW SPRING SUIT, REGULARLY \$15.00 FOR \$9.35
Women's and young girls' suits made of imported stripe tweed mixtures, nobby and attractive. Coat has rever collar inlaid with stripe material and lined throughout with silk, fastens with bone buttons. Skirt with or without high waistline, with front and back panel and semi-pleated side gores. Colors are grey, green, and brown mixtures. Regular \$15.00. Thursday 9.35

TAILORED RAINCOAT, \$3.98

Cut in a smart, mannish style, hanging loose from shoulder; notch collar of velvet to match coat. Can be worn close to throat if desired. Slash pockets. Special value. 3.98
Other prices ranging in price from \$9.75 to \$16.00.

SMARTLY TAILORED SKIRTS

Suitable for outing wear, are made in a six-gore style, with tuck down centre of front and back panels, and have a stitched pocket on the side gore. Come in good quality imported tweed, in grey and fawn tones. Price 6.50



Damask Cloths

All pure linen in a pretty range of patterns, nicely hemstitched. 2 x 2 1/2 yards. Special 2.00 Thursday

Best Quality American Crochet Bed Spreads, in a good heavy make an excellent washing and wearing spread. Large double bed size, 80x90. Thursday 2.69

Plain English Pillow Cases, made out of a nice fine cotton. Free from drawing. 42 and 46 inches. Thurs- 1.00 day, 3 pairs for 1.00

1500 Yards of Fine White English Flannel, with a nice soft nap, 32 inches wide. Thursday, per yard .15

Phone direct to Dept. 2nd Floor.

Flannelette Kimono Gowns

Long kimono gowns of heavy eiderdown flannelette, attractive floral patterns, sky, navy, cardinal, grey, and wisteria; empire back, Gibson pleat over shoulder, fronts and sleeves trimmed with deep band of satin. Sizes 34 to 42. 1.98
Regular \$2.50, Thursday

Lace Curtains

With the arrival of Spring comes the merry thought of house-cleaning, and the thrifty housewife begins to seek various effects required to brighten up her home. We mention one of the many necessities, "Lace Curtains." You will find our stock very complete, with many new lines to choose from, at most reasonable prices.

NOTTINGHAM LACE CURTAINS.
1,000 pairs of Nottingham Lace Curtains, white only, large range of patterns, and many new creations, 50 inches wide, 2 and 2 1/2 yards long. The quality ensures satisfaction; are worth 25c to 35c per pair, more special. Thursday, per pair .98

250 pairs of Lace Curtains, novelty and cable net effects, neat borders, plain or figured centres, with good edge; excellent wearing qualities. Worth \$2 and \$2.50. 1.39
Special Thursday, pair

DAMASKS AT 40c YARD.
350 yards Figured Mercerized Damask, 50 inches wide, in dainty shades of blue, rose, gold, and green; specially suited for hangings or light upholstery in bedrooms. To clear at about half-price 49 Thursday, yard

WINDOW SHADES, MADE-TO-ORDER.
The facilities of our work-room enable us to make a specialty on these particular lines. Whether it be a single shade or a large contract it receives our most careful attention. Our unexcelled service provides various ways by which we may meet you if you are in need of shades. We would be pleased to send our man to measure and estimate for same at your request.



Women's Boots \$2.49

1,000 pairs high-grade Boots, made in Boston and Montreal, tan calf, patent colt, gunmetal, Vici kid leathers, button and Blucher styles, new short vamps, high, medium and low heels, Goodyear welt, flexible and hand turn soles, sizes 1 1/2 to 7, regular \$3.50, \$4, and \$4.50, Thursday, 8 o'clock, \$2.49.

English Spring Weight Overcoats

There has been constant improvement of detail and workmanship in High-class, English-made, Spring-weight Overcoats. We believe we show a line far superior in range of style and pattern to any shown before in Canada. The superior qualities of materials used in their making will be a revelation, and surpass your biggest expectation. Come in and see them. They are overcoats that most particular men will approve.

A beautiful Oxford grey cheviot cloth, in a plain pattern, dark shade, in the "Balmaoan" style; a coat suited for good dress, made single-breasted style, with roomy sleeves; skirts with an abundance of draping. Lining only through shoulders and sleeves. Price 28.00

Here is a light grey Irish tweed, with a fancy thread check pattern, to button right up to the chin; full sleeves, large and roomy, leather buttons, cuffs on sleeves, silk-lined sleeves. Another cloth in the same style from a fancy stripe green tweed, very exclusive in design. Price 26.00

The single-breasted "Aintree" is a style which the more conservative will wear. It is not extreme in any particular, and will meet with approval. Made from a fancy, light grey, English tweed, in single-breasted Chesterfield style. Price 26.00

Same style as above described, only in a subdued brown stripe English cloth; very desirable garment. Price 26.00

Two Styles for Boys

A Two-piece Bloomer Suit, made from imported English tweeds, light brown check, double-breasted, three-button style, with long shapely lapels, breast pocket and side vents. Fine twill body lining, full American bloomer pants, with watch pocket 7.00 and belt looses. Sizes 24 to 34

Norfolk Suit, cut in the new, single-breasted model, with straps down the front and back, self belt, and large fitting bloomer pants, with strap at bottoms. The material is a good wearing English tweed in a neat brown stripe. A very serviceable suit for school. Sizes 24 to 28, \$4.00; 28 to 32, \$4.50.

Men's Hats

Newest 1912 Styles—The celebrated King Hats, fine English turk felt, and extra well finished. A wide range in most 2.00 popular lines. Thursday

Christy's Famous English Make Derby Hats, for young men, middle-aged, or older men. 1912 spring shapes, light in weight and easy fitting. 2.00
Specially priced

Pyjamas for Easter, \$1.98

150 only Men's Plain Solesette Pyjamas, double-breast, kite shape front, silk frogs, strong pure white pearl buttons; these have double sewn seams, are cut in the low neck style, for perfect fitting and comfort these goodnight pyjamas cannot be matched. All sizes, in halo, cream, pearl, and sky. Regularly \$3.00. Thurs- 1.98
day

BODY GUARD UNDERWEAR AT \$1.00

Made from pure Australian wool that is guaranteed unshrinkable, fine selected yarns knitted into first-class shirts and drawers for spring wear, this quality cannot be duplicated, we are sure. A pure wool garment that is guaranteed against shrinkage and warranted to wear well, sizes 34 to 46. 1.00
Special

Carpets for Your Home

Several very good well-colored Oriental designs in our Axminster carpet with borders and stairs to match, which we make a feature of at yard \$1.35

In the Brussels Carpet Section there are a number of new and very attractive small bedroom designs in self greens, blues, etc., as well as dining room and living styles in Oriental and conventional. Special value Thursday, yard 95c

English extra quality tapestry carpet, something entirely new in designs and colors for the make of carpet, green and tan Oriental, green chintz, small tan chintz, extra good value Thursday, yard 65c

Pure Aluminum Ware

Sample Pieces: Frying pans, straight sauce pans with covers, lipped sauce pans. \$1.00 values, Thursday, 59c; 75c values, Thursday, 49c.

Straight Covered Sauce Pans and Lipped Sauce Pans, 50c values. Thursday, 39c

Aluminum Pie Plates. Thursday, 25c

Individual Jelly Moulds. Thursday, 40c dozen, each, 4c.

Aluminum Jardiniere, dull finish top, very dainty for your Easter Lilies. Thursday, 75c

Hand carved, \$1.25; larger sizes, each, \$2.25.

Individual Serving Trays, hand painted, polished tile, fancy nickel edge. Thursday 59c

China Vases

200 Nail and Cake Plates, in Doulton and Carlsbad China, rich decorations. Thursday, half-price 49c

Decorated Jardiniere, in Majolica ware. Good assortment 25c colors. Thursday 25c

100 pieces ornamental and useful brassware: Jardiniere, Vases, Trays, Fern Pots, Kettles, Rose Bows, Tobacco Jars, etc., under-priced for a quick clearance. 1.00 Thursday

Cut Glass Salts and Peppers, colonial out design. Thursday, 21c half-price, pair

Sale of Ostrich Feathers & Ospreys

Our Last Big Sale of Ostrich Feathers, is well remembered by a host of customers. This new offer comes just in time for Easter. 240 Beautiful French Plumage, 20 inches long, with extra fine fibre, and best black dye, also a few white. Regularly \$5.50 a pair each. Thursday 3.85

72 only New Tulp Shaped Ospreys, extra fine quality, 13 inches long. Special Thursday 2.35

Foods with Our Guarantee

2,000 lbs. Dairy Butter in prints, per lb. 35c
Smoked Rolls of Bacon, lean and mild, half or whole, per lb. 15c
Choice Pink Salmon, 1/2-lb. flats 25c
Edwardsburg or Beehive Syrup, 5-lb. pail 15c
Salt in 5-lb. bags 3 bags 15c
Fresh Flaked Wheat, per stone 45c
Malta Vita Breakfast Cereal 3 pkgs. 25c
Canned Yellow Peaches, Old Mill Brand, per tin 15c
Cowan's Prepared Icings 3 pkgs. 25c
Maggi Soups, assorted 6 pkgs. 25c
Pure Maple Syrup, Imperial 1/2 gallon, per tin 65c
Cooking Figs 3 pkgs. 25c
Scott Taylor's Worcester Sauce 3 bottles 25c
Choice Pickles Mixed or Chow-Chow, 40 oz. bottle 25c

35c ASSAM TEA FOR 25c.
300 lbs. Fine Rich, Full-Bodied Assam Tea, of uniform quality and fine flavor. A 35c tea anywhere, Thursday, per lb. 25c

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