

SIMPSON

Store Opens 8 a.m.

Closes 5.30 p.m.

H. H. FUDGER, President

J. WOOD, Manager

Telephone Main 7841

SIMPSON

Easter Only Three Weeks Away



The Simpson Store

brings for your benefit the latest styles from abroad and the best materials from every continent to prepare for the Easter rehabilitation of your wardrobe. Use its help now, before the final rush, when choosing is more difficult.

Queenly Silks

New French Foulards, in the latest figure patterns, 40 ins. wide, \$1.50 and \$2.00 per yd. Chameleon or Shot Silks, in effective shadings, also in stripes, \$1.50, \$2.00, and \$2.50 per yd. New Striped Silks, all widths of stripes are showing on grey, white, navy, and black grounds, 40 inches, \$1.00, \$1.50, and \$2.00 per yd. Charmeuse Satins, in the new shades, also in ivory and black. A soft draping satin, in great demand, 44 inches wide, 2.50 per yd. New Bordered Silks, from the best French and American makers, beautiful qualities in wide widths at, per yard 2.00. New Black Satins, two heavy qualities in rich, deep black mouseline satin just received, 36, 40 inches wide, \$2.50 and \$3.00 per yd. Plain Dress Silks and Satins, in rich colorings, and in every fashionable shade.

Great variety in the less expensive, every-day silks, in a large selection of fancy patterns.

New Spring Suitings

If the selection of a seasonable hat or dress is not already made visit to our spacious Dress Goods Department is distinctly in order for these, the finest display of spring dress goods and suitings in the country, afford an unequalled selection. The variety is almost endless, and suggestions meet the customer at every turn. Prices are low while the excellence of quality is at once evident. The latest importations include: New Bannockburn Suitings. New Diagonal Suitings. New Whipped Suitings. New Pencil Stripe Suitings. New English Worsted Suitings. New Broadcloth Suitings. New Shepherd Check Suitings. New English and French Serge Suitings. New Panama Suitings. New Pique Suitings. New Begonia Cord, etc. Newest Weaves. Newest Shades. Special display Monday Dress Goods Department, 2nd Floor.

Women's Sample Boots

560 pairs women's American sample boots, tan, Russian calf, patent calf, and vicid kid leather, button, Blucher and straight lace styles, fancy and dull calf tops, high New York, Cuban, and military heels, Goodyear welt and flexible McKay soles. Sizes 3, 3½, and 4. Regular \$2.50, \$3.00, \$3.50, and \$4.00. Monday all one price 1.99

CHILDREN'S BOOTS

Selected box calf boots, Blucher style, soft, even grain stock, medium weight soles, low heels. Sizes 8 to 10½, \$1.39; sizes 11 to 2, Monday, \$1.69. Fine dromedary kid boots, Blucher style, a light weight dress boot, medium weight dress boot, medium weight dress boot, low heels, sizes 8 to 10½, Monday, \$1.29; 11 to 2, \$1.49.

Women's Coat Sweaters

Come early Monday and secure one at less than half usual price. Phone orders taken while they last. Clearing two styles women's fine quality coat sweaters, roll collar, button down front style, in rich cardinal color, or peasant style button at side, with high collar, in colors white, grey, or navy, all with red trim. Sizes 32 to 42 bust, length about 28 to 31 inches. All are knit from the finest of wool yarns. Regularly \$3.50 and \$4.00 each. Monday, 1.50 each.

A Sale of Infants' Whitewear and Children's Spring Coats

An odds and ends clearing sale of dainty fine whitewear, for "Tiny Tot" a chance to buy a new spring coat for little girls. Third floor, south side, in the Infants' Department. Clearing about 300 pieces of our regular styles. Infants' Whitewear, consisting of broken lines and styles of short dresses, long slips, and robes, and hand crochets, hand crochets, hand crochets, all dainty and beautiful styles. Sizes in dresses 6 months, 1 and 2 years. Monday, all at Half-price or Less.

English Sheetings

70-inch Plain English Sheetings, fine round thread, close weave, made from long staple cotton. Monday, yd. 1.30. 1,300 Yards English Saxony Flannelette, 100 Yards. 32-inch soft, pure, White English Saxony Flannelette, a delightful soft, warm cloth. Monday, yard 1.10. Lace-Trimmed 4 o'clock Tea Cloths, 48 Each. 23 x 32 inches, pretty Tea Cloths, trimmed with wide heavy lace and insertion. Monday, each 48. Huokaback Bedroom Towels, 43c. All pure linen bleached Huokaback Bedroom Towels, hemmed ready to use, heavy, close weave, 26 x 38 inches. 43c. Monday, pair 1.00. 1,000 Yards Bleached Long-Cloth, 100 Yards. Yard wide, round even, strong thread, needle finish, a delightful household longcloth. 10c. Monday, yard 1.10. White Flanneling Linen, 35c. Yard. For sheer cool blouses this Irish Linen Flanneling is very much in demand, stripes and crossbar, grass bleached, linen weave, warm, 35c. Monday, yard 1.10. Complete Set of Table Linen for 12. 37c. Dozen 22 x 22 inch Napkins and Table Cloths, 70 x 38 inches, to match, all pure linen, full satin damask, perfectly bleached, very attractive bordered designs. Monday, 3.78 per set.

Hosiery

Women's Plain Black Cashmere Hose, Spring weight, fine close finish, double heel and toe, 8 to 10, Monday, pair, 10c; 3 pairs 55c. Infants' Ribbed Pure Wool "Little Darling" Hose, extra soft elastic finish, colored silk heel and toe, sky, pink, cardinal, cream, tan, and black, sizes 4 to 7. Special, 25c. Monday. Men's Pen-Angle Cashmere Hose, seconds, for wear they are equal to first quality. Regular selling price 35c and 50c; tan, grey and black; 9 to 11. Monday, 25c.

Gloves

Men's Tan Cape and Grey Suede Unlined Dress Gloves, 1-dome clasp, perfect fitting and finish, dressy, smart street gloves, 7 to 10. \$1.00 value. 79c. Monday. New Soiree, Silkettes, Damask, Embossed, Siendes, Jaspis, Tekkos, and Aerochrome, in greens, blues, tans, champagne, old rose, French traced for drawing rooms, parlors, reception rooms. Per roll, 50c, 75c, \$1.00, \$1.50 to \$3.00. New bedroom in plain chambray, stripes, and florals, in greys, cream, blues, etc. Per roll, 15c, 25c, 35c, 50c. MONDAY SPECIAL. 4,500 rolls Imported Parlor, Dining Room, Den, and Hall Papers, in full color assortment and designs. Regular to \$1.00. Monday, 60c; 50c, Monday, 35c; 35c, Monday, 21c. Fifth Floor.



Second Display of Millinery

In which 38 imported models that arrived late will be shown. Along with these will be over two hundred new creations from our own workrooms. These models will be marked much below the prices they would have brought if they had arrived earlier. Prices to run from \$10.00 to \$25.00.

Wall Decorations

New Soiree, Silkettes, Damask, Embossed, Siendes, Jaspis, Tekkos, and Aerochrome, in greens, blues, tans, champagne, old rose, French traced for drawing rooms, parlors, reception rooms. Per roll, 50c, 75c, \$1.00, \$1.50 to \$3.00. New bedroom in plain chambray, stripes, and florals, in greys, cream, blues, etc. Per roll, 15c, 25c, 35c, 50c. MONDAY SPECIAL. 4,500 rolls Imported Parlor, Dining Room, Den, and Hall Papers, in full color assortment and designs. Regular to \$1.00. Monday, 60c; 50c, Monday, 35c; 35c, Monday, 21c. Fifth Floor.

The Woman's Inheritance of Beautiful Belongings

There needs no other evidence than the wonderful collection of clever and exquisite garments that are selling in our mantle section--and at prices that are little more than an inheritance tax.

WOMEN'S SUITS AND COATS

Now being displayed include adaptation from Paris models in all the most favored materials.

A most attractive model is shown in a plain tailored navy serge, cut on semi-fitting lines with patch collar and revers, patch pockets, and finely tailored throughout. The skirt is six-gored with panel back and front, ornamented with buttons. Very special value 15.00

IMPORTED MOTOR COATS

Of rubber lined corduroy, in mole and navy, are thoroughly waterproof and very suitable for general utility coat. English raglan cut, hanging loose from shoulders, mannish turn-over collar, sleeves with adjustable tabs at wrist and slash pockets. Very special value, \$21.00 to \$25.00.

SERVICEABLE COAT

For spring and summer wear, of black and white shepherd's check, is made on semi-fitting lines, with shawl collar and deep revers of black satin, tailored sleeves, and fancy patch pockets. Monday 13.50

A STRIKING SKIRT MODEL

Comes in a splendid quality all-wool imported serge, in the new tan and navy tones. The style is one of the latest, a four-gore model with panel back and the new one-side effect on front panels, finished with rows of narrow tucks and ornamented with fancy buttons of self material. Price is 6.00

WAISTS of Messaline Silk

Smart black and white striped silks; two, good tailored styles, one with front fastenings and pleated side frill, shirt sleeve, tailored collar and cuffs; the other design with three-quarter sleeve, strapped seams, back opening and piped with banding of black silk also black silk buttons. Regularly 2.95 \$4.00, Monday 2.95

New Lingerie Blouses

Of fine white lawn, whole front of embroidery and Cluny lace insertion, new "set-in" sleeve, three-quarter length, tucked back, rows of lace insertion and lace collar. Sizes 34 to 42. Special Monday 98

Elaborate Use of Ribbons

Dame Fashion insists that during the spring of 1912 medium width ribbons are to be used as a trimming for the "New Gown," and the "New Hat." Therefore velvets, taffetas, and satins, from ¼ inch to 4 inches are much in demand.

A pure silk taffeta of perfect heavy weave, in all colors. Width, ¼-in., 30; ½-in., 40; 1-in., 50; 1½-in., 60; 2-in., 70; 2½-in., 80; 3-in., 90; 3½-in., 100; 4-in., 110; 4½-in., 120; 5-in., 130; 5½-in., 140; 6-in., 150; 6½-in., 160; 7-in., 170; 7½-in., 180; 8-in., 190; 8½-in., 200; 9-in., 210; 9½-in., 220; 10-in., 230; 10½-in., 240; 11-in., 250; 11½-in., 260; 12-in., 270; 12½-in., 280; 13-in., 290; 13½-in., 300; 14-in., 310; 14½-in., 320; 15-in., 330; 15½-in., 340; 16-in., 350; 16½-in., 360; 17-in., 370; 17½-in., 380; 18-in., 390; 18½-in., 400; 19-in., 410; 19½-in., 420; 20-in., 430; 20½-in., 440; 21-in., 450; 21½-in., 460; 22-in., 470; 22½-in., 480; 23-in., 490; 23½-in., 500; 24-in., 510; 24½-in., 520; 25-in., 530; 25½-in., 540; 26-in., 550; 26½-in., 560; 27-in., 570; 27½-in., 580; 28-in., 590; 28½-in., 600; 29-in., 610; 29½-in., 620; 30-in., 630; 30½-in., 640; 31-in., 650; 31½-in., 660; 32-in., 670; 32½-in., 680; 33-in., 690; 33½-in., 700; 34-in., 710; 34½-in., 720; 35-in., 730; 35½-in., 740; 36-in., 750; 36½-in., 760; 37-in., 770; 37½-in., 780; 38-in., 790; 38½-in., 800; 39-in., 810; 39½-in., 820; 40-in., 830; 40½-in., 840; 41-in., 850; 41½-in., 860; 42-in., 870; 42½-in., 880; 43-in., 890; 43½-in., 900; 44-in., 910; 44½-in., 920; 45-in., 930; 45½-in., 940; 46-in., 950; 46½-in., 960; 47-in., 970; 47½-in., 980; 48-in., 990; 48½-in., 1000.

Genuine Persian and Caucasian Rugs

A particularly attractive consignment of silky deep pile Kazak rugs are just to hand in the sizes ranging from 6.0 x 3.6, and 7.0 x 4.0, up to 8.0 x 4.8. They are all choice picked pieces and represent the best types of this mountain district's products, and it is only in conjunction with our other large purchases of these Eastern rugs that we are enabled to obtain the "first-choice" pieces at prices of "whole bale lots," and to offer such a sale at this price, 27.50

ENTIRELY NEW DRAWING-ROOM RUG

Exclusively manufactured for us, will be found in the "Salon Rug" woven in one piece without seams. It presents a strikingly handsome appearance similar to the famous hand-made Savonnerie carpet woven by the French Government experts at Beauvais, France, and yet at a fraction of the cost. Delicate rose trellis centres with grey borders, beautiful medallion designs in plain blue, grey, green, and rose grounds with handsome bodies in excellent proportion. 8.0x10.6 \$43.85 9.0x12.0 \$50.00 10.0x13.6 \$55.00

Suits for Business

Specially good values in business suits made from English fancy stripe brown and a fancy light grey tweed, are cut single-breasted, three-button style, with close fitting collars, and splendid wearing mohair lining. Best workmanship guaranteed. Sizes 36 to 44 10.00

A Favorite Suit, with many men, is a plain blue, showing a white thread stripe. Suits of good wearing English worsted; very neat and will wear well, are made in three-button, single-breasted sack, slightly form-fitting, well trimmed and carefully tailored. Sizes 36 to 44 13.50

A specially fine suit of West of England worsted. Suit in a neat subdued pattern of a fancy stripe brown cloth. It will meet with the most hearty approval of careful dressers, both in style and quality of cloth. Single-breasted, three-button style, good linings. Best tailoring, sizes 36 to 44 18.50

In brown Worsted, showing a narrow thread stripe, good appearance, and the very newest three-button, single-breasted style, perfect in fit, finish, and style. A good suit for particular men. Sizes 36 to 44 26.50



This in Lunch Room

MONDAY AFTERNOON 3 to 5.30 Hot Toasted Muffins with Marmalade Pot of Tea TEN CENTS

Silver-Plated Tableware

1,000 BROOMS

The five-string kind, clean heavy corn brooms, strongly sewn. Regularly 55c. Monday 37c.

Griswold Food Choppers

Cut perfectly all vegetables and meats, do not mash or grind, extra large size, for restaurant or kitchen use, with 4 extra cutters. Regularly \$2.25. Monday 1.11

500 Cereal Cookers and Rice Boilers

Sold at 45c and 55c. Grey 29c. Granite. Monday 29c. No phone or mail for Granite.

Classic Gas Plates

Fitted with an air mixer which burns an equal amount of air and gas, nickel plated tops. Our supply is now complete. One burner. Monday 1.00 Two burner. Monday 1.75 Three burner. Monday 2.50

Bathroom Equipment

Toilet Paper Holders. Regularly 50c. Monday 29c. Toilet Paper Holders. Regularly 40c. Monday 29c. Soap Dishes, nickel plated, shell style. Monday 39c. Towel Bars, best brass, nickel plated. 12-inch. Monday 45c 18-inch. Monday 50c 20-inch. Monday 55c Bath Sprays with 3-inch rose, 5 feet of tubing, \$1.50 value. 98c Monday

Groceries at Quantity Prices

Finest Gold Dust Cornmeal, per stone 35c Choice Picnic Hams, 6 to 8 lbs. each, per lb. 12c Upton's Marmalade, 5-lb. Ball 45c English Marmalade, 5-lb. Ball 45c Choice White Beans 3 packages, 25c Split Peas 3 packages, 25c Canned Green Gage Plums, per tin 10c Kikkah Custard Powders, per tin 10c Deep Sea Codfish Steak, per tin 3 packages, 25c Ivory or Silver Glass Starch, 6 lb. tin 50c Sunlight and Surprise Soap 6 cakes, 25c Taylor's Borax and Comfort Soap 6 cakes, 25c Old Dutch Cleanser 3 tins, 25c Powdered Ammonia, large package 3 packages, 25c 5 LBS. PURE CELONA TEA, \$1.15 1,000 lbs. pure Celona Tea of uniform quality and fine flavor, black or mixed. Monday 5 lbs., \$1.15

The SIMPSON Company Limited