

The SIMPSON Store

Store Opens 8 a.m.

Closes 5.30 p.m.

H. H. FUDGER, President

J. WOOD, Manager

Phone Number Main 7841. We have 50 lines to Central

The SIMPSON Store

# Surprises Ready for You at The Simpson Store

## Charming Sample Waists

Just 85 sample lingerie waists from New York, and 120 lace and net waist samples from a high-class Canadian maker. All made for the present moment, and as dainty as a picture. No 40 or 42 size; for anyone taking a smaller size this is an ideal opportunity to get an exquisite Easter waist at half-price and less. Monday, each **2.00**



## Specials from the Silverware

- Silver-plated Casserole Dishes, in a handsome hand-pierced design, heavily plated. Complete with Guernsey fireproof lining and cover. Regularly \$4.50. Monday **2.98**
- Silver-plated Bread Trays, with the word "Bread" engraved on centre. Regularly \$1.50. Monday **1.00**
- Silver-plated Fern Pots, pierced design. Regularly \$3.00. Monday **1.80**
- Men's Bon Dishes, fancy pierced design. Regularly \$2.00. Monday **1.98**
- Piekie Cruets, complete with stand and tongs. Regularly \$2.25. Monday **1.60**
- A 4-piece Tea Set, including teapot, sugar bowl, cream jug, and spoonholder. Regularly \$15.00. Monday **10.00**
- Silver-plated Orange and Fruit Bowls. Regularly \$3.00. Monday **1.98**

## The Spring Transformation Comes in Wearing Apparel for Men

The season of sunshine and warmth gives an entirely new trend to our men's specials. In place of heavier garments we now show splendid lines of lighter suits and overcoats.

### MONDAY'S RAINCOAT SPECIALS.

Pay special attention to the beginning of the month of showers.

- RAINCOATS AT \$12.00.**  
Are made from plain grey English cravenette cloth, which has been put through a process which makes it showerproof; cut single-breasted, fly front style, long and roomy; good wearing linings and excellent tailoring. Price **12.00**
- MEN'S FINE QUALITY ENGLISH BUBBERRY COATS.**  
In a beautiful fawn color, made single-breasted style, with English Raglan shoulders, slash pockets, cuffs on sleeves, light weight, and showerproof. One of the finest coats of its kind. Price **22.00**
- A LOW PRICE FOR TROUSERS.**  
Men's Strong, Good-Wearing Pants, made from a dark grey tweed, strong and well sewn, will wear well, and give general satisfaction. Price **1.25**
- English Worsted Trousers, in a striped grey, are sewn strongly, and made in good style. Sale price **1.49**
- FOR SPRING—BOYS' SUITS.**  
Blue English worsted, with chalk stripes, half-inch apart, cut on a smart double-breasted model, with shapely lapels, breast pocket, and side vents, fine twill body lining, full hips, and American bloomer pants, with belt loops and strap bottoms. Sizes 25 to 30, \$5.50. Sizes 31 to 33, \$6.00.
- FINE TWEED SUITS.**  
In new brown, showing a fancy thread stripe, are double-breasted, two-button style, with shaped back, and twill lining to match. Full-fitting bloomer pants, with strap and belt loops. Sizes 25 to 30, \$6.50. Sizes 31 to 33, \$7.00.
- BOYS' REEFER COATS.**  
In English serge, double-breasted style, with silk velvet collar and fancy emblem on sleeve. Good quality linings. Sizes 2 to 9 years **4.50**
- Mill-finish Serge Reefer, double-breasted, trimmed with brass buttons; fancy emblem on sleeve, velvet collar. Sizes 3 to 10 **4.50**

## Encyclopaedia Britannica



The new eleventh edition, complete in 29 volumes, subscription price, bound in full Morocco, \$239.25 cash. Our price Monday **125.00**

Bound in half Morocco, regular price \$166.75 cash. Special Monday **95.00**

This edition has not previously been sold outside the subscription list. We are enabled to offer this extraordinary bargain, through purchasing a small consignment in assorted bindings, some of which were slightly soiled by water in transit. No office or library is complete without this great work.

A Magnificent Easter Gift.

## Men's Negliges

Brand new goods, with Easter fashion. We were fortunate enough to procure these at a low figure. The materials and the quality are what you would find in dollar and a quarter and dollar-fifty shirts. The Simpson shirts are of guaranteed grade. The best for the money. All styles and designs for spring and summer wear. Sizes 14 to 18. Regularly \$1.25 and \$1.50. Monday **80**

## Newly Arrived Furniture

- Dressers, in selected quarter-cut oak, finished rich golden, also in mahogany. Lots of drawer space. Square or oval shaped beveled plate mirror, and the trimmings are wooden knobs. Price **19.50**
- Dressers, in dull finished mahogany, colonial design, two short drawers, with two long drawers beneath, neat toilet supporting heavy oval plate mirror. Price **29.50**
- Dressers, in mahogany, finished dull, beveled drawer fronts, trimmed with wooden knobs, extra large beveled plate mirror. An exceptionally good design, well made and beautifully finished. Price **34.75**

## Dinnerware Hardware in the Basement Sale

- Excelsior Garden Rakes, made in east, 12-tooth. Monday **75c**
- Hand Garden Trowels, Monday **10c**
- Compass Saws, 12-inch. Monday **1.50**
- Compass Saws, 14-inch. Monday **2.50**
- Household Spring Balances, with hook to weigh 25 lbs., by half-lb. Government tested and stamped. Regularly 50c. Monday **39c**
- Classic Gas Ranges, embodying all the latest designs and improvements in gas ranges. A most satisfactory and economical cooking range, built for good service.
- Two-burner size, over 18 inches wide. Monday **\$10.00**
- Three-burner size, over 18 inches wide. Monday **\$12.50**
- Three-burner size, over 18 inches wide by 18 inches deep. Monday **\$13.50**
- Four-burner size, over 18 inches wide by 18 inches deep. Monday **\$15.00**
- 100 English Semi-porcelain Dinner Sets, for five people, in rich Staffordshire ware, gold decoration, less than half-price. Sale Special **1.98**
- 75 Sets only, high grade Austrian Chinaware, 97 pieces to the set, floral spray design, gold finish. Regularly \$16.50. Monday Sale **8.98**
- \$25.00 High-grade Imperial Porcelain Dinner Set in Wedgwood ware, coin gold edge line, Kermit's cups. Monday Sale **16.25**
- Genuine Carlsbad China Dinner Set of 102 pieces. Regularly \$40.00. Sale Price **23.25**
- Bernard and Co. Limoges China Dinner Set of 102 pieces. Regularly \$71.40. Sale Price **59.50**

## Chinaware Bargains

- Best English Decorated Teapots, all sizes. Monday Sale Special **1.90**
- 10-piece Toilet Sets, roll rim basins, all pieces full size, in three shaded colors, pink, blue, and green, with gold finish, a decided snap. Special Sale Price **2.49**
- 100 only, Covered Vegetable Dishes in strong porcelain ware. While they last **25c**
- See the Bargain Tables: Ornaments in China and Dinnerware at **5c**
- Mugs, Plates, Creamers, Sugars, Bowls, Bakers, Flatters, etc. Monday Rush Price **5c**

## Belts & Belting

- Women's Fancy and Plain Wash Belting, new imported designs. Special value, per yard **25c**
- Women's Wash Belts, in all sizes, embossed and plain, guaranteed first quality production. Regular **35c**, for each **25c**
- Children's Buster Brown Patent Leather Belts, in all colors and sizes. Special value, each **25c**

## Guaranteed Groceries

- Finest Gold Dust Cornmeal **25c** per stone, 35c per lb.
- Choice Picnic Hams, 6 to 8 lbs. each **1.20**
- Upton's Marmalade **5c** per lb. pail, 40c
- English Marrowfat Peas **3 packages, 25c**
- Pure Codfish, 2-lb. box. Regular **30c**
- Canned Apples **3 packages, 25c**
- Quaker Oats **3 packages, 25c**
- Canned Green Gage Plums, good quality **3c** per tin, 30c
- Fancy Carolina Rice **3 lbs., 25c**
- Finest Split Peas **3 lbs., 25c**
- Ivory or Silver Gloss Starch **6-lb. tin, 55c**
- Old Dutch Cleanser **3 tins, 25c**
- Sunlight and Surprise Soap **5 cakes, 25c**
- 50 cases Lawrason's Snowflake Ammonia Powder, while it lasts **6 packages, 25c**
- 5 LBS. PURE CELONA TEA, \$1.15
- 1,000 lbs. pure Celona Tea of uniform quality and fine flavor. **1.15**
- Black or mixed, Monday **5c** per lb.

## The Call of the Mantle Section "Are You Ready for Easter?"

In suits we are showing hundreds of different models. Not extreme models, but happy mediums, in French whipcords in smart black and white, and tan effect, new spring mixtures and popular diagonals, jaunty, short, outway jackets, all handsomely satin lined, and made with the new Macrame lace and stylish silk collars.

To-morrow's aggregation of special suits is a great opportunity for small-size women. Nobby suits, made of tweed muslins, French serges, and whipcords, lined throughout with silk, square and outway style, skirts correct and stylish, colors navy, tan, green, and grey, and tweed mixtures. Each **13.85**

**WOMEN'S ONE-PIECE DRESSES.**  
Made of French delaine, in pretty shades of sky and tan; square yoke, made of lace insertion, with pipings of silk; skirts high waisted and graceful. Very special price **10.00**

**SAMPLE SKIRTS.**  
Made in our own factory. All perfect fitting and finished with the best of workmanship, offer a large variety of most fashionable styles and materials, which include fancy tweeds, voiles, Panamas, in black, navy, shepherd checks, and men's wear. All would regularly sell at \$4 to \$12. We offer them at one-third off on Monday **\$2.88 to \$8.00**

**MISSES' COATS FOR \$7.65.**  
Sample Coats for misses, made of imported cheviot, serges, and tweeds. These coats are cut on slightly-fitting lines, and are made in the most up-to-date styles. Exceptional value for **7.65**

**Brushes and Combs**  
100 only, Genuine Ebony Hair Brushes, solid back, with 13 rows of hand-drawn bristles. Regularly \$1.50. To clear **88c**

**Women's Kid Gloves**  
Dome fasteners, plique seam, soft, pliable skin, perfect fitting, grey, navy, green, and black. 75c value, all sizes, the lot Monday **50c**

**Women's Long Silk Gloves**  
Elbow length, double tipped finger, dome fasteners at wrist, fine, close, even, finish; grey, black, and white. Sizes 1 1/2 to 2. 75c value. Monday **50c**

**Linens and Staples**  
200 Pairs Bleached Sheets, made out of a good heavy English sheeting, double bed size, 72x90, strong and serviceable, free from dressing. Regularly \$1.45. Monday, per 1.23 pair.

**American and French Foulards**  
New Bordered Foulards, in a big range of shades. The borders are lace or scroll design, with plain and fancy tops, exquisite colorings, and beautiful contrasting borders. A special display of these goods in the Silk Department Monday, 40 **2.50** in wide. Per yard, \$2.00 and

**Washable Laces**  
A whole section full of Wash Laces from Nottingham in German and Flat Valenciennes and Calais Valenciennes, in Laces and Insertion.

**This In Lunch Room**  
Monday Afternoon 3 to 5.30

**Cold Ham with Potato Salad Pot of Tea TEN CENTS**

## Clearance of Women's Combinations Half Price

An Underwear event that comes but seldom, and certainly won't happen again this season—Half-price for women's spring and summer combinations right at the beginning of the wearing time. The famous "Watson Mills" send them to us at our own prices, just because some have small oil stains or other slight imperfections, acquired in the making. Big economies are yours if you take advantage of this occasion to secure your summer's supply of underwear.

## 1,500 Women's Spring and Summer Combinations

Ribbed white cotton, in beautiful styles and qualities, including marcerized cotton and lisle thread, low or medium neck, no or short sleeves, plain trimmed neck or with fancy yoke, cotton or silk tapes, umbrellas or tight knee, lace or umbrella style. Sizes 32 to 38 bust. Regularly 75c to 1.75 each. Monday, each **38c to 87c**

## Easter Ribbons

Our Ribbon workroom is at the disposal of our customers. All your Easter millinery bows made up free of charge. Any style bow, large or small, loops, or rosettes. Many new patterns of Easter Millinery Ribbon have just arrived. They are 6 and 7 inches wide, per yard **25c and 35c**

Then there is a special Taffeta in all colors, 6 inches wide, which bows up well, making a smart trimming. Tied free of charge in either hat or hair bows. Per yard, only **15c**

## Still Another Opening of Exquisite New Millinery

Here is to be seen the "Easter Hat" on its native heath. There are creations from the deft-fingered modistes of Paris side by side with copies and adaptations from our own workrooms.

One of the features of the new millinery pronounced "correct," is the large flat hat of fine Tagel or Milan braid. Many are covered with ninon or lace. Quaint flower hats are also shown.

We wish to emphasize the tailored hat of which we will show an extensive assortment, simply but effectively trimmed.

Our Young Women's Department and our Children's Department will add their quote to this big Easter display. New York has contributed hundreds of cases of un-trimmed hats, saters, and the choicest and smartest styles in ready-trimmed hats.

The SIMPSON Company Limited

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