

SIMPSON Store Opens 8 a.m. Closes at 5.30 p.m. H. H. Fudger, President. J. Wood, Manager. PROBS.

Friday

Women's \$25 Dresses for \$7.95

A collection of 75 Women's one-piece Dresses, of silks, mulls, and all wool materials, in a great variety of styles, some waists have the kimono effect, others trimmed with cords and fancy braiding, and others with lace insertion and velvet designs. Skirts have the straight lines, also in gored and pleated effects; colors in the lot but not in each material or style, are black, navy, grey, green, brown and tan, also of fashional designs. Prices range from \$15.75 to \$25.00. Friday, 7.95

WOMEN'S \$25.00 COATS, FOR \$8.95.

A collection of Women's Spring Coats, the odds and ends of our stock, in a variety of materials, colors and styles, some are of black, green or brown broadcloth, others are fine black serges, and others lawn covert-cloths; these are mostly plain tailored styles, some with large collars, and some with strappings of self; sold regularly at prices from \$10 to \$25.00. Friday, 8.95

WOMEN'S SEPARATE SKIRTS, \$1.49.

100 Women's Separate Skirts of a special quality vicuna cloth, in black only, made in a couple of smart styles, one is a flare gored style, with full length front panels, trimmed with buttons; the other has front panel and is pleated in side gores, trimmed with self strappings; these are all well finished lot of garments. Friday, special 1.49

GIRLS' \$10.00 COVERT COATS, FOR \$3.69.

47 Girls' Spring Coats, in a number of double and single breasted tailored styles, mannish collar and lapels, tailored sleeves, with stitched cuffs; the material is an extra fine quality cravenette covert cloth, in grey, fawn or greenish tones. Sizes in the lot are 6 to 14 years, the regular prices were \$8.00 to \$12.50. Friday, 3.69

Infants' Wear Bargains

Infants' Spring Coats, fine all wool cream cashmere, double breasted, carved white pearl buttons, cape collar, silk sash at waist, silk braid on collar and cuffs, lined throughout with fine saten; lengths 22 and 24 inches, for ages 6 months to 2 years. Regular price \$5.00 each. Friday bargain 2.50

Infants' Dresses, fine white lawn, mother Hubbard style, yoke of val lace and tucks, skirt trimmed with fine lace insertions and trills, sizes 6 months, 1, 2 years. Regular price \$2.75 each. Friday bargain 1.37

Infants' Long Christening Dresses, finest lawn, elaborately trimmed with dainty fine val lace and embroidery insertions, embroidery beadings, narrow hand embroidery edgings and many hemstitched tucks, lengths 40 and 42 inches. Regular price \$5.00 each. Friday bargain 2.50

TWO CORSET BARGAINS

Women's Corsets, a stylish Crompton model in fine, strong, white coutil, medium bust, extra long skirt, finest rustproof boning, 4 wide side steels, 4 fine garters, deep lace and ribbon, a beautiful corset for medium figures, sizes 18 to 26 inches. Regular value \$1.75 a pair. Friday bargain .95

Women's Corsets, fine white baliste, medium bust, medium length skirt, fine steel filled throughout, 4 wide side steels, 4 garters, lace trimmings, dainty corset of fine quality, sizes 18 to 26 in. Regular value 75c a pair. Friday bargain .48

WOMEN'S UNDERWEAR

Women's Underwear, a stylish bigigan high neck, short or no sleeves, knee length, tight fitting knee, fancy drawn work lace yoke, silk tapes, sizes 22 to 42 bust. Regular price \$2.50 each. Friday bargain, a special 1.00

Corset Covers, long, short or no sleeves, shell edges, pearl buttons, sizes 32 to 40 bust. Regular price 25c each. Friday bargain .15

Clearing sizes, 5 and 6 years, children's rompers, plain blue chambray, piped with white, pocket. Regular price 35c each. Friday bargain .25

GIRL'S DRESSES, a beautiful school dress of fine wool serge, thoroughly shrunken, one piece sailor style, with black patent leather belt, shepherd check collar and cuffs, silk braided, silk tie, colors black, green, mauve, etc. Regular price \$5.25 to \$6.00. Friday all sizes 3.00

Little Girls' Dresses, fine white pique, Buster Brown style, trimmed with fine embroidery insertion and wide plaits, buttoned at side of front, belt, sizes 2 to 10 years. Regular price \$1.75 each. Friday bargain 1.25

WOMEN'S WHITEWEAR, Petticoats, white cotton, deep flounce of embroidery and wide plaits, English Satin Top and Poplins, all wool Armures, Henriettes, etc. Regular values \$1.00 per yard, 44 to 52 inches wide. Friday 68c

COLORED DRESS GOODS, 1,000 yards of Dainty Colored Dress Goods, including a full range of the newest spring and summer colorings, in silk striped voiles, plain velvets, silk striped taffetas, all wool velvet Henriettes, etc. 40 to 44 inches wide. Regular 65c and 75c. Friday 50c

SHEPHERD CHECK SUITINGS, 750 yards Black and White Shepherd Checks, a beautiful fine firm cloth, nice clear checks, in a variety of sizes suitable for suits, dresses or separate skirts, wear and color guaranteed, 40 and 42 inches wide. Regular 50c. On sale Friday 35c

2,000 yards French Brocade Satin, in all the newest shades of blues, tans, browns, greys, etc. also black, 40 inches wide, regular up to 10c Friday special yard 33c

2,000 yards Moire Linings, in a nice crisp finish, in all the leading shades and black, 40 inches wide, regular 25c. Friday, yard 19c

2,000 yards Spun Glass Lining, in a lovely range of the latest shades, also ivory and black, 36 inches wide, regular 25c. Friday special, yard 19c

65c Silks for 39c Per Yard

4,000 yards of choice quality Japanese Foulard Dress Silks, wash tub silks, black and white check taffetas, large medium and small checks, black and ivory, and wide plaits. The foulards come to a profusion of designs and colors, Persian and Oriental, and scroll designs, etc.; wash tub silks in black and white, blue and white, grey and white stripes, 22, 24 and 27 inches wide. Regular 65c and 75c per yard. Friday bargain, per yard 39c

1,000 yards of rich black, Duchesse Paillotte, Satin de Chine and C. J. Bonnet's rich black Beau de Soie, all guaranteed makes and dyes, deep full grain. Regular price 55c and \$1.00. Friday bargain, per yard .68

WE COULD have filled this page twice over with bargains, affording great saving to the customer. This Friday is the first Bargain Day since Easter, and every department in the Store was ready with odds and ends, the fragments which remained from our great Easter selling. "Broken lines" does not imply anything secondary or wrong with the article in question, and the prices only have been "smashed up." The innumerable "complete lines" flowing into the store are like good resolutions, often broken, but the sensible housekeeper would be just as utterly lost without the "broken line" as would the average person be without at least some vestige of a good resolution.

Waist Department

\$1.25, \$1.50 and \$1.75 WHITE LINGERIE WAISTS, 79c.
200 Waists, of fine white lawn, several attractive styles, dainty yoke and collar of fine Val lace insertion, and Swiss embroidered medallions. Another style has whole front of lovely all-over embroidery, in evellet and shadow design, cluster of pin tucking front and back, dressy 3/4 long sleeves, tucked and lace edging. \$1.25, \$1.50 and \$1.75 regular prices. Friday, 79c

Smart Tailored Shirts, of silk gingham vesting, Gibson pleat over shoulders, patch pocket or front of 3/4 inch tucks, shirt sleeves, laundered collar and cuffs. Sizes 32 to 42. Regular \$1.50, Friday 98c

Shirtings, of fine white linen, fronts are prettily embroidered in floral design, deep tuck at shoulder, tucked back shirt sleeve, link cuffs, and laundered collar. All sizes, regular \$1.50, Friday bargain .69

Wash Goods

60 pieces fine white mercerized Brocade Vesting, for waists, etc., spots, sprays and figures. Regularly 15c .98

10 only, sample Swiss, partly made hand embroidered robes with material for completion, travelers' samples, worth regularly \$15.00. 6.98

30 pieces, pure white Organdy, 32 inches wide, special for waists and summer dresses. Regular value 12 1/2c .5

50 pieces pretty printed Organdies, splendid floral designs of flowers, leaves, etc. in pink, sky mauve, etc., on white grounds, 38 inches wide. Regularly 20c .9

15 pieces only, floral printed Serpentine Crepe, for kimono, dressing jackets, etc., colored grounds, Japanese designs, regular 25c .12 1/2

60 pieces only fine English Prints, spots, stripes, and figured. Regular value 12 1/2c .6

30 pieces dainty checked silk Mull, pink, sky, black, green, mauve, etc., a great opportunity, regularly 49c .15

30 pieces pretty novelty Dress Crepe fine quality, fancy stripes of self, colors pink, pale blue, green, reseda, mauve, etc. Special value at 35c. Friday .15

No phone or mail orders.

The Best of Hose

Women's Lisle Thread and Cotton Hose, black tan and fancy colors. Regular 25c and 35c. Friday 23c

Women's Plain Cotton Hose, black and white. Regular 20c. Friday 12 1/2c

Girls' and Boys' Ribbed Black Cashmere Hose, English made, double heel, toe and sole. Regular 25c. Friday 19c

Infants' Plain Black Cashmere Stockings, sizes 4, 4 1/2, Regular 25c. Friday 19c

Girls' Black Lisle Thread Hose, silk embroidered fronts. Regular 25c. Friday 19c

Women's Lisle Thread Gloves, manufacturer's samples, wrist length, black, white and colors. Regular 35c values. Friday .19

Men's Black Cashmere Socks, also tan merino socks. Regular 20c. Friday 12 1/2c

Men's Canvas Gloves, for furnace and gardening. Friday, 10c, 3 pairs .25

Two Ribbon Bargains

The Easter rush left us with a couple of broken lines, so they will be gathered under one price ticket.

The first is a pure Silk Taffeta Ribbon, 5 1/2 in. wide, with a wide scalloped edge, put in to make the color range complete. Regular prices 15c, 20c and 25c per yard. Friday bargain .10

The second is two lines of Dredreans, in a very pretty floral effect, about 5 inches wide, in all the spring color combinations; the regular price is 19c per yard; very suitable for little girls' hairbows and millinery. Friday bargain .10

Indispensable for Women

38c-MOTOR VEILS-38c.
5,200 Motor Veils on sale Friday at .38 (All shades. No phone orders.)

EMBROIDERIES

18-inch Cambric Swiss Embroidered Wash Bandings. Regular 25c and 35c yard. Friday .15

TOURIST FRILLING

Box containing 2 1/2 yards Hemstitched Tourist Frilling. Box for .15

STOCK COLLARS AND BOWS

Plauen Lace Stock Collar with double cascade jabot and wide plaits. Regular price \$1.75. Friday 1.25

Quick Clearing of all Slightly Damaged Hats

After Big Easter Rush
Three tables of Trimmed Hats, stylish shapes and good colors, worth up to \$10. Quick clearing price, 5.00

Two tables of Trimmed Hats, worth up to \$5.00 each. Quick clearing sale 2.75

Two tables of Smart Ready-to-Wear Hats, many on the dipping order, worth up to \$3.00. Quick clearing price, 1.95

Two tables of styles, up-to-date blocked shapes, worth up to \$2.00. Quick clearing price .69

Trimming Department

Clearing all remnants and short lengths of our black and colored trimmings in bandings, appliques, etc. These are all of our usual high-class qualities, etc. These are all of our usual high-class qualities, etc. These are all of our usual high-class qualities, etc. Selling regularly this season at 85c, \$1.00, \$1.25, \$1.50, \$1.75 and \$2.00 per yard. Great Friday bargain, yard .39

Umbrellas and Canes

185 only, Women's Umbrellas, choice range of handles, new grade silk and wool tops, best of frames, silk canes, \$2.50 and \$3.00 lines, Friday, 1.95

210 only, Men's Walking Canes, in assorted natural woods, including congo, partridge and cherry, some have neat handles. 35c, 45c and 75c lines. Friday .25

Economies for the Home

The merit of the following items requires no reinforcement, but it adds to the interest of shopping to know that on our Fourth Floor, where they are displayed, you find the most artistic and suggestive exposition of House Furnishings in Canada.

Scotch Linoleum, in new block, floral tile and parquet patterns. Regular 40c and 45c per square yard. Friday .33

English Tapestry Carpet, a quality that will stand plenty of hard wear. The colorings and patterns are decidedly pleasing, in scroll, conventional, floral and Oriental effects. Regular up to 85c per yard. Friday, per yard .69

1,500 yards of Fine Japanese Matting in carpet designs, various colorings, cotton warp, 36 inches wide. Regular 25c per yard. Friday, per yard .13

200 only, Seamless Velvet Rugs, good range of patterns, two tone greens, Chintz, tan and Turkish colorings; your choice of the following sizes at bargain prices:

Friday, 7 yds. x 3 1/2 yds. .16.45
Friday, 3 yds. x 4 yds. .19.45
Friday, 3 1/2 yds. x 4 yds. .23.45

NOTTINGHAM LACE CURTAINS \$1.39.
Good qualities, new designs, floral, conventional and scroll effects, 52 and 64 inches wide, 3, 3 1/2 and 3 3/4 yards long. Worth up to \$2.00. Friday, per yard .95

SASH CURTAINING 16c.
1,000 yards Flat or Frilled Curtain Net, made with neat lace and insertion, full yard wide, excellent value at Friday's reduced price. Per yard .16

TAPESTRY CURTAINS \$1.99.
Special Tapestry Curtains, including the makers output of colorings, one and two-toned effects, reversible patterns, 40 inches wide, 3 yards long. Regular \$2.50. Friday .1.98

WINDOW SHADES 25c.
Oil Opaque Window Shades, cream and fawn only, 27 inches wide, 6 feet long, mounted on good spring rollers, complete with brackets and pull. Worth 45c. Friday special 29c

CRETONNES 10c.
A very special offering; 40 inches wide, reversible patterns, a variety of colorings on medium and dark grounds, excellent for summer curtains, etc. Friday, per yard .19

Footwear Friday Bargains

500 pairs, Women's Boots, dongola kid, dull matt, Blucher tops, patent toe caps, medium heavy sole. Cuban heel, all sizes, 2 1/2 to 7. Friday bargain 1.29

720 pairs, Women's Boots, patent colt with dull matt, Blucher tops, new short creased vamp, medium heavy sole, Cuban and high Cuban heel, all sizes, 2 1/2 to 7. Friday bargain 1.99

500 pairs, Women's Oxfords and ankle strap pumps, Russia tan calf, patent colt, vici kid and gun metal leathers, creased vamps, medium heavy soles, Cuban, military and low heels, all sizes 2 1/2 to 7. Friday bargain 1.99

480 pairs, Men's, Boys' and Youths' Boots, box kip leather, Blucher heavy standard screw soles, solid leather throughout.

Men's, all sizes, 6 to 11, regular \$1.75, Friday bargain 1.33

Boys', all sizes, 1 to 5, regular \$1.50, Friday bargain 1.23

Youths', all sizes, 11 to 13, regular \$1.45, Friday bargain 1.13

Little Gents', all sizes, 10 to 10 1/2, regular \$1.35, Friday bargain .99

Phone orders filled.

Linens and Staples

25 EMBROIDERED BED SPREADS, \$3.50.
Irish Embroidered Spreads, large size 90 x 108 inches, hemstitched edge, heavy solid Irish embroidery in centre, a bargain, Friday, each 3.50

1,000 YARDS FACTORY SHEETING, 22c YARD.
Heavy English Factory Sheeting, two yards wide, strong round thread, will bleach pure white. Regular worth 27c yard, Friday, yard .22

PILLOW SHAMS, 50c EACH
500 fine Pillow Shams, lace and fine insertion, well made, size 30 x 30 inches. Regular \$1.00 each, Friday, each .50

4,600 WOOL BLANKETS, \$3.79.
40 pair fine Unshrinkable Wool Blankets, large size, 65 x 86 inches, the soft lofty nappings. Regular \$4.60 pair, Friday, pair 3.79

\$2.00 TABLE NAPKINS, \$1.45 DOZEN
35 dozen only, fine all linen, fine new patterns, size 23 x 23 inches. Regular \$2.00, Friday 1.43

\$1.50 HUCK TOWELS, 98c PAIR.
75 all linen, large size Huckaback Towels, hemstitched ends, damask border. Worth \$1.50 pair, Friday, pair .98

36-IN. LONGCLOTH, 8 1/2c YARD.
1,000 yards fine English Longcloth, 36-in. wide, a bargain, Friday .54

High Grade Furniture at Low Prices

Dressing Tables, in cold mahogany Regular price \$69.50, Friday bargain 44.00

Dressing Tables, in mahogany. Regular price \$35.00, Friday bargain 25.00

Dressers, in mahogany. Regular price \$50.00, Friday bargain 35.00

Chiffoniers, in mahogany. Regular price \$68.00, Friday bargain 47.00

Bedroom Furniture, in mahogany. Regular price \$25.00, Friday bargain 18.50

Parlor and Dining Room and Hall Papers, in good colorings. Regular to 50c, Friday 24c

Baby Carriages and Paints.
Baby Leatherette Folders, full size, hood, rubber tires. Regular \$18.50 and \$23.00, Friday, your choice 13.95

Better Line, Folders, medium and dark colors. Per quart, Friday 38c

Stove Pipe Enamel, large tin, Friday, per tin 8c

Floor Wax, 100 lbs., for linoleums or hardwood floors. Friday, special, per lb. .43

Drugs and Toilet Goods

Beef, Iron and Wine, 40c bottle, Friday 25c. Corn Cure, in tubes, 10c. Friday 5c. Artum, 10c package. Friday 5c.

Rose's Cough Balsam, 25c size, Friday 15c. Shiloh Dusters, special, Friday, 20c

Elite Cleaning Pads, for removing spots from cloth, Friday, 2 for 15c. Bath Mitts, 25c line, Friday 25c

Sanitary Towels, 12 in package, Friday 25c

Sealer's Cream Rosettes and Cream or Violet, regular 25c. Friday 15c

500 Window Screens, 22 inches high, 26 inches closed x 44 1/2 inches opened. On sale Friday, each for .35

500 Window Screens, 24 inches high x 25 inches closed x 40 1/2 inches opened. On sale Friday, each for .35

1,000 Screen Doors, a well made, finely grained door, three panel style, four sizes: 2 1/2 x 6 1/2, 2 1/2 x 6 1/2, 3 x 7. On sale Friday any size for .75

2,000 Screen Windows, grained finish, 14 inches high, 18 inches closed, and will extend to 28 1/2 inches. On sale Friday, each for .15

1,000 Padded Sleeve Ironing Boards, .24 made smooth finished hardwood ironing board. Regular price 35c, on sale Friday, each for .17

Economies

Men's Tweed Suits

Imported English and Scotch Tweeds in medium and dark grey and brown grounds, with neat self and fancy colored thread stripes, latest 3-button single-breasted sack style, with nicely-built about chest and neat long shaped lapels, splendidly tailored in every way and finished with best quality linings and trimmings. Sizes 35 to 44. Regular to \$14. Friday at 7.95

MEN'S WORSTED TROUSERS

Regular \$2.75, \$3.00 and \$3.50. Friday at \$1.95. Fine quality English Worsted Trousers in assorted neat dark stripe patterns, well tailored and perfect fitting. Sizes 31 to 42 in. waist. To clear Friday at 1.95

BOYS' REEFER COATS

Regular to \$5.00. Friday at \$2.49. Made from English Covert Cloth. Tweed and Serges, in brown, blue, fawn and grey shades, plain and with fancy colored thread stripes, latest double-breasted style, with self buttoned lapels, splendidly tailored in every way and finished with best quality linings and trimmings. Sizes 27 to 33. Friday at 2.49

Etceteras for Men

2,000 Men's Neckties, in several different shapes and styles, good variety of colors and designs to choose from. Regular 50c. Friday bargain .25

4,000 Men's Neglige Shirts, made from a good hard-wearing cambrie, in white ground, with black stripes, also several plain blue Chambrays, all sizes. Regular 75c. Friday bargain .59

500 Men's Flannellette Night Robes, also several white cotton twill, slightly noiled through handling, regular 75c and \$1.00, Friday .59

1,500 Men's White Duck Outing Suits, made from a good solid material that will give lots of wear, pocket and reversible collar, all seams double stitched. Sizes 14 to 18, regular \$1.00, Friday bargain .75

Men's Hats

Men's Derby Hats, odds from stock and samples, colors black, brown and fawn. Regular up to \$2.00. Friday .89

Mrs. in Soft Hats, fedoras and neglige shapes, fine quality fur felt, mostly black, a few in grey and fawn. Regular \$2.00. Friday .95

Children's Tam O'Shanter, balances of lines, assorted colors. Regular 25c and 35c. Friday .10

Boys' and Men's Caps in soft shapes, navy blue serge and fancy tweeds, well finished. Regular to 35c. Friday .10

Jewelry Bargains

Sterling Silver and fine Roman finish Cuff Links, fancy patterns. Regular 25c and 35c pair. Friday bargain 15c pair

10K Gold Scarf Pins, set with real pearls, diamonds, crescents, Fleur-de-lis horse-shoes, blue knots, etc. Regular selling \$2.00. Friday 1.00

Gold Filled Neck Chains, soldered links, 16 inches long. Regular \$1.00. Friday .59

SILVER WARE SALE.
100 Silver Plated Fern Pots, satin and bright finish, green fern lining. Regular selling \$2.00, Friday 1.00

100 Silver Plated Cup's, satin finish. Regular 50c. Friday .25

24 Silver Plated Nut Bowls, large size, on stand, gold lined. Regular \$6.00. Friday bargain 3.00

Book Department

1,000 only recent Copyright Novels, bound in cloth. Published prices \$1.25 and \$1.50. Special .25

A few of the titles: -
The Lady in the Bar, by William Le Queux.
The Woman Who Dared, by Mrs. C. N. Williamson.

The Last Hope, by Henry Seton Merriman.
The Sea Could Tell, by Mrs. C. N. Williamson.

100 only volumes of the poets, bound in full calf, and 3/4 calf, and choice illustrated throughout, the regular selling price being \$2.50, \$3.00. Special .98

A few of the works: - Burns, Milton, Longfellow, Scott, Tennyson, Wordsworth, etc.

500 Fountain Pens, self-feeding with 14-karat nibs, also Stylos or Ink Pencils. Regular value up to \$1.00. Special .39

Flowers and Bulbs

Hardy Hybrid Roses, 3 for 50c. Hybrid Roses, named, reg. 25c each, Friday 3 for 50c

Bulbs, 6 for 25c. Gladiolus Bulbs, per dozen 15c and 25c. Tuberoses Bulbs, per dozen, 15c and 25c.

18 pks. Flower or Vegetable Seeds for 25c. Lawn Grass Seed, reg. 25c per lb. 25c; 5 for 50c. Nasturtiums or Morning Glory, per oz. 8c. Scarlet Runners or Sunflowers, 2 oz. for 5c. Sweet Peas, 1 oz. 5c, 3/4 lb. 15c.