## MONEY SAVINGS at SIMPSON'S ON THINGS YOU NEED NOW

We have called into requisition all the huge power of this great Store to make Friday the biggest day of the spring selling so far.

To start the day off with a rush we have chosen 149 very Special Bargains to be put on at 49 cents, every one of them guaranteed to be extraordinary value. They comprise many of the materials and accessories for your Easter array, and for your Spring home renovating, and offer many dollars of saving on the buying you must do now.

We cannot promise to fill mail or phone orders for any of these items, but will do so if we can after the early-commers are satisfied. Be here at 8.30 and make sure of an equal chance to buy what you need.

Hand-made Net and Buckram Hat Shapes, best quality. Regularly 75c and \$1.00. Priday bargain .49 Satia Finish Braids for Hats, in 12-yd. ends. All Fancy Ostrich Mounts—Some of Paris' newest Flowers-50 dozen of our regular 75c new lines of

Women's "Pen-Angle" Black Cashmere Hoseseamines, knit to shape, good weight. Sizes 81/2 to 10 Regular 35c pair. Price, Friday bargain, 2 pairs .49 Wolvasn's Plain Lisle Thread Hose - "German" make, extra fine thread, double garter welt; black, tan and white. Sizes 8½ to 10. Friday, 2 pairs .49 

Stockings, medium weight, double suspender top. Sizes 5½ to 8. Regularly 35c pair. Friday, 2 pairs .49 Women's Long Silk Gloves, 20 in., clear firm weave, good weight. Mousquethire, dome fasteners, 

an even finish. splendid wash gloves, two dome fasteners, plque sew n seams, neat self point, natural and white. Sizes 3% to 7%. Regularly 75c. Friday .49 Honeycomb Shawls, finest wool, fringe edges dathty wool capes or kimonos, hand made; silk motor scarves, variety of styles and colors. Regularly \$1.00 Friday bargain ....

Moire Petticoats, in black only, 12-in. flounce of knife pleating, black and white satin stripe. Lengths 38 to 12 ins. Regularly 98c. Friday bargain . . . 49 Sheatherd Check Switings, in all the popular size checks. Fine worsted finished, 44 ins. wide. Regularly 65c per yard. Priday bargain, per yard . . 49 San Toy and Epingle Cords-Fine draping qual ties, lowely range of new spring tones and black. 42 ins. wide. Regularly 65c. Friday bargain, per yd. 49

Superfine English Cream Serges — Soap shrunk. one of our best selling qualities at 65c per yard. 42 guaranteed, big range of new spring shades; also navy, black and cream. 44 ins. wide. Regularly 75c.

fabrics, in all the new tones for spring, three shades of navy black and cream. 44 ins. wide. Friday .49 All-wood French Crepe de Chenes A fine range of vard. Friday bargain, per yard regularly 75c pe

Shantung Silk-For waists, dresses, men's shirts. and children's summer year, 34 ins. Regularly 75c. Duchesse Paillettes, Mousselines and Satin de Chenes-All the fashionable colors, with plenty of

dresses, in ivory or black. Regularly 65c. Friday .49.
Striped Peau deu Soie Silks-Light grounds, with white stripes. Regularly \$1.00 a yard. Friday, yd. .49 40-inch Brocader Poplin-A rich weave, in shader of cream, bischie, pink, sky, grey, Copen, navy and black. Regularly 75c. Friday bargain ......49
45-inch Crepes—Cotton and silk and cotton mix-

tures, plain and bordered. French weaves of delight fully fine texture. Regularly \$1.00, \$1.25. Friday .49 40-inch Ratines, eleven different designs, in stripes, checks and plains. Regularly 75c, \$1.00 and \$1.25. Friday bargain

28-inch Vestings, Prints, Drills, Ducks and Cotton Suitings, also pretty printed muslins, good washing qualities. Regularly 15c to 25c per yard. Friday bargain, 5 yards .....

Wash Goods, some wonderful values from a job ber's stock, 28-inch printed crepes, 28-inch mercerized vestings and 32-inch heavy drill prints. Regular values 15c, 20c and 25c. Friday, 5 yards for ... 49 68c to 85c Girls' Dresses—Small and medium checks of fine gingham, Mother Hubbard style, for ages 2 to 5 years, trimmed with plain corors to match.

ages 6 to 14 years. Regularly 65c, 75c and 85c. Friday bargain

Corset Covers, 2 for 49c.—Fine nainsook, yoke of Valenciennes lace and embroidery insertions, lace beadings run with silk ribbon and lace edges, sizes 34 to 42 bust. Regularly 50c. Friday, 2 for. . .49

Women's Night Dresses, strong white cotton, high neck style, 24 tucks and 2 rows embroidery insertion in yoke, embroidery edging on neck, front and cuffs. lengths 55, 58, 60 inches. Regularly \$1.00. Friday .49 Women's Combinations, medium weight cotton. high neck, long sleeves, ankle length, sizes 32 to 38 bast, light weight finest ribbed cotton, low neck. short or no sleeves, tight knee or un orella drawers. Women's Vests-Watson's seconds, finest

wood, high neck, long sleeves, buttoned front, sizes 32 to 40 bust. Regularly \$1.50. Friday ... .49 Infants' Short Dresses—Fine nainsook, yoke of dainty fine embroidery, lace edge on neck and sleeves, deep hem on skirt, siges 6 months to 2 years. Regularly 75c. Friday bargain ... Women's Brassieres Strong white cotton, wide

smbroidery insertion in yoke front and back, embroidery edges in neck and arms, snort steels in front, sizes 32 to 44 bust. Regularly 75c. Friday .49 75c to \$1.25 Corsets—Clearing ends of lines and styles we are discontinuing, about 240 pairs in all: women's corsets, fine coutil, medium bust, long skirts. rustproof steels, strong garters, sizes 23 to 30 inches. Regularly 75c, \$1.00 and \$1.25. Friday bargain .49 Warm Waists-Clearing the whole of our winter waists from our 98c, \$1.29, \$1.50 and \$1.95 tables. colors and sizes are very broken, but there is a

and white striped cambric high or low collars, long and short sleeves, patch pocket, many are finished with ball trimming. Regular price 98c. Friday A9 White Cambric Blouses—Low turned-down colfar and short sleeves, collar and cuffs trimmed with torchon lace and blue and white striped border, finished at neck with fancy jabot. Regularly 89c. Friday .49 Batiste and Swiss Emigoidered Flouncing—26 inches wide, handsome guipure lace effects, also con-

Real Maitese Lace Handkerchief-With sheer liner ceptre, our 75c quality. Friday bargam, each .49 Corset Cover Embro deries—Good quality of cam bric, openwork pattern, beading for 1/2-inch ribbon, yards of this preity corset cover. Regular value 23c yard. Friday bargain, a yarda

Watch for the Red Tickets everywhere

Black Slik Bandings—4 to 9 inches wide, hand-some designs, embroidered on net, areo Saxony ellk embroidered net allovers, 18 inches wide, pretty floral patterns. Regularly 75c, \$1.00, \$1.25 Friday .49 Cotton Wash Laces, imitation Torchon Splendid wearing qualities, for undergarments and children's wash dresses, 1 to 2 inches wide. Friday 24 yards .49 initial Handkerchiefe for Women-Fine Irish lawn, narrow hemstitch border, small neat initial, floral wreath corner, our 3 for 25c qualities. Friday, 8 for .49 Novelty Ribbons that have been selling for 75c, 90c

and \$1.00, and a few at \$1.25 per yard, Dresdens, brocades, Orientals, cubist, futurist and tinsel effects, widths 7 to 10 inches. Friday bargain 49 Ribbons at Less Than Cost—Latest patterns and new goods, overcuts and odd lengths, Japanese, tango, navys, new reds, velours, brocades, Dresdens, etc. 

French Beadings and Bandings-Many of our most beautiful cut steel and jet trimmings; also black and white. Regularly 75c to \$2.75 yard. Friday .49 Sample Garnitures-Medallions, tassels and beaded ornaments, the latest designs from one of the best Parisian modellers. A few in the lot worth \$8.50.
All values from 75c up. Friday bargain ..... 49

Dainty Boudoir Slippers—Fine silk poplin, in grey, mauve and royal blue, flexible cord soles, silk pompom on vamp. Sizes 3 to 7. Regularly 75c. Friday .49 

eathers, 8 to 10 in. frames, contains change purse. 

Pearl Hair Bands—Two and three rows of best quality beads, several styles. Regularly \$1.00 to Folds, Wallets, Card Cases, Combination Purses and

500 Assorted Rings, including 10k Signets in women's and baby's sizes. Gold-filled, stone-set buckle rings, women's Tiffany, Marquise and square design rings. Regularly 75c and \$1.00. Friday 49 Colored Beads—A beautiful range, length 27 ins. All shades of red, green, blue, amber, amethyst and black. Regularly 75c and \$1.00. Friday bargain 49 Wemen's Jet Guards, with swivel attached, three different styles, fine black lustre, mounted on strong black thread. Regularly \$1.00. Friday bargain 49 Gold-filled Cuff Links, in velvet boxes, plain, Roman and bright finish for monogram or set with stones. Regularly 75c. Friday bargain 49 1,000 Articles of Jewelry, including 9k Beauty Pins. 9k Brooches, Stone-set Bracelets, Coat Chains, Necklets, Fobs and many other articles. Regularly 75c,

ets, Fobs and many other articles. Regularly 75c, 

Sizes 14 to 17. Regularly 75c. Friday bargain .49
Neckties, 3 for 49c—All odd lines in stock from 25c to 50c, including silk or knitted effects. Some have

dium or heavyweight merinos, English or Scotch wools. Not all sizes in every line, but all sizes in the lot, 34 to 50. Regularly 75c to \$1.25. Friday .49 Men's Work Shirts English Oxford or fine, glossy inish black sateen cloth. Large, roomy body, all seams double sewn and overlapped. Some have a reversible collar. Sizes 14 to 18. Friday bargain .49 Men's Neglige Shirts—Mostly stripe designs, sizes in the lot 14 to 16%. Reg. Noc., \$1.00, \$1.25. Friday 49 Men's Nightrobes—English flannelette, wide or narrow stripes, in pink, blue or grey. Sizes 15 to 19

Men's White Shirts—A splendid quality cotton. has laundered front and cuffs, open back or open

front and back. Sizes 14 to 18. Reg. \$1.00. Friday .49 Men's Lisle Thread, Silk Lisle Thread and Pure Silk Socks, great range of colors, all sizes. Regu-%-inch hemstitch border, full size mercerized em-border, full size, our 5c quality. Friday, 12 for .49 Men's White Irish Linen Handkerchiefs-1/2-inch

1.10. Friday bargain ...... 1.10. Friday bargain
Boys' Blouse Shirt Waists—Attacked collars and

soft cuffs, striped Madras cloths, size, 8 to 14 years Regularly 75c. Friday bargain .49
Pillow Cases, Stamped—On extra good quality circular cotton, free from dressing, in 12 different de signs, size 42 x 36. Regular 75c pair. Friday, pair .49 Cushion Tope Including hand-embroidered silk. Sattenburg and Fancy Embroidered Linenscolors, some buttonhole edged, others lace trimmed including shams, scarves and centres. Regularly

98c. Friday bargain . Pure White Huckaback Towels, stamped in new dainty designs, with sufficient material for working. netian lace, size 20 x 20 inches. Friday, each .49 Extra Heavy All-linen Huckaback Towels, large sizes, heximed ends. Regularly 65c and 75c pair. Priday bargain, pair

No Phone or Mail Orders. White Saxony Flanneiette, with a nice soft finish, width 24 inches, also a range of dark and medium stripes, width 27 inches. Friday, 10 yards for .49 All-linen Damask Scarves-in kandsome designs 

Wash Cloths, in plain white or colored borders, sizes 12 x 12 inches. Friday bargain, 6 for ... 49 Semi-bleached Table Damask—Will bleach easily width 70 inches. Regularly 60c yard. Friday .49 Plain Bleached Sheets—Sturdy hemmed ends, size 70 x 90 inches. Friday 140 

fine quality, size 44 x 38 and 44 x 36. Regularly 65c and 75c pair. Friday bargain, pair 49
Flannelette Dusters Soft plain yellow flanneletts, size 18 x 22 inches. Regularly \$1.00 dozen. Friday bargain 1 dozen for 

wide, in cream, ecru, ivory and white shades. Regularly 75c and 85c. Friday bargain, yard ... .49 English Washing Chintz and Cretonnes—30, 32 and 34 inches wide; light, medium and dark backgrounds.

clear alarm, 4 in. dial. Regularly 65c. Friday 49
Cold Meat Serving Fork, silver-plated, in a floral
design, with gilt prongs. Reg. 75c each Friday 49
Set of Six Medium Forks—Silver-plated plain pattern. Regularly 85c. Friday bargain, set ... 49
Two Table Spouns, for serving, Rogers silverplated, fancy pattern. Reg. 75c. Friday, patr 549
Six Dessert Spoons—Silver-plated, plain pattern.

Six Dessert Spoons—Silver-plated, plain pattern Regularly 75c set. Friday bargain, set ... .49
Six Silver-plated Table Spoons, to match. Regularly 85c set. Friday bargain, set ... .49
English Silver-plated Egg Cups, bright finish, gold lined, complete with salt tray and egg spoon. Regularly \$1.00 Priday bargain, each ... .49
\$1.00 Bon-bon Baskets, 48c. In several designs, dainty pierced patterns. Regularly 75c and \$1.00 each. Friday bargain, each ... .49
Jowel Case—Ormolu gold-plated, floral pattern, lined in pale bine and pink silk. Regularly \$2.15 each. Friday bargain, each ... .49
White China Teapot Stands, Kendal pattern silver-plated rim and four ball feet. Regularly 75c

Friday bargain, each ..... "Royal Nippon" Hand-decorated China Very dainty patterns. Choice of the following pieces; Whipped cream set, ladle, bowl and plate; nut set, large nut bowl and six individual bowls; or pretty syrup jug. Friday bargain

large nut bowl and six individual bowls; or pretty syrup jug. Friday bargain

Six Cut-glass Sait Dips, or sait and pepper shakers, rich cut-glass shakers, have sterling silver tops, your choice of pair of shakers or six salt dips. Friday 49

Blue "Landscape" Tea Set—Best English ware, 2 cups and saucers, 2 tea plates, 1 slop bowl, 1 baker, 1 meat platter. Friday bargain set 

hand-decorated, large water jug and six water tumblers. Friday bargain

16-piece Tea Set—Best quality English porcelain.

Wheat Sheaf, gold decoration, 4 cups and saucers,
4 fruit saucers, 4 tea plates. Friday bargain

1,000 Pieces of Graniteware. Regularly 65c, 75c and 85c, Berlin cooking pots, preserving kettles, water

attachment. Regularly 65c. Friday bargain ... 49 Travelling Razor Outfit-Safety razor, with 3 finely tempered water blades, high-grade quality, excellent 

1,500 Rolls Tapestries, Leatherettes, Printed Meals. For dining-rooms, halls, dens. Regularly 75c, 90c slikettes; in light and medium shades of cream, green. ivory, tan, champagne. Regularly 90c and \$1.00 per

ing-rooms, dadoes or dens, in brown and metallic Picture Clearance—Metal frames, in white ename and brown, mother and child scenes, cupid, awake and asleep, two-opening matt, with bow of baby red ribbon on mat. Regularly 75c. Friday bargain .49 Photographers' Ruby Lamps-For gas or oil as required, ruby and yellow glasses, strongly made Regularly 75c. Friday bargain .....

Paget Plates-Paget prize dry extra special rapid plates, twelve plates to package, seze 3½ x 5½. Regularly 65c per package. Friday bargain ... .49
Photo Albums—Made of imitation seal grain leather of good quality, 50 leaves, size 5% x 8, holding about 200 photographs. Regularly 75c. Friday 49 Pictures—In antique frames, finished in brown, with gilt relief corners, also a few in antique gilt, landscapes in colors, sizes up to 14 x 26. Regular Bevel Mirror, British Plate, in solid oak mouldings.

polished finish. Regular price 95c. Friday ... .49
The Faverite Children's Annual — "Chatterbox." 1914 volume. Regularly 75c. Friday bargain .49
"The Book of Easter," by Rt. Rev. W. C. Doane. plates by the great masters, also drawings by George Wharton Edwards, Bound in elegant cloth, gilt top. tin of Antiseptic Tooth Powder and Tooth Brush. 

The Robert Simpson Company, Limited

A Few of the Specials at Other Saving Prices Silk Dresses for Women and Misses

> New and attractive kimono sleeves, frilled col-lar, accordion pleaded over frilled, draped or single and double-tiered skirt; colors rose, brown, navy, tan, Copenhagen, black and stripes. Were

WOMEN'S AND MISSES' SUITS, \$8.95. Black and navy English serge, Venetian and tweeds, coats lined with silk, smartly tailored

SKIRTS FOR WOMEN, \$1.98. 100 only, several good smart styles, materials include serges in black or navy and tweeds, in grey, tan and brown mixtures; front lengths 37 to 41 inches; waist band 22 to 28 inches. Regularly \$3.50 to \$5.00 values. Friday ..... 1.98 SPRING COATS, \$5.65.

40 Coats, in popular fabrics and new styles. English serge, soft wool tweeds, in light or dark shades, black and white and brown and white checks, wool brocades, three-quarter or full length models. Regularly \$12.50 to \$15.00 5.65

Claim

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Infants' Boots and Slippers at 49c

150 pairs of Infants' Chocolate and Black Kid, White CHILDREN'S BOOTS, 99c.

"EMPRESS" AND "QUEEN QUALITY" SAMPLE PUMPS AND

OXFORDS, \$1.99. MEN'S \$4.00, \$4.50 AND \$5.00 BOOTS, \$2.95

Every pair made on the new spring lasts, in both button and laces styles. Every pair made by the Goodyear welt process. All leathers tan and black calf, gunmetal, patent colt, dongola kid and velours calf. Sizes 5½ to 11. Regularly \$4.00, \$4.50 and \$5.00. Friday bargain 2.95 BOYS' BOOTS, \$1.99.

"Imperial" and "Tetrault" brands, made from box calf and kin leathers. Laced blucher style. Sizes 1 to 5. Regularly \$2.25 and \$2.75. Friday bargain marcons and and the second

CENTS EACH

Newest Silks on Display

Black Duchesse Satins and Satin Paillettes. Widths 36 Black Satin Mousseline, 300 yards altogether; 39 inches Satin Messaline, Satin Duchesse and Satin Paillettes.

Regularly \$1.25, \$1.35 and \$1.50 per yard. On sale at per 1.05 Plain and Fancy Striped Dress Silks. Complete color ranges, with neat, effective stripes on light and dark grounds. Friday per yard

> Floorcoverings on Sale Linoleum at 35c square yard. Tiles, hardwood effects, carpet designs and mattings; two yards

> Jute Brussels and Napier Matting at 19c yd.; 1,000 yards; three different widths, 18, 221/2 and 27 inches; in greens, reds, tans and blues. Regu-Scotch Tapestry Carpets; 5,000 yards. Body carpet for rooms, also stair; 18, 221/2 and 27-inch

widths; best designs and colors. Yard ... . 49 English Brussels Rugs, reliable make, in a good range of best styles. Size 6.9 x 9.0, \$8.59; 6.9 x 10.6, \$9.89; 9.0 x 9.0, \$11.59; 9.0 x 10.6, \$13.29; 9.0 x 12.0, \$15.09.

SEAMLESS AXMINSTER RUGS. A lot of different styles; many different colors. For this three days' sale galy 4.3 x 6.4, \$5.75; 4.0 x 7.0, \$6.09; 5.9 x 8.3, \$9.19; 6.6 x 10.0, \$12.89; 9.0 x 9.0, \$6.19 \$6.09; 5.9 x 8.8, \$9.19; 6.6 x 10.0, \$12.99; 9.0 x 9.0, \$6.19 and \$17.99; 8.3 x 11.6, \$17.39; 9.0 x 10.6, \$18.85; 9.0 x 12.0, \$21.59, \$23.59 and \$28.79; 9.10 x 18.2, \$24.79 and \$38.19; 10.6 x 12.0, \$22.19 and \$26.19.

Groceries and Candies

S bottles

Finest Creamery Butter Per lb.

500 Pickled Shoulders of Pork lean and mild 6 to 8 lbs.

Finest Canned Corn or Peas 3 tins

Canned Sweet Pumpkin, 3 tins

Pure White Clover Honey, 5 lb, pail

Choice Pink Salmon, 3 tins

Finest Parl Taploca, 4 lbs.

Choice Rangoon Rice, 5 lbs.

One car Choice Sunkist Oranges

Powder, 5 tine 21/2 LBS. PURE CELONA TRA. 58c. 1,000 lbs. Pure Celona Tea, of uniform flavor, black or mixed. CANDY SECTION.