

L. SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS: Fairly not much change in temperature.

L. SIMPSON

Variety to Spice the Shopping Day at Simpson's

Early Spring Styles

Already Showing in the Mantle Section

Suits of medium weight are made of imported tweed mixtures in tones of tan, green and grey. The model shown for to-morrow is in the forefront of the season's styles and has graceful and becoming lines. Coat 26 inches in length, lined throughout with silk, semi-fitting both front and back, mannish sleeves and collar strictly tailored. Regular value would be far higher than our Saturday special. 12.85

NEW SKIRT MODELS.
The new skirts are made in serge, Panama, tweed and fancy mixtures, in both light and heavy weight goods, a moderately priced skirt for Saturday selling is priced at 3.98

Embroideries give a Big Reception

Saturday morning we will devote three entire counters to our new embroideries for 1912. They are just what you want in quality and design, and there is a larger assortment than ever, every conceivable width and quality in nainsook, cambric, Swiss and English longcloth, in edgings, insertions, headings, all-overs, flouncings, bandings and skirtings. Some items:—

Hand-loomed Embroideries on English long cloth and nainsook, exquisite in workmanship and designs, in old Madeira and blind effects. Edging, flouncings, insertions, from 1/4 to 27 inches wide. Prices, per yard, 20c to \$3.50.

Nainsook, Edgings, Insertions, Headings, Flouncings, also Nainsook Sets, all-overs, prices ranging from 8c to \$5.00.

Cambric Embroideries, Insertions, Headings, all-overs, and Flouncings, from 1/4 to 27 inches wide. Prices from 6c to \$1.25.

Swiss Flouncings, handsome designs, in gimpure, eyelet, floral and pique designs, in 27 and 44 inches wide. Prices ranging from 78c to \$6.00 yard.

3 SPECIALS FOR SATURDAY SELLING.
2,800 yards of New Cambric Embroideries and Insertions, large assortment of new patterns, 2 to 9 inches wide. Our regular 7, 8, 10 and 12 1/2c qualities. Saturday, per yard, 5c.

3,000 yards of Cambric Corset Cover Embroideries, all new patterns, good quality of cambric, 17 inches wide. Our regular 19c, 25c, 35c qualities. Saturday, per yard, 12 1/2c, 19c, 25c.

Beautiful Swiss Flouncings, 27 inches wide, in the most effective floral and lace designs, all new for summer 1912. Regularly 58c, 76c, 89c, \$1.25. Saturday, per yard, 36c, 48c, 58c and 68c.

New O.S. Moire Petticoats

Imported Silk Moirette Petticoats, black only, tailored three-piece flounce, trimmed with rows of pin tucking and finished with velvet binding. 4.00

Imported Moreen, in black only, pin tucked, tailored flounce finished, with velvet binding. Lengths 38 to 42. 2.00

First Showing of New Lingerie Blouses

New Blouses of Cotton Voile, very dainty lingerie effects, pretty square neck, new set-in kimono sleeves, groups of finest pin tucking, trimmed with lovely French lace and gimpure motifs, fastens visibly with small crocheted buttons. Priced specially 3.95 for Saturday 3.95

Dressmakers' Needs in the Cloth and Silk Section

A FURTHER SHIPMENT OF "PRIESTLEY'S" SERGES.

We have just received a further shipment of these famous Serges. They are the same grades we sold a week ago, when every inch was eagerly bought up. They are made from the finest selected pure botany yarns, dyed by the world's best dyes, and have a bright, permanent finish; guaranteed thoroughly shrunken and spot proof. 52-in. wide. Black, navy and brown only. Regular value \$1.00, Saturday68

WASH GOODS.
60 pieces Pretty Linen Finish Checked Suitings, large plaid effects, 28 inches wide. All the best shades novelty knop effect. Regular 28c, Saturday11

12 pieces only, High Class Swiss Mull, with dainty border and design of polka dot or figure. Colors pink, mauve, sky, white, tan, etc. These are wonderful value, 40 inches wide. Regular \$2.50, Saturday65

A quantity of high class French Printed Organdy, in a splendid assortment of dainty designs, in floral, geometrical, Persian and other effects in every conceivable color and combination. Regularly 29c, special13

SILKS GALORE.
800 yards beautiful color combinations, in striped silks, in marseilles, chiffon, taffeta and mouseline duchesse weaves. Also plain black chiffon taffeta, black mouseline, and extra heavy black peau de sole. Saturday48

1,600 yards Colored Duchesse Paillette and Satin De Chine, wide range of the new spring shades, rich silk, dyed colorings; also in ivory and black. 36 and 40 inches wide. Regular \$1.25, Saturday .98

February Sale of Furniture, Bedsteads and Their Fittings

Brass Bedsteads, in bright finish, and made in all standard sizes, posts are round and heavy, with filling, evenly distributed. February Furniture Sale 9.90

Brass Bedsteads, in satin or bright finishes, upright posts, two inches in diameter, filling in extra heavy, with double cross rail. February Furniture Sale 16.90

Brass Bedsteads, with continuous posts, two inches in diameter, and filling equally strong, can be had in all standard sizes. February Furniture Sale 15.90

Brass Bedsteads, in full size and bright finish only, massive design, with heavy mounts, one of the most desirable beds we have ever offered. February Furniture Sale 20.60

Iron Bedsteads, in pure white enamel finish, with brass caps in posts; in all standard sizes. February Furniture Sale 1.79

Iron Bedsteads, in pure white enamel finish, with brass rails and caps at both head and foot ends, strongly built and well finished. February Furniture Sale 3.60

Iron Bedsteads, finished in white enamel, and made in all standard sizes. Extra heavy posts, with heavy brass trimmings. February Furniture Sale 4.85

Iron Bedsteads, in pure white and light green enamel finishes, fancy scroll design, posts are heavy and continuous, filling is strong and evenly distributed. February Furniture Sale 5.90

Mattresses, centre filled with seagrass, with heavy layer of felt on the two sides, and covered with good strong ticking. February Furniture Sale 2.49

Mattresses, well filled with pure white cotton, and made in all standard sizes, neatly tufted and comfortable. February Furniture Sale 5.45

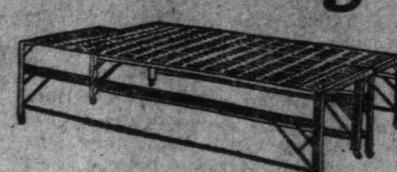
Mattresses, filling is pure white elastic cotton felt, carefully selected, made comfortable and durable, tufted and encased in fine art ticking. February Furniture Sale 7.40

Woven wire Bed Springs, frames made of thoroughly seasoned hardwood, with closely woven steel wire, in all standard sizes. February Furniture Sale 2.15

Woven wire Bed Springs, sides are of steel tubing, and ends are of steel, angle reinforced; the fabric is supported with iron bands and helical springs. February Furniture Sale 3.40

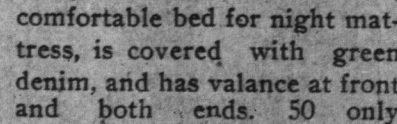
Pillows, filled with thoroughly renovated feathers, size 21 x 27. February Furniture Sale 2.70

Pillows, filled with No. 1 goose feathers; size 22 x 27 inches. February Furniture Sale 3.60



Special Extension Couch Bed

A comfortable couch for day, easily extended to a full size, comfortable bed for night mattress, is covered with green denim, and has valance at front and both ends. 50 only couches and mattresses, complete for Saturday, special 7.70



Two Big Boot Specials

For To-morrow

300 Women's Boots and Slippers, patent colt, victrola, and gunmetal leathers, including 100 pairs of Queen Quality and Boston Favorite samples, button and lace styles, light and medium low heels; sizes 2 1/4 to 7. Some worth more than twice Saturday's 99

MEN'S BOOTS.

760 Men's High-grade Boots, button and blucher styles, tan calf, patent colt, gunmetal and box calf leathers; every pair made on the Goodyear welt process; medium and high heels. Some regularly \$4.50. Saturday, 8 o'clock price 2.95

Prepared for Men's Perusal

Clearing the Better Lines of Sweater Coats

Extra heavy, of pure wool, in all styles and colors, some hand-finished; all are perfect in every way. We don't want to carry these over, hence this great reduction; colors white with royal, tan, maroon or grey, royal with white, grey with red; all sizes. Regularly \$5.00, \$5.50 and \$6.00. Saturday 3.98 (See windows for display.)

And Underwear

Including a good assortment of the best English makes, all sizes in the lot. Regular \$1.25 to \$3.50. Saturday, per garment98

Hats and Furs

For Masculine Wear

Winter Caps, golf shape, in finest quality tweeds, heathers, meltons, serges, etc., silk linings, and ear band of fur. Regular prices 75c, \$1.00, \$1.25 and \$1.50. Saturday's clearing 45

Rough-finished Soft Hats

popular shape, in grey, brown, bronze, heather and fawn mixtures, silk bands, and best finish. Regularly \$2.00. Saturday 95

Fur-lined Coats, custom tailored

black beaver cloth shells, coats cut to fit, lined with best grade German and black Russian muskrat and blended mink skins. Regularly \$125. Your choice any coat Saturday 85.00

Handsome Canadian Mink Fur-lined

Coats, finest grade of French black beaver cloth, custom tailored and best trimmings, prime Labrador otter collars sizes 38 and 39 and 50 inches. Regularly \$275.00. Saturday 169.00

China and Bric-a-Brac

Royal Suhl Cups and Saucers, Rubian Art Jardinieres, Royal Doulton Rail and Cake Plates, Nippon Sugar and Cream Sets, Austrian China Cups and Saucers, Spoon Trays, Kumati Vases, Flemish Art Vases, Mettlach Steins, Nippon Hair Receives and Powder Boxes, Doulton Tankard Jugs, Carlsbad China Salad Bowls, Wall Plaques and Vases. 25

Saturday specials (No phone, mail or C. O. D. orders.)

EDIBLES

2,000 lbs. Fresh Creamery Butter, White Clover Brand, per lb., 40c. Bager's Cocoa, 1/4 lb. tin, 22c. Toasted Cornflakes, 3 packages, 25c. Goodwillie's Canned Fruit in glass jars, raspberries, strawberries, cherries, peaches, plums and pears, per jar, 28c. Choice Red Salmon, Cock of the North brand, per tin, 17c. Loaf Sugar, 3 1/4 lbs, 25c. Canned Corn, 3 tins, 25c. Imported French Peas per tin, 11c. One car finest California Sunkist Oranges, large size, sweet and seedless, per dozen, 33c. Gorton's H. P. Sauce, per bottle, 18c. Macaroni's Pickles, mixed chow and walnuts, pint bottle, 22c. 500 lbs. fresh Fruit Cake, per lb., 15c. Biscuits, 500 lbs. Mooney's Fresh Colonial Pickers, per lb., 24c. Candy, 500 1-lb. boxes Chocolates and Bon Bons, regular 30c, Simpson's Special, per box, 20c.

The Widest Scope for Choice in The February Hosiery Sale

Women's All-wool Plain Black Cashmere Hose, full fashioned, double spliced heel, toe and sole. Regular 50c. Hosiery Sale price Saturday, pair 29

Women's Fine Imported Silk and Wool Hose, tan accordion ribbed, black with contrasting colors, full fashioned, spliced heel, toe and sole. Regular 75c. Hosiery Sale price Saturday 49

Women's Fine Imported Lisle Thread Hose; the lot consists of plain black and colors, silk embroidered, laces and fancy patterns. Regular 50c. Hosiery Sale price Saturday, pair, 35c, 3 pairs 1.00

Women's Silk Hose, pure silk ankle, with lisle thread top, and deep garter welt; spliced lisle thread heel, toe and sole. Regular 75c value. Hosiery Sale price Saturday 49

Women's Fine Lisle Thread Hose, silk finished

Some Seldom-Given Values in High-Class Corsets

C. B. A. is a Spirit Corset that are usually priced at two dollars a pair go your way to-morrow at seventy-five cents a pair less than that figure. The perfect fitting features of these celebrated corsets are well known to particular dressers. Phone orders filled.

Clearing two beautiful models of famous C. B. A. is a Spirit Corset, fine white satin, low or medium bust, long, graceful skirt, fitted with 4 suspender web garters, finest boring, 4 wide-wide steels, draw cords in bust, fine lace and ribbon trim, sizes 18 to 26 inches, regularly \$2.00, Saturday, a pair 1.25

Also offered in the Corset Section.

Women's Crown Brassieres or bust confiners, handsome embroidered trimmings, fine strong belted, yoke front and back of embroidery, low square neck, crosses in back, short boring in front, sizes 22 to 44 bust measure, regular price \$1.50 each. Saturday, each 1.10

The famous "Straight Back" shoulder braces for women or girls, made of wide strong webbing with back frame of covered watchspring steels, chamfers pads in front of shoulders to prevent cutting, can be adjusted to any size, Saturday, each 1.00

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This in Lunch Room SATURDAY AFTERNOON.

3 to 5.30 p.m.
Chicken Salad.
Bread and Butter.
Pot of Tea.
TEN CENTS.

The Fiction Library

500 volumes bound in cloth. Special, Saturday, 2 for 25

500 Alger Books for boys, to clear Saturday, 2 for 25

500 English Copyright Fiction in good cloth bindings, regular 38c, Special, Saturday, each 19

Book Dept., Main Floor.

The Suit Event of the Season on Saturday

There will be a clear-up of broken lines, samples and some of the finest suits we have secured for this season. There are West of England worsteds, English and Scotch tweeds, that have been made from cloths from our tailoring department, in all the new greys, browns, greens and fancy mixed stripe patterns. All are excellently tailored, and the trimmings are the very best. Every suit is perfect in fit, and guaranteed to give absolute satisfaction. Regularly \$18, \$20, \$24 and \$30. Saturday 14.95

RUSSIAN SUITS FOR LITTLE FELLOWS.
A smart double-breasted suit, with self shield, belt around waist, and elastic bloomer pants. This suit is made from a dark green tweed, with fine hair stripe pattern, and well lined, 2 1/2 to 7 years. Saturday 2.75

BOYS' RED SERGE SPRING OVERCOATS.
1912 style, double-breasted reefer overcoat, self collar, brass buttons, red farmer's satin linings. Sizes 5 to 9 years. Saturday. 3.50

Fresh Cut Flowers
Tulips and Daffodils, per dozen 35
Lily of the Valley, per bunch 25
Violets, per bunch 25
Japanese Air Fern, large bunches at 15

Sporting Goods

Men's Hockey Skates, high puck stop, beautifully nickel-plated crucible steel tempered, for fast skaters, strongly braced, regularly \$2.50 per pair. Saturday 1.89

Rover Hockey Skates for women, double end, medium weight, one of the most popular lines. Regularly \$1.50. Saturday98

Resonant Hockey Skates for women and children, single end nickel plated, regularly \$1. Saturday65

Specials in Tithware Section

Granite Rice Boilers and Cereal Cookers, Bread Boxes, white enamel painted; Round Roast Pans, covered; Enamel Tea Flasks, with patent porcelain stopper. Sold in the ordinary way as high as 75c. Saturday, each 29

We cannot promise to fill phone or mail orders.

MADE-UP CURTAINS.
Draperies, valances, side curtains, portieres, etc., used for department display; of velvet, chintz, lace, etc., all sizes. 1-3 less than regular prices.

STENCILLED SCRAM CURTAINS, 15c YARD.
New designs and colorings, plain and figured centres, with artistic borders. Regularly 30c. Special February Sale price, yard 19

Green, blue, brown, and olive, for living room, dining-room, or library; a very effective cloth when used for portieres or over curtains. Regularly \$1.00 yards. February Sale price78

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