

SPLENDID OFFERING AT THE SIMPSON STORE

Exclusive and Distinctive Silks

An immense showing of the various silk weaves demanded by fashion. Stocks are fresh, assortment of the best, and color ranges complete.

A FEW OF THE POPULAR SILKS.

In Fancy Silks: Foulards from the best French and American makers. Stripes of all kinds and checks in various sizes, with clan plaids and shepherd checks prominent. Fancy silk suitings in mixed heather effects, cords, diagonals and check weaves. Pleated, brocaded and embroidered Crepes, Ninons, etc., with big assortment in trimming silks.

In the Plain Silk Section: Moires, Taffetas, Crepe de Chines, Charmeuse Satins, Charmeuse Grenadines, Crepe Metears, all the different finishes in Satin Duchesse, etc., etc., are shown in new colorings.

The Jap Section gives excellent selection in the lighter summer silks, with special prices on shantung natural color silks, and full ranges of Lyons-dyed Honan silks.

Our Black Silk Department gives wide choice in the various moire effects, in Taffetas, Brocaded Crepes, Satins, and an exceptional array of Suiting Goods in Poplin, Regainis, Mouseline-Tulle and Regence.

A big shipment of "Bonnet's" Satin Charmeuse, in the very latest Parisian tones and in black, on display Thursday: 42 inches wide. Per yard 2.50

Further Shipments of Dress Fabrics and Suitings

We are featuring materials in all the very latest fashionable colors, weaves and textures, suitable for every style of costume. We mention a few of the many here that have already proved their popularity. Nid-d'Abelles, the new honeycomb effect; Goffine, Gaberitine, in plain effect, and Broche Gaberitine, Bedford, in new crepe finish; Broche Ratine in all wool, and silk and wool. Duvetines in wool, and silk and wool; crepe-de-chenes, ripple crepe, cord-de-crepe, crows' foot crepe, broche crepon, moires, poplins, broche Bedfords, epingle cords, santalens, etc. Thursday we invite your inspection to this magnificent display.

(Dress Goods Department, Second Floor.)

A Showing of Ratines

37-inch Medium Weight Ratine, in shades of pink, white, sky, lavender, mauve, Alice, linen, tan, brown, open, navy, Nell rose and royal blue 35
40-inch Summer Weight Ratines, in stripes, plain and novelty effects, a good range of designs 49
40-inch Ratines, in light and medium weights, in stripes, checks and plaids. Here we have some values that defy competition 75
40 and 45 inch Ratines, in French, Scotch, English and American weaves, in stripes, checks or plaids. We have enormous range to select from at this price 1.00

DIAMONDS

A genuine blue-white 34 carat diamond, mounted in 18-karat gold and platinum as women's or men's solitaire, in Tiffany and Belcher styles. Regularly \$160. Thursday 135.00 (Main Floor.)

Jewelry Half-Price

142 Pearl Necklaces, star centre, scroll design and bird pattern. All good quality pearls. Regularly \$25. Thursday, half price.
Women's 10K Cameo Rings, mounted in heavy fancy blue and gold settings. Stones in three colors, red, green and pink. Heads are of a very fine cut and stand out from the background. Regularly \$4.50. Thursday, half price.
Women's 14K Diamond Rings, in the Tiffany settings. Regularly \$14.50. Thursday, half price.
142 Cameo Brooches, genuine cameo, set in 10K and 14K gold. Regular prices \$11.00 and 7.50. Thursday, half price.
Women's 14K Solitaire Diamond Rings. Regularly \$10.00. Thursday, half price. (Main Floor.)

New York Millinery

One hundred new models at exactly half price. These have served their purpose in giving idea to our trimmers and we are prepared to give you the benefit of this splendid special. They come from some of the best Fifth Avenue designers, and are simply charming. The first prices were extremely moderate, being marked \$12.50 to \$25.00. Tomorrow the prices will be \$6.00 to \$12.50.

TWENTY CASES OF SHAPES. A new shipment in which are some entirely new hats. They are the best of the spring styles. Prices \$2.25 to \$3.50.

MATINEE HATS AND TOQUES. Some very pretty fitted styles. Special values for this day only. Every purchaser will be more than repaid for the styles and values are surprising. Each 3.50 (Second Floor.)

Afternoon Tea

3 P. M. TO 5.30. Home-made Apple Pie. Pot of tea with cream, ice cream, etc.; or two persons, 25c. (Sixth Floor.)

March Fiction

"Diane of the Green Van," by Darymple 1.25
"Sunshine Jane," by Warner 1.00
"Miss Billy Married," by Porter 1.25
"Peg of My Heart," by Mannors 1.10
"Rocks of Valpre," by Dell 1.10
"Hagar," by Johnston 1.25
"Light of the Western Stars," by Gray 1.25
"Witness for the Defence," by Mason 1.10
"Butterfly," by Webster, cloth bound 1.10 (Main Floor.)

Silk "Pullman" Robes at \$2.95

Women's Long "Pullman" Gowns of Shantung silk. Hood is made with elastic fronts and sleeves finished with edging of red or navy silk. Sizes 24 to 44. Thursday special 2.95

SATIN PETTICOATS, \$4.50

Imported Petticoats in extra heavy silk-back satin, in black, navy, Copenhagen, emerald, purple, tango, gold, taupe and white. Plounce of knife-pleating, with row of fancy crimping through centre. Lengths 36 to 42. Thursday 4.50 (Third Floor.)

Advanced Styles in Fine Boots

Sale of "Queen Quality," "Empress," "Dorothy Dodd" and Boston "Favorite" new Spring Sample Pumps and Oxfords.

\$3.00, \$3.50, \$4.00, \$4.50 SAMPLE PUMPS AND OXFORDS, \$1.99. 1,800 pairs "Queen Quality," "Empress" and "Dorothy Dodd" Sample Pumps and Oxfords, in new, original and exclusive styles for spring wear, all the popular leathers. These are shoes that enjoy the highest reputation and are sold regularly at \$3.00 to \$4.50. Sample sizes fit most people wearing from a 2 1/2 to 4. Thursday Sample Sale 1.99

HIGH-GRADE BOOTS FOR WOMEN, \$2.49.

A splendid selection of women's boots in all leathers, including patent colt, tan Russia calf, gunmetal, vici kid, and black, blue and grey suede. The lasts are new and popular, in button and laced styles. The soles are flexible McKay, hand-turned and Goodyear welted. Sizes 2 1/2 to 8. Regularly \$3.50 to \$5.00. Thursday 2.49

GIRLS' SCHOOL BOOTS.

Laced blucher style, made from good wearing box calf, on neat, easy-fitting lasts, medium weight soles and low heels. Misses', sizes 11 to 2, Thursday, \$1.99. Girls', sizes 8 to 10 1/2, Thursday, \$1.69. Children's, sizes 4 to 7 1/2, spring heels, Thursday, \$1.49.

"CLASSIC" BOOTS FOR MISSES AND CHILDREN.

Selected patent colt, with dull kid tops and fine gunmetal calf, in button style, full round toes, medium weight soles and comfortable low heels. Misses', sizes 11 to 2, Thursday, \$2.65. Girls', sizes 8 to 10 1/2, Thursday, \$1.95. Children's, sizes 4 to 7 1/2, spring heels, Thursday, \$1.75.

BOYS' SCHOOL BOOTS, \$1.99.

Made from strong box kip leather, in laced blucher style, double solid leather soles. Sizes 1 to 5, Thursday, \$1.99. Sizes 11 to 13, Thursday, \$1.69. (Second Floor.)

Spring's First Need-- An Overcoat

The first warm day makes life a burden if you have to wear an ulster. Even if you can stand it, there are the looks of the thing to be considered. If you are a business man, just here is where Simpson's splendid spring stock will help you, with its very conservative prices and a range that is practically boundless. Thursday's programme is an interesting one.

A MEN'S SPECIAL IN SPRING WEIGHT OVERCOATS THURSDAY AT \$10.00.

Coats of English tweeds in the new shades of brown, showing small pattern; cut in single-breasted Raglan shoulder style, buttoned through. Also plain Oxford grey English cheviot cloth coats in a good style, single-breasted fly-front Chesterfield style, with fine will mohair linings and the best tailoring. Regularly \$12.00 and \$14.00. Thursday, to clear 10.00

YOUNG MEN'S NEW SPRING OVERCOATS.

Made from English tweed in a brown mixed pattern. Cut in the fashionable single-breasted buttoned through Chesterfield style. The linings are fine will mohair and the tailoring the best. Sizes 34 to 44. Price 15.00

A plain Oxford grey English cheviot cloth coat is most carefully tailored in a smart single-breasted fly-front Chesterfield style. Sizes 34 to 44. Price 15.50

Coat made from a light grey cheviot cloth in plain pattern; cut in short single-breasted Chesterfield style and beautifully tailored. Sizes 34 to 44. Price 22.00

THE "DURWARD" ENGLISH-MADE SPRING WEIGHT OVERCOATS. The best styles, the finest fabrics, and the easiest-fitting spring weight overcoat you can buy. We sell this English coat at a closer figure than any similar quality and style will cost you. Light grey Donegal tweeds, plain Oxford grey chevots, fancy browns, in a number of smart styles. The trimmings and tailoring are the very best. We claim the greatest value and style for these high-grade garments. Price 25.00

Men's Fine Furnishings

New shipments of shirts, smart American designs, the very latest materials, quite different from the ordinary designs. Sizes and half sizes, 14 to 18. Thursday 1.50

Soft Business Shirts, with double cuffs and detachable soft collar, cut in the new shape, with long pointed fronts and patent fasteners. A new soft finish material, free from dressing. Mostly stripe designs in staple patterns. Sizes 14 to 18. Thursday 1.25

SPECIAL PURCHASE OF PYJAMAS.

About 200 suits of Pyjamas, summer weight materials, all sizes. Plain colors, in white, pearl, grey, sky and tan, also striped designs. Regularly \$2.00, \$2.50, \$3.00 and \$3.50. Thursday 1.49

Mail and phone orders filled. (Main Floor.)

Young Men's Spring Suits

The new single-breasted model with medium length lapel, neat set collar, single-breasted vest and long cut bottom trousers; made from an imported fine worsted finished English tweed, in a rich shade of tan-brown, smartly tailored, serge linings, sizes 32 to 35. Thursday 12.00

BOYS' DRESSY SPRING SUITS. A perfect fitted suit, made from an imported plain grey pick and pick worsted, smart double-breasted style with full cut bloomers, splendidly tailored and very strongly lined with best wearing serges, sizes 25 to 30, Thursday, \$5.00; sizes 31 to 34, Thursday, \$6.00.

BOYS' STYLISH GREY CHECK TWO-PIECE SUITS. Fashionably tailored from a neat grey checked English cheviot tweed, two-button double-breasted style with long roll lapel, full cut bloomers, finished with fine serge linings to match cloth, beautifully finished, sizes 25 to 34. Thursday 9.00 (Main Floor.)

'Royal Nippon' Jap. Vases

Hand decorated and beautifully finished Royal Nippon Japanese China Vases. Choice of many shapes and sizes, ranging from 15 to 20 inches high, specially priced for Thursday's selling at bargain prices, \$10.00 Vases, Thursday \$4.95; \$7.50 Vases, Thursday \$3.45; \$5.00 Vases, Thursday, \$2.95.

ROSE BOWLS. Very pretty and daintily decorated Rose Bowls, with wire or china short stem flower holder, in English Royal Doulton ware, Austrian Schlegelintz ware. Specially priced for Thursday's selling at 49c, \$1.00 to \$3.50.

40c CHEESE DISHES, 25c. 10 dozen English Covered Cheese Dishes, strong durable ware, ivory colored body. Regular price 49c. Thursday special 25

\$2.75 TOILET SETS, \$1.95. Ten-piece Pink or Green Decorated Porcelain Toilet Sets. Each set consists of full size basin, large water jug, covered chamber, soap dish with cover and drainer, small water jug, mug, and brush vases. Regular price \$2.75. Thursday bargain, at complete 1.95 (Basement.)

Wall Paper Specials

\$1.00 ROLL IMPORTED WALL PAPERS, 47c. Clearing up another half carload of imported and Domestic Papers.

Imported Drawing-room, Parlor, Living-room, Dining-room, Hall and Den Papers, in softest, tapestries, printed, ornate and figured effects, in browns, greens, greys, tans, champagne and mixed color effects. Regularly \$1.00 roll. Thursday 47

JAPANESE LEATHER. Metallic colored effects, in white, figured and floral, in brown and mixture of green for dining-rooms, halls, dens, libraries, vestibules. Regular \$1.00 yard. Thursday, per yard 48

25c ROLL DOMESTIC WALL PAPERS, 11c. Domestic Papers for parlors, halls, dining-rooms, bedrooms, in light and medium grounds, with metallic and flat effect; some foliage in quantities for any room or flat. Regularly 25c roll. Thursday, per roll 11

CORK WALL PAPER. Imported stock, 21 inches wide, in grey, light and dark brown, for dining-rooms, halls, libraries or dens. Regularly 25c roll. Thursday 13 (Fifth Floor.)



Girls' New Spring Dresses

Clearing four hundred samples at greatly reduced prices. Not more than four dresses of any one style. Every one pretty and new.

Girls' Sample Dresses, all new spring styles, in fine cotton repps, gingham and printed cambrics; cotton delaines and other popular materials, all the best colors and stylish trimmings, also many styles in white lawns or voiles, sizes 4 to 14 years. Thursday a Third to a Half Less Than Regular Prices.

DAINTY CAMISOLES AND BRASSIERS. Two indispensable garments for this season's fashions. Thursday we save you a good part of the cost on a pretty style of each. Phone orders filled.

Ladies' Brassieres, or bust confiners, 4 handsome styles to clear, white batiste, fine embroidery or linen lace trim, adjustable cross-over back, lace edges, ribbon draws, sizes 32 to 44 bust. Regular prices \$1.00 and \$1.25 each. Thursday, each 75

Ladies' Camisoles, a very dainty all-lace style, wide ribbon shoulder straps, silk ribbon around bust and waist, sizes 32 to 42 bust. Regular price \$1.25 each. Thursday, each 75

WOMEN'S FLANNETTE NIGHTDRESSES.

On sale Thursday at about the usual cost of the material of which they are made. Come early or phone your order.

Women's Nightdresses, fine white flannette, Mother Hubbard style, tucked yoke, ruffle of goods on neck, front and cuffs, full large size bodies, lengths 56, 58, 60 inches. Regular price \$36 each. Thursday, each 55

Women's Extra Large Nightdresses, fine white flannette, wide tucks and hemstitched ruffle, sizes for 40 to 46 bust measure, lengths 56, 58, 60 inches. Regular price \$11.00 each. Thursday, each 75 (Second Floor.)

\$5 Blouses of Crepe d'Chene \$3.00

A clearance of our tables provides the material for this sale of ivory and colored crepe de chene blouses. Some are a little missed from showing, but the majority are perfect. Just 100 of these beautiful garments in assorted sizes. Regularly \$5.00. Thursday for 3.00

No phone or mail orders can be filled. (Third Floor.)

Dressmakers' Net

500 pieces of Soft Bretonne Net, in white, ivory and ecru, 38 inches wide, a fine quality for gumpes and lining chiffons, organdies, crepe-neige and all summer materials, our 25c quality. Thursday, per yard 15

NET YOKES AND SLEEVES. Fancy Nottingham Net Yoke and Sleeves, in ecru, only 1,044 sets. Yoke is square back and front with collar. Our 50c set. Thursday, per set 25

No Phone or Mail Orders Filled.

Sample Neckwear Pieces. Plauen lace stock with jabots, colored satin, sunshine collars with fine lace jabot, Saxony embroidered net collar with cascade lace jabot, jabots in accordion pleated net and shadow lace, shoulder Plauen lace collars. Our 60c, 75c and \$1.00 neckwear. Thursday, each 25

NEW CAMISOLE LACES.

The new corset cover, pretty floral patterns, heading on top and around waist line, a 25c quality. Thursday, per yard 15 (Main Floor.)

Mantels and Fireplace Fittings

Solid Weathered Oak Mantel, two cabinets and mirror. Regularly \$38.00. Special 36.50

Quarter-cut Oak Mantel, golden finish, British bevel plate mirror. Regularly \$70.00. Special 60.00

Quarter-cut Oak Mantel, "Colonial" design, very massive, with British bevel plate mirror. Regularly \$72.50. Special 60.00

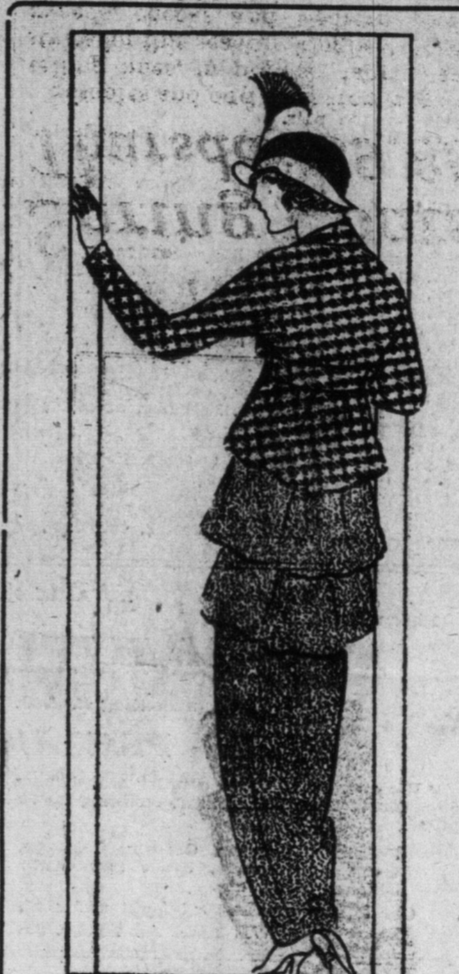
Genuine Mahogany Mantel, hand-carved, large shaped British bevel plate mirror. Regularly \$75.00. Special 62.50

Massive Quarter-cut Golden Oak Mantel, hand carved. Regularly \$135.00. Special 135.00

All the above fitted with suitable tiling and choice of either coal or gas grate, price includes installation within city limits.

Twenty-five Fire Sets, in oxidized copper finish, poker, shovel, tongs, brush and stand. Regularly \$3.00. Special 1.95

Twenty Coal Hammers, for use with cannon coal. Regularly 20c. Special 15 (Fourth Floor.)



New Spring Coats Thursday \$9.85

Samples and odd sizes from regular selling lines, in popular fabrics and styles for this season. English serges, tweeds, checks and Bedford cords, in shades of black, navy, tan, grey and mahogany. Smart styles in three-quarter or full length, nicely trimmed and lined. Suitable models for misses or women. Regularly \$15.00 to \$17.50, at 9.85

ATTRACTIVE NEW DRESSES FOR WOMEN AND MISSES, \$12.95.

Regularly \$15.00, \$18.50, \$25.00.

A collection of samples and overstock, made from taffeta silks, crepe de chine, charmeuse and summer silks in purple, green, mahogany, rose, Copenhagen, tan, navy and black. They have kimono sleeves, frilled collar and odd trimmings, single or double tiered skirts, draped or caught-up, deep crushed girdle and sash ends. For afternoon or street wear. Thursday 12.95

A DRESS FOR \$3.95.

made on smart tailored lines, with lace or novelty collar, suitable for business or house wear; Made from black and navy English serge. Women's and misses' sizes. Thursday 3.95

SUITS FOR WOMEN AND MISSES.

A variety of new materials and styles, perfectly tailored, in cutaway style; skirts have raised waistline and are draped or caught up. Colors are navy, tan, black, mahogany, green and checks. Thursday 14.85 (Second Floor.)

The Robert Simpson Company, Limited

New Soft Hats

Dressy shape, with bow at side or back; colors navy, tan, brown and grey. Special value at 1.00

Men's extra fine quality Fur Felt Soft Hats, finest English makers, Christy, King, Battersby, etc., correct Spring styles. Colors steel, slate, pearl, brown, navy and black, at \$2.00 and \$2.50.

A special line of Sample Soft Hats, black only, in good assortment of popular styles, finest English maker. Regularly \$2.00 and \$2.50. Thursday 1.00 (Main Floor.)

Spectacles and Eyeglasses

Fitted by specialists, \$1.00 and over. Fine optical department, Second Floor. Eight-power Prism Binocular Field Glasses. Regular \$35.00 value for \$17.50 (Second Floor.)

Bath Towels

3 Pairs for \$1.00

Fancy Striped Turkish Bath Towels, good serviceable quality, clearing Thursday, 3 pairs for 1.00

TABLE NAPKINS AT \$2.19 DOZ. Damask Table Napkins, all pure linen, pretty round or square designs. Size 22 x 32 inches. Special Thursday, dozen 3.19

ALL-LINEN TOWELLING, 14c YARD. Heavy Crash Roll Towelling, with red border, splendid drying quality, width 17 inches. Special, Thursday, yard 13

UNBLEACHED CANTON FLANNEL. Closely napped, 34 inches wide. Clearing Thursday, yard 8 1/2

BED QUILTS CLEARING AT \$1.53. White Croquet Bed Spreads, woven in good designs, double bed size, 70 x 90 inches. Special Thursday, 1.53

BROWN HOLLAND LINEN. For serviceable wash dresses, motor coats, etc., 40 inches wide. Special Thursday, yard 24 (Second Floor.)

The Grocery List

- 2,000 lbs. Dairy Butter, in 50 lbs. per 25
- Finest Sugar-cured Ham, half or whole 25
- Edwardsburg or Best Quality Table Syrup, 5-lb. pail 25
- Salt, in 10-lb. bags, 3 bags 25
- Grape Nuts, 2 packages 25
- Upson's Marmalade, 5-lb. pail 25
- Canned Yellow Peaches, in heavy syrup, 2 tin 25
- Maggi Soups, assorted, 6 packages 25
- Finest Red Salmon, 2 tins 25
- Finest California Prunes, 5 lbs. 25
- E. V. Smith's Fine Raspberry Jam, 5 lb. pail 25
- 500 lbs. Fresh Ginger Snaps, 3 lbs. 25
- Choice White Beans, 5 lb. 25
- Finest Pot Barley, 5 lbs. 25
- English Marmalade, per stone 25
- Stereo Bullion, Cuban, 3 tins 25
- Finest Marrowfat Peas, per tin 25
- Canned Apples, gallon size, per tin 25
- Finest Featherbed Coconut, per lb. 25
- Hahn Mixed Pickles, picnic size, per bottle 14
- 80c ASSAM TEA FOR 25c. 1,000 lbs. Fine Rich Full Bodied Assam Tea of uniform quality and fine flavor, 75c tea anywhere. Thursday, per lb. 25 (Basement.)