

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS. Cloudy, with light snowfall.

SIMPSON

Spread for Your Approval by the Simpson Store

Authoritative Models in the MANTLE SECTION

Never before has the ability of this department to choose styles and materials been more forcibly demonstrated than in the Lovely Suits, Coats, and Skirts shown for to-morrow. Notable examples of pricing:

TAILORED SUITS

An Assembly of Splendid Values.

Misses' and Small-size Women's Suits, made of "invisible" stripe Venetian and imported English tweed mixtures, in desirable shades of tan, grey, brown, navy, and green mixtures; have coats 24 to 26 inches long, with smart notched collar and neat slash pockets. Semi-fitting back and linings of good silk, serge, and new side-gored skirt, with front and back panel. A remarkable value for 9.75

WOMEN'S AND MISSES' TAILORED SUITS.

Made from splendid imported basket-weave serge; have coats with strictly tailored seams, lined throughout with shaded silks and plainly-notched collar, or one-sided rever effects. Skirts are the newest cut, with or without high waist line; panel gored or tunic effects; in colors of grey, light tans, navy, and black. Special offering 19.50

Another beautiful model is made of pretty tweed mixtures, in close weaves. The coats, lined with white silk, have long one-sided rever collars, fastens with three buttons. Skirt has semi-pleated gores and medium high waist lines. Colors are daintily-designed tweeds, in tan, green, and brown, and greys. Very special 14.95

Of Interest to Misses and Small-Size Women Who Are Looking for COATS

Owing to a mistake by our manufacturers, we are able to offer you these Handsome Spring Coats at a great reduction. The colors are black and navy, in good quality imported Panama; semi-fitting and single-breasted, with collar and revers that are man-tailored; instead of a stripe inlaid silk collar, the manufacturer put in a velvet collar, hence the difference. Regularly \$12.50. Saturday, to clear 6.90

TAILORED SPRING COATS AT \$8.75

Broken lines of our best selling Spring Coats, of navy, grey, and black Panama; grey, fawn, and tan broadcloths; tan poplins; light tweeds. Designed in a wide variety of newest styles, dressy styles, with large collars or strictly tailored. Regularly \$17.50. Saturday 8.75

THE SKIRT SPECIAL.

A finely-tailored Skirt, of imported tweed, with striped weave, in brown and grey tones, is made in a four-gore model, with high waist line, plain panel back, front gore out to give one-sided effect, and ornamented with fancy buttons. Price 5.50

A-Sale of Sample Blouses

from Paris, London, and New York

All dainty models, made up for the present season, containing every new point in style, and in materials, there is a goodly proportion of black. Ordinary prices for these charming garments would range from \$6.50, \$7.50, \$8.50, to \$12.50. Choice Saturday 3.95

200 Sample Blouses in a wonderful variety of shadow and heavy lace, fine veiled chiffon and lace, chiffon veiled silks, lovely nylon embroidered slips, embroidered marquisette, and cotton voiles, superb messalines and paillettes, trimmed lace, and plainer styles. New York Embroidered Lingerie Waists, in some charming designs; an assortment, in fact, to please the most fastidious lady. Sizes run from 34 to 42 inches in the lot. Saturday, one price 3.95

Beautiful Royale Corsets Low Priced

Nearly 500 pairs "Royale" Corsets, Saturday at About Half-price. A beautiful, long model, in extra quality, strong white coutil, new, low bust, very long and graceful from the waist down, finest rustproof boning, 4 wide side steels, 6 garters, lace and ribbon trim. Sizes 18 to 26 inches. Saturday, a pair 9.95

Women's Corset Covers and Nightdresses

Corset Covers of the nainsook, dorethy style, daintily trimmed with lace and embroidery. Stripes and shadow effects predominate. Very effective is the "Cathedral" ribbon and with it a hundred others. Per yard, 50c, 60c, and 75c. 35

Nightdresses, soft, strong nainsook, Dutch neck, with button front, yoke formed of beautiful medallion embroidery, short bell sleeves, trimmed with lace, lengths 58, 58, 60 inches, for 32 to 42 bust. Regular value, \$2.00 each. Saturday, each 1.35

Clearance of Girls' Spring Dresses

Charming Girls' Spring Dresses. Two styles. One with sailor collar, in navy blue cambric with white dot pattern trimmed with turkey red piping and tie. The other style has semi-low neck and short sleeves, trimmed with much cording. Made in plain pique, in colors butch or sky blue and tan. Sizes in the lot 6 to 14 years. Regular values \$1.69 and \$2.00 each. Saturday, each 1.25

The Millinery Ribbons

Never have we had a better range of Fancy Millinery Ribbons than at the present time. Stripes and shadow effects predominate. Very effective is the "Cathedral" ribbon and with it a hundred others. Per yard, 50c, 60c, and 75c. 25

Our "9000" Duchess Satin, in the 4-inch width, in all colors, including the latest half-dozen new shades is, per yard 25

We have not forgotten your Paddy Green Ribbon for the Irish. It's a good shade this year, too, in combination with blue and other colors. 25

Taffeta Silk Petticoats \$3.95

Taffeta Silk Petticoats, black, navy, grey, brown, paddy green, cardinal, tan, king's blue, sky, ivory, and pretty shot effects. Made with tailored flounce, trimmed with strapping and pin tucking, boroal underpiece, full depth of flounce. Lengths 36 to 42. Saturday 3.95

Sateen Petticoats \$1.00

New Petticoats, of black mercerized sateen, lustrous finish, flounce trimmed with pin-tucking and stitching, finished with pleated trim and dust ruffle. Lengths 36 to 42. Extra value Saturday 1.00

A Fortunate Purchase of Suitings

Black, Navy, and Cream Suiting Serges

The most fashionable suitings of the season. A spot-cash transaction at a discount by which you will benefit largely.

4,000 yards of splendid Serge, in fine, medium, and wide twills, manufactured by a North of England exclusive serge maker. A tried and tested serge for smart tailored suits. The yards are all thoroughly secured and free from grease, guaranteed to be thoroughly shrunk, positively fast dye, and permanent finish, a quality that would sell in the regular way at 75c per yard. On sale Saturday in black, navy, and cream colors, 44 to 46 in. wide. 8 a.m. Per yard .55

Bordered Delaines

A further shipment of these lovely French, German, and Austrian bordered delaines, in pretty blue, tan, brown, grey, black, and white, white and black, grey and white, etc., with charming contrasting French borders, dainty color combinations, suitable for house or street wear. On sale Saturday in our spacious Dress Goods Dept. Just as you step off the Queen Street elevator, Second Floor.

Ordinary

prices for these charming garments would range from \$6.50, \$7.50, \$8.50, to \$12.50. Choice Saturday 3.95

200 Sample Blouses

in a wonderful variety of shadow and heavy lace, fine veiled chiffon and lace, chiffon veiled silks, lovely nylon embroidered slips, embroidered marquisette, and cotton voiles, superb messalines and paillettes, trimmed lace, and plainer styles. New York Embroidered Lingerie Waists, in some charming designs; an assortment, in fact, to please the most fastidious lady. Sizes run from 34 to 42 inches in the lot. Saturday, one price 3.95

Beautiful Royale Corsets Low Priced

Nearly 500 pairs "Royale" Corsets, Saturday at About Half-price. A beautiful, long model, in extra quality, strong white coutil, new, low bust, very long and graceful from the waist down, finest rustproof boning, 4 wide side steels, 6 garters, lace and ribbon trim. Sizes 18 to 26 inches. Saturday, a pair 9.95

Women's Corset Covers and Nightdresses

Corset Covers of the nainsook, dorethy style, daintily trimmed with lace and embroidery. Stripes and shadow effects predominate. Very effective is the "Cathedral" ribbon and with it a hundred others. Per yard, 50c, 60c, and 75c. 35

Clearance of Girls' Spring Dresses

Charming Girls' Spring Dresses. Two styles. One with sailor collar, in navy blue cambric with white dot pattern trimmed with turkey red piping and tie. The other style has semi-low neck and short sleeves, trimmed with much cording. Made in plain pique, in colors butch or sky blue and tan. Sizes in the lot 6 to 14 years. Regular values \$1.69 and \$2.00 each. Saturday, each 1.25

The Millinery Ribbons

Never have we had a better range of Fancy Millinery Ribbons than at the present time. Stripes and shadow effects predominate. Very effective is the "Cathedral" ribbon and with it a hundred others. Per yard, 50c, 60c, and 75c. 25

Taffeta Silk Petticoats \$3.95

Taffeta Silk Petticoats, black, navy, grey, brown, paddy green, cardinal, tan, king's blue, sky, ivory, and pretty shot effects. Made with tailored flounce, trimmed with strapping and pin tucking, boroal underpiece, full depth of flounce. Lengths 36 to 42. Saturday 3.95

Sateen Petticoats \$1.00

New Petticoats, of black mercerized sateen, lustrous finish, flounce trimmed with pin-tucking and stitching, finished with pleated trim and dust ruffle. Lengths 36 to 42. Extra value Saturday 1.00

Our New Young Women's Dept.

Is evidently highly appreciated judging by the crowd that congregates there each day. Here are two attractive items for to-morrow:

40 Young Women's Trimmed Hats, very smart styles, that have just come out of our workrooms, are in the bright, wanted colors of this season. Saturday 5.00

65 Other styles that cannot be beat for the price. Saturday 2.25

THE whole fabric of our business rests upon your satisfaction. Hence, our constant effort to offer you exceptional values and best service possible. Give us the opportunity to please you.

Stirring Values in Gloves and Hosiery

Women's Fine German Spun Silk Hose, full fashioned, sheer, firm, clean weave, double garter hem, spliced heel and toe, double sole, 8 to 10. Leading value, Saturday 39c

Women's Pen-Angle Cashmere Second, all defects are mended, and for wear are equal to first quality, sizes 8 to 10. Regular 35c and 50c grades. Saturday, one price 25c

Women's "Queen" Quality Real French Kid Gloves, soft pliable finish, 2-dome clasp, gusset finger, workmanship and finish perfect, this season's new arrivals, sizes complete. Simpson leader Saturday 75c

Among the New Silks

Qualities and prices such as are offered for Saturday in rich, reliable silks, show why our silk values are proverbial.

Another Shipment of Beautiful Shantung Silks, in natural shades. Rich and durable, pure silk fabrics, and in great demand at present, 34 inches wide and wonder. 46

IVORY DUCHESSE SATIN. Special purchase of 600 yards of this useful satin, 40 inches wide. Regular \$1.35. Going on sale Saturday morning at per yard 1.00

RICH BLACK SILKS, 1.00 PER YARD. A choice in three different weaves: Duchesse Paillette, Satin De Chene, and Mousseline Duchesse, three of this season's most fashionable black silks, 36 to 40 inches wide on sale Saturday, per yard 1.00

Rich Colored Dress Silks and Satins, 36, 38, and 40 inches wide, on sale Saturday at \$1.00 per yard.

A splendid range of this season's newest colors and shadings, in Paillette Duchesse, Satin Liberty, and Satin De Chene Silks of choice selected qualities, skein dyed and perfect in weave, and exceptional values at per yard 1.00

No phone or mail orders for last three items.

For St. Patrick's Day

Post cards from 8 for 5c to 20c each.

Shamrock Sprays 3 for 5c

Table Napkins 5c per dozen

Lunch Sets 50c each

Table Centres 20c each

Dollies 10c per dozen

Shamrocks 10c per pkg.

Flags from 2c to 15c each

The "New Era Cooking Book" by Isabella Gair. Price 25c

Book and Stationery Department, Main Floor.

Toilet Goods

Yardley's Old English Brown Windsor Soap. Special, 3 for 25c

Johnson's Shaving Cream. Regular price 20c. Special, 2 for 35c

Madam Yates' Almond Blossom Complexion Cream. Regular price 50c. Special 35c

Dralles' Face Powder, in flesh and white. Regular price 35c. Special 25c

Roger and Gallet's Cream Amelior. Regular price 25c. Special 15c

Toilet Dept.

This in the Lunch Room

Saturday Afternoon 3 to 5.30

Pineapple Fruit Ice

Cream with Cake

TEN CENTS

Telephone Main 7841

Shamrocks for St. Patrick's Day

Per Plant, 15c, 25c, and 35c.

Shamrock Bunches, at 5c and 10c.

Viola, No. 1 grade, per bunch, 25c.

Carnations, all colors, regular 50c, per doz., 25c

Phone direct to Department. All orders carefully attended to.

Establishing Precedents in Pricing of Men's Clothing

We are giving the sort of values that are quoted afterward with pride by us and pleasure by our customers.

FOR YOUR SPRING SUIT.

The time to secure a new Spring Suit is now, when you can get such suits as we offer Saturday morning at the extremely low prices. Every suit is made from genuine English cloth in the new two-tone browns, greys, fancy striped tweeds, and worsteds. Cut in the most up-to-date, single-breasted, three-button style, with good mohair linings, carefully tailored. Regularly \$15.50, \$18.00, and \$20.00. 9.95

MEN'S NEW SPRING OVERCOATS.

Your heavy overcoat is no doubt beginning to feel too heavy, and you know you must have a new spring weight overcoat. Why not pick it out Saturday, when you can have the choice from complete ranges of the best manufacturer on this continent?

Men's New Spring Overcoats, in English brown tweed of a small herring-bone weave, made in the new single-breasted, Chesterfield style, slightly form fitting, with nicely shaped lapels, good tailoring, and good wearing linings. An ideal young man's coat. Price 10.50

Young Men's Overcoats, made from a light, plain steel grey, worsted, in neat, single-breasted fly front, Chesterfield style, with close fitting collar, well moulded shoulders, good mohair linings, and beautifully tailored. This is a splendid, 16.00

For men who want a handsome overcoat for wear with frock suit or for a good street coat, there is nothing that can take the place of a plain black English chevrot. A most conservative, single-breasted Chesterfield coat, lined throughout with good wearing silk, made with the very best tailoring. Price 18.00

Have you seen the English spring-weight Overcoats? They are direct from England, and designed to meet the approval of the most carefully dressed men. A favorite single-breasted style in a light grey tweed coats 26.00

Child's Reefers and Fancy Spring Overcoats

In the newest styles and colors, made single and double-breasted, with self and velvet collars, and fancy emblems on the sleeves. There are tweeds and worsteds in greys, browns, and in fancy weaves. Also plain red and blue, fawn covert cloth and shepherd plaid. Sizes 3 to 8 years. Regularly \$5.00, \$6.00, \$6.50, \$7.00, and \$8.00. Saturday 3.95

Boys' Suits

RUSSIAN SAILOR SUITS.

Of fancy English twill, brown striped, a 3/4 double-breasted with large sailor collar trimmed in soutache; self shield with fancy ornament; tan leather belt and flowing-end tie; bloomer pants. Sizes 2 1/2 to 8 years 5.00

BOYS' TWO-PIECE BLOOMER SUIT

Double-breasted style with vent back, material is fine English tweed, in a neat brown pattern; good wearing lining; full bloomer pants. Sizes 2 1/2 to 8 years, \$5.00; 3 1/2 to 8 years, \$5.50.

Sensational Boot Values To-morrow

340 Pairs Women's Boots, dongola kid and box calf leathers, Blucher style, light and medium weight soles, high, medium, and low heels, sizes 2 1/2 to 7. Regular \$2.00, \$2.50, and \$3.00. 8 o'clock 99

540 Pairs Men's Boots, box calf and dongola kid leathers, Blucher style, double thick Goodyear welted soles, medium heels, made on the new spring lasts, sizes 6 to 11. Saturday 2.49

SWEATER VALUES

Men's Sweaters, Sweater Coats, Sweater Vests, Black Cardigan Jackets, etc., some with V-shaped neck, Varsity collars or double storm collars, a collection of odd and broken lines from our regular stock, will be excellent buying for 8 o'clock comers on Saturday. Regularly \$1.50, \$2.00, \$3.00, \$4.00, \$5.00. To 98

NEGLIGE SHIRTS

In many fancy designs for spring wear, good quality materials that will wash and wear well, coat or ordinary styles, plain and pleated bosoms, cushion neckbands, beautifully laundered and finished, sizes 14 to 17 1/2. Regularly \$1.00, \$1.25, and \$1.50. Saturday 69

Tools, Etc. in the Basement

Stanley Block Plane, with cutter, 8 inches x 1 1/2 inches. Saturday 85c

Rotary Door Bells. Regular 50c value. Saturday 39c

Metal Back Saw, 10-inch. Saturday 85c

Lathing Hatchets, best make. Saturday 50c

1,000 Razor Straps, manufacturer's odd lines and samples, assorted styles and sizes.

50c values. Saturday 25c

75c values. Saturday 39c

\$1.00 values. Saturday 59c

\$1.50 values. Saturday 75c

Men's Stiff Hats

English fur felt, in new styles, are specially priced for Saturday's selling 1.00

"King" stiff and soft hats, correct young men's shapes, extra fine felt, and best finish, black only in stiff hats, wide range of colors in soft hats. Select your new spring hat from these lines, at \$2.00 and \$2.50.

Christy's Featherweight Derby Hats, extra fine finish and up-to-the-minute styles, every hat guaranteed, all shapes, all sizes, and popular colors, \$2.00, \$2.50, and \$3.75.

The Grocery Program

2,000 lbs. Fresh Creamery Butter, White Clover Brand, per lb. 40c
Canned Fruit, Raspberries, Strawberries, Cherries, Peaches, per tin, 18c
Toasted Cornflakes, per tin, 18c
Loaf Sugar, 3 packages, 25c
One car California Sunkist Oranges, good size, sweet, and seed, per dozen, 25c
Imported French Peas, per tin, 11c
Rich, Red Salmon, Falcon Brand, 4-lb. flat tin; reg. 11c
Macaroni's Pickles, Mixed and Chow, 2 tins, 25c
Shirriff's Marmalade, pint bottle, 22c
Gorton's F.P. Sauce, 2-lb. jar, 28c
500 lbs. Fresh Peel Cake, per bottle, 18c
Fancy Mixed Biscuits, per lb., 15c
Candy—500 boxes Chocolates and Bon Bons, regular 30c value, per 1-lb. box, 20c
500 lbs. Fresh Buttercups, tinted green, per lb., 10c

The Robert SIMPSON Company Limited

Continued on Page