

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PHONE NUMBER MAIN 7841.
We have fifty lines to Central.

SIMPSON



Exquisite Dresses

for women and misses at **\$5.95**, in one-piece style, made of Panama serge and silk mixtures, in navy, black, brown and other shades, both dark or light. The collars are low and sleeves both short and long. Friday bargain ... **5.95**

News of the Spring Suits

Women's and Young Girls' Suits, of tweed mixtures, in tones of grey, tan, green, brown and fawn, show mostly small weaves; the coats are lined with a good quality of silk or satin; collars have slanting or notched revers; skirts are correct, with panel, gored or inset effect; some high waist line. Regularly \$18.50. Friday bargain ... **12.75**

BIG VALUES IN SUITS AT \$14.50.

Very desirable are these suits, made of English serge; the coats are well tailored, silk-lined, and trimmed with bone buttons, and have standing or rever collars; the skirts have the high waist line, with panels, gored and pleated sides; colors are light and dark grey; sizes 32, 34, 36. Specially priced ... **14.50**

Buy Handkerchiefs Friday

1,000 dozen Irish Linen "Initial" Handkerchiefs for women, handkerchiefs with 1/4-inch hemstitch border, and neat hand embroidered initial in corner. Friday bargain 3 for **25c**, instead of 2 for 25c.

1,500 boxes of Handkerchiefs for Children, each box with dainty "Dutch" picture of children; three white lawn handkerchiefs in each box. Friday per box **12c**, instead of 18c.

Men's Irish Linen Handkerchiefs, full size, 1/4-inch hemstitch border, extra quality of linen. Friday 2 for **25c**, instead of 3 for 50c.

Friday Prices for Needlework

20 Imported Work Baskets, richly padded with colored satins; samples only. Worth \$3, \$4 and \$5 each. Friday to clear ... **.98**

A few good imported Curates, some of them imperfect. Regularly selling for \$2.75, \$3.50 and \$4. Friday to clear **1.00**

Stamped Centres, in linen and crash, beautiful linen and crash, beautifully tinted, conventional and floral designs. Friday bargain **12 1/2c** each.

CHINA WARE Gives Large Worth

Sugar and Cream Sets in Austrian and Japanese China. Regularly 50c and 75c. Friday bargain, pair ... **.25**
Tea Cups and Saucers, in decorated English porcelain ware, assorted shapes. Special Friday, per dozen ... **.80**
Combination Dinner and Tea Service for 12 persons, in durable English Semi-porcelain, gold finish. Friday bargain ... **10.00**

\$38.50—Carlsbad China Dinner Set of 102 pieces. See this beautiful set at Friday bargain ... **23.25**
Large assortment of Fancy Japanese Vases. Friday half price ... **1.00**
Cut Glass Salts and Peppers, screw tops. Regular 75c pr. Friday bargain, pair ... **.49**

Food Values

2,000 Bags Choice Family Flour ... 1/4 bag 59c
Choice Currants, cleaned ... 3 lbs. 25c

Finest California Seeded Raisins ... 3 packages 25c
Yellow Cooking Sugar ... 9 lbs. 50c
Perfection Baking Powder ... 3 tins 25c
Canned Sweet Pumpkin ... 3 tins 25c
Cornstarch ... package 7c
Pure Kettle Rendered Lard ... 1-lb. package 15c
500 Pickled Shoulders of Pork, 6 to 8 lbs. each ... Per lb. 12c
Finest Creamery Butter ... per lb. 39c
Canned Corn ... 3 tins 25c
Pearl Tapioca ... 3 lbs. 25c
Choice Rangoon Rice ... 5 lbs. 25c
Blue Bell Catsup, 1/2-pint bottles. Regular 10c. 3 bottles 25c
2 1/2 LBS. PURE CELONA TEA, 88c.
A Blend of India and Ceylon Teas. One ton, Friday. Black or mixed; 2 1/2 lbs. ... **.58**

Bargains to Help You in Your Spring Buying The Simpson Store

Offerings From the Mantles

SPRING COATS FOR \$15.00.

Of imported tweeds, in grey or brown, tan serges, whippords in fawn and grey, reversible tweeds in grey and tan, made in well tailored styles, with mannish collar and revers, some overlaid with black silk or velvet. Special value ... **15.00**

SPLENDID COATS FOR \$7.95.

Made in light weight worsteds, in black and white stripe, tweeds in grey mixtures, blue serges, covert clothes, black broadcloths, cut in a variety of attractive styles. Regular value \$16.50, for ... **7.95**

REEFER COATS FOR GIRLS.

Made of serge, worsted and covert clothes, with box back and double-breast. The tailored collar and revers are overlaid with black velvet, or of plain materials. Sleeves have stitched cuffs in shades of fawn, grey and brown. Ages 6 to 12. Friday bargain ... **2.49**

WOMEN'S WALKING SKIRTS.

A neatly tailored skirt of navy and black Vicuna cloth and navy chevrot serge, made in one of the newest styles, the one-sided effect, with plain panel back. A full assortment, front lengths 36 to 40 inches. Very special ... **2.75**

is out to beat its own record for splendid values. Behind every sale is our guarantee of satisfaction.

For Further Simpson Announcements See Other Page in this Paper

Apron Bargains in the White-wear Section

Women's Princess Overall Aprons, fine pink and white print, edges bound with white tape, two large pockets, an elegant apron. Regular price 55c. Friday bargain **.25**
Women's All-over Apron, with long sleeves, covers entire dress, blue and white check gingham, made with yoke front and back, two buttons in back, full length. Regular price 75c each. Friday bargain, each ... **.45**

BARGAINS FOR INFANTS AND LITTLE GIRLS.

Infants' Christening Robes, fine Persian lawn; daintily trimmed with val. lace and tucks, very pretty and fine, length 30 inches. Regular price \$1.95. Friday bargain **1.19**
Infants' Long Skirts to match above robe, Nainsook, lace and tucks, length 30 inches. Regular price \$1.25. Friday bargain ... **.75**
Little Girls' Spring Coats, all-wool coating serge, double-breasted, brass buttons, black velvet collar, two pockets, colors navy or red. Sizes 3 to 6 years. Regular price \$3.50 each. Friday bargain ... **1.75**
Little Girls' Drawers, fine white cotton, umbrella style, finished with hemstitched ruffle. Sizes 2 to 10 years. Regular price 25c pair. Friday bargain, pair ... **.15**

BIG CORSET BARGAINS.

Clearing balances of several lines famous makes of Corsets in stylish models, C. B. a la Spirit, Royale, Jewel and R. & G., in white coutil or batiste, low or medium bust, medium and extra long skirt, finest boning, 4 to 6 garters, lace and ribbon trim. Sizes 18 to 30 inches in the lot. Regular prices \$2.00 to 3.50 a pair. Friday bargain ... **1.25**
Women's H. & W. Brassiere, an elegant style in fine batiste, one of the new spring models, beautifully trimmed with Swiss embroidery and insertion, short steels in front sections. Sizes 32 to 42 bust. Regular price \$1.50 each. Friday bargain ... **.95**

GIRLS' TUB DRESSES.

Little Girls' Combination Dresses, with bloomers attached, fine broken check gingham, waist prettily trimmed. Colors pink or blue with white, very convenient and easy to launder. Sizes 2 to 6 years. Regular price \$2.00 each. Friday bargain ... **1.25**

WOMEN'S LISLE UNION SUITS.

Clearing 300 Women's Union Suits, five ribbed white Lisle finish cotton, low neck, short or no sleeves, umbrella drawers, trimmed with wide lace, beading and tapes around neck, perfect fitting. Sizes 32 to 38 bust. Regular price 65c each. Friday bargain ... **.39**

Half-Price Ribbon Items

The little folks want Fancy Ribbon on their new hats. Fancy plaids, all-over Dresdens, stripes in a big range of colors, tan, myrtle, black, pink, red, white, champagne, navy, Alice, Nile, brown, purple, etc. Regularly 25c per yard. Friday bargain ... **.12 1/2**
(No phone orders filled.)
Baby Ribbon, in 7 yard bunches and 5 yard bunches, colors white, pink, sky, Nile, yellow, red, old rose and mauve. Regularly 10c per bunch. Friday bargain, per bunch ... **.5**

TRIMMINGS

(Main Floor)

Short ends and remnants of good black and colored bandings, appliques and all-overs, gold and silver nets, and beaded flouncings. Sold regularly this season at \$1.25, \$1.50, \$2.00 and \$2.50 per yard. Great Friday bargain, per yard ... **.50**

This in Lunch Room

FRIDAY AFTERNOON 3.00 to 5.30:

Home-made Corn Muffins with Maple Syrup, Pot of Tea, TEN CTS.

Summer Fabrics Among the Wash Goods

60 pieces of fine Scotch striped Zephyr, all very stylish designs and many colorings; also a few large broken checks. Regularly 25c ... **.11**

Clearance of all remnants of White Lawns, Muslins, Batistes, etc., some regularly 25c. Per yard ... **.5**

A quantity of slightly mussed and shop-soiled White Brocade Vestings. Regularly 25c ... **.11**

English Prints, another consignment at a low price, all colors. Regularly 12 1/2c. **.7 1/2**

Satin-finished double width Washing Dress Material, some quite plain and others with inch apart stripes, pink, brown, mauve, sky, cream, etc., one of the best values ever offered. Regularly 75c. Special ... **.35**

(No phone or mail orders). Wash Goods Dept., 2nd Floor.

Three Exceptional Prices on the Dress Goods List

50-IN. PRIESTLEY'S SERGES, 48c PER YARD.
1,500 yards of these All-wool Serges, in black and navy only, a good wearing quality in fine twill, a tried and tested cloth, good value for 65c per yard, guaranteed thoroughly shrunk and spotproof, 50 inches wide. Friday ... **.48**
50c SHEPHERD CHECK FOR 33c.

A fine worsted finished cloth, in four sizes of checks, beautiful clear dye, nice soft draping quality and warranted fast dye. A big bargain at this price, 40 inches wide ... **.33**

SILK STRIPED VOILES, 48c.

A further shipment of these dainty fabrics just to hand, in a lovely range of new shades for house or street wear. A variety of designs to choose from. Regular price 65c per yard. On sale Friday ... **.48**

Silks on Bargain

THE OPPORTUNITY OF THE SEASON IN NATURAL SHANTUNG SILKS, REGULARLY 85c QUALITIES, FOR 39c PER YARD.

A purchase of 1,340 yards of Pure Silk Shantung, hand-woven, guaranteed qualities; bought at a big discount, and values exactly as advertised; natural color only; 34 inches wide. Friday, per yard ... **.39**

RICH BLACK SATIN PAILLETTE, 40 INCHES WIDE, 98c PER YARD.
A low price on this wide-width, good-wearing silk, of French manufacture. A perfect skein-dyed black. Regularly \$1.25. Friday bargain, per yard ... **.98**

PLAIN, STRIPED AND CHECKED SILKS, OUR REGULAR 50-CENT QUALITIES, FRIDAY FOR 37c PER YARD.

A grand clearance of all broken lines in plain and fancy English and Swiss Peau de Soies. The plain colors come in a wide range of shades, also in ivory and black; while the stripes and checks show great variety on light and dark grounds. A chance to save on a serviceable house or street dress. Per yard ... **.37**

Some Millinery To Sell for Little Money

Thousands of hats have gone out during the great rush before Easter, leaving many broken lines. To these we are adding splendid styles that have been slightly ruffled and some sample lines. Among them are:

140 Hand-made Turbans and Toques, in soft ramie, tagel and mohair braids, mostly black effects. Regularly \$3.50 to \$5.00. Friday ... **2.65**

360 Untrimmed Hats, of fine chip and fancy braids, in large and small styles, most of them black, navy and tuscany. Worth regularly \$1.25, \$1.50 and \$1.75. Friday to clear ... **.79**

1,000 bunches of Flowers, 25c, American Beauty Roses, three in bunch, with foliage; small Moss Roses, Moss Rose Buds, and a large assortment of other flowers. All one price Friday ... **.25**

Among the Prettiest Waists

Extraordinary clearance of our well-known "Challenge" Tailored Waists, of pure linen, linette shirtings and fine Madras. These are samples, oddments and seconds. Selling regularly at \$1.95 and \$2.48. Friday's wonderful price ... **1.00**

LINGERIE WAISTS.

Two designs in new crisp white, made in one-sided style, and with front of all-over embroidery and lace, short inset sleeve. Sizes up to 42-inch. Regular prices 79c and 89c. Friday bargain ... **.50**
A big table of splendid quality imported

GINGHAM AND ZEPHYR SHIRT WAISTS.

in different stripes of blue, grey and green, visible opening in front, fastened large pearl buttons. All sizes to 42-inch. Regularly 89c each. Friday, 8 a.m., each ... **.39**
(No phone or mail orders).



A Splendid List of Glove Bargains

Women's choice quality Kid Gloves, perfect goods, tan, brown, black, green, navy, grey, 5 1/2 to 7 1/4. 75c grade. Friday **.50**
Men's Fine Grey Suede Gloves, 1 dome clasp, perfect finish, soft, pliable skin, smart, dressy street glove, sizes 7 to 9 1/2. \$1.00 value. Friday ... **.79**
Women's Long Lisle Thread Gloves, opening at wrist, elbow length, fine, even thread, close finish, black and white, sizes 5 1/2 to 8. 39c value. Friday ... **.25**

Hosiery Values Mean Big Bargains

Men's Fine Plain Black Cashmere Socks, good weight, soft pliable yarn, close finish, 9 1/2 to 11. Friday bargain ... **.12 1/2**
Men's Fancy Lisle Thread Sox, best finish, many colors, large range of patterns; this season's newest. Sizes 9 1/2 to 11. 25c value. Friday, 3 pairs 55c; per pair ... **.19**
Women's Plain Black Cashmere Hose, good weight. Special Friday 19c pair; three pairs ... **.55**
Women's Plain Black and Tan Cotton Hose, extra quality, 8 1/2 to 10. Friday. **.12 1/2**
Boys' and Girls' Fine 1-1 Ribbed Black Cotton Hose, extra fine finish, sizes 6 to 10. Special Friday ... **.12 1/2**
Women's and Boys' Heavy Ribbed Black Cotton Hose, double knee, strong yarn, 6 to 10. Friday 3 pairs 50c; per pair ... **.18**

The Robert SIMPSON Company Limited