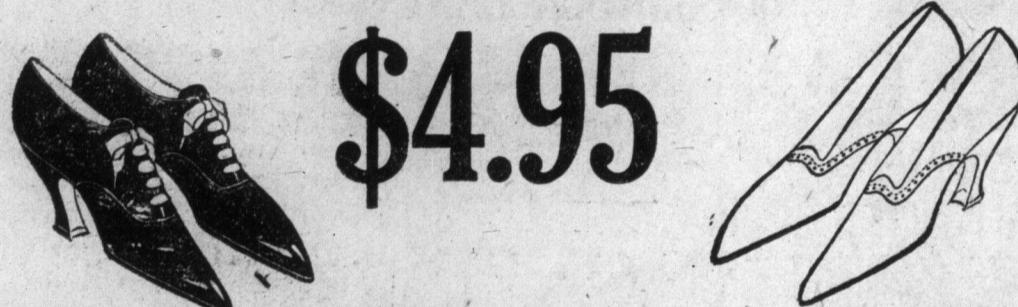


Today at Simpson's--A 'Double Header' Shoe Sale Women's Queen Quality Boots and Low Shoes Priced for Record Selling

A sale of this kind is usually a Saturday affair, but this week's programme is so out of the ordinary that we shall start the Big Sale this week as the doors open today at 8.30. Thirty odd cases, which came by express, should have been here for Easter. The "war time" delay only makes this week's offerings all the more important. Here is the story for a 'double header' today.

Women's Queen Quality Low Shoes

1,595 pairs Queen Quality newest spring styles and colors, in low shoes, representing the choicest fitting and the season's most called for styles in pumps, colonials, strap slippers and Oxford ties, in black, grey, white and chocolate kid, brown and black calf leathers. They have Goodyear welt and flexible turn soles, high Spanish, Cuban and covered heels, plain vamps, and fancy toe and heel foxings. Sample sizes, 3 1/2, 4 and 4 1/2. You will have to come early, for they will go with a rush. Be here when the doors are opened. Today, per pair



\$4.95

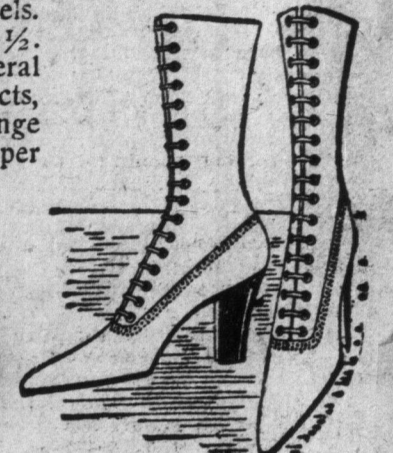
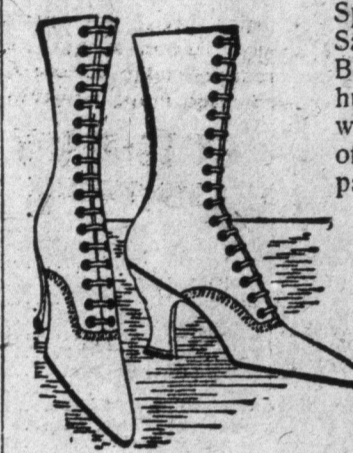
No Mail, Phone or C.O.D. Orders for Sale Footwear

Men's New York Custom Made Boots on Sale Today \$5.45

What luck, the very boots most men have had in mind come to us at such a special price that we are enabled to offer snappy new styles for dressy street wear at splendid savings. They are in various popular shapes, embodying leathers of good quality—dongola kid, gunmetal and patent colt. Sizes are 6 to 11. Men, this is a grand opportunity to save on a better class of boots. Today, per pair, \$5.45.

Women's Queen Quality Boots

1,200 pairs, novelty high-cut boots, in button and lace, brown and black calf, grey, white, brown and black kid, also patent colt and other combination leathers. They have fancy colored embroidered cloth, colored buck, black calf and kid tops. Made with Goodyear welt and flexible McKay hand-turned soles. Plain vamps, have fancy toe and heel foxings. Cuban, Spanish and covered Louis heels. Sample sizes 3, 3 1/2, 4 and 4 1/2. Besides these there are several hundred pairs of factory rejects, which make up a complete range of odd sizes. On sale today, per pair, \$5.95.



Values \$6 to \$12, at **\$5.95**

Bargains in Lace Curtains--Nets

Nottingham Curtains, 59c Pair
Coming right at house-cleaning time these specials will be fully appreciated. There are just 150 pairs in the lot, showing half a dozen attractive designs for kitchen and bedrooms. Length 2 1/2 yards. White or cream. Today, per pair, 59c.

Lace Curtains, 79c Pair
Another tempting value for today in strong imported curtains with either plain or figured centres and dainty floral borders. Included are white muslin curtains with colored borders and short valance; 2 1/4 to 2 3/4 yards long. Today, per pair, 79c.

Lace Trimmed Window Shades, 49c
Choice of white or cream in good quality opaque window shades, size 37 x 70

Lace Curtains, \$1.19 Pair
At this special price we offer an immense range of the newest spring styles, showing designs for every room. The quality is good and will give excellent wear, as all edges are finished with the patent colbert stitch. Today, per pair, \$1.19.

Extension Rods, 2 for 25c.
Strongly made brass rods extending from 25 to 48 inches. Fitted with corrugated silver ends and a pair of brackets. Today at 2 for 25c.

Three Specials in Silks

At 12 1/2c—Strong Sash Nets, with scalloped edges; about 27 inches wide.
At 18c—New Bungalow Nets, in white, cream and ecru, for dining-room and bedroom.
At 29c—A big collection of floral, stripe, lattice and block patterns.

Men's \$15, \$16.50 and \$18 Suits in Grouped Sale

One Price Today \$11.95
The lot consists of broken lines and odd sizes, which we have picked from our regular stock after the Easter rush. Many of them were our best selling lines; they are mostly English tweeds and unfinished worsteds, in brown and grey mixtures, and broken check patterns; cut on the standard two and three-button single-breasted saque style. In the lot are sizes 34 to 46. To clear today at \$11.95.

An Opportune Suit Sale for the Young Chap \$9.75
90 New Spring Suits for the younger young men of 15 to 20 on sale this morning at \$9.75. This lot is composed of all the season's most popular models: the trencher, with all-around belt; the Norfolk and half belt effect, and the two and three-button form-fitting saques, in many different shades of brown, grey and mixture effect; also a few navy blue chevots, in sizes 32 to 36. On sale today at \$9.75.

Sale Men's Cotton Pants 98c
110 pairs Men's Cotton Mole-skin Pant Overalls, in brown and black and blue and black stripes; roomy 18" inseam, and strongly made; three pockets and back strap, in sizes 34 to 42. On sale today, priced at 98c.



Men! Soft Hats \$1.45

Regularly \$2.00, \$2.50, \$3.00
Men's Soft Felt Hats, in flat set and curl brim shapes, fedora and telescope styles; shades of grey, green, brown, navy, fawn and black. Today \$1.45.
Caps for Boys and Men, 39c
Regular 50c and 75c
Light and dark shades in tweeds, homespun, worsteds, etc.; four and eight-piece top shapes. Today 39c.
Tams for Children, 69c
Regular \$1.00 and \$1.25
Velvet and felt Tams in man-o-war style, with plain and named bands; well finished. Today 69c.

Drugs, Toilet Goods

Phone Main 7841.
25c tube Trench Ointment, Special 19c.
10c tin Sabadilla Powder, Special, 3 for 20c.
35c package Keating's Powder, Special 23c.
10c package K. A. G. Special, 2 for 15c.
25c tin Nursery Pomade, Special 19c.
20c package Powdered Borax, Special 15c.
5c package Epsom Salts, Special, 2 for 10c.
10c A. B. S. & C. Special 9c.
20c box Blaud Pills, Special, 2 for 25c.
25c tube Catarrh Jelly, Special 18c.
25c bottle Apollo Syrup of Figs, Special 21c.
Nuxated Iron, 68c.
Chase's Kidney and Liver Pills, 17c.
Chase's Nerve Food, box, 34c.
Pinkham's Vegetable Compound, 78c.
21c tube Charcoal Tooth Paste, Special 16c.
25c package Lavender Shampoo Powders, Special 19c.
15c Nail Brush, Special 9c.
25c box Selditz Powders, Special 23c.
16c tube Orichalcum Cream, Special 11c.
Vinolia Soldiers' Overseas Box, \$1.02.
War Tax included.

Choose Wallpapers Today, Bargains

12 1/2c Wall Paper, Single Roll 7c. Stripe design on blue, green and brown grounds, suitable for sitting-rooms and halls. Regular 12 1/2c. Friday bargain, single roll, 7c. Cut-out border with baseboard to match, yard, 4c.
Silk Parlor Wall Paper, Regular \$1.00, Today 49c. Heavily embossed silk paper, in two-tone shades of rose, champagne, pale green and grey. Regular \$1.00. Friday bargain, single roll, 49c.
Dainty Bedroom Wall Paper, Regular 20c and 25c. Friday Bargain 11c. Small floral patterns and shadow stripe effects, in grey, blue and pink colorings. Regular 20c and 25c. Friday bargain, single roll, 11c. Cut-out borders to match, regular 16c yard, for 5c.
English Wall Paper, Regular 75c. Today 49c. Tapestry wall paper, all leaf ground in green shadings, with small floral design in rich colorings. Regular 75c. Friday bargain, single roll, 49c.

Men's English Paramatta Waterproof Coats \$6.95

These coats are made up in the popular single-breasted motor style, with military stand collar; made from a double texture material, thoroughly rubberized, all seams sewn and cemented, in medium fawn and khaki shades, guaranteed waterproof. Sizes 36 to 46. On sale 8.30 this morning at \$6.95.

Men's \$1.25, \$1.50, \$2.00 Shirts 98c

1,500 Tooks, Lang and Monarch Negligee Shirts, in all a combined special purchase from these three manufacturers. In the lot are plain and fancy hairline and cluster stripes of black, blue, helio; also English woven cloths in blacks and blues; striped pique fronts and cuffs on white bodies. Sizes 14 to 17. Regular \$1.25, \$1.50, \$2.00. Today 98c.

Ties at 25c

Regularly 35c, 50c and 75c
Another 2,500 Men's and Boys' Neckwear, a large manufacturer's broken and short-end lots in all the newest spring designs; stripes, all-over and floral designs. In grey, blue, helio, red, brown; large flowing end shapes. Regular 35c, 50c and 75c. Today 25c.

Men's Flannelette Night Robes \$1.29

Men's Flannelette Nightrobes, pink, blue, tan, grey stripes on light grounds; collar attached style; Tooks brand. Sizes 14 to 20. Regular \$1.50 and \$1.75. Today \$1.29.

Work Shirts Underwear

Men's Black and White Stripe Work Shirts; collar attached style; large roomy bodies; sizes 14 to 16 1/2. Today's selling price 75c.
Men's Ballbrigan Shirts and Drawers, natural shade two-thread yarns; satenee faced; close-fitting cuffs and ankles; sizes 34 to 44. Today, per garment, 49c.

Friday Savings on Spring and Mattresses Are Notably Good

Mattresses, seagrass centre, with jute felt both sides, have full depth border and deep tufted. Regular price \$3.00, \$4.25.
Mattresses, have fibre centre and layer jute top and bottom, enclosed in good art ticking; all regular sizes. Regular price \$7.00, \$6.00.
Mattresses, fibre centre, with extra heavy layer felt on both sides, strongly woven Brussels Rugs, in a popular size and nine different designs and colors. Useful shades of taupe, brown, green and blue effects. Size 6.9 x 10.6. Regular values to \$21.50. Today, special, \$17.49.
SPECIAL IN TAPESTRY RUGS AT \$16.95.
A Scotch made Tapestry Rug of renowned quality, good for lots of hard wear, and designs and shades suitable for any room. Size 9 x 12. Today, special, \$16.95.
AXMINSTER RUGS, ONLY \$35.95.
This is a real bargain at this reduced price. A heavy and deep pile Axminster Rug in beautiful shades of old rose, green and fawn colorings. One design only, a copy of a real Persian Kermanshah, with its handsome medallion centre. Size 9 x 12. Regular price is \$45.00. Today, special, \$35.95.
50 JAPANESE MATTING RUGS, REGULAR \$2.45, FOR 98c.
Slightly damaged by water during their trip from Japan, these 50 rugs will give good wear for bedroom or verandah use. Size 6.9 x 9.6. Regular \$1.95 and \$2.45. Today, each, 98c.
60 OVAL PLAIDED RUSH MATS, REGULAR 95c, FOR 49c.
This is a strongly plaided mat made from a tough selected rush, and being reversible makes a very serviceable mat for kitchen, hall or verandah use. Size 36 x 24. Regular 95c, for 49c.
COCOA DOOR MATS, 82c EACH.
Firmly woven from a heavy quality cocoa fibre and well bound. Size 14 x 24. Special, today, 82c.
LINOLEUM AT 75c SQUARE YARD.
About 1,500 yards of a heavy grade linoleum, well seasoned, and in good patterns of block, tile and floral designs. A few rolls slightly marred in the coloring, but the neatly marred in fact. Today, special, yard, 75c.



Duplex Varnish Stain 39c Quart

Stains and varnishes floors at one operation, dries hard and glossy. Light oak, dark oak.
Perfex White Enamel, 58c Pint—Good quality enamel, made in England, for metal and woodwork; 200 pints only. Friday bargain, 58c.
Special Brushes, Today, 12c—Varnish and Enamel Brushes, selected black bristles, securely bound, 2 in. wide, Friday bargain, 12c.
Berry Bros' Floor Wax, 3lb. tin—500 lbs. Berry Bros' Floor Wax, light color for hardwood floors and linoleums, easy to apply and polish.

Exceptional Friday Rug Bargains

BRUSSELS RUG, REGULAR \$21.50, FOR \$17.49.
Two dozen, strongly woven Brussels Rugs, in a popular size and nine different designs and colors. Useful shades of taupe, brown, green and blue effects. Size 6.9 x 10.6. Regular values to \$21.50. Today, special, \$17.49.
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50 JAPANESE MATTING RUGS, REGULAR \$2.45, FOR 98c.
Slightly damaged by water during their trip from Japan, these 50 rugs will give good wear for bedroom or verandah use. Size 6.9 x 9.6. Regular \$1.95 and \$2.45. Today, each, 98c.

Bargains in Household Hardware

(Phone Main 7841)
Carpet Beaters, today 15c.
Curtain Stretchers, today \$1.49.
Liquid Veneer Dustless Duster and a 50-cent bottle of Liquid Veneer. Today the two for 50c.
Spruetex Polish, for cleaning and polishing furniture, woodwork, re-treating polish mops, etc., in gallon cans for \$2.50; half-gallon cans for \$1.50; quart cans for \$1.00.
The Economy Polish Mop, cleans and polishes hardwood floors, linoleums, etc. Complete with handle. Today 39c.
Good Corn Brooms, four-string, well made. Today 58c.
Brush Floor Brooms, complete with handle. Today 69c.
Galvanized Iron Garbage Cans, ball handle, slip-over cover, medium size. Regular \$1.50. Today at \$1.10.
Copper Bottom Wash Boilers, size No. 8 or No. 9, heavy tin bodies. Today \$1.95.
Garden Rakes, malleable iron head, 12-tooth size. Today 35c.
D-handled Garden Spades, today at \$1.25.
Royal Floor Wax—A very high grade at a very low price; 1-lb. can, today, 29c; 2-lb. can, today, 75c.
Step Ladders, hardwood, well made; 4-foot size, today, 60c; 6-foot size, 75c; 6-foot size, 90c.

Bargains in China and Glassware

1,000 DOZEN WHITE CUPS ONLY, EACH 8c.
Thin white English porcelain cups, oval shape. Friday bargain, each, 8c.
Dinner Plates for 15c.
Breakfast Plates for 14c.
Tea Plates for 13c.
Fruit Saucers for 8c.
Covered Vegetable Dishes, 35c.
FRIDAY GLASSWARE BARGAINS.
Glass Butter Blocks, to fit 1-lb. block of butter. Today, each, 23c.
Covered Glass Butter Dishes, 19c.
Glass Lemon Reamers, each, 5c.
Glass Measuring Cups, each, 3c.
1-gallon Fish Globes, each, 49c.
8-gallon Fish Globes, each, \$1.69.
100 only Pain's Genuine Cut Glass Sugar and Cream Sets, floral cut design. Friday bargain, pair, \$1.95.
WEDGWOOD & CO.'S DINNER SET, \$44.95.
Excellent quality thin white English ware. Pretty rosette border decoration. Gold line on handles and edges; 97 pieces. Today, \$44.95.
ROYAL BLUE BAND SET, \$14.95.
Ever-popular 1/2-inch royal blue band, double gold line on edges. Finest quality clear white English ware; 97 pieces. Friday bargain, set, \$14.95.

\$2.75 Suit Cases \$1.98

Extra Deep Fibre Suit Case, with shirt pocket and inside straps, leather corners, swing handle, good hinges, lock and catches. Regular \$2.75. Today \$1.98.
Fibre Tourist Trunk, \$9.95
A limited number only of the deep, square model Fibre Tourist Trunk, built stoutly on large box, with hard vulcanized fibre covering, fibre binding on all edges and cross bands, reinforced sheet steel bottom, with three bottom slots; heavy hardware on latches and hinges. Sizes 33, 34, 36 and 38. Regular up to \$12.75. Today \$9.95.

Pictures Clearing at 49c

Choice/sepias, in a large selection of landscapes. Framed in a 1 1/2-in. imitation walnut frame; also among the lot are Fisher heads in gilt frames. On sale, Friday bargain, regular 98c to \$1.25, 49c.
PICTURE FRAMING MOULDING AT HALF PRICE AND LESS
3-in. high back gilt for oil paintings. Regular 65c. Today, per foot, 25c.
1 1/2-in. Circassian wainscot for enlargements. Regular 25c. Today, per foot, 9c.

Six Sample Lines of Baby Carriages Today \$22

Reed and fibre bodies and hoods, gray and natural finishes, some in hood and rubber backs, comely springs, brakes and rubber tires; 6 only on sale today, \$22.00.

Books Worth Reading 65c Each

By Canadian Writers
Ralph Connor
Black Rock
Corporal Cameron
Doctor
Glenarry School Days
Man from Glenarry
Patrol of Sun-dance
Trail
Prospector
Sky Pilot
Robert E. Knowles
Handicap
St. Cuthbert's
Singer of the Kootenay
Undertow
Web of Time
Robert Service
Trail of '98.
Sir Gilbert Parker
Battle of the Strong
Judgment House
Silver May
Money Master
Right of Way
Seats of the Mighty
When Valmond Came
to Pontiac
Marion Keith
Duncan Foote
Lesbeth of the Dale
Silver May
Treasure Valley
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