

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS. Fair with higher temperature

SIMPSON

The Simpson Store in New Array.

New stocks are transforming the store into a most wonderful shopping place. You will find it full of suggestions for your new spring raiment.

First Comprehensive Showing of Spring Lingerie Waists

Our big department decked out as a setting for the dainty models in fine mull, lawn, voile and marquisette, new indications for the spring. We call your attention to the perfect cut, fit and detail of all these garments.

We show Saturday 30 absolutely new models between \$1.00 and \$5.00. Here are a few examples:—

1.95. A most practical waist of lawn. The front is of group pin tucking with yoke, shoulder and jabot front of shadow embroidery, short tucked sleeve, lace cuffs and collar, sizes 34 to 42 inch. Saturday 1.95.

2.48. A splendid waist of lawn, tucked all over back and front short set in sleeves, yoke and shoulder of val lace and clear muslin embroidered motifs, sizes 34 to 42 in. Saturday 2.48.

3.95. An exquisite waist of English cotton voile, front in a graduated yoke of pin tucking with centre panel of exquisite Irish lace, long sleeve, tucked collar and cuffs, all sizes. Saturday 3.95.

3.95. A dainty waist of clear Swiss muslin trimmed with groups of val lace, muslin embroidery and tucking, front is finished with large panel showing spray of embroidered flowers, short set in sleeves, cuffs and collar of lace, all sizes. Saturday 3.95.

3.95. A ladies' waist of imported voile with hair line stripes, collar to nape of neck, of rows of fine lace, big centre medallion of fine macramé lace, short set in sleeves, exquisitely trimmed with lace, sizes 34 to 42 inch. Saturday 3.95.

Toilet Goods

Seeley's Madame Sherry Perfume. Saturday, per ounce .75
Roger and Gallet's Carnation and Santol Face Powder. Regular price 35c. Saturday 27
Wolf's Transparent Glycerine Soap. Saturday, 3 for 25
Woodbury's Facial Cream. 25c size. Saturday 16
Ingram's Zedema Tooth Powder, special, 2 for 25
Toilet Dept., Main Floor.

Wash Goods Specially Priced

Zurich Silk, polka dot effect, special price for the favorite washing material, which always retains its lustre. Colors, black, cream, sky, linen, pink, Nile, alca, tan, brown, and grey. Special circle, main floor, and special price 19
60 pieces white, 20 pieces black Victoria lawn. Splendid value at 10c. Special 6
30 pieces fine white mercerized mull for summer dresses, 46 inches wide, pure and soft. Special value 23
A big lot of pretty striped checked and plain colored gingham and chambray, sky, pink, navy, black, and other colors. Designs are small, medium, and large. Regularly 12 1/2c 7 1/2
Full ranges of fine English prints, white, navy, black, lilac, and other colored grounds. Special 12 1/2
Crum's best English print, 31 inches wide, the best quality only. Please note there are two inferior qualities now made which we do not keep, as we could not safely recommend them. No. 1 quality only do we keep. Price 15

The Spring Dress Goods Showing

The greater part of our dress goods and suitings ordered for the spring trade is now here. People are choosing and buying, we are cutting and selling. The variety will never be better than it is now, as certain weaves and color are sure to give out ere long.
We quote below some of the most popular fabrics for spring wear. English and French serges and whipcords in every wanted weave, in all new spring shades, creons, navys, and black. English worsted suitings in the new tans, greys, browns, etc., suitings that tailor well and give excellent wear and smart appearance.

Half Price for Fashionable Corsage

The best offering of Corsets so far this season. Four hundred pairs for quick selling Saturday of a magnificent D and A model. You will open your eyes with wonder that we could possibly secure such beautiful and stylish Corsets at such a sacrifice price. Order by phone if more convenient. We will exchange or refund money if we fail to please.
400 pairs of Saturday selling of Beautiful D and A Corsets—A very fashionable new spring model in fine white coutil, extra strong and durable, medium low bust, very long skirt fitted with three pairs wide elastic supporters, finest rustproof boning with 4 side steels, draw corners in bust, deep fine lace, ribbon bow, sizes 18 to 28 inches. Saturday, while they last, a pair 1.25

WOMEN'S NIGHTDRESSES.
A day in the Nightdress section of the ever popular White Star Department. "Simpson" quality gowns are certainly worth coming for, when prices are shaved so fine.
Women's Nightdresses, of fine flannel, white or pink, wide tucks, double back yoke, ruffle on neck and cuffs, durably made, large full size bodies. Sizes 32 to 42 bust. Saturday, each 75
Women's Nightdresses, fine white or pink flannel, 30 small tucks and ruffles of fine silk embroidery, seams stayed with fancy braid. Sizes 32 to 42 bust. A regular \$1.50 gown. Saturday, each 1.00
Women's Nightdresses, of fine strong cotton, V neck, yoke of tucks and wide rows fine embroidery insertion, neck and cuffs trimmed with hemstitched frills, sizes 32 to 42 bust. Regular value \$1.25. Saturday, each .87
Women's Nightdresses—A charming and dainty style in fine nainsook, slip over style, elbow sleeves, trimmed with narrow fine embroidery run with silk ribbon, sizes 32 to 42 bust. Saturday, each 1.00
Women's Nightdresses—A beautiful style in fine nainsook, deep V shape yoke of elegant embroidery, slip over neck, short sleeves finished with embroidery, 3/4 inch silk ribbon run through neck and cuffs, sizes 32 to 42 bust, a regular \$3.50 gown. Saturday, each 2.15

AND THESE CORSET COVERS.
600 Dorothy Corset Covers, in fine nainsook, daintily trimmed with frills of fine lace run with silk ribbon draws, full front, fitted back, draw tape at waist with poplum skirt. Sizes 32 to 42 bust. Saturday, each 25

Hosiery for All Weather at Prices for All Pockets

black, tan and colors. Laces and silk embroidered fronts. Regularly 50c and 60c. Hosiery Sale price Saturday, pair, 35c. 3 pairs 1.00
Women's Imported Lisle and Cotton Hose, black, tan and fancy colors, also plain black cotton with natural wool sole. Regularly 30c. Hosiery Sale price Saturday 19c, 3 pairs 55
Boys' and Girls' Ribbed Black Cashmere Stockings, seamless, double spliced heel, toe and sole, good weight all wool. Regularly 40c. Hosiery Sale price Saturday 25
Men's Plain Black Cashmere Socks, English made, full fashioned and seamless, spliced heel, toe and sole. Regularly 35c. Hosiery Sale price Saturday 25
Men's Lisle Thread Socks, plain black, tan and fancy colors, a large variety of kinds colors and patterns. Regularly 35c and 40c. Hosiery Sale price Saturday 25



The Last Hour for Winter Coats

It will pay you to lay these coats up for the next cold winter, but we must sell them, hence the price. Made of beaver cloths, in navy, brown, black and green, in one of this season's most becoming styles, on semi-fitting lines, some with braid trimming. Were exceptional value at \$15. Saturday 9.95

COATS FOR CHANGEABLE DAYS.
Made of imported frieze cloths, in black and brown, black and grey, diagonal tweeds. These coats are not in the newest styles, but are warm and comfortable. Worth a great deal more money, but to close them our price is 1.29

TWO SKIRT SPECIALS.
A collection of styles, consisting of black and navy, and shepherd checks, made in the most fashionable styles, perfect fitting and finished, with the best of workmanship. Saturday 3.89

The other lot consists of striped serges and mixtures, in a number of serviceable styles. In order to close this lot out we are offering them at a very special price, Saturday 2.49

FOUR SUITS.
At a very remarkable price. Special for Saturday 15.00
Worth \$16.50, \$18.50, up to \$20.00.
The stylish lines of these suits are becoming and pleasing. Materials are all imported English tweed mixtures and invisible stripes, smart and up-to-date, tan, grey, green, brown, suitable for women and misses' coats, 24 to 26 in. long, all lined throughout with colored silks and mannish tailored skirts, gored or panelled; some high waist. Sizes 14, 16, 18, 20; bust 32, 34, 36, 38, 40, 42. Saturday 15.00

See Simpson's Announcement Elsewhere in This Paper.

Men's Suits for Spring

Made from a fine West of England worsted, in the new light brown shade, very subdued pattern, cut single-breasted to close with three buttons, very fine linings. Best workmanship. Sizes 36 to 44 18.00

New grey tweed Suits, in stripe design, made from fine English tweeds, tailored in the newest three-button single-breasted style, and the very best linings, every detail of this suit has been carefully tailored. Price 20.00

Good quality Suits, made from a brown and black mixed West of England worsted, in a plain pattern. Has the best mohair linings, is perfect in fit and tailoring, only the very best. The style is single breasted, three button, and is a suit that will appeal to good dressers. Sizes 36 to 44 25.00

Linens and Staples

New Cambrie Shirtings, in very pretty stripe effects, good fast colors, suitable for men's or boys' shirts, 31 in. wide, on sale at flannel counter. Saturday, yard 25
Figured Huck Toweling, all pure linen, in neat stripes and floral designs, 22 inches wide. Saturday, yard 33
100 dozen pure linen Table Napkins, 22x22 and 23x23, neat bordered designs. Regular up to \$2.50. Saturday, dozen 1.85
Fancy Table Covers or Shams, in all pure linen, handsome designs, in drawn and embroidered, 30 x 30. Saturday 1.23
(Phone direct to Linen Department, 2nd Floor.)

Changeable Silk Millinery

The newest and best of hats, every one with a style that is refreshing after the long months of winter millinery. Beautiful French silks of a very rich quality, showing from two to four different shot effects in each piece. These are used with fancy braid or flowers. Saturday 5.00
VERY SPECIAL VALUES IN OSTRICH PLUMES AND BANDS.
30 Handsome English-made Willow Plumets, double hand tied, 24 inches long, black only. Regularly \$18.00. Saturday 12.95
18 only, Handsome Double Tied Plumets. Regularly \$26.00. Saturday 19.50
48 only, Ostrich Bands, English made, are wide and full. Special 4.95
120 New Ostrich Pompons in the soft flowing style, black, white or colors. Special 1.25

Two Glove Values

Women's imported Glace Kid Gloves, over-seams, two-dome fasteners, silk points on back, black, tan, grey. Sizes 5 1/2 to 7. Regular 75c. Saturday 50
Women's long silk Gloves, length 20 inches, mousquetaire opening at wrist, and double tipped fingers, black, white, grey; all sizes. Regularly 75c. Saturday 50

Wash Belts

Women's White Linen Belts in all sizes with Fancy Pearl clasps and Buckles, fancy designs. Regularly 96c, each 15
First Quality White Linen Wash Belts with new embossed designs and Real Pearl Clasps in all sizes, just opened up; our first spring shipment. Special Value, each for 25

Grocery Items

2,000 lbs. Fresh Creamery Butter, White Clover brand, per lb. 42c. Toasted Cornflakes, 8 packages 25c. Canned Fruit, raspberries, strawberries, cherries, peaches, plums and peary per tin 18c. Canned Apparat, large square tin 25c. Choice Red Salmon, Cook of the North brand, per tin 17c. Leaf Sugar, 3 1/2 lbs. 25c. One car California Sun-kist Oranges, good size, sweet and seedless, per doz. 25c. Canned Corn, Old Homestead brand, 3 tins 25c. Imported French Peas, per tin 11c. Macoonchie's Pickles, mixed chow and walnuts, pint bottle 25c. Baker's Cocoa, 1/4 lb. tin 22c. 500 lbs. Fresh Fruit Cake, per lb. 15c. 500 lbs. Christie Tatter Biscuits, Regularly 30c per lb. 25c. Candy—500 boxes Chocolates and Bon Bons. Regularly 80c value, per box 20c.

120 Yd. Pictures At Half-Price

120 of the ever popular "Yard" pictures. Subjects include roses, violets, carnations, etc., framed in antique and Roman gold finished moulding. Size 10 x 36. Regularly 98c. Saturday, 2 for 98
(Sixth Floor.)

Men's Furs at End-of-Season Prices

Fur-lined Coats, custom made, black English beaver cloth shells, perfect fitting, lined with No. 1 quality dark muskrat skins, choice of otter or Persian lamb collars. Regularly \$100, Saturday 72.50

12 only, Canadian Raccoon Skin Coats, made from select dark, full furred pelts, extra well made, and lined with best quilted material, deep roll collars. Regularly \$75.00, Saturday 55.00

College Ulsters Boys' and Youths'

Hardly two coats alike, odd coats from this season's selling made with the two-way convertible collar. Others in straight stand, close-fitting collars, with belt on back; heavy Italian twill body and mohair sleeve linings out in English tweeds of grey and brown mixed and striped effects, also a few Chesterfield in Black Melton with velvet collars. A perfect fitting garment. Regularly \$8.50 to \$16.00. Sizes 29 to 34, Saturday Special 6.95

Sale of Men's Heavy Winter Overcoats

In mixed tweeds, in greys, browns and mixed colorings, also a few black meltons. They are all made in the best Chesterfield and ulster styles, both single and double-breasted, with two-way convertible, velvet or self collars. Good mohair linings and tailoring the very best. Worth twice our sale price 13.95

Men's Furnishings at Exceptional Rates

New Neckwear
The very newest designs in men's neckwear, including the inch-and-three-quarter tie with the panel or wave stripe effects, and the wide closed end tie with clusters of half bias stripes, Oriental and Paisley designs. Special showing Saturday, each50



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Low Prices for Splendid Furniture

heavy continuous posts, with panels at both head and foot ends. The panels are decorated in delicate colorings to represent landscapes. Can be supplied in full size, three-quarter size, and single. Regularly \$8.00. Saturday special 5.00

24 Arm Chairs and Arm Rockers

frames made of selected quarter-cut oak and finished golden and polished, Princess style, with one long deep loose cushion seats, of genuine Spanish leather. Regularly \$11.75. February Furniture Sale, Saturday 9.00

12 Dressers, in genuine quarter-cut oak

finished rich golden and polished, Princess style, with one long deep drawer, two short drawers and heavy oval plate bevelled mirror. Regularly \$23.50. February Furniture Sale, Saturday 18.50

24 House Desks, made of solid oak

and finished early English or fumed, good writing space, with shelves below and glass door cupboard above. Regularly \$12.75. February Furniture Sale, Saturday 9.75

40 Chiffoniers, made of solid oak

and finished golden and natural, also in white and grey, enamel, well made throughout, and conveniently arranged. Prices are from \$26.75 to \$33.00. February Furniture Sale, Saturday 18.90

30 Library Tables, in selected quartered oak

finished golden and natural, also in white and grey, enamel, well made throughout, and conveniently arranged. Prices are from \$26.75 to \$33.00. February Furniture Sale, Saturday 18.90

This in the Lunch Room SATURDAY AFTERNOON, 3 to 5.30. Ice Cream with Fruit Slices—Assorted Cake. TEN CENTS.

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FOR SALE—KIN 103 & 104 E. H. H. 88 P. PROB

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