

# Simpson's Price Range on the Newest Garments is a Moderate Figure

**Novelties in Veilings** You will see from the following list that the price range even on the newest garments begins at a very moderate figure. Don't miss seeing these, which we are safe in saying equal any values you'll find on the season's newest fashions



Made Vails, 25c to \$6.00 each.  
Veilings, per yard, 25c to \$2.50.  
Plain Hexagon Meshes, in small, medium and large; colors black, taupe, nigger, navy and purple. 25c, 50c and 50c yard.  
Hexagon and Diamond Mesh Veilings in all the leading colors; chenille spots, coin spots, group spots, butterfly designs and scroll effects. Per yard, 50c up.  
Paris-made Vails, with very handsome applique colored border patterns. Each, \$4.00.

**Slip-pon Vails**  
No pins, no tying, no adjusting—just slip it on—for golfing, for motoring, for walking, for riding, for shopping. Demonstrated at our Veiling Department. Each, 10c, 25c and 50c.



## Special Showing of Women's New York Dress Coats

These new coats have just reached the Women's Section. Among their many features you will note that all follow the straight line unerringly. Also that collars favor the shawl effect, and that waistlines may be beltless or have the most unique belts imaginable. Pockets, too, delight in all manner of shapes and sizes, with trimmings and expression in fancy silks, satin, huge buttons, strapping and lovely embroidery.

The materials are rich suede velours, tricotines, burella cloths, gabardines, etc., in every wanted spring shade. Priced from \$35.00 to \$65.00.

## Practical, Becoming and Beautiful Women's Imported Suits

From the suit with the prettily veiled Pony Coat to the suit with a coat in long smartly tailored design, every garment in this splendid gathering is exemplary of the most authoritative and stunning modes of the season.

The coats show such smart features as pleated, pointed or double ruffled pelumms—long shawl collars or over-collars of silk. The skirts are simple and smart, made in tunic, draped and panelled effects.

Materials are mostly fine serges and gabardines in all the leading shades. These suits are priced from \$45.00 to \$70.00.



## A Great Array of Women's Dresses That Are Novel and Practicable and Priced Surprisingly Low

A host of smart new designs in soft taffeta and crepe de chine frocks, with tunic, draped and plain skirts; bolero, vested surplice and straight bodices, with trimmings of georgette crepe, embroidery, and dainty collars. Colors sand, grey, taupe, navy, copen, brown, black. Prices, \$18.50 to \$25.00.

## Women's Dashing New York Skirts—Good Values

Smart Satin-striped Taffeta, in rich color combinations, gingham plaid taffetas, plain taffetas in the new shades, and heavy crepe de chine, are seen among the lovely skirts we have imported for women's dressy wear. Delightful features are the prettily draped effects, broad crushed girdles and clever pockets. Ask to see them. Priced from \$15.00 to \$20.00.

## Offering Today the Extreme of Good Value in Misses' Suits

These charmingly youthful suits for misses are really worth dollars more than what we are asking for them today. We are selling them at the special and popular price of \$25.00 to introduce our special assortment of high-grade spring suits. They are well tailored, in a number of smart styles, showing vested pony coats, waistcoat styles, and rippled or pleated pelum effects. Finished with chic braid or button trimming. Colors navy, brown, green, sand, Belgian and black. Wonderful value today at \$25.00.

## Misses' Coats of Marked Style, Special at \$18.50

Smartness and serviceability are combined in these very moderately priced coats for young women. They are made from homespun and tweeds in rippled belted styles with shawl or square collars, and finished with novelty buttons and stitching. Colors grey, beige, Belgian, navy, beige and novelty mixtures. Price, \$18.50.

### Girls' Middies, Special 95c.

The excellent quality of the material and the smartness of the style in these jean middies make them a real bargain at today's sale price. They are made with large sailor collar, laced front, patch pockets and long sleeves. All white, or white with navy, rose or cadet. Sizes 6 to 16 years. On sale at \$3.00 am. today, 95c.

### Girls' Wash Dresses, Special

Cunning, indeed, are these frocks of bright plaid gingham. They are made in smart Empire style, with a broad box pleat down front and back of skirt and dainty button trimming on the waist. Finished with an embroidered white rick belt. Sizes 6 to 14 years. Very special value today, at 95c.

## Little Girls' Coats That Show Practical Attractive Style Features—Good Values at \$11.50 and \$13.50

The makers of these cunning coats surely knew what would captivate the hearts of little girls. They are jaunty wool checks, covered cloth and serges, in navy, copen, sand. Some fall in ripples from shoulder to hem. Others are smartly pleated, while all have dainty over-collars of plaid or corded silk, fetching little pockets and chic trimmings of silk braid, buttons and stitching. Sizes 4 to 15 years. Prices, \$11.50 and \$13.50.

## Spring Flowers Are Blooming Among the New Wash Goods

Every day is bringing fresh delights in the way of lovely new materials to our extensive Wash Goods Section on the Second Floor. The following list will give you an idea of what you may find the next time you are in the store:

Voiles in an almost inconceivable number of new effects and color combinations, featuring most strongly large floral designs, small floral designs, waven plaid voiles, gingham plaid voiles, Paisley designs, and the new foulard effects.

Besides these are dozens of designs in dainty all-white embroidered Swiss voiles. Prices range from 39c to \$2.00 per yard.

Tussahs, a soft, silky material for afternoon frocks in new gingham effects, spot designs and all-over foulard patterns in wonderful color schemes. Also plain tussahs in all the leading shades. Per yard, 75c to \$1.50.

Ginghams—Scotch, Gingham in large flared effect, English Gingham in small checks, broken checks, new stripes and tartan plaids; also silk and cotton gingham of dainty colorings. Per yard, 39c and 75c.

Silk and Cotton Georgette Crepes, in a host of pastel shades, as well as black and white. Per yard, 65c.

Duro Piques—Noted for their absolutely fast colors; in rose green, navy, blue, grey, pink, lavender and black and white. Also smart checked and striped designs on white and colored grounds. Per yard, 50c and 75c.

Poplins and Repps, in plain colors of pink, rose, blue, apple green, navy, sand, beige, rookite, etc. Per yard, 65c.

Also plaid effects at \$1.00 per yard, and novelty stripes at 25c per yard.

Palm Beach and Cotton Gabardine Suits, favoring the popular sand shades, also blues, rose, greens, grey, etc. Per yard, 65c.

Pongee Linens in every wanted shade, as well as Oxford grey and black. This material will soon be unobtainable at any price. Per yard, 50c.

## Most Extraordinary Indeed Are the Whitewear Values for Today

White Lawn Aprons, manufacturers' samples of maids' afternoon and morning aprons, tea aprons and band aprons, in a host of styles, and made of finest English lawns. Regular 85c and \$1.50. Today, 55c.

Envelope Nainsook Chemise, designed in clever imitation of the French hand-work. Sizes 34 to 42. Regularly \$2.50. Today, \$1.49.

Women's Cotton Drawers, in umbrella style, with deep frill of hemstitched tucks. Very special value today at 39c.

Women's Vests of fine ribbed cotton, with low neck and no sleeves. Sizes 32 to 38. Regularly 20c and 25c. Today, 15c.

## Very Smart Hats

Just Out of Our Workrooms Priced \$8.50

Our own designers have made charming reproductions of much higher-priced models to sell at this very moderate price today. They are fashioned from the popular liseret and Milan braids, in a host of colors and in black, and are trimmed with lacquered feathers or flowers, or with circ. Do not miss seeing them today. Price, \$8.50.



## Ready-to-Wear Hats

We would direct the attention of business and school girls to the very chic tailored shapes we are specially displaying today; made from the fashionable braids, in all the new spring colors. Priced from \$3.00 to \$5.00.

## Just Arrived—New Styles in Victor Shoes

This spring we have added new lines to our men's stock that are by far the best range we have ever offered. Character and style are found combined with the high-grade materials and workmanship that do not exist in ordinary footwear. We invite your inspection.

"Victor" Cosy, men's black kid Blucher cut, on easy last, made with kangaroo toecap, medium weight, English-oak tanned leather soles; suitable for spring wear; low, comfortable heel; sizes 1 1/2 to 10; widths C, D, E. Per pair, \$12.50.

"Victor" Elite, of dark brown calf, laced, on English recede toe last; blind eyelets, medium weight oak tanned sole, hazel heel; sizes 7 to 12; widths AA to D. Price \$8.00.

275 Pairs Men's Patent Leather Boots, in Blucher style, with real calf uppers; perfect fitting; full, round toe last; good weight soles, military heels. Very special value, per pair, \$24.50.

Women's New Cossack Lace Boot, made of patent cow leathers with high Cossack cut, white buck tops, plain vamps, light weight soles and low heels; sizes 11 to 2, per pair, \$4.50.

Also made in all white buck with neat perforated toe cap; sizes 8 to 10 1/2, price \$3.75; sizes 11 to 2, price, \$4.00.

### Countess Boots for Women

Two of the newest spring styles are here offered, while we have many others ranging in price from \$6.00 to \$9.00.

Style 225 is a beautiful shade of grey kid with long plain vamp, medium weight sole, with leather Spanish heel, aluminum plated, 3/4-inch top, lace style; all sizes, and widths AA to D. Price \$8.00.

Style 223 is the same style as above, made of soft shade of brown kid; sizes 7 1/2 to 7; widths AA to D. Price \$8.00.

## Two Attractive 3rd Floor Items for Young Folk Spring Reffer Coats for Children

They are an extraordinary value, too, being made of a splendid all-wool indigo dyed cheviot serge of just the right tone of grey; glossy black sateen lining; and brass buttons; two pockets with flaps; in just the right place to keep two little hands warm. We bought this lot at a very close price many months ago, so today's price represents a saving of dollars; sizes 2 to 6 years. Special \$6.00.

Misses' New Sweater Coats, Pure Wool, Exceptional Value Thursday, \$3.50—Made of lovely quality pure wool, with a softly brushed surface. The colors are coral, sage and Nile; newest spring tones; deep sailor collar with rolled front, and double knit cuffs are of white plain knit wool; smart three-quarter belt at waist to match in white; front and pockets touched with white; sizes 8 to 14 years. Today's price represents a saving.

## Picture Framing Half-Price and Less Today

1-inch Tray Moulding, in mahogany and mission. Regular 12c. Today, per foot, 6c.

1 1/2-inch Circassian Walnut, choice beveled and dome pattern. Regular 24c. Today, foot, 10c.

2-inch Oak, in brown and weathered finish. Regular 20c. Today, per foot, 10c.

1 1/2-inch Antique Gilt Gold, burnished pressed good ornaments, choice pattern. Regular 40c. Today, per foot, 20c.

1-inch Antique Gilt, choice pattern, for small oil paintings. Regular 25c. Today 12c.

## Visit Our New Fountain Pen Section

The increase in our Fountain Pen business last year made it necessary for us to enlarge our selling space, and now we are ready for you. The new section is in our Stationery Department, where a splendid line is shown of "Waterman's Ideal," "Swan," "Victor" and "Remex."

Our Fountain Pen Repair Department gives prompt attention to all pen requirements.

We specially emphasize today Waterman's Ideal Self-Filler, for solution. Every man in khaki should be equipped with a Waterman's Ideal Self-Filler to enable him to keep in touch with the "folks at home." \$2.50 up.

## Outstanding Values in Beautiful Rugs

### Tapestry Rugs at Low Prices.

Good wearing qualities and a splendid variety of coloring and designs in oriental settings or small patterns, suitable for any room.

Size 7 1/2 x 9.0. Today, \$12.50.  
Size 9.0 x 9.0. Today, \$13.50.  
Size 9.0 x 10.6. Today, \$15.75.  
Size 9.0 x 12.0. Today, \$17.50.

### Three Good Values in Axminster Rugs.

A thick, heavy quality, in four different designs. Handsome, oriental effects and foliage patterns. Shades of deep blue, brown, old rose and fawn colorings.

Size 9.0 x 9.0. Today, \$21.00.  
Size 9.0 x 10.6. Today, \$23.00.  
Size 9.0 x 12.0. Today, \$29.50.

### Bargain in Rag Rugs.

Soft and pretty colorings, for up-to-date bedroom furnishings. Shades of rose, green, blue, grey and mauve. Fancy chintz borders. All reversible. Size 4 x 7 1/2. Today, each, \$4.85.

## Electric Dept. Nitro Bulbs.

100-watt size. Regular \$1.35, for 95c.

200-watt size. Regular \$2.35, for \$1.90.

Think of it! Good Nitro Bulbs at 50c and \$1.90.

25 Fixtures at One Price, \$14.75 Each—We have set apart 25 fixtures with each fixture will sell complete at \$14.75.

Be surprised how much real value you can get for your money at this price, and our arrangement of these pieces is such that it will take you only a few minutes to compare values and styles, and make your selection.

Complete Six-room Outfit Priced at \$21.75—Includes shades and installation, with city lines, you will see and either white or cream to the street. Size 37 x 70 inches. Each, 95c.

## Attractive Jewelry

### Congoleum Rugs in New Designs.

These handsome rugs made in one piece in oriental settings or small patterns, suitable for any room.

Size 7 1/2 x 9.0. Today, \$6.75.  
Size 9.0 x 9.0. Today, \$8.25.  
Size 9.0 x 10.6. Today, \$11.25.  
Size 9.0 x 12.0. Today, \$13.50.

### Cameo Brooches, dainty brooches in narrow bar style, set with a real hand-cut cameo in the center safety catch to prevent loss. Greatly reduced today, \$1.35.

10c Bar Brooches, set with real pearls, in several popular designs. Special, 95c.

Cameo Pendants, set with four real pearls, in cup settings, 10c gold mounting and chain. Regular \$6.00. Reduced today to \$4.35.

10c Baby Rings, extra heavy weight, signet and stone set designs. Reduced today to 6c.

### Your Order for Window Shades

Window Shades make or mar the appearance of your house. If they are not all that is to be desired, send them and we will send a man to measure your windows and show you samples of genuine Scotch, Holland and best oil-finished shades in all the new colorings. You may then place your order without having to come to the store.

### 5,000 Window Shades at 59c, 79c and 98c.

Heavy Opaque Shades at 98c Each. In white, cream or green cloth, complete with reliable spring rollers, brackets, etc.; size 37 x 70 inches. Regular \$1.75. Today, \$1.45.

Oil-finished Shades at 79c Each—2000 guaranteed hand-made Window Shades, genuine oil-finished cloth, in dark green, cream or pure white, each mounted on a guaranteed Hartman spring roller; size 37 x 70 inches, or they can be cut to fit any narrower window at a small extra charge. Each, 79c.

New Combination Shades at 59c—1000 extra heavy quality oil-finished Window Shades in the new reversible style, showing dark green and either white or cream to the street. Size 37 x 70 inches. Each, 59c.

## Decorate Your Home Now

If leaky roofs have spoiled some paper, now is your chance to have it renewed at very low prices.

We are ready to do your painting and paperhanging. Expert workmen to decorate your home to your satisfaction. Phone Wall Paper Department for estimator to call.

### Special Values in Wall Papers.

Silk Fibr Wall Papers, Regular 50c to 65c. Today, 25c—Etonbury silk fibres, clearness of all shades, including reds and pastel shades, extra quality stock, very durable. Regular 90c to 65c. Today, special, single roll, 25c.

Belances of Imported Wall Papers, Regular 35c to 75c. Today, 15c—Quantities sufficient for one or two rooms of a kind—tapestries, florals and conventional patterns. Regular 35c to 75c. Clearing today, single roll, 15c.

New Bedroom Wall Papers, 10c Single Roll—Pretty floral and stripe designs, in pink, blue, yellow and mauve colors and light grounds.

Verdure Tapestries Wall Papers, Special, 22c Single Roll—New tapestry effects in soft color tones of grey, light tan, green and brown.

## Great Values in Petticoats, \$5

They are made from rich broadcloth, in such wanted spring shades as rose, grey, gold, new blues and tans. Added smartness is gained from the deep knife-pleated flounce finished with a narrow frill. Lengths 34 to 38 inches. Very moderately priced at \$5.00.

### Crepe Kimonos at \$1.98.

Equally attractive in color and design are these dainty Japanese Kimonos. They are cut full, with belt at waist, have either loose-fitting or close-fitting sleeves and are beautifully embroidered. Colors sky pink, rose, copen, and Alice blue. Special value today, at \$1.98.

## Act Quickly if You Wish to Share These Wonderful 8.30 a.m. Specials

### Linens and Staples

All- linen Damask Napkins, size 20 x 20 inches. Per dozen, \$2.50.  
Damask Table Cloths, size 2 x 2 1/2 yards. Special value today at \$1.69.  
Huckaback Bedroom Towels, with hemstitched damask borders. Per pair, 95c.  
White Terry Bath Mitts. Clearing today, each, 5c.  
Bleached Sheet, 80 inches wide. Splendid value today, per yard, 50c.

Horrocks' Fine Shirtings, plain white and striped effects, 32 inches wide. Per yard, 50c to \$1.00.  
Huckaback Towelling, 18 and 24 inches wide; plain, bordered and all-over designs. Per yard, 60c, 75c and 90c.

## Three Big Specials in Cut Glass

100 Handsome Cut Eight-inch Fruit Bows, pretty combination star and buzz design. Today, each, \$2.95.  
50 only, Heavy Floral Cut Design Eight-inch Vases. Today, each, \$2.95. (Phone orders filled).

## Travelling Goods Basement Bargains

Steamer Trunk, waterproof canvas covered, two-leather straps overalls, heavily bound, having strong lock and bolts; sizes 32, 34 and 36 inches. Today, \$4.75.

Mattress Suitcases, has all edges bound, two leather straps all-round, easy swinging handle, brass lock and bolts, interlined with pocket; sizes 24-inch, \$4.60; 26-inch, \$4.75.

Club Bags wairus grain, double handles, good brass lock and catches; neatly lined with two pockets; sizes 16 and 18 inches. Regularly \$5.50 and \$5.95. Today, \$4.95.

Corn Brooms, four-string, well made, medium size. Today, 6c.  
Brush Floor Brooms, with long handles. A very serviceable brush for general household use. Today, 9c.

Polish Mops.  
The Dandy Wall Clothes Dryer, with eight wooden arms, each 24 inches long. Today, 30c.  
Woodenware, Brooms, Brushes, Polish Mops.

Big Wonder Polish Mop and a Bottle of Polish, 60c—A good size polish mop for cleaning and polishing hardwood floors, linoleum, sidewalks, etc. Complete with long handle and bottle of polish. Today, 95c.

Save \$4.00 on These Tea Sets, at \$5.59.  
The cut illustrates a three-piece Tea Set, including large size teapot, sugar bowl and cream jug, heavily silver-plated in a perfectly plain pattern, as shown; bright finish; both cream jug and sugar bowl gold-lined. Regularly \$10.00 set. Today, set, \$5.59.

Cream Jug and Sugar Bowl Set of the same design and quality. Regularly \$4.25. Today, \$2.39.  
Separate Teapots, large size, to match. Regularly \$5.50. Today, \$3.25.

Record Cabinets  
For any size or make of talking machine. Smaller sizes hold 50 to 75 double records, and the larger ones from 90 to 120 double records. Mahogany-fumed and weathered oak. Prices \$7.95, \$8.50, \$9.00, \$10.00, \$15.00 and \$18.50.  
(Victoria Department, Sixth Floor.)

## The Robert SIMPSON Limited