

# Come to SIMPSON'S Tomorrow Morning for These Rousing Special Values for Easter

## Compelling Values in Fashionable Dress Fabrics

Although the quantity is generous, and in some instances may last for most of the day, we advise you not to take chances, for after the morning rush color ranges may be broken up.

**Lovely Silk and Wool Poplin**, our standard quality \$2.50 suiting. Poplin has the appearance of silk. In new sport shades, also all the darker tones. Saturday, per yard ..... **1.95**

**Guaranteed Black Fabrics**, all our guaranteed fast black fabrics in all wool and silk and wool. All 42 inches wide. Regular \$1.50 yard. On sale Saturday at ..... **1.25**

**All Wool Crepe de Chine**, a lovely color range for spring dresses, skirts, etc. Will pleat to perfection; 42 inches wide. Regular \$1.25 a yard. Saturday ..... **.95**

**Guaranteed British Serges**, our regular \$2.50 standard soap shrunk fine suiting serge, in navys and black; 52 and 54 inches wide. Saturday, per yard ..... **1.95**

**Broadcloths for Suits and Coats**, fine British finish in lovely shades of greens, taupe, navy, browns, purple, wine, etc. 52 inches wide. Regular \$3.00 a yard. Saturday ..... **2.50**

**Shepherd Checks**. This is extraordinary value in a heavy English worsted check, all sizes of checks and broken effects. For suits, skirts and coats. Regular 75c a yard. Saturday at ..... **.55**

## Early Specials in Women's Gloves

**1,200 Pairs of Women's Pure White Chamotte Fabric Gloves**. They closely resemble the real chamotte leather. Have 2-dome fasteners, insewn seams, and neat self-stitched back. Sizes 5½ to 8. They were made to sell at \$1.00 a pair—but as a rush special we offer the entire lot of 1,200 pairs at, a pair ..... **.69**

## Many 8.30 a.m. Specials to Reward Early Customers

Our problem tomorrow will be to take care of the throngs who will want to be served. And later in the day the problem becomes more insistent. To induce our customers to help solve this problem by coming early in the day, we offer great special values at 8.30 a.m.

### \$2.25 Sweaters, \$1.29

No Phone or Mail Orders. Children's Sweater Coats of pure English wool in spring weights and styles. Colors white, tan and cardinal. Sizes 2 to 8 years in the lot, but not in every style and color. Saturday, 8.30 a.m., special ..... **1.29**

### Gold Pendants

10k. Gold Pendants, with dainty stone set drops on 10k. gold chain. Regular ..... **1.50**  
\$2.50 to \$3.50. Special

### Gold Rings 49c

A limited number of 10k. Gold Birthstone and Baby Rings, some claw set, others set gypsy style, with colored stones. Regular \$1.00 to \$2.00. Today, 8.30 special, each ..... **.49**

### Diamond Solitaires

Brilliant blue white diamonds, exceptionally lively and sparkling, set in 18k. gold and platinum rings, Tiffany style. Our regular \$25.00 ring. Extra special at ..... **18.75**

## Visitors to the City For the Holiday

Are cordially invited to make use of this store's facilities in every way that may enhance their comfort and pleasure.

### The Conveniences at Your Service

Women's Rest Room on the Third Floor, Parcel Desk and Telegraph Station in the Basement, Information Desk and Branch Postoffice on the Main Floor.

### Dine in the Palm Room

Breakfast, 8.30 to 11 o'clock.  
Dinner, 11.30 to 2 o'clock.  
Afternoon Tea, 3 to 5.30.

## Store Closed All Day Today

## Unsurpassable Values in Beautiful Seasonable Silks

New Sport Stripes for Separate Skirts, in satin and in taffeta. Beautiful designs, new and exclusive. Navy, green, brown and other popular ground colorings. Special, yard ..... **2.00**

**All Silk Crepe de Chine**, a splendid color range, with extra weighty quality, ivory shade. Regular \$2.00. Yard ..... **1.69**

**36-inch Ivory Habutai Silks**, regular 59c and 65c qualities, on sale at, a yard ..... **.49**

**Ivory Habutai Silk**—500 yards only of this 36-inch width silk. Regular \$1.00 value. On sale Saturday at ..... **.79**

**Natural Shantung Silks**—The most useful and best wearing silk we know of. We offer these big values from contracts placed nearly a year ago.

**2,000 Yards Natural Silk Shantung**, qualities that are worth 59c to 65c. A yard ..... **.47**

**1,000 Yards of Silk Shantung**, bright natural shades, for waists and dresses. A yard ..... **.63**

**Extra Fine Weaves in Silk Shantungs, Tussahs and Jap Pongees**, weaves that are free from dressing. Regular \$1.25. A yard ..... **.95**

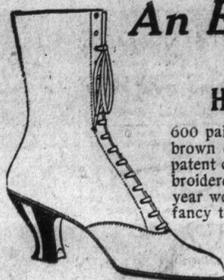
**"Chin-Chin" Crepes**, for waists and dresses, all the popular shades with black or ivory. Regular \$1.25 a yard, for ..... **1.10**

**Black Duchesse Satins, Black Chiffon Taffetas, and Saiting Paillettes**, from C. J. Bonnet, of Lyons, France. Saturday, a yard ..... **1.63**

**"Midnight Blue" Chiffon Taffetas**—This shade has an enormous demand. We have extra value in 38 and 40-inch weaves. At ..... **2.00**

## Women's \$5 Silk Petticoats \$2.95

Swiss Taffeta Petticoats in a wonderful assortment of shades—Copen, sand, brown, wine, navy, Alice, reseda, myrtle, taupe, grey and black. Novelty pleated and tucked flounces; lengths 34 to 40. A handsome skirt of good wearing silk. It ..... **2.95**



## An Easter Sale of Queen Quality \$6 to \$12 Boots at \$4.95, and Other Boots

No Phone, C. O. D. or Mail Orders for These 8.30 a.m. and 10.30 a.m. Specials

### High-cut Novelty Boots at 8.30 a.m.

600 pairs, all new novelty high-cut boots, in button and lace, brown calf and black calf, grey, white, brown and black kid, patent colt and other combination leathers. Fancy colored embroidered cloth, colored buck, black calf and kid tops. Good-year welt, flexible McKay and hand-turn soles; plain vamp and fancy toe and heel foxings; Cuban, Spanish and covered Louis heels. Every boot of superior workmanship and material. Values from \$6.00 to \$12.00. Sample sizes 3, 3½, 4 and 4½. On sale Saturday, ..... **4.95**

### Samples of Low Shoes at 10.30 a.m.

700 pairs Queen Quality, newest Spring styles and colors, in low shoes, representing the choicest fitting and most called for shapes of pumps, colonials, strap slippers and Oxford ties, in black, grey, white, champagne, chocolate kid, brown and black calf leathers. Goodyear welt and turn flexible soles; high Spanish, Cuban and covered heels; plain vamps and fancy toe and heel foxings; sample sizes 3, 3½, 4 and 4½. You'll have to come early, for they will go with a rush. Regular \$5.00 to \$9.00. On ..... **3.95**

### Men's High-grade Boots, 8.30 a.m.

450 pairs Men's Custom Grade Blucher and Button Boots, in patent colt, gunmetal, tan calf, storm calf and vici kid leathers. Heavy and medium weight Goodyear welt oak and viscolized soles. Military, plain and English toe styles. These are all high-grade boots. Not a complete range of sizes in each line, but all sizes in the lot. Men are advised to take advantage of this opportunity of getting regular \$6.00, \$7.00 and \$8.00 boots on ..... **4.95**



## Easter Offering of 300 Superb Blouses

\$6.50 to \$10.95 Values at \$4.95

**Points of Interest**  
Each one is showing for the first time. Fifty-eight distinct designs. Colors and styles are perfect—Made of but two materials, crepe de chine and crepe georgette, in qualities that are too rarely seen today. Some have exquisite "fichus" or jabots, just showing a little motif of Irish or fine Venetian. Others depend on their collars. Each one is a thing of beauty, and the colorings are superb.

**Shades are**  
Maize Buttercup Champagne  
Flesh Pink Eau de Nil Orchid  
Ivory Rose

These are some of the colorings displayed in one of the most aristocratic assemblages of blouses we have ever gathered together for a big morning's selling. Sizes 34 to 44 bust; not more than two to any one customer. Regular \$6.50 to \$10.95. Saturday, 8.30 a.m. .... **4.95**

## Smallwares

**Coats' Mercerized Crochet Cotton**, white only, all sizes. Regular 15c ball. Saturday, 11c; box, **1.30**.  
Only one dozen to customer.  
**Clark's Anchor Cotton**, all sizes, white only. Regular 8c. Saturday, 7c ball, 80c dozen.  
**Guaranteed and Washable Dress Shields**. Regular and short flap styles; sizes 2, 3 and 4. Regular 23c to 30c pair. Saturday, 2 pairs ..... **.35**  
**Lingerie Tape**, blue, pink and white. Regular 10c, 2 for **.15**  
**Umbrellas**  
**390 Men's and Women's Silk and Wool Mixed Top Umbrellas**. Saturday ..... **.95**

## 50c Ribbons Saturday 25c

Rich taffeta silk and cord ribbons, 6 to 9 inches wide: new browns, blue, rose, champagne and white, also black and white stripe ribbons. Regular 50c to 85c yard. 8.30 a.m. Saturday ..... **.25**

## Bag Specials

196 Genuine Leather Bags, six or eight styles to choose from. Regular \$1.19 to \$3.00. 8.30 Saturday special ..... **1.00**  
**\$2.25 Genuine Leather Shopping Bags**, Saturday ..... **1.59**  
**Odd Persian and Roman Stripe Silk and Knitted Silk Bags**. Regular \$5.00 to \$12.00 each. Saturday \$2.50 to \$6.00.

## The Latest Bag Styles Just in From New York

Oriental printed Silk Bags, Chinese and Japanese figured patterns. Moire Silk and Corded Silk Beaded Bags in an immense variety of styles. Just in from New York. Each, 50c, \$1.25, \$1.50, \$2.00, \$3.00, \$3.50, \$4.00, \$5.00 and up to \$20.00 each.

## Baby Hats 39c

No Phone or Mail Orders. Manufacturers' samples and odd or broken lines bought at a sweeping reduction. There are plique silk poplin, lawn and voile hats, lace and embroidery trimmed. Sizes 19 to 22. Values 65c to \$1.00. 8.30 special ..... **.39**

## 65c Dresses 35c

No Phone or Mail Orders. 300 only, Dainty Wash Dresses for girls of 2, 4 or 6 years. Fine chambray in pink, blue or tan; pleated skirt style, with inset waist belt, pocket, and dainty sailor collars and double cuffs. Saturday, 8.30 a.m., special ..... **.35**

## Women's Ribbon Wrist Watches

A very smart wrist watch in plain round, hand-engraved and octagon designs. The bracelet is replaced by a neat narrow ribbon, which can be adjusted to the wrist. Regular \$15.00 and \$16.00. Saturday ..... **10.85**  
Regular \$20.00 ..... **15.85**

## Embroideries

No Phone or Mail Orders. Camisole Embroidery Lengths of 1½ Yards, with ¼-yard embroidery strapping. Good quality of cambric in most effective floral patterns; the value correct cover length. Saturday, 8.30 special ..... **.29**

## Sample Veils from Paris

Be sure to come early for first choice of this wonderful assortment of splendid bargains.

178 only, Sample Paris Veils, no two alike; colors grey, navy, Saxe, taupe, plain and fancy meshes; chenille or silk, needle-runs borders; large, circular, oblong or square effects. \$1.75, \$2.00 and \$2.50 veils. 8.30 a.m. special on Saturday, ..... **.95**

198 Sample Veils, fancy fringed and plain meshes; chenille, or fancy braided borders; small tea veils, square veils and oblong veils. Colors: navy, black, brown, 75c and \$1.00 values. 8.30 a.m. special on Saturday, each ..... **.39**

We cannot fill phone or mail orders for these two items.

## 8.30 a.m. Specials in the Draperies

**Lace Curtains 88c Pair**  
50 pairs only in the lot, nice quality English Lace Curtains, 2½ and 3 yards long, in white only; half a dozen very attractive patterns suitable for dining-rooms and bedrooms. 8.30 sharp, a pair ..... **.88**

**Lace Edged Scrims 28c**  
A special bargain table of Scrims and Marquiseettes, some have double hemmed edges with a neat lace trimming, others come with "tape" edges and imitation hemstitching. Choice of white, ivory, and ecru. 8.30 special, ..... **.28**

**Rope Portieres \$2.95**  
25 only for quick selling, really fine looking portieres, made with heavy ropes of chenille finished with large tassels at the bottom and festoons at the top. The colors are green, brown. 8.30 a.m. special, each, 2.95

**Lace Trimmed Window Shades, Each 49c**  
100 good quality Opaque Window Shades in the size for the ordinary window, 37 inches wide and 70 inches long, mounted on reliable spring rollers and nicely trimmed with a neat lace insertion. In cream color only. 8.30 special, each ..... **.49**

**English Cretonnes**  
150 yards only in the lot; 28 inches wide, showing small neat designs in green, blue and red. Very suitable for box coverings, curtains and cushions. 8.30 special, yard, ..... **.12½**

**Reversible Bedroom Rugs Only \$1.49**  
200 Reversible Bedroom Rugs, chenille quality, woven from odd quantities of different colored yarns into pretty reversible rugs with plain centres and fancy borders, or mottled centres with plain band borders. Size 24 x 48 inches. Saturday ..... **1.49**

## Women's Easter Neckwear

Smart, new, up-to-date Neckwear for Easter. New shapes. Every piece fresh from the manufacturer.

**Vestees**, with square sailor collar of ivory georgette crepe, collar and vestee finished with 1-inch Filet lace and insertion; 75c values; 8.30 a.m. special Saturday, at ..... **.33**

**Georgette Crepe, Crepe de Chine, Chiffon and Satin Collars**, in all the popular and styles most in demand. Sailor collars, round collars, square collars and V front. Some are trimmed with guipure lace, others knife pleating or hemstitch border. Samples of 75c and \$1.00 neckwear. 8.30 a.m. special Saturday, at ..... **.50**

## Table Cloths "Seconds" and Slightly Soiled Pieces at \$4.95

We cannot accept phone or mail orders for these

**Pure Linen Table Cloths**, with double satin damask finish. A few hemstitched. Sizes 2 x 2½, 2½ x 2½ and 2 x 3 yards. Made to sell at \$7.00 to \$12.00 each. Because they are slightly imperfect or slightly soiled they will be sold ..... **4.95**

**New Lockstitch Sets**, consisting of six 6-inch and six 10-inch doilies and one centre-piece, size 24 inches. Lockstitched buttonhole edge. Guaranteed not to ravel or pull out when laundered. Finest quality pure linen. The set for ..... **4.95**

**Snowy White Turkish Bath Towels**, made in England, a good heavy quality. Saturday special, a pair ..... **.49**

**Fine Quality Old Bleach Huck Towels**, hemstitched. Size 18 x 34 inches. Saturday special, a pair ..... **.95**

**Sets of Table Linen**, consisting of one table cloth, size 2 x 2½ yards, and one dozen napkins, size 22 x 22 inches. Spot and key, shamrock and spot, mum and stripe designs. All pure linen, satin damask. Saturday, the set ..... **7.50**

## Wall Papers at 4½c a Roll

3,000 rolls of Wall Papers, floral and conventional patterns, suitable for sitting-rooms, halls and bedrooms; good choice of colorings. Regular 8c and 10c. Saturday, 4½ day special, a single roll ..... **4.95**  
No phone or mail orders.

**Remnants of Sanitas and Burlaps, 19c Yard**  
Clearance of small ends of Sanitas and Burlaps. Regular 30c to 40c yard. Clearing Saturday, yard ..... **.19**

## Baby Carriage Special

Just to start business promptly at 8.30 o'clock in this department also we offer six only carriages with wood and wooden bodies, nicely finished throughout, comfortable springs and rubber tires. Each ..... **15.00**

## Music Studio Specials

No Phone or C. O. D. Orders for These Specials.  
Regular \$20.00 Record Cabinets for ..... **16.49**  
Regular \$15.00 Record Cabinets for ..... **11.49**  
Regular \$10.00 Record Cabinets for ..... **7.49**  
Finished in mahogany, fumed oak, golden and weathered oak.  
**Needles—Another Special**  
Wall Kane Needles, regular 15c packet. Saturday, 9 packets for ..... **1.00**

## Wash Fabrics

1,500 yards 36-inch Silk and Cotton Fabrics and many odd bits of the better class of wash goods. Also a number of remnants of voiles, crepes, tussahs and chiffons. All 36 and 40-inch widths. Regular 39c, 50c, 59c and 75c a yard; 8.30 a.m. special Saturday, a ..... **27**

The Robert SIMPSON Company Limited