

## Second Day of the Big Sale of New York Coats for Misses

**\$16.50 and \$21.50**

are the two wonderful prices at which these coats are being sold. Choicest material, fashionable shades and most stylish models.

Every coat is perfect in every detail. They just arrived from New York a few days ago. We got them at a surprising price from a manufacturer who was clearing out his season's over-makes, and as a result you can get coats that ordinarily sell at \$25.00, \$27.50, \$30.00 and \$35.00 at these low prices. Sizes 14 to 20 years. In the Misses' Dept. at . . . . .16.50 and 21.50

## Suits That Were \$22.50, \$25 and \$27.50, at \$16.75

159 Suits, in a wonderful variety; dozens of styles, including flared, pleated, trimmed and plain tailored; shades include copen, tan, greens, magenta, gold, black or navy; all beautifully lined, and a number with over-collars of contrasting silk or serge. This is an exceptional offer for such high-class merchandise. Sizes 32 to 42. All one price today. Your choice at . . . . . 16.75

## In the Women's Department \$12.95

Material serges, poplins and novelty weaves. Several special numbers, and coats taken from our regular good selling styles, that are broken in sizes and discontinued numbers. All are in the most approved designs, and in a range of the best selling shades, including tan, sand, gold, greens, black, navy or copen. Special at . . . . . 12.95

## Worth While Bargains in Linoleums, Scotch Oilcloths and Rugs for Friday Shoppers

These are all perfect goods, thoroughly seasoned and are offered at reduced prices for no other reason than "speed up" business on this one day.

**Heavy Printed Linoleum, 59c.** A splendid quality of thoroughly seasoned and well-printed linoleum, in designs of floral, block, tile and wood effects; suitable for hall, dining-room or bedroom use; 2 yards wide only. Today, bargain, square yard . . . . .59

**Four-Yard-Wide Linoleum.** A special offer of this extra wide linoleum that will cover your kitchen or dining-room entirely without a seam; plenty of good designs to select from, and the quality will be sure to please. Today, bargain, square yard . . . . .69

**Heavy Scotch Oilcloth Surrounds—**Specially made for surrounding rugs or covering passages is this extra quality of Scotch oilcloth; splendid finish, and in wood parquet design only; some with borders on one side only; others without borders. Reduced price for today: 18 in. wide, regular 30c per yard, today, 19c; 27 in. wide, regular 50c per yard, today, 39c; 54 in. wide, regular \$1.00 per yard, today, 89c.

**Congoleum Rugs at Low Prices.** Just arrived, a large shipment; made in one piece of a strong quality linoleum, printed in Oriental patterns and colorings; when laid they give a wonderful carpet effect, as the coloring is much richer and more subdued than the average printed linoleum. Splendid quality, and in two sizes. Size 9 ft. x 10 ft. 6 in., \$10.50; size 9 ft. x 12 ft., \$12.00.

## Noteworthy Values in Good Wearing Rugs

**Tapestry Rugs Reduced**  
Special offer of a strongly woven Scotch Tapestry Rug, plenty of designs and colors to select from. Suitable for any room, and reduced for Friday selling to the following prices:  
Size 7 1/2 x 9.0. Friday . . . . . 10.95  
Size 9.0 x 9.0. Friday . . . . . 11.95  
Size 9.0 x 10.6. Friday . . . . . 13.95  
Size 9.0 x 12.0. Friday . . . . . 14.95

**Heavy Axminster Rugs \$21.95**  
Strongly woven Axminster Rugs, handsome Oriental colors and designs, entirely up-to-date and reliable for everyday hard wear. Special offer; size 6.9 x 9.0. Friday . . . . . 21.95

**Oriental Rugs for \$29.50**  
A clearance of small sized rugs, including many well-known makes, such as Mosula, Pergams and Kazak qualities, and sizes ranging from 2.9 x 5.6 to 3.9 x 7.0 and including a few runners up to 2.10 x 12.11. Very suitable for living-rooms, dens or hall use. All marked down to clear on Friday at 29.50

**Strong Cocoa Matting at 49c**  
Verandahs and outside steps will now be requiring new matting, and here is a good opportunity to obtain a strong, serviceable quality at a reduced price; 36 inches wide. Friday only, per yard . . . . .49c

**Dinner Sets**  
Priced Low for Today  
"Riviera," English semi-porcelain, with floral and conventional design, gold lines and edges. 97 pieces, Friday . . . . . 12.95  
"Vardun," excellent quality semi-porcelain, with pink floral and rope border decoration, gold traced handles and edges, 97 pieces, Friday . . . . . 13.25  
"Campbell," Wedgwood and Co.'s imperial porcelain, with pretty floral decoration, newest shape and choice of cups, gold traced handles and edges, 97-piece complete position, Friday only . . . . . 13.95

**A Guaranteed Columbia Grafonola with ten record selections, for \$37.25**



These are very well made, good little instruments, in oak finish only; we have a large assortment of records, and include ten good selections at this price; instrument equipped with two-spring motor, and thoroughly sound; record cabinet to go with above . . . . . 37.25  
"Ten Times Needles" will play ten records without changing. Regular price 15c per package, Friday . . . . . 2 for 25

# AT SIMPSON'S TODAY

**Boys' Norfolk Suits, With Extra Bloomers.**  
Medium weight grey tweed suitings; coats are single-breasted, with natural shoulders; full yoke, pleats back and front to stitched belt, and flap pockets; bloomers are full lined. Sizes 7 to 17 years. Today . . . . . 5.95

**Boys' Blue Serge Suits**  
Smart, fancy yoke Norfolk Coats, tailored from an imported navy blue serge that will give splendid wear; single-breasted, with pleats from yoke to belt at waist; patch pockets, and durable linings; bloomers are lined throughout. Sizes 7 to 17 years. Today . . . . . 5.95

**Raincoats For Boys, \$3.95**  
Strong, serviceable Raincoats for school wear; tailored from double texture paramatta cloth, in a fashionable fawn shade; single-breasted, with close-fitting motor collar; square shoulders and flap pockets; seams are stitched and cemented. Sizes 7 to 18 years. Today, bargain . . . . . 3.95

**Boys' Two-Purpose Overcoats.**  
Smartly tailored from a dark blue grey coating, with a fancy check rubberized lining; single-breasted, with convertible collar; natural shoulders; full-fitting box back, and seams stitched and cemented; a thoroughly reliable garment for boys 7 to 18 years of age. Today, bargain at 6.45

**Furnishings For Men**  
Men's Merino Underwear, natural shade; made from fine wool and cotton mixture; sizes 34 to 44; shirts and drawers. A smart, men's . . . . . 5.95  
Men's Balbriggan Underwear, natural shade; two-thread yarns; shirts and drawers. Today special, a garment . . . . . 2.95  
Men's Neglige Shirts, plain and fancy stripe patterns; laundered cuffs; coat, style. Sizes 13 1/2 to 17. Today bargain . . . . . 5.95  
Boys' Black Sateen Work Shirts, collar attached style; also tan duck, collar attached style shirts; large, roomy bodies. Sizes 12 1/2 to 14. Today . . . . . 6.65  
Men's Work Shirts, collar attached style; black sateen, military colorings; large flowing ends and good length. Regular 35c each. Today, bargain . . . . . 7.75

**Men's Neckwear**  
Men's and Boys' Neckwear, in all the newest stripes and all over effects; floral and Paisley designs, in blue, grey, helio, grey and red; large flowing ends and good length. Regular 35c each. Today, each . . . . . 1.19

**Men's Pyjamas**  
Men's Flannel Pyjamas, in pink, blue and grey stripes; military collar. Regular \$4.00. Today bargain at . . . . . 3.98

**Men's Hats**  
Regular \$1.50 to \$2.50, for \$1.00  
This morning we will place on sale another lot of Men's Soft Fedora Shaped Hats at \$1.00; in the lot are brown, grey, navy, green and black; not a full range of sizes in any one lot, but sizes in the lot. Regular \$1.50, \$2.00 and \$2.50. Today . . . . . 1.00

**Cold Storage for Furs**  
They'll Be Safe From Moths, Fire and Burglary  
Furs stored in our vaults take on a new lustre in an atmosphere which is not only frigid, but devoid of "fog." Our dry cold storage is the best. We insure them against all loss or injury. An important feature is the circulation of dry, cold air through the vaults at an even temperature. Phone Main 7841.

**Sample Millinery from New York at \$5.00**  
Over 200 hats direct from New York, and no two alike in the lot. Nearly all of them in fine Llaere or fine Milan braids. There are small or large saloons, tricorns, drooping brim effects, or with smart rolling brims. Nearly all are faced with crepe and trimmed with smart wings or fancy feathers. Colors are black, navy or white, trimmed in combinations of black and grey, black and white, black and sand, or in navy with white, navy with grey, navy with sand, or in solid black, white or navy, which are the leading colors for smart tailored hats. Any one of these would sell regularly from \$7.50 to \$10.00. Sale price today . . . . . 5.00

**Manufacturer's Samples of Sport Hats at \$1.75**  
Here is a bargain in warm weather hats such as ribbon trimmed Leghorns, fine Javans, Manillas, Kinokis or Wenchows, in a large variety of the popular high colors to suit the sweaters. Would sell for much more in the regular way. Just in from New York and offered as a Friday bargain at . . . . . 1.75

## Men and Young Men Are Offered Choice of Very Good Suits Today at \$9.95

Every suit in the lot is worth dollars more than today's sale special. They are made from reliable English tweed cloths, in brown, in grey, and fancy mixed colors, in neat stripe patterns. The young men's styles are close-fitting saques and Norfolk styles; and for the more conservative man. Young men's sizes 33 to 36. Men's sizes 36 to 44. Selling today at . . . . . 9.95

**Special Clearance Sale of Boys' Long Pant Suits, Today at \$7.75**  
Honest, good-wearing tweeds, in greys and browns, in neat stripe patterns; cut in good-fitting, stylish, single-breasted saque, with vest and trousers that just suit the young fellow. Sizes 32 to 36. Today, special at . . . . . 7.75

**Men's Paramatta Raincoats \$6.95**  
Double texture paramatta cloth, in fawn shade; cut in a roomy, good-fitting raincoat style, with close-fitting collar; all the seams sewn, stitched and taped; a coat that will give excellent service. Sizes 34 to 46. Price . . . . . 6.95

**Men's Tweed Work Pants, \$1.98**  
Strong tweeds, in brown and grey mixtures, in stripe pattern; finished strongly, and well tailored. Sizes 32 to 44. Today . . . . . 1.98



## Today We Open a Two-Day Sale of Fancy Silver-plated Flatware

Presenting a most unusual opportunity for those who have wedding gifts to buy and also for brides. These goods are all Rogers' A1 quality silver-plated and the prices are simply wonderful.

Large Size Fruit or Berry Spoon, Verona pattern. Regular \$1.50 each. Friday . . . . . 65	Olive Serving Spoon, Regular 75c each. Friday . . . . . 39	Ice Cream Spoon, Regular \$2.50 a dozen. Friday . . . . . 2.50
Large Size Tomato or Cucumber Server, Mystic pattern. Regular \$1.50. Friday . . . . . 65	Desert Spoon, Reg. \$7.00 a dozen. Friday . . . . . 2.75	Mustard Spoon, Regular 50c each. Friday . . . . . 25
Soup Ladle, Regular \$2.50 each. Friday . . . . . 1.35	Potato Serving Fork, Regular 85c each. Friday . . . . . 35	Gravy Ladles, Regular \$1.25 each. Friday . . . . . 49
Large Size Cold Meat Serving Fork, Regular \$1.25. Friday . . . . . 49	Pie or Cake Servers, with hollow handle, Regular \$2.25 each. Friday . . . . . 1.50	Cake Forks and Bread Forks, Regular \$1.00. Friday . . . . . 49
Large Size Fish or Salad Servers, Reg. \$1.75. Friday . . . . . 1.00	Bread Cutting Knives, with hollow handle, Regular \$1.75. Friday . . . . . 1.10	Medium Forks with solid handles, Regular \$2.00 a dozen. Friday . . . . . 3.00
Cheese Scoops, Regular \$1.00. Friday . . . . . 49	Sugar Tongs, Regular \$1.00. Friday . . . . . 50	Dinner or Medium Size Knives with hollow handles, Regular \$16.00 a dozen. Friday . . . . . 7.50
Small Size Cold Meat Serving Fork, Regular \$1.00 each. Friday . . . . . 49	Sugar Shovels, Regular 50c each. Friday . . . . . 25	Oyster Forks, Regular \$6.00 a dozen. Friday . . . . . 2.00
Table Spoon, Regular \$3.00 a dozen. Friday . . . . . 3.00	Fruit Knives, with solid handles, Regular \$8.00 a dozen. Friday . . . . . 4.50	Bread and Butter Spreaders, 3.00 Reg. \$4.00 a dozen. Friday . . . . . 2.00
		Coffee Spoons, Regular \$4.50 a dozen. Friday . . . . . 1.50

## We Do Not Expect to Be Able to Duplicate These Exceedingly Low Prices ON BOOTS Until After the War

At 8.30 This Morning We Offer 700 Pairs of Women's Splendid Low Shoes at \$1.99 a Pair  
They are Jackson & Savage new samples, and lines carried over from last season. Every pair is clean, fresh, and in good condition; perfect fitting toe shapes; pumps, colonials, strap and Oxford lace styles. The leathers are patent colt, gunmetal and vicci kid, with plain and fancy toe and heel foxings; light and medium weight McKay sewn soles; low and Cuban heels; all sizes in the lot. This morning, rush special, a pair . . . . . 1.99

**Women's Boots, Friday Bargain at \$2.49**  
743 pairs in the lot, all new goods, made by the Fretton Shoe Co., and selling at less than the factory price. They are of patent colt, button and lace styles, with plain kid and cloth tops, plain vamps and fancy toe caps. Flexible McKay sewn soles, Cuban and Spanish leather heels. All sizes 2 1/2 to 7. Regular \$4.00 values. Friday . . . . . 2.49

**Men's Boots, Friday Bargain at \$2.79**  
600 pairs of men's box kip blucher boots, full round toe, heavy solid standard screw soles, military heels. We warrant these boots to be solid all through, and this price is not more than the manufacturer's price today. You'll get plenty of satisfactory wear from these comfortable boots and you'll also be pleased with the value. Sizes 7 to 11. Per pair . . . . . 2.79

**Children's Boots \$1.29**  
500 pairs children's boots, both button and lace, all new stylish looking shapes, with patent and kid toe caps, in dongola kid and light velvet calf leather; medium weight McKay sewn soles and spring heels. Sizes 5 to 7 1/2. Regular \$1.75. Friday . . . . . 1.29

**Blucher Boots for Boys**  
Bright finish black goat blucher boots, neat fitting toe shape, solid standard screw soles, military heels. This is a very durable leather and will not harden. Size 11 to 15. \$2.00; sizes 1 to 5, \$2.95.

## Silks and Dress Goods At Prices That Will Tempt Those Who Know Values

Silk Shantung, in natural shades, 1,000 yards of 56 to 58c qualities. Friday at, yard . . . . . 44  
Natural Shantung, Tusshas and Pongees, the finest weaves obtainable; used for waists, dresses, middles, men's shirts, etc.; free from dressing. On sale Friday at . . . . . 95  
Washable Crepe de Chines in sky, pink, deep rose, helio, nut brown, gold, maize and champagne. Something different from the regular crepe and big value at . . . . . 1.18  
Chin-Chin Crepes, one yard wide. Very dainty for waists and dresses. All the popular shades for evening and street wear. 1.10  
A yard . . . . . 1.10  
27 and 36-inch Ivory Habutai Silks, the 27-inch is an extra heavy weight for middles. 55  
Either width, a yard . . . . . 55  
A lucky purchase of Black Chiffon Taffetas, qualities that would be sold in the regular way at \$2.50 yard. One sale Friday at . . . . . 1.95

700 yards of "Midnight Blue" Chiffon Taffetas, this season's leading shades. This shipment came much later than expected, therefore, priced lower than intended. The quality is the same as our \$3.00 line. On sale 2.44 Friday at . . . . . 2.44

Guaranteed quality British serge in fine twill weave, soap shrunk, for skirts, dresses, middles and school wear; 42 inches wide; navys and blacks. A yard . . . . . 85

Wool Crepe de Chine, the ideal dress fabric for dresses and skirts. A full color, 42 inches wide. 95  
1,700 yards of Check Suiting in English worsted; black and white check; for suits, for spring coats, and for skirts. A yard . . . . . 39

Our standard \$2.00 Black Santoya, Poplins, Crepe Corda and Fancy Weaves, 1.69 guaranteed blacks, on Friday, a yard