THURSDAY MORNING

Store Opens 8 a.m.

E. SIMIPSON

THE IURUNIU WORLD

H. H. Fudger, Pres.

J. Wood, Manager. PROBS.

E. SIMIPSON Moderate winds; fine and

Raincoats and Women's Spring Wear at Low Prices

WOMEN'S SEPARATE SKIRTS FOR \$1.19.

GIRLS' \$10.00 COVERT COATS FOR \$2.49.

Girls' Coats, of a good quality covert cloth, in fawn. Grey and green tones; made in smart double breasted style; lined throughout with sateen; mannish collar and tailored sleeves, with stitched cuffs; sizes in the lot are 6 to 14 years. Regular prices \$7.50 to \$10.00. Fri-day 2.49 (No phone or mail orders.)

WOMEN'S \$20.00 DRESSES FOR \$6.95.

WOMEN'S \$18.50 SPRING COATS FOR \$4.98.

WOMEN'S \$15.00 RAINCOATS FOR \$9.98.

A special lot of Women's Raincoats row special morrow morning; stripe rubberized material, in a two-tone grey effect; made in a semi-fitted style, with col-lar and revers of black slik, and trimmed with small novelty buttons. Sold regularly at \$15. Friday... 9.98

Girls' Dress Bargains

WHITEWEAR BARGAINS.

\$1.25 C. B. A LA SPIRITE CORSETS, FRIDAY 75e PAIR.

WOMEN'S SUMMER VESTS.

LITTLE GIRLS' REEFERS. (Infants' Department, Third Floor.)

Infants' Long Dresses, an exquisite style, in fine lawn, hand embroidery yoke, dainty insertions and frills of fine lace, small tucks, beadings: lengths 30 or 36 in. Regular price \$3.75 each. Friday bargain 1.95 CHILDREN'S WEAR.

Girls' Drawers, strong white cotton, wide style, 1-in mstitched hem; sizes 2 to 10 years. Friday bargain

SUN BEAMS ON BARGAINS

HE Sun's Generous Smile this May morning broadened a metre or two when he caught sight of this Store news for Friday customers. Generous old Sol is tickled at the generosity of the Simpson Store. It's a grand sunny place to shop anyway and certainly this list of seasonable econ-

omies will make every shopper smile with satisfaction.

Four Special Silk Four Interesting Dress Goods Items

Closes at 5.30 p.m.

BLACK DRESS GOODS, 50c

500 Yards Ivory and Black Japan-se Habutai, Lyons dyed and finish-d. regular 65c, Friday, yard ... 46

Linens and Staples

PAIR NOTTINGHAM SHAMS 55c.

Wash Goods MOST SEASONABLE

30 pieces Pretty Figured Muslin, white and colored grounds, spots figures. Regularly 121-2c. .7

Suits and Overcoats for Men and Boys MEN'S TWEED SUITS.

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Years

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13. At 10. visited

• Fine quality English tweeds, single breasted sack style, nicely tallored, and best quality linings and trim-mings; sizes 36 to 44. Regular to \$12.50. To clear Fri-day at

Underwear

3,500 garments of Meu's Balbriggas, shiris and draw-ers, made from fine Egyptian yerns, in sky, pearl grey and natural; size 34 to 44. Regular 50c. Friday har-gain

Hats and Caps for Men and Boys

Boots and Oxfords

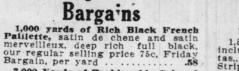
Button style, 5 to 7. Worth \$0c. Friday bargain .09 Blucher style, 5 to 10. Worth 90c. Friday bargain .75 Blucher style, 11 to 2. Worth \$1.25. Friday bargain (Phone orders filled.)

Hat Pips, a large variety of styles, plain, fancy and stone set, sterling silver, topaz and amethyst stone set-tings. Regular 25c to 50c. Friday

Travelling Goods at Less Than

Cost Prices

No/phone or mail orders. Trayelling Goods, 6th Floor.)



Umbrellas

SIMPSON

COLORED DRESS FABRICS, 50c.

SHEPHERD CHECKS, 25c.

United characterDelaines, with white spots only, in five
different sizes of spots, pure wool
qualities, and guaranteed fast, un-
fames, various styles of up-to-date
handles in pearl, horn, ivory and
mission wood, Friday20 OXFORD SHIRTING, 123/2c.
500 yards English and Canadian
Oxford Shirtings, light, medium and
dark colors, good stripes, regular
160 pairs All Linen Huckaback
Regular 35c and 40c. On sale Fri-
day20 OXFORD SHIRTING, 123/2c.
500 yards English and Canadian
Oxford Shirtings, light, medium and
dark colors, good stripes, regular
160 pairs All Linen Huckaback
Towels, large size, fringed or hom-
med ends, red or white border. On
bargain Friday

60 pieces only Fine English Print

66-IN. UNBLEACHED TABLE LINEN, 43c.

In the Waist Department

Superb Chiffon Taffeta Waists, open at back, whole front is tucked with a most elaborate braided design over tucking, new French sleeve, with shaped braided cuff: colors are black, navy and reseda greén; sizes 34 to 42 inches. Regular price \$6.50. Fpfday bar-

Strictly Tailored Linene Waist, with patch pocket, and embroidered collar; sizes to 42 in. Regular 98c. Friday bargain

Three 8 o'Clock Bargains From the Millinery Department \$4.50 STREET HATS FOR \$1.95.

73 Smart Hand-made Effects, fresh from their boxes, and mostly in black. Regular \$3.50 and \$4.50 each.

\$2.00 HAT SHAPES FOR 75c. 340 New Hats, in odd lines that we cleared from a polesale house. Our regular \$1.25, \$1.50 to \$2.00 each, is of black and tuscan.

\$2.50 Flannelette Kimona Gowns \$1.49

LONG PRINT KIMONAS 59c.

Women's Long Kimona Gowns, of fine print, in neat patterns, kimona sleeves, fronts and belt of self trin-med with fancy stitching; sizes 34 to 42. Friday bar-

75e PRINTED MUSLIN SACQUES 49c.

1

\$4.50 BLACK TAFFETA PETTICOATS \$2.95.

Hosiery and Gloves

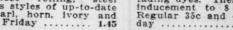
Women's Plain Black Cashmere Hose, double spliced heel, toe and sole, spring and summer weight; all sizes. Special, pair. Friday

Women's Black, Tan Cotton Hose, double spliced rel, toe and sole; all sizes. Regular 20c. Friday .12% hee Boys' and Girls' Ribbed Black Cotton Stockings, strong wearing and fast dye, manufacturer's seconds. Friday, all sizes

Boys' and Girls' Ribbed Black Cashmere Stockings, uble spliced heel, toe and sole. Regular 25c. Friday, 19 .15 pa

Women's Lisle Thread Gloves, long and short. manu-cturer's samples. Regular 35c and 50c. Friday. . . 19 Men's Cotton Socks, black, grey, tan, white. Regu-

Men's Ninon Cashmere Socks, plain knit, nice sight, double spliced heel, toe and sole. Regular 20c. .12%.



30 inches wide, fest color. Regula value 121-2c

Summer is Coming in! Is Your House Ready with a Welcome?

When Old Sol peers in at the windows and spies bright Dutch chintzes and Japanese mats appearing, it's almost enough to persuade him to stay for a while. Summer comes earliest to the houses that make ready for its advent. See what you think of the accompanying list of summer-coaxers. These prices are more than persuasive-they're convincing.

500 ibs. of the yery best Berlin

Wool, in single or double ply, prac-tically all colors, full 1 oz, skeins, regular 7c. Friday bargain, per

Linings for Friday's Selling

1,000 yds. Brocade. Shadow Stripe and Diagonal Linings,in all the new-

Robert



Half-price for Dutch Chintz Cur-tains, Bed Spreads and Table Cov-ers, made in Amsterdam, antique patterns, fast colors: the color com-binations are unusually large, and specially adapted for bedrooms, dens, summer cottages, etc. See Fourth Floor.

Bed Spreads, regular \$3.00. Friday, each day, each 1.50 Table Covers, regular \$1.75. Fri-day, each 1.37 Table Covers, regular \$1.50. Fri-day, each 75 ay, each ... Table Covers, regular \$1.25. Friday, each

EMBROIDERIES. Fine cambric flouncing, 21 inches wide, pretty open work patterns, most desirable widths for children's

Dresden and Taffeta Ribbon

Dresden Ribbon, in several pat-terns, in neat floral effects, good range of colors, very suitable for millinery, sashes and hair bows, regular 19c and 25c. Friday Bar-

.10

tresses, and the new

LACE CURTAINS, 98c.

SASH CURTAIN NET, 16c.

TRIMMED WINDOW SHADES AT 39c.

price

CUSHION FORMS AT CUT PRICES.

Russian Down Cushion Forms, good quality, well filled, casing of fine white cambric, five sizes only: 24 x 24 inches 26 x 26 inches63

English Velvet Rugs, woven in one piece, every desirable design and color-

VELVET RUGS.

ing, including Oriental, sizes :--3 yards x 3½ yards, on Friday \$16.99, bargain

price. 3 yards x 4 yards, on Friday \$19.99, bargain price. $3\frac{1}{2}$ yards x 4 yards, on

Friday \$23.99, bargain price.

BEST QUALITY SCOTCH LINOLEUM. 500 yards in remnant

lengths, suitable for kitcliens, halls and bathrooms. Regularly worth up to 60c per square yard. Friday, 29c per square yd.

Wall Papers -51h

riday 3.250 rolls Bedroom Papers, assort-d colorings. Regular to 15c. Frida

Furniture 5th Floor Iron Bedsteads. in white ename! finish, with brass trimmings, in 4 ft. and 4 ft. 6 in. widths only, regular price \$8.00, Friday bargain 6.45

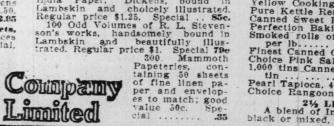
price \$8.00, Friday bargain 6.45 Mattresses, well filled with fibre and felt, neatly tufted and covered with good quality blue art ticking, durable and comfortable. Regular price \$5.50, Friday oargain ... 4.40 Tables made of solid oak, mission design and finish, suitable for dens or libraries, regular price \$6.50. Friday bargain 2.05 Willow and Reced Work Baskets, 24 only, in different designs. Prices from \$4 to \$11.50. Friday special, HALF-PRICE. Book Dept. Specials 109 Odd Volumes of the Oxford India Paper. Dickens, bound in Lambskin and cholcely illustrated. Regular price \$1.25. Special ... 85c. 100 Odd Volumes of R. L. Steven-son's works, handsomely bound in Lambskin and beautifully illus

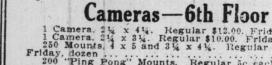
Floor

CARRIAGES AND PAINTS.

Utottittes and I Lovisions Looo bags Choice Family Flour, ¼ bag Currants, cleaned, 3 lbs. California Seeded Raisins, 3 packages Yellow Cooking Sugar, 10½ lbs. Pure Kettle Rendered Lard, per lb. Canned Sweet Pumpkin, 3 tins Perfection Baking Powder, 3 tins Smoked rolls of Bacon, lean and mild, half or wit per lb.

1,000 tins Canned Tellow Feature, in tin Pearl Tapicca, 4 lbs. Choice Rangoon Rice, 6 lbs.





1 Camera, 2 % x 4%. Regular \$12.00. Friday. 6.00 1 Camera, 2 % x 4%. Regular \$10.00. Friday. 5.00 250 Mounts 4 x 5 and 3 % x 4 %. Regular 10c dozen. Friday, dozen 200 "Ping Pong" Mounts. Regular 5c each. Friday 3 for

Flowers and Vegetable Seeds 25c PACKETS FLOWER SEEDS FOR 25c.

Flower Seeds, per packet 2c, or 25 for Vegetable Seeds, per packet 2c, or 20 for Madelra Vine Bulbs, regular 35c per dozen Dabila Bulbs, separate colors, each 10c, 3 for Boston Ivy, strong plants, each Crimson Ramblers, each Syringea, Spirea and Hydrangea, each Spirea Plants, in bloom, regular 50c and 55c, for

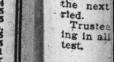
Special Opportunities in Toilet Department

Special line of Hair Brushes, imitation ebony, with mounts, regular 59c, Friday special 25c. Tooth Brushes, regular 15c and 20c, Friday 10c. Soap Eggs. regular 4 for 25c. Friday special 7 for 25c. Shell Brand Castlle, 2'4-lb. bar, regular 30c, Friday 21c. Shaving Setsi in-cluding brush, mug and soap, regular 50c, Friday 33c. Derma Talc Powder, regular 20c. Friday 2 for 15c. Euthymol Tooth Paste, regular 25c. Friday 10c. (Phone direct to Toilet Department.)



Emulsion of Cod Liver Oil. 50c hottles. Friday 25c. Syrup White Pine. with Eucalyptus and Honey. Friday 10c. Paterson's Cough Drops, 3 for 10c. Shampoo Powder, regular 5c each. Friday box of 7 packages 20c. Cham-ois Skins, regular 60c. Friday 40c. Lavender, Camphor and Cedar Camphor, 15c packages, Friday 10c. Tar Paper, 12 sheets in a roll, per roll Friday 50c.

Groceries and Provisions



OTTAW

Bervative and Dr. Mackenzie hospital. while Dr. an illnes

Prices 30 Dinner Sets, splendid wearing quality. English semi-porcelainware, neat gold decoration in the popular clover leaf design, regular \$7.50. Friday

Scotch Ginghams, all checks, black pavy, pink, etc. Regular 12 1-20 .7.

Jewel'ery Bargains

Bamboo Verandah Curtains, there are two colors, natural and green: the green are dved with permanent stain, both serviceable and sightly. complete with pulleys and cord. Fri-day bargain price: Size 4x8 ft., natural .64. green .75 Size 6x8 ft., natural .96, green \$1.12. Size 8x8 ft.: natural \$1.25, green \$1.49. Size 10x8 ft., natural \$1.60, green \$1.57. Size 12x8 ft., natural \$1.92, green \$2,24.

Fancy Needlework Dainty Handkerchiefs Sound China at Broken and Trimming and Embroideries Cushions for Verandah. Den or Boating, made of buriap, stamped various designs and filled with best Russian down, regular 98c. Friday