

Store Opens at 8.30 a.m.

SIMPSON'S FRIDAY BARGAIN LIST

Store Closes at 5.30 p.m.

MILLINERY

LAST FRIDAY BARGAIN BEFORE EASTER.

60 dozen fine Milan Tagels, in all the best shapes and colors, with some black. Are worth \$3.50. Friday 2.25

Three tables of Satin Crowns, with Milan Tagel brims, black silks, and solid shapes in Tagel and Milan braids. Values from \$2.00 to \$2.75. Friday 1.00

48 dozen White Buckram Shapes, in the very newest styles. Friday \$1.00 value for 50

MATRONS' TRIMMED HATS AT \$3.75.

Not only suitable for matrons, but can be worn by younger faces as well; a most stylish hat, trimmed in solid black and colored ostrich pom-poms. Friday bargain \$3.75

Feather Circle, Easter Bargain Pom-poms, Fancy Ostrich Mounts, Fancy Quills, Small Wings and Novelty Mounts. Friday 50

Wash Goods

36-inch Crash Linen Suitings, pure flax, in all wanted shades. Regularly 35c. Friday bargain. 19

32-inch Organdies, fine white, in a very fine quality, less than half-price for Friday bargain; at 9 1/2

Ratines, some odd lines here that are worth an early call. They comprise broken ranges from a jobber's stock, and some display lengths of our own which are slightly soiled. Regularly 75c, \$1.00 and \$1.25. Friday bargain, one-price. 49

Toilet Goods

Imported Eau de Cologne, 6 1/2-oz. bottle. Friday 47

White Ribbon Toilet Soap, large cake. Friday, 5 cakes for 25

Real Ebony Manicure Set, consisting of flexible nail file, nail cleaner, button hook and tweezers. Friday 19

Brush and Comb, brush has hand-drawn bristles. Friday 29

Ashes of Rose Rouge, in vanity box, with puff. Friday 16

Old Cream, Camphorated Cream and Peroxide Cream. Friday, per jar 15

Genuine Ebony Hair Brushes, with pure bristles. Friday 39

Tale's Hand Whitener. Regularly \$1.00. Friday 50

French Tooth Brushes, with pure hand-drawn bristles, ventilated backs. Friday 19

Phone Direct to Toilet Dept. (Main Floor).

Colored Sateen Petticoats at 79c

Women's Petticoats of imported sateen, black, navy, purple, Copenhagen, old rose and emerald. Lounce is made with groups of wide and narrow tucks. Sizes 36 to 42 inches. Friday bargain 79

FLANNELETTE KIMONO GOWNS, 98c.

Kimono Gowns of heavy flannel-ette, sky, navy, grey and red; empire backs, three-quarter sleeves, fancy borders of self or satin edging. Sizes 34 to 42. Friday bargain 98

No Phone or Mail Orders. (Third Floor).

Jewelry 98c

10k. and 14k. Gold and Gold-Filled.

14k. Scarf Pins, set with real pearls. 10k. Scarf Pins, real leaf, daisy and fleur-de-lis designs. 10k. Chain Links, plain style for monogram. Roman finish. 9k. Beauty Pin Sets, plain style or set with pearls. 10k. Rings, many styles, such as diamonds, birth-day rings, opal rings and cameo rings. 9k. Brooches with amethyst and pearl settings. 10k. Gold Earrings, claw settings. Women's Gold-filled Lorgnette, with stone-set sides. Best gold-filled Lockstone set in flour-de-lis, horseshoe and crescent. Gold-filled Plain Band Bracelet, in Roman finish. Invaluable catch and wire expansion. 10k. Gold Crescent and Star Brooch. Set with fine pearls. 9k. Gold Bar Brooch. Clearing all one price. Friday 98

Dresses for Easter Wear \$6.95

SAMPLES WORTH \$12.00, \$15.00 TO \$18.50. As a special inducement for early morning buying we have put on these sample dresses at the above price. Interesting models in serges, brocades, wool crepe and silk, every one new, bright, and different. Dainty touches of novelty colors on collars and cuffs. Smartly cut skirts in a variety of new styles. Shades are navy, tango, grey, brown, mahogany, taupe, green and tan. Extra special sale 6.95

SUITS FOR WOMEN, FRIDAY BARGAIN, \$6.95.

A wide variety of styles and materials, short or long coats, lined throughout with good quality of silks, a variety of trimmings. Skirts in many styles. Materials are serges, whipcords, tweeds and cheviot serges. Misses' and women's sizes. Friday bargain 6.95

NEW SPRING COATS IN SMART STYLES, \$6.95.

50 coats in new fabrics and styles for this season. Wool tweeds in all shades, stylish checks in black and white and brown and white, serges in navy and white, honeycomb cloth and grey worsteds, also black and white stripes, in dressy or tailored styles, three-quarter or full length. Nicely lined and trimmed. Regularly \$12.50 to \$16.50. Friday bargain .. 5.95

GIRLS' COATS, \$3.95.

Pretty coats made in splendid styles and materials, varied trimmings. Regularly \$7.50. Friday bargain 3.95

SCHOOL COATS FOR GIRLS, \$1.98.

Neatly tailored, three-quarter length, in cheviot serges, with trimmings of checked materials in contrasting colors. Navy, red, green and tan, also mixed tweed. Ages 6 to 14 years. Regularly \$3.50. Friday bargain 1.98

A "SPECIAL" SKIRT, \$1.69.

Made from good serges, panamas, tweeds, worsteds and chevots in all shades. Well tailored in a variety of plain styles, ornamented with buttons. \$3.50 and \$4.00 values. Friday bargain 1.69

(Third Floor).

From a Host of Silk Values

The new Tango Crepes and beautiful spring shades in Dress Satins. Regularly from \$1.25 upwards. Reduced as a Friday bargain to 98

38-inch fine quality Black Silk-satin, formerly sold at \$1.35; a superb draping quality. Reduced for Friday, per yard 1.15

27-inch Terry Cords, including the very latest shades for sport coats, tans, blues, greens, greys, lawns, etc. On sale 46

Summer Silks greatly reduced, 1,000 yards ivory Jap silk, 2,000 yards natural Shantung. The former comes in rich ivory tones, and is 36 inches wide; the latter is 34 inches, and we guarantee every yard to launder perfectly, and to wear well. Regularly 65c. On sale, per yard 44

(Second Floor).

Spring Boots at Bargain Prices

THE PROFESSOR, RED CROSS BOOT FOR MEN, \$2.95.

They are made from soft dongola kid leather, on an easy, full-fitting last, no toe-caps to hurt the toes, Goodyear welted soles; sizes 6 to 11. Regularly \$4.00. Friday bargain 2.95

MEN'S \$4.50 BOOTS, \$2.95.

One thousand pairs in button or laced styles, made on the newest Spring lasts, in tan Russia calf, patent colt, gunmetal and velour calf leathers. Every pair is Goodyear welted; all sizes from 5 1/2 to 11. Regularly \$4.50. Friday bargain 2.95

"QUEEN QUALITY" SAMPLE PUMPS AND OXFORDS, \$1.95.

Over one thousand pairs of these high-grade shoes, to fit women wearing from size 2 1/2 to 4 only. Made in all popular leathers. Colonial pumps, plain pumps, button Oxfords and blucher Oxfords. Goodyear welt, flexible McKay and hand-turned soles; all styles of heels. Regularly \$3.50, \$4.00, and \$5.00. Friday bargain 1.95

WOMEN'S BOOTS, \$2.49.

All the newest styles in all popular leathers, patent colt, gunmetal, fine vici kid, with self or patent toe-caps, tan Russia calf and white nubuck; short, medium and long vamps; button, Balmoral and Blucher cuts; medium and light-weight soles; French, Cuban, military and low heels. Sizes 2 1/2 to 7. Regularly \$4.00, \$4.50 and \$5.00. Friday bargain 2.49

CHILDREN'S \$1.25 BOOTS, 89c.

1,000 pairs Children's Strong Dongola Kid Laced Boots; comfortable foot form last; patent toe-caps; medium weight soles and spring heels. Sizes 5 to 10 1/2. Regularly \$1.25. Friday bargain 89

(Second Floor).

Bargains in Waists

200 Odd Waists, in pure silk messaline, paillette, china and embroidered nets, all kinds of plain and fancy designs and ivory or ecrú net. Mixed sizes from 34 to 42 inch bust. Regularly \$1.95, \$2.95 and \$3.95. One great clearance, Friday, at 98

Rich Crepe de Chine, heavy Duchess Silk and Non-lined Silk. Ivory, black and a lovely assortment of colors. A splendid choice of sizes in the lot. Regularly \$3.95 to \$6.50. Friday bargain 2.95

Fine White Voile Waists, low necks and short sleeves, dainty Peter Pan's, in striped dimity, and some really excellent middie in all white or white and navy. Mixed sizes from 32 to 42-inch. Regularly 75c, 88c and \$1.25. Friday bargain 39

(Third Floor).

Afternoon Tea ANNOUNCEMENT.

By special arrangement the Simpson Crochets, will be augmented by a popular soprano vocalist on Friday and Saturday afternoons, selecting a number of old folk songs and melodies. A dainty afternoon tea served from 3 p.m. to 5.30 p.m. on two persons for 25c. (Sixth Floor).

\$3 and \$4 Corsets for \$1.69

Clearing four stylish models of fashionable corsets from two famous makers, finest white coutil or mercerized brocade batiste, low and medium low bust, long unbanded skirts, 4 or 6 garters, double rustproof boning, some have plush back clasp, satin ribbon or lace top, bust draw cords; sizes 18 to 26 inches. Regularly \$3.00 and \$4.00 a pair. Friday bargain, pair 1.69

INFANTS' ROBES AND SKIRTS.

Infants' Beautiful Christening Robes, of very fine sheer lawn, hand-embroidery yoke and edges; skirt elaborately trimmed with real linen lace insertion and insertions and ruffle of very fine embroidery; lengths 30 and 36 inches. Regularly \$5.00 each. Friday 2.69

WOMEN'S FACINATORS, \$1.69.

Infants' Long Skirts, to match above robe, trimmed the same; lengths 30 and 36 inches. Regularly \$2.50 each. Friday 1.69

GIRLS' COAT SWEATERS.

Clearing 200 Girls' Coat Sweaters, fine, fancy knit, heavy all wool; high turn-down collar, two pockets, pearl buttons; colors navy, red, grey, brown or white. Sizes 5 to 12 years. Regularly \$1.50 each. Friday 89

WOMEN'S FACINATORS, \$1.69.

Women's Wide Silk or Wool Scarfs and Fascinators; many pretty styles to choose from; cream, sky or pink. Size about 18 x 72 inches. Regularly 50c to 75c each. Friday all at 35

GIRLS' SPRING DRESSES.

Little Girls' Dresses, fine gingham, gathered skirt, neatly trimmed and well made, pink or blue patterns. Sizes 2 to 5 years. Regularly 50c each. Friday 25

WOMEN'S UNDERWEAR ODDMENTS.

Clearing Women's Vests, Drawers and Combinations, the slightly soiled pieces and oddments of all kinds, etc.: all wool, silk and wool, wool and cotton mixtures and all cotton; mostly medium winter and spring weights; all sizes in the lot. Many wonderful bargains to pick up if early. No phone orders. Friday, Less Than Half Price. (Third Floor).

DRUGS

Compound Syrup of Hypophosphites, 60c bottle. Friday 25
Olive Oil, Eagle Brand Liniment, 10c. Friday 5
Syrup White Pine and Tar, Regularly 50c. Friday 25
Rum and Quinine Hair Tonic, 50c bottle. Friday 25
Petroleum, 10c per 5oz. Regularly 10c. Friday 5
Pain-Relieving Syringes, good assortment. To clear Friday 75
Bottle Cleaning Pads, for removing spots from clothing. Friday 7
Magic Polishing Cloth, for cleaning silver and plated ware. Regularly 10c. Friday 5
Sanitary Towels and Sanitary Belts. Regularly 25c. Friday 20
Toilet Rolls for carrying toilet articles when travelling. Friday 50c. Regularly 80c. Friday 35

NOTIONS

Sewing Silk, 50-yard spools, principally black. Regularly 30c spool. Friday, 50 spools 10
Buttons, Cotton, 1,000-yard. Regularly 10c. Friday 5
Ribbon, 100-yard. Regularly 10c. Friday 5
Hose Support, satin-faced pad hose support. C.M.C. clean in white, sky and black. Regularly 80c. Friday 29
Safety Pins, brass safety pins, assortment, on card. Regularly 3 dozen 10c. Friday, 5 dozen 10
Shoelace and Braces, all sizes. Regularly 4 dozen 5c. Friday, 12 dozen 10
Domes, 12 pieces. Regularly 10c. Friday, all sizes, guaranteed rust-proof. Regularly 25c. Friday, 2 dozen 8
Towel Pins, in cubes, black and colors. Regularly 10c. Friday 5
Hale Pins, 5 papers on card, waved and plain. Regularly 50c. Friday, 2 for 1 25
Mending Wool, black only, in balls. Regularly 5c. Friday, 2 for 1 8
Boot Laces, 45-inch mohair boot laces. Navy only. Regularly 50c. Friday, 3 dozen 10
Waistbands, 1/2-inch wide, black and white. Regularly 10c. Friday, 5 per yard 5
Fringes, 1/2-inch wide, in a variety of colors and shapes. Regularly 15c to 25c. Friday 10
Phone Orders Direct to the Notion Dept. (Main Floor).

Men's \$10 and \$12 Tweed Suits to Clear Friday at \$6.95

Suits for early Spring wear, made from most reliable English and Scotch tweeds in new and attractive shades of brown and grey, almost plain patterns and neat stripe designs. They are cut single-breasted, three-button style; linings and tailoring the very best. Sizes 34 to 42. Friday 6.95

MEN'S GOOD QUALITY TROUSERS AT 98c.

Made from strong, good wearing tweeds in a good assortment of colors and patterns. The tailoring is strong and neat. Sizes 32 to 42. To clear 98

MEN'S COVERT CLOTH RAINCOAT, \$6.95.

Made from good English covert cloth in dark grey and cravenetted, is proof against the ordinary shower. Cut single-breasted, fly front style, 50 inches long; lined throughout; an excellent two purpose coat. Friday ... 6.95

Boys' Norfolk and Double-Breasted Suits

Spring suits of English tweeds, in browns, greys and fancy mixtures. Yoke Norfolks and two and three-button sack styles, with full cut bloomers. Regularly \$5.50 to \$8.00. Friday bargain 3.85

BOYS' BLUE SERGE DOUBLE-BREASTED SUITS.

With black twilled linings. Sizes 25 to 34. Friday bargain 4.95

BOYS' SMART SPRING REEFERS, \$3.45.

Double-breasted, splendid showing of patterns, in greys, browns and fancy mixtures. Sizes 22 to 26, or 4 to 8 years. Regularly \$5.00 to \$6.75. Friday bargain 3.45

BOYS' TWEED BLOOMERS, 95c.

Made from ends of suiting cloths in splendid assortment of shades, including browns, greys and combination shades. Sizes 23 to 34. Friday bargain 95

Boys' Shirt Waists, soft attached collar, with bar fastener for tie, neat striped patterns. Sizes 8 to 14. Special Friday bargain 35

(Main Floor).

Men's Furnishings

1,000 pieces of Men's Underwear, mostly balbriggan, shirts and drawers, some medium and heavy weights in the lot, colors white, natural, sky and grey, all first quality goods. Regularly 50c, 75c and \$1.00. Friday bargain, per garment 37

200 Men's Work Shirts, including black and white stripe drill, black sateen, blue chambray or heavy Galatea materials, all sizes, 14 to 18. Regularly 80c and \$1.00. Friday bargain 69

200 suits of Men's Pyjamas, including all weights of materials, several colors and all sizes. Regularly \$2.00, \$2.50 and \$3.00. Friday 1.39

750 Negligee Shirts, mostly staple designs, of black or blue and white stripes, made of a good quality cord cloth, all sizes, 14 to 17. Friday bargain 49

500 Men's Neckties at half price, good quality silk or knitted materials, lots of colors and good designs or plain shades to select from. Regularly 50c. Friday bargain 25

(Main Floor).

Brass Beds in the Sale For Friday

These Beds have been used as samples on the floor. A few are slightly damaged.

Brass Bed, 4-6.	Regularly \$15.60.	Sale price..... 12.50
Brass Bed, 4-6.	Regularly \$18.00.	Sale price..... 13.50
Brass Bed, 4-6.	Regularly \$23.75.	Sale price..... 17.90
Brass Bed, 4-6.	Regularly \$24.75.	Sale price..... 18.90
Brass Bed, 4-6.	Regularly \$25.90.	Sale price..... 19.25
Brass Bed, 4-6.	Regularly \$28.00.	Sale price..... 21.60
Brass Bed, 4-6.	Regularly \$32.00.	Sale price..... 23.75
Brass Bed, 4-6.	Regularly \$37.50.	Sale price..... 27.50
Brass Bed, 4-6.	Regularly \$36.00.	Sale price..... 26.00
Brass Bed, 4-6.	Regularly \$41.00.	Sale price..... 30.50
Brass Bed, 4-6.	Regularly \$44.75.	Sale price..... 33.75
Brass Bed, 4-6.	Regularly \$50.00.	Sale price..... 39.00
Brass Bed, 4-6.	Regularly \$72.00.	Sale price..... 57.00
Brass Bed, 4-6.	Regularly \$77.50.	Sale price..... 59.00
Brass Bed, 3-0.	Regularly \$18.90.	Sale price..... 15.75
Brass Bed, 3-0.	Regularly \$22.50.	Sale price..... 17.90
Brass Bed, 3-0.	Regularly \$24.60.	Sale price..... 18.90
Brass Bed, 3-0.	Regularly \$33.50.	Sale price..... 24.75
Brass Bed, 3-0.	Regularly \$36.00.	Sale price..... 23.40
Brass Bed, 3-0.	Regularly \$62.00.	Sale price..... 42.00
Brass Bed, 3-0.	Regularly \$66.00.	Sale price..... 49.00
Brass Bed, 3-0.	Regularly \$85.00.	Sale price..... 50.00
Brass Bed, 3-6.	Regularly \$55.00.	Sale price..... 39.00
Brass Bed, 4-0.	Regularly \$24.75.	Sale price..... 17.90
Brass Bed, 4-0.	Regularly \$24.60.	Sale price..... 18.90
Iron Bedstead, white enamel, 4-6.	Reg. \$12.50..... 8.20	
Iron Bedstead, white enamel, 4-6.	Reg. \$14.75..... 8.75	
Iron Bedstead, white enamel, 4-6.	Reg. \$19.50..... 15.50	

Bed Spring—The frame is made of steel tubing. The steel fabric is finely woven wire. Regularly \$3.00. Special 2.35

Bed Spring—Steel tube frame, the spring is woven steel wire, strongly supported by steel bands. Regularly \$4.25. Special 3.50

Bed Spring—The frame is of strong steel tubing. The fabric is extra fine closely coil steel wire, reinforced. Regularly \$5.00. Special 3.95

Mattress—Filled with curled seagrass, layer of felt at top and bottom, covered in twill ticking. Regularly \$2.60. Special 2.15

Mattress—The filling is of fine curled seagrass, with extra heavy layer of felt at top and bottom, tufted and covered in art ticking. Regularly \$3.45. Special 2.55

Mattress—Filled with pure white elastic cotton felt, neatly tufted and encased in high-grade art ticking. Regularly \$7.50. Special 5.15

Feather Pillows—Pair. (Fifth Floor) 85

Women's Neckwear and Veiling

Blouse Tops—This useful piece of neckwear is made of fancy Nottingham wash net. This has long sleeves, high collar, fastened around waist with tape. A 65c blouse top. Friday bargain 38

Jabots, double cascade jabot, made of accordion pleated Brussels net, on a fine shadow lace 5 inches deep, finished at top and with small floral brooch. 75c, \$1.00 and \$1.25 jabots. Friday bargain 25

Veilings in black, navy and brown, in hairline and fancy meshes. Our 20c and 25c qualities. Friday bargain, yard 10

Laundered Collars, also the Lounge or Soft Collar. Sizes 12 1/2 to 14 inches. Our 12 1/2, 15c and 20c styles. Friday bargain, 2 for 10

(Second Floor).

Gloves, Hosiery

Women's White Washable Chambray Gloves, 2-dome fasteners, perfect finish, 5 1/2 to 7 1/2. Friday bargain 25

Women's Long Silk Gloves, elbow length, opened at wrist, dome fasteners, double-tipped fingers, black and white. Sizes 5 1/2 to 8. Friday bargain 50

Women's Fine Knit Cashmere Socks, seamless, good weight. Regularly 25c. Friday bargain 19c, 3 pairs 55c.

Men's Silk Lisle Thread Socks, great range of colors, black cotton with white sole, all are extra fine quality. All sizes. Regularly 35c and 38c. Friday bargain 15

Women's Plain Black and Tan Cotton Hose, fine thread, close weave. Sizes 8 1/2 to 10. Friday bargain 12 1/2

Women's Fine Knit Gloves, black, tan and white, soft pliable skin, best finish. Sizes 5 1/2 to 7 1/2. Friday bargain 50

Women's Tape Cape Leather Gloves, unlined, one dome snap, plume seam, assorted tan shades. Sizes 5 1/2 to 7 1/2. Extra value, Friday bargain 69

Men's Fine Wool "Pen-Angle" Brand Plain Black Cashmere Socks, seamless, good weight. Regularly 25c. Friday bargain 19c, 3 pairs 55c.

Infants' All-Wool Cashmere Hose, for one year ago. Regularly 35c. Boys' and Girls' Imitation Cashmere Hose, spliced heel, toe and sole. Sizes 6 to 8 1/2. Friday bargain 12 1/2

(Main Floor).

Fresh Groceries

One car Standard Granulated Sugar, 20 lb. bag, in cotton..... 50
Choice Family Flour, 34 bags..... 25
Choice Cleaned Currants, 3 lbs..... 25
California Seeded Raisins, 2 packages..... 31
Perfection Baking Powder, 2 1/2 lbs..... 25
Yellow Cooking Sugar, 11 lbs..... 50
Pure Kettle Rendered Lard, Per lb..... 18
Choice Cooking Figs, 4 lbs..... 25
New Orleans Molasses, 2 lb. tin..... 10
Heather Brand Flavoring Extracts, assorted, 2 1/2-oz. bottles, 3 bottles..... 25
Canada Cornstarch, package..... 27
Flour, Creamery Butter, Per lb..... 32
600 Picked Shoups of Pork, 4 1/2 lb. 8 lb. each, Per lb..... 14
Chilled Corn of Peas, 3 tins..... 25
Finest Canned Tomatoes, 3 tins..... 25
Canned Sweet Pumpkin, 3 tins..... 25
Pure White Clover Honey, 5 lb. pail..... 65
Choice Pink Salmon, 3 tins..... 25

In this department the equivalent in value of the entire stock is turned over every ten or twelve days.

2 1/2 LBS. PURE CELONA TEA, 55c. 1.00 lb. Pure Celona Tea of uniform quality and fine flavor, black or mixed. Friday, 2 1/2 lbs. 55

CANDY (Main Floor and Basement). 500 lbs. Kerry Candies, Per lb. 20. 1,000 lbs. Salted Peanuts, Regularly 20c. Per lb. 15. 1,0