

THE LAST DAY FOR EASTER SHOPPING

Little Girls' Coats and Infants' Dresses

Easter outfitting for the little ones is made easy Saturday, especially in Spring Coats and Dresses.

Little Girls' Spring Coats, about 200 pretty samples, in all the newest cloths—serges, cords, pongees, and silk; splendid variety of colors to select from; nearly one hundred styles; sizes 2, 3, 4 and 5 years.

SATURDAY HALF-PRICE AND LESS.

Infants' Dresses, fine white, washable silk, beautifully hand-embroidered and featherstitched, Mother Hubbard style, skirt tucked, lace edges, sizes 6 months, 1 and 2 years. Regular price \$2.25 each. Saturday, each \$1.39

WONDERFUL CORSET NEWS.

Saturday Corset buyers will benefit by the best offering we have made this season. A special purchase of nearly a thousand pairs of fashionable and stylish Corsets, at your own price, means exactly what we say—"The best bargain of the season." Phone orders filled.

960 pairs Fine Corsets, 3 stylish and beautiful models, in extra fine quality white coutil, low and medium bust, long skirts, 4 garters, finest rustproof boning, with or without side steels, wide ribbon or embroidery trim, bust draw-cords, sizes 18 to 26 inches. Regular prices \$2.00 to \$2.50 a pair. Saturday, a pair \$1.00

CHARMING LINGERIE REDUCED FOR EASTER SHOPPERS.

Several beautiful styles of Fine White Linen, greatly reduced to start Saturday buying with a rush. Every price is less than the cost of making the garment if it is put on.

Princess Slips, fine nainsook, trimmed with fine linen, lace insertions and edges, silk ribbon draws, sizes 32 to 42 bust. Regular price \$1.50 each. Saturday, each \$1.00

Nightdresses, a handsome style, in fine nainsook, V-neck, fine embroidery, yoke run with ribbon, embroidery and lace trim elbow sleeves, sizes 56, 58, 60 inches. Regular price \$1.55 each. Saturday, each \$1.00

Drawers, fine nainsook, narrow, crotchet style, fine embroidery insertion and ruffle, both styles, sizes 23, 25, 27 inches. Regular price 65c pair. Saturday, a pair \$1.00

Corset Covers, fine nainsook, deep-trimmed yoke of lace and fine embroidery, lace edges, silk ribbon draws, sizes 32 to 42 bust. Regular price 50c each. Saturday, each \$1.00

(Third Floor)

Ready-to-Wear Garments for Easter

\$10.00 SUIT SPECIAL FOR MISSES AND WOMEN.

Serge Suits, in black, navy, grey, tan, and green, with grey satin or light colored linings, copied after one of New York's models. Skirts cleverly draped. An exceptional bargain, Saturday, at \$10.00

SPRING COATS IN NEW STYLES FOR MISSES AND WOMEN, \$5.45. Splendid Value at \$10.00 and \$12.50.

A large variety of popular materials and styles. Soft wool checks in black and white or brown and white; tweeds and worsteds in fancy creases; serges in navy and black. Smart styles in three-quarter or full length, nicely trimmed and half lined. Saturday, \$5.45

SAMPLE COATS FOR SPRING, \$12.50—Regularly \$17.50 to \$22.50.

Mostly manufacturers' samples and a few sizes from regular stock. All in handsome fabrics and beautifully lined throughout. Imported checks in tan or green, black moires and satins, all-wool broads, and navy and black serges, in new styles with butterfly or set-in sleeve, three-quarter or full length. Saturday, \$12.50

SAMPLE SUITS, \$14.85.

Counterparts of suits you see at \$18.50, \$22.50 and \$27.50. They are made in the newest styles and fabrics and in all the season's leading shades; effectively trimmed jackets and tier in skirts. Saturday, \$14.85

SPECIAL VALUES IN GIRLS' COATS.

Extra values offered in this item that should crowd the department all day.

Belted or Balkan styles, straight or slightly cut-away fronts, and trimmed with contrasting shades. Made in pieces of hard-wearing materials in shades of tan, grey, checks and worsteds and mixed tweeds. Ages 6 to 14 years. Worth \$5.00. Saturday, \$2.95

A "Special" Skirt, made of ends of excellent materials in a large variety of smart, up-to-date styles, including a manufacturer's samples. The materials include serges, fancy Bedford, striped serges, worsteds, whipcords, tweeds, Fredmas, and rattins. A good assortment of sizes. Front lengths 36 to 42. Regularly \$4.50 and \$5.00 values. Saturday, \$2.65

(Third Floor)

A Sale of "Queen Quality," "Dorothy Dodd," "Empress," and "Boston Favorite" Pumps, Oxfords, and Boots on Saturday

on all the newest Spring lasts at from two-thirds to less than HALF-PRICE. But you must be here early.

WOMEN'S PUMPS AND OXFORDS, \$1.95.

"Queen Quality," "Dorothy Dodd," "Empress," and "Boston Favorite." These shoes are all of the newest pattern for Spring and Summer wear. There are plain pumps, Colonial, ties, laced, Oxfords, and button Oxfords. The leathers are patent, colt, tan Russia calf, gunmetal, vic kid, grey suede, black suede, and brown suede, medium and light weight soles, all styles of heels, including the new "Kidney." All sizes from 2 1/2 to 7. Regularly \$3.50, \$4.00, \$4.50, and \$5.00. Saturday, \$1.95

WOMEN'S BOOTS, \$2.45.

"Queen Quality," "Dorothy Dodd," "Boston Favorite," and "Eagle" Brands. Every pair of these high-grade boots is exclusive in style and perfect in every detail. They are made in all leathers and combinations of leathers and fabrics. There is gunmetal with self, grey suede, and black cloth tops; patent with white calf, dull kid and black cloth tops, black satin, grey suede, purple velvet, black velvet, tan kid, black kid, and tan Russia calf. Some have the new kidney or leather Louis heels, others have Cuban, military and low heels. The soles are Goodyear welted, flexible, McKay sewn, and hand turned. Come early and select your Easter shoes from this splendid variety. All sizes from 2 1/2 to 8, from AA to EE widths. Regularly \$4.00, \$4.50, \$5.00 and \$5.00. Saturday, \$2.45

MEN'S SAMPLE BOOTS, \$2.95.

300 Pairs Men's Sample Dress Boots in button and laced styles. They are beautifully finished and made on the new spring lasts. Made in tans, blacks, and patents, all are Goodyear welted. The regular standard selling prices were \$4.00, \$4.50, \$5.00, \$5.50, and \$6.00. Saturday, \$2.95

MEN'S BOOTS, \$3.50, \$4.00, AND \$4.50 VALUES, \$2.95.

1,000 Pairs Men's "Brandon," "Manhattan," and "Tetrault" Goodyear Welted Boots, tan and black calf, patent colt, dongola kid, and gunmetal leathers in button and laced styles, single, double, and triple thick soles, medium or low heels. Every pair made on the newest spring lasts. Sizes, 5 1/2 to 11. Boots that sell regularly at \$3.50, \$4.00, and \$4.50. Saturday, \$2.95

BOYS' BOOTS, \$2.45. In All Leathers.

500 Pairs Boys' Goodyear Welted Boots, tan Russia calf, patent colt, gunmetal, dongola kid, and box calf leathers. The lasts are neat and easy fitting. In button and laced Blucher styles. These are high-grade boots, reliable in every way. Sizes 1 to 5. Regularly \$3.00, \$3.50 and \$4.00. Saturday, \$2.45

(Second Floor)

The store will remain closed all day to-day---Good Friday.

Saturday's Specials are merely hinted at by the list on this page, for the store has ready for you every need of your Spring and Easter wardrobe, and a tremendous special showing of furniture, dishes, hangings and other home-making requisites. Come at 8.30 in the morning to make sure of all the best.

Big Specials in Silks Saturday

New Printed Silk Crepes, beautiful designs and rich fresh colorings. These soft sheer fabrics make ideal Summer gowns. 42 inches wide. Priced from \$1.50 to \$2.50.

New French Printed Foulards, in the darker grounds, with small rose effects, in bold relief—have just arrived and show up well. 40 inches wide. \$2.50 to \$3.50 per yard.

New Designs in American Showerproof Foulards, spots, sprays, and flowers, in dainty exclusive patterns, on all the fashionable grounds.

23 inches wide, per yard, \$1.00

44 inches wide, per yard, \$2.50

New Suiting Silks, from the best makers of Austria, France, and Switzerland. Plain, shot, and fancy effects, in many corded weaves, such as Pailles, Bengelines, Coteles, Ottoman, Regence, Armure. Silk-serge and diagonals with shepherd plaids, clan plaids, and Roman stripes in profusion.

New Moire Silks, in a big range of new shadings. 42 inches wide. Per yard \$2.50

Brocades, come in daily shipments. Charmeuse Brocades, Duchesse Brocades, Crepe Fascines, Crepe Damasks, Flowered Crepe de Chine, Cascades, etc., etc. A choice of colorings that cannot be surpassed, and variety of designs to suit every taste. Prices run from \$2.00 to \$7.50 per yard.

THE SPECIALS, 96c.

Big ranges in Duchess Satins, Duchesse Messalines, and Duchesse Paillettes, with effective Shot Striped Messalines. Our \$1.25 numbers. In 36 and 38-inch widths. 8.30 Saturday, yard, 96c

Black Duchesse Messalines, 38 inches wide. Regular \$1.35 for, per yard \$1.14

We again offer 500 yards of this special for rush business Saturday, per yard \$1.14

Black Duchesse Mouseline, 39 inches wide, per yard \$1.33

The balance of a mail order number at a big cut. Ivory and black Jap Habutai, Reg. 65c numbers, in the natural and Lyons dye, 36 inches wide, per yard \$1.40

DRESS SILKS AT 36c.

Hundreds of yards in plain colors, many different stripes and checks; silks that make up nicely into house dresses, waists, linings, etc., with very little outlay. On sale Saturday, per yard, 36c

(Second Floor)

The Men's Furnishings

SOFT SHIRTS with separate soft collar and cuffs, all sizes and several colors; each \$1.50

NEW RANGE OF MEN'S NEGLIGE SHIRTS.

Designs exclusive, colors galore, materials soft and well finished; all sizes and half sizes 14 to 18. Saturday, \$1.25

MEN'S BALBRIGGAN UNDERWEAR.

In sky, grey, white or natural, long sleeves and ankle length, all sizes in each color. Regular 50c. Saturday, 39c

MEN'S COMBINATION UNDERWEAR.

We have anything you want in Combination Underwear from open mesh to heavy wools or pure silk, and at very moderate prices, too. We guarantee fit; closed crotch; perfect finish, all sizes in each line. Prices, 75c, \$1.00, \$1.50, \$2.00, \$2.50, \$3.00 and \$5.00

SWEATER COATS FOR 50c.

200 Men's and Boys' Sweater Coats. No phone or mail orders. Materials early buyers get these. Not more than two to a customer, sizes 34 to 40 only. Regularly \$1.50, \$2.00 and \$2.50. Saturday, \$1.00, each \$1.00

MEN'S Thin Model Watches, \$4.95

"Empress" quality rolled gold cases, plain or engraved, and dependable Swiss movements, especially adjusted and regulated and fully guaranteed. Regularly \$6.00. Saturday special \$4.95

GOLD-FILLED WALTHAMS, \$9.25.

Men's 16-size Waltham watches with all the improvements originated at this famous factory, fitted in a standard "Fortune" gold filled case, plain or engraved. A splendid time keeper. Saturday, \$9.25

Four Jewelry Specials

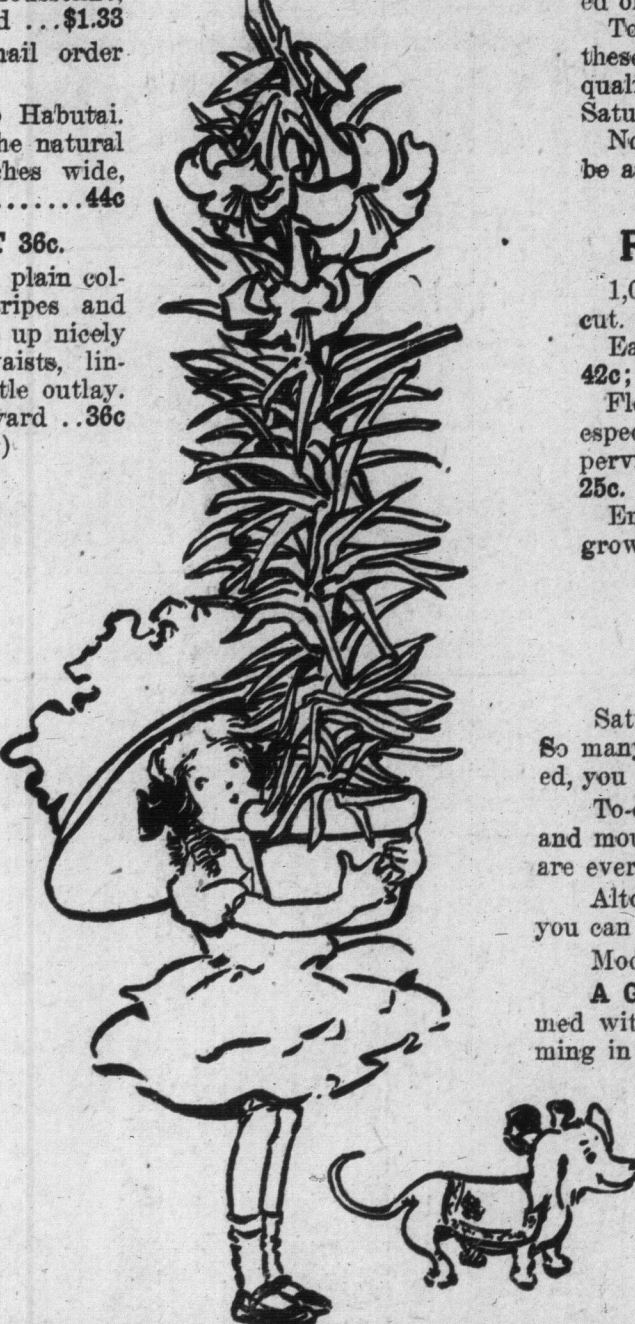
Women's three-stone Diamond Combination Ring, 14k gold, sapphire, emerald and ruby combined with diamond. Regularly \$10. Saturday, \$5.75

9k. Amethyst and Pearl Bracelet, scroll pattern, good catch and safety chain. Regularly \$5.85. Saturday, \$3.95

Baby Locket and Chain, in best gold filled; locket set with three pearls and made in heart shape. Regularly \$1.50. Saturday, 98c

Fine gold-filled Bracelet, in expansion style. Locket top with place for two photos. Regularly \$3.00. Saturday, \$1.50

(Main Floor)



Youths' Single-Breasted Suits

With single-breasted vest and long cuff bottom trousers, made from dark grey chevrot tweed with hairline stripes. Sizes 32 to 35. Saturday \$10.00

BOYS' DOUBLE-BREADED TWEED SUITS.

The new Spring model, two-button style, with long roll lapels and full cut bloomers, made from light grey chevrot tweed. Sizes 27 to 34. Saturday \$7.00

BOYS' FAWN TWEED SUITS FOR SPRING WEAR.

Double-breasted style. Three buttons, close together, and long roll lapels. Outside breast pocket, and roomy cut bloomers. Sizes 28 to 34. Saturday \$9.50

BOYS' YOKE NORFOLK SUITS.

Made from all-wool English tweeds, in solid fawn-grey, single-breasted, yoke style, with full cut bloomers. Sizes 27 to 34. Saturday \$8.00

BOYS' BLUE SERGE REEFERS.

Double-breasted, with black velvet collar, black ivory buttons, and fancy emblem. Sizes 2 1/2 to 10 years. Saturday \$4.75

(Main Floor)

Lingerie Waists

AT HALF-PRICE AND ONE-THIRD REGULAR PRICES.

A special showing of distinctly high-class lingerie waists, made of fine English voiles, filmy crepes, dainty "Kate Greenway" designs, and many other choice fabrics; some are beautifully embroidered, others trimmed with real lace.

Designs are perfect, some showing the new tango colored collar; other styles in ruche and ruffle effects. Choice of long or short sleeves.

The big majority of these waists are perfectly sized from 34 to 42-inch, and to facilitate quick buying, the sizes are arranged on separate tables.

To secure the full benefit of these \$2.95, \$3.95, \$5.00, and \$5.95 qualities, early buying is essential. Saturday \$1.95

No phone or mail orders can be accepted for this special sale.

(Third Floor)

Flowers for Easter

1,000 Easter Lily Blooms, fresh cut. Per bloom \$1.40

Easter Lily Plants, 3-bloom, 42c; 4 blooms, 56c.

Flower and Vegetable Seeds, especially packed under our supervision, 2c package, or 16 for 25c.

Emerald Grass Seed, a sure grower, 1-lb. package, 23c. (Basement)

8.30 Specials for the Men SPRING OVERCOATS

\$12.00, \$15.00, and \$22.00 Values

For \$7.95

A few medium weight overcoats, with pleated and belted backs, young men's style. Regular price \$22.00. English tweed coats, in light greys, browns, smart single-breasted Chesterfields to button through and also a number of excellent English black chevrot coats in single-breasted, fly front Chesterfields, with silk facings; every garment has good linings and is nicely tailored. Saturday morning \$7.95

A WATERPROOF COAT AT \$12.00.

Made from English double-texture paramatta cloth, in fawn, cut single-breasted, to button to the chin. Raglan shoulders, all seams lapped and stitched and securely made waterproof, beautifully tailored and guaranteed waterproof. Sizes 34 to 44. Saturday price \$12.00

THE FASHIONABLE BALMACAAN COAT.

The fashionable young man's coat. We are handling the original as well as the latest style of Balmacaan Coat, made from a Donegal tweed, in light grey, to button to the chin, short smart style. Price \$22.00

DURWARD'S ENGLISH-MADE SPRING COATS.

Made from the finest English Donegal tweeds, in browns and greys. Most attractive styles, original Balmacaans, single-breasted Chesterfields and Raglans; good fitting. Price \$25.00

EXCELLENT SUITS AT \$15.00.

In plain blue worsted, plain greys, fancy worsted and tweeds, and in the new stripe designs. Carefully tailored in good-fitting, single-breasted, three-button style saques. Sizes 35 to 44. Price \$15.00

SUITS OF STRIPED WORSTEDS.

In grey, showing a small stripe; cut in single-breasted saque style with natural width shoulders; body fitting. Sizes 36 to 44. Price \$22.00

ONE OF OUR FINEST SUITS.

Is made from English worsted in medium dark grey with hairline stripes. Natural width shoulder, close-fitting body, high-cut waist, narrow trousers. Sizes 35 to 44. Price \$22.00

Men's and Boys' Hats and Caps

Stylish Derby Hats. A wonderful showing of new Spring shapes, distinctive features in crown and brim are here in excellent quality. To-morrow is a mighty good time to select your new hat. Our qualities are right. Special values at \$1.50, \$2.00 and \$2.50

Young Men's Soft Hat, has high, dip, or sunk-in crown and with neat, roll or mushroom brim. This is a very smart 1914 style, come in colors navy, tan, black, and brown at \$2.00

Men's Soft Hats, extra fine grades English fur felt in nearly every popular shape. Beautiful colors in slate, greys, pearl, tans, and browns, greens, navy, and black, at \$2.00 and \$3.00

A very special line of Soft Hats in finest Italian manufacture, exceptional colorings that cannot be produced by any other maker, in navys, greens, browns, fawn greys, etc.; quality unsurpassed. Special, at \$3.50

Men's Sample Hats, correct Spring shapes in a wide range of colors and designs. Soft hats in greens, navys, browns, tans, grey, slate, pearl, olive, bronze, etc.; stiff hats, black only. \$1.50 and \$2.00 values. Saturday \$1.00

Men's and Boys' Caps. We have never before shown such a large variety of shapes, colorings, and cloths as this season. All the good things cap makers produce are here for your selection at special prices \$1.00, \$1.50, \$2.00, \$3.00, \$4.00, 75c and \$1.00

Saturday's Grocery List

- 2,000 lbs. Finest Creamery Butter, White Clover Brand . . . Per lb. 54c
- Toasted Cornflakes . . . 3 packages 25c
- Leaf Sugar . . . 4 lbs. 25c
- Imported French Peas . . . Per tin 11c
- Finest Canned Corn . . . 3 tins 25c
- Choice Red Salmon, Tiger Brand . . . Per tin 15c
- California Sunkist Oranges, good sizes, sweet and seedless . . . Per doz. 25c
- Choice Grapefruit . . . 3 for 25c
- Baker's H.P. Sauce . . . Per bottle 15c
- Baker's Cocoa . . . 1/4-lb. tin 23c
- Canned Fruit—Raspberries, Strawberries and Cherries . . . Per tin 15c
- Imported Sardines, Blue Feather Brand . . . Per lb. 15c
- Maconochie's Pickles, Mixed Chow, and Walnut . . . Per tin 23c
- California Canned Asparagus Tips . . . Per tin 25c
- Canned Spinach . . . Per tin 15c
- Finest Mild Cheese . . . Per tin 15c
- Choice Olives . . . Per lb. 15c
- 16-oz. bottle 25c
- Clark's Pork and Beans . . . Per tin 10c
- Shirriff's Marmalade . . . 3-lb. jar 25c
- 500 lbs. Fresh Fruit Cake . . . Per lb. 15c
- Fancy Mixed Biscuits . . . 2 lbs. 25c

In the Candy Section

- 500 lbs. Nut Milk Chocolate . . . Per lb. 40c
- 1,000 lbs. Imported Licorice Allsorts . . . Per lb. 15c
- 1,000 lbs. Butter Scotch Drops . . . Per lb. 15c
- Simpson's Special . . . Per lb. 20c

(Main Floor and Basement)

Final Display of Easter Millinery

Saturday offers you the last chance to secure your new Spring hat in time for Easter gala wear. So many fresh things have come in just at the last minute that, as a matter of fact, if you have waited, you have lost nothing by it.

To-day we have put in thirty-one cases of new shapes, and a new shipment of fancy Paris flowers and mounts. Besides these, models have been arriving all week from Paris and New York, and there are ever so many new creations from our own workrooms.

Altogether, you will find the Millinery Section on Saturday a most inviting place, and one where you can find what you want with the greatest ease and expedition.

Model Hats range in price from \$10.00 to \$25.00. A Group at \$7.50 includes over 125 trimmed hats, hand-made, or blocked Milan, Tagels, etc., trimmed with ospreys, flowers, ribbon, or novelty mounts. The majority consist of black shapes with trimming in colors that are new.

A Group at \$5.00. Over 300 trimmed hats, generally much as the above. Specially priced for Easter. Saturday, at \$5.00

Black Shapes That Are Smart. Extra table space is being given this showing of new types in pokes, panniers, and side effects, including many which are remarkably high value, \$1.00, \$1.65, \$2.25, \$2.75, \$3.00, to \$6.50.

The Children's Section. What about the kiddies' Easter bonnets? Little folks like to be up-to-date just as their elders do. Here is a special for them:

30 dozen in sixteen different styles, hand-made hats and bonnets of straw and silk, with satin ribbon, and flowers. Easter Saturday \$2.00

Sale of Manufacturer's Samples—On Saturday only all sorts and styles of these samples will go out at exactly half the regular price.

(Second Floor)

The Robert SIMPSON Company Limited