

SIMPSON Store Opens 8 a.m. Closes at 5.30 p.m.

H. H. Fudger, President. J. Wood, Manager.

PROBS. Cloudy and mild, with light local rains.

SIMPSON

Arriving Daily

New Waists

Saturday will be a gala day in this department. Just imagine, 100 mahogany tables, each showing a *New Spring Waist*, dainty lingerie and cotton voile, charming marquisette and ninon, beaded over-slips, foulards or rajahs; in fact, everything is to be seen that is up-to-date, stylish and exclusive enough for Simpson's Waist Department. We specify a few leading numbers for Saturday's selling:

- Style 1—A very heavy pure Jap silk Underslip, in white only, made in kimono style, daintily finished neck and sleeves. All sizes at, Saturday **1.25**
- Style 2—Waists of white cotton crepe, with dainty embroidered spots of white, black, brown and reseda, pretty outing style, box pleat, fastens invisibly, turn-down collar, short sleeve, with deep roll cuffs. Saturday **1.95**
- Style 3—A charming Lingerie Waist, of fine Persian lawn; front is finely tucked, beautiful Swiss embroidery, and guipure lace insertion, and dainty motifs, 3/4 sleeves, and pretty collar, lace insertion trimmed. Very special Saturday **2.48**
- Style 4—A Dressy Waist of fine Brussels net, dainty lace guipure yoke; front is beautifully embroidered, in entirely new design, tucked back, new tucked sleeve, embroidered collar, with fine lace edging, lined with pure Jap silk, ecru or white. Saturday **2.95**
- 200 Shirt Waists, of fine quality linene, made in smart tailored style, whole front of 1/4-inch tucks, tucked back, shirt sleeve, laundered collar and cuffs; sizes 32 to 42. Regular \$1.50. Saturday **.98**

A Beautiful Crompton Corset
Price Reduced

Just 600 pairs of these handsome Corsets for quick distribution Saturday. There is a direct saving of half the regular price on every pair, surely an incentive for early breakfast on Saturday. Phone orders filled if before noon.

This Crompton is a beautiful new spring model, in fine white coutil, medium bust, extra long skirt, finest rustproof steels, four wide strong side steels, four wide elastic garters, lace and ribbon trimmed; a very handsome corset, of fine quality; sizes 18 to 26 inches. Saturday, a pair **.95**

New Styles in Corset Waists

The new spring styles of Corset Waists have been passed into stock, and comprise the best productions of the world's most noted makers. A new department has been opened for the special display of Corset Waists, and you can now conveniently and quickly be served with any garment of this description for women, misses or children. Department, 3rd Floor, west side.

- Ladies' H. and W. or Ferris Corset Waists, finest quality white batiste or sateen, button or clasp front, medium or low bust, garters attached; sizes 20 to 26 in. **2.50 and 1.25**
- Ladies' "Ideal" Corset Waists, finest batiste, pliable steels, clasp or button front, garters attached, medium bust; sizes 20 to 26 inches. Each **1.25**
- Misses' Ferris, H. and W. and Ideal Corset Waists, fine batiste, corded, clasp or button front, pleated or plain bust, with or without garters; for ages 12 to 16 years; sizes 20 to 26 inches. Each **1.00**
- Misses' "College Girl" Corset Waist, fine white batiste, steel filled, elastic sections, four garters, clasp front; ages 16 to 18 years; sizes 20 to 26 inches. Special, each **2.00**
- Children's "Ideal" Corset Waist, fine twill cotton, gathered, buttons at waist and in back; sizes 2 to 12 years **.35**
- Women's Brassieres or bust supporter and corset cover combined, fine white batiste, plain or trimmed, several styles; sizes 32 to 44 bust. Each **.50 to 2.00**
- Junio Form Bust Forms, finest rubber, down filled, in cambric covers; sizes medium or large. A pair **3.25**
- H. and H. Pneumatic Bust Forms, finest rubber, in cambric covers, oval or round shapes. A pair **1.50 or 3.00**



Boots

8 o'clock Saturday

One Thousand pairs for Men and Women. At almost Half-Price. Every one guaranteed perfect

400 PAIRS WOMEN'S BOOTS \$1.95.
400 pairs Women's High Grade Boots, made of selected patent kid, patent colt, vici kid and gunmetal leathers, 100 pairs samples included, button, Blucher and Balmoral styles, high Cuban, military and low heels, hand turn, Goodyear welt and flexible McKay sewn soles; some have the new short vamp and high toe; sizes 2 1/2 to 7. B, C, D, E and EE widths. Regular value \$2.50, \$3.00, \$3.50 and \$4.00. Saturday, 8 o'clock **1.95**

600 PAIRS MEN'S BOOTS, \$2.99.
600 pairs Men's High Grade Boots, in patent colt, tan Russia calf, vici kid and box calf leathers; some are leather lined, some have viscolized waterproof soles; all made by the Goodyear welt process; Blucher and Balmoral styles; wide, medium, narrow and new high toe; sizes 5 1/2 to 11, C, D and E widths. Regular value \$3.50, \$4.00 and \$4.50. Saturday, eight o'clock **2.99**

Special Attractions in the Mantle Department

For Saturday Shoppers

- 1—Misses' Coats, regular \$10.50, for **\$4.98**
- 2—Girls' Coats, regular \$6.95, for **\$2.65**
- 3—Women's Separate Skirts, regular \$5.00 for **\$2.49**

Coats for Misses and Small Women who wear misses' sizes; full length, semi-fitting styles, shoulders lined with self materials, deep roll collar inlaid with black velvet edged with strappings of self, turn-back cuffs and patch pockets; this coat is made of a good quality wide wale diagonal serge, in black; sizes are 14, 16 and 18 years; only 37 coats in the lot. Sold regularly at \$10.50. Saturday **4.98**

Girls' Coats, of all-wool cheviot serge, in navy, green and cardinal, with black stripe effects; is lined across shoulders, has deep roll collar, inlaid with plain cloth, trimmed with braid, stitched cuff, finished with tab and buttons; sizes are 6 to 12 years. Regular price \$6.95. Saturday **2.65** (No phone or mail orders.)

Women's Separate Skirts, in a number of smart styles, some with self strappings, and others are pleated; these are made of

tweeds, in dark mixtures of stripe effects, and of checks, in grey tones, and of striped worsteds, in navy, black and green. There are a few of black Panama; all are finished with the best of workmanship; sizes in the lot are 37 to 42 front lengths, and are regular \$5.00 value. Saturday **2.49**

Stylish Spring Coats, of fawn covert cloth, in a plain tailored style, with heavy seams, and long vent at back, buttoned down with self covered buttons, wide collar, with long revers, inlaid with black satin, plain sleeves, with pointed cuffs, button trimmed, smart patch pockets, trimmed to match cuffs, gives a very nobby effect to this coat. Exceptional value **15.75**

A Woman's Suit, of imported fine serge; coat is semi-fitting, back lined throughout with diagonal sateen, notched collar, overlaid with black satin, fastens with three buttons; skirt has full length front panel, with inverted pleat at side gores, below knee line, colors are green, navy and black. Price **13.50**

Misses' One-piece Dresses, of all-wool Panama, in navy and brown, waist, collar and cuffs trimmed with soutache braid, front finished with gold braid and small buttons to match, semi side pleated skirt. **5.25**

Misses' School Dress, of a splendid quality all-wool serge, square cut collar, rounded in front, and finished with black silk bow, and trimmed with red or black braid; skirt has front panel, which fastens to left side. This comes in navy only **6.85**



New Dress Goods for Spring and Summer

New shipments from England, France, Austria and Germany have arrived, and the Spring Dress Goods on view Saturday will afford as complete a selection of "the very latest" as it is possible to imagine. If you walk through the department it will be a pleasure; if you buy anything it will be a seasonable economy. There are:

- Broadcloths from France and England.
- Dannockburn Suitings from Scotland.
- Donegal Suitings from Ireland.
- Cheviot Suitings from England.

But space forbids giving a full list. Come and see them.

A SATURDAY SPECIAL.

1,500 yards Bordered Delaine, fine quality, new designs, new colors, rich Persian borders, guaranteed fast colors, and all pure wool. 31 in. wide **.50**

Petticoats worth Wearing

Black Taffeta Silk Petticoats, beautiful finish, has a sectional tailored flounce trimmed with rows of stitching and pin tucking, and finished with a deep taffete underpiece. Lengths 36, 38, 40 and 42 inches. Saturday **3.49**

Women's New Petticoats of Black Mercerized Sateen, splendid quality, made with a deep flounce, trimmed with knife pleating, rows of pin tucking and stitching; lengths 36, 38, 40 and 42. Special value Saturday **.79**

\$6.00 SILK MOIRE PETTICOATS \$3.95.
Beautiful tartan plaids and stripe effects, pleated sectional flounces, finished with narrow frill and edged with velvet binding, all lengths in the lot; regular \$6.00. Saturday **3.95**

New Black and White Ribbons

Authorities have conceded that Ribbons, in black and white effects, are to lead in early spring wear. A large range may be seen here on Saturday. Particularly note a line of 5-inch pure silk ribbon, in black and white stripes, at 25c per yard. It is big value.

Two lines of Wide Black Taffeta. It is impossible to get better black ribbons than these 6 and 7-inch lines shown on Saturday for 25c per yard. They are pure silk, French manufactured and dyed.

A Beautiful Display of Wash Goods for the Coming Season

New Linens and Staples

Our Wash Goods Department is offering special Saturday morning inducements. Here are some examples:

1,700 yards Washing Rajah Silk, for spring suits, motor coats, etc.; dark red, amethyst, shot blue and red, shot black and purple, and shop mulberry. Also 6 pieces black and white shepherds' check; regular 65c **.23**

Another lot, with equal 3/4-inch solid stripe, in the following beautiful colors, tan, pink, navy and white, grey, green, alic, tan and linen. All perfect goods at a ridiculous price; regularly 65c **.23**

Striped and Checked White Muslins, slightly shop soiled; regularly from 15c to 25c **.9**

English Prints, in navy, white, sky, black and other colored grounds, spots, figures and stripes; regular value 12 1/2c **.7 1/2**

Printed Muslins, Etc., beautiful designs in pink, sky and mauve; regular value from 12 1/2c to 20c **.9** (No Phone or Mail Orders.)

LINENS.

200 Pairs Bath Towels 35c Pair—Colored with stripe or plain white, a good large heavy-weight bath towel. Saturday, pair **.35**

60 Only White Crochet Bed Spreads, hemmed ends, very pretty designs, new spring goods; special value. Saturday, at each. **1.69**

50 Dozen Table Napkins \$1.73 Dozen—All linen Table Napkins, 23x23, in new and pretty bordered patterns. Saturday, dozen **1.73**

Hosiery and Gloves—Main Floor

\$2.00 BLACK KID ELBOW LENGTH GLOVES, \$1.19.
25 dozen only, 12-button black French Kid Gloves, Mousquetaire, choice soft pliable skin, gusset, overseas sewn, perfect fit and finish, sizes 5 1/2 to 7, standard price \$2.00, Saturday **1.19**

45c FANCY LISLE THREAD HOSE, 25c.
20 dozen Women's Sample Lisle Thread Hose, consisting of this season's newest, in plain and fancy designs, black and colors, extra fine finish, high spliced ankle, heel and toe. Values up to 45c, Saturday **.25**

Toilet Goods for Saturday

Taylor's Castle Soap, large 2-lb. bars, Saturday, 17c. William's Mount Horeb Castle Soap, Saturday, special, 6 for 25c. Dr. Charles' Flesh Food, 50c size, Saturday, 35c. De Miracle Face Cream, large 50c size, Saturday, 25c. 36 only, pairs of Men's Ebony Military Hair Brushes, in neat seal grain leather case, regular \$2.00, Saturday, set complete, \$1.49. Favor Ruhl's large Art Brass Outfit, regular \$2.59, Saturday, \$1.69. (Phone direct to Toilet Department.)

For Spring and Summer

New Millinery

"Millinery" has more magnetism for women at this season of the year than anything else. Make it "Simpson Millinery," and the only way to measure the magnetism is to go to the department.

Our Millinery Opening was one great big success, and the department has been crowded ever since with customers and milliners anxious to absorb the newest, best and most exclusive ideas. Add "most reasonable," another superlative, to those other adjectives, and you can sum the whole lot up in "Simpson's Millinery."

- For Saturday's selling:
- 50 TRIMMED HATS **\$5.00 each**
 - 50 TRIMMED HATS **\$7.50 each**
 - 1,400 Pieces of Braids, 50c Per Piece.
- These consist of mohairs, satins and other fancy straws, 12 yards to the piece. The latest shades are in evidence. These were turned over to us by a commission-house, and they would sell regularly at 75c to \$1.50 per piece. So you see this is a real opportunity.
- 500 Wire Shapes, New York "non-tie" make, in many of the latest styles. Regular selling at 75c to \$1.25. Saturday **.50**

Men's Department

We would again remind you that, owing to alterations in this part of the Simpson building, exceptional bargains are to be had in Men's Clothing. This list for Saturday's selling bears out the statement.

MEN'S SUITS—REGULAR \$18.00, \$20.00, \$22.50, \$24.00 AND \$25.00—TO CLEAR SATURDAY AT \$14.95.
They consist of broken lines and odd sizes of the better grade ready-to-wear suits; also a number, which we made up in our own workrooms from materials imported specially for our custom tailoring department. There are assorted patterns in grey and brown tones, three buttoned single-breasted sack style, tailored in the very best manner. Sizes 35 to 44. To clear Saturday morning at **14.95**

MEN'S SPRING WEIGHT OVERCOATS.
Men's English tweed spring weight overcoats, in light grey herringbone weaves. Cut on three button single breasted Chesterfield models, semi-form fitting, beautifully tailored. Sizes 35 to 44 **12.90**

WORSTED SPRING WEIGHT OVERCOATS.
A finely woven English material, in medium and dark grey diagonal and narrow wale stripe patterns, single breasted Chesterfield models with fly front, stylishly tailored, lined with Skinner's silk. Sizes 35 to 44 **15.00**

Men's Rain or Spring Weight Overcoats, dark Oxford, grey and olive fawn, made from an English covert cloth, rainproofed, single-breasted Chesterfield style, long and roomy. Splendidly tailored and finished with best quality linings. Sizes 35 to 44 **12.00**

BOYS NEW SPRING SUITS.
Boys' English tweed two-piece suits, in a dark grey ground, double-breasted models, close fitting collars; pants, bloomer style, cut full and roomy. Size 26 to 34 **6.50**

English Worsted Two-piece Suits in brown stripe pattern, faint thread stripe interwoven, double breasted style, carefully tailored and finished; pants bloomer style. Sizes 27 to 33 **9.50**

Worsted Three-piece Suits, a soft, smooth finish English material, plain grey shade; double breasted models; vest five button single breasted style, plain knee pants. Sizes 29 to 34 **9.00**

NEW HATS.
Men's Derby Hats, new spring model of Christy's English manufacture. We have a very large and desirable showing of this dependable makers leading lines for 1911, now in stock, at \$2.00, \$2.50 and \$3.75.

The King Brand Stiff Hats, in extra fine quality English fur felt, in no American made hat can you find more style and snap. Our 1911 designs are specially selected for young men's trade. See them, Saturday **2.50**

Men's Stiff Hats, new importations in the season's latest shapes and special grades of English fur felt, with equally good finish. Saturday \$1 and \$1.50.

Men's and Youth's Soft Hats, in fedora, negligee, telescope and crusher shapes, in splendid selection of the leading makers' newest designs and colorings, at \$1, \$1.50, \$2 and \$2.50.

Men's and Boy's Caps. Our patterns and shapes are the choice of the best English-American and Canadian factories, nearly all colors, splendid ranges at 25c, 35c, 50c, 75c, \$1.

2,500 SHIRTS.
Negligee Shirts, procured at a great reduction, enable you to save money. All styles and several broken lines of our own stock. The newest colorings are here. Regular \$1, \$1.25, \$1.50 and \$2. Saturday, each **.79**

Buy Your Wall Papers Now

Saturday we are putting on sale a few lines of Drawing Room, Dining Room, Hall and Bedroom Papers at half-price or less.

3,000 rolls Bedroom Papers, in neat patterns and colorings. Regular to 15c, Saturday **.7**. Regular to 25c, Saturday **.11**

3,500 rolls Drawing Room, Dining Room and Hall Papers, in greens, browns, chain papers, creams, blues, reds. Regular to 35c, Saturday **.17** Regular to 50c, Saturday **.24** Regular to 75c, Saturday **.37**

Friezes and Borders to cut-out. Regular 8c, 10c, 15c yard, Saturday, per yard **.3**

Groceries

2,000 lbs. Fresh Creamery Butter, White Clover brand, per lb. 30c. Cut Loaf Sugar, 4 lbs. 25c. Canned Fruit, raspberries, strawberries, cherries, peaches, plums and pears, in quart gem jar, per jar 28c.

Toasted Corn Flakes, 3 packages 25c. Rich Red Salmon, Nimpkish brand, per tin 18c. Clark's Pork and Beans, in Chili sauce, large tin 10c. Macaroniche's Pickles, mixed chow-and walnut, pint bottle 22c. One car California Sun-kist Oranges, good size, sweet and seedless, per dozen 25c.

Baker's Cocoa, 1/2-lb. tin 22c. Aylmer Honey Dew Corn, per tin 10c. Imported French Peas, per tin 12c. Fancy Mixed Biscuits, 2 lbs. 25c.



Standard Sets at Greatly Reduced Prices.
Dumas, in three-quarter morocco leather, 10 vols. Royal Canadian edition. Published price \$15. Our special price **\$9.25**
Balmoral, in three-quarter morocco leather, 18 vols. University edition. Published price \$20. Our special price **\$12.50**
Parkman's History of Canada, 13 vols., bound in cloth. Special **\$12.50**
Parkman's History of Canada, 13 vols., bound in three-quarter morocco leather. Special **\$17.50**
Scott's Waverley Novels, in 13 vols., bound in cloth, beautifully illustrated. Published at \$10. Special **\$5.50**
Baker's Atlas of the World, 17 vols., bound in cloth, 17 vols. Published at \$12.50. Special **\$9.75**

The **SIMPSON** Company Limited
The Robert