Simpson's Most Noteworthy Shirt Sale of the Season

Another Pre-Season Bargain in Men's

New Spring Suits, Sale Price \$18.95



A Stupendous Sale

Providing \$8.00 to \$18.00 Boots at \$5.95

9 pairs brown calf lace, grey tops, welt sole. Regular \$12.00. 36 pairs Tabasca brown calf button, grey tops, flexible sole. Regular \$10.00.

26 pairs beige kangaroo ooze with covered heel. Regular \$10.00.

47 pairs blue kid button, canary kid top, turn sole, covered heel. Regular \$18.00. 19 pairs walnut brown calf lace, with light brown top, walking last, low heel. Regular \$13.00. 75 pairs Burgundy kid lace, grey cloth top, famcy perforated tip, high heel. Regular \$12.00.

80 pairs brown calf lace, champagne top, perforated tip. Regular \$13.00. 75 pairs grey kid lace, with colored tops, grey kid foxings, Spanish heel. Regular \$10.00.

Four-Yard-Wide Linoleum

A few rolls of a splendid quality printed linoleum in new designs and fresh colorings, thoroughly seasoned and in an extra wide width that will cover your room without a seam. Price, per square yard, 85c.

Small Tapestry Rugs Two special sizes, smaller than usual, that are very useful for small bedrooms, dens or sitting-rooms. Splendid wearing qualities, woven without seam, in medallion or all-over designs:

Size 5 ft. 3 in. x 7 ft. 6 in. Special today, each, \$9.95.

Size 4 ft. 6 in. x 6 ft. Special today, each, \$6.75.

26 pairs cafe au lait, lace or button, with grey top, fancy leather trimmed around top. Reg-

11 pairs champagne kid lace, turn sole, leather-covered heel. Regular \$11.00.

11 pairs brown kid lace, ivory cloth top, silk-worked eyelets, light flexible sole, high heel. Reg-

44 pairs ivory kid lace, top foxings to match. Regular \$10.00.

14 pairs patent colt with grey

top, welt sole, Spanish heel Regular \$12.00.

20 pairs black kid button, white top. Regular \$10.00.

cloth top. Regular \$10.00.

Single-breasted, fly front, Chesterfield overcoats which embody materials of splendid quality. There. are also a few ulsterettes in brown checks. These coats provide a very advantageous opportunity to buy next winter's coat at a worth-while saving. Sizes 36 to 44. Priced

Men's Cheviot Overcoats

Single-breasted, two and three-button suits in the latest style, pronounced correct by those who set the fashion. When you see their high-grade quality, their fine workmanship and their general clean-cut, dressy appearance, you will recognize the offer as exceptional value. The low price is simply to stimulate early spring buying. They are made of real good materials, in handsome patterns, and in a weight for early Spring wear. Among them are grey and black pinhead checks, dark grey cheviot, green and black overcheck, green and silver mixed tweeds. Every suit in the lot is better than we sell ordinarily at this price. Get one of these today and save several dollars. Price, \$18.95. Men's Semi-fitting and Slip-on

Overcoats, \$18.00 New Spring Coats-One style is singlebreasted, fly-front, Chesterfield . type, showing semi-fitting back, with deep centre vent. Sizes 36 to 44. Price, \$18.50.

Number two is of brown and Harris tweed, in smart slip-on style, with sleeves and shoulders comfortably lined; designed with full plain back. At \$18.00.



1000 lbs. Breakfast Bacon, mild, by the piece. Take advantage while it lasts. Per lb., 43c. 1500 lbs. Round Steak Roasts, very tender, Special, per lb., 28c. A Sale of Pipes

large variety of shapes to choose from, including bulldogs, bent and billiard shapes, with black vulcanite mouthpieces and metal

B. C. Pink Salmon, headless and dressed, per lb., 20c.
Winter-caught Whitefish, round, per lb., 16c.
Western Smelts, per lb., 121/cc.
Best Finnan Haddles, per lb., 18c.
Best Smoked Fillets, per lb., 23c.

GROCERIES. Lenox Soap, 14 bars, 98c. Finest Creamery Butter, H. & brand, per lb., 55c. Kellogg's Toasted Cornflakes,

blue and banana. Collars, sand. Long Tuxedo shapes, 75c, \$1.00 and \$1.25. Sets, rolling effects and square e, 15c.
Shirviff's Marmalade, per jar, 30c.
H. P. Sauce, bottle, 23c.
Crossed Fish Brand Sardines, per backs. Collars, 75c to \$2.50.

Shirriff's Marmana, H. P. Sauce, bottle, 23c.
Crossed Fish Brand Sardines, per tin, 23c.
Canned Peaches, Hygeian Brand, per tin, 18c.
Sweet Wrinkie Peas, per tin, 29c.
Finest Mild Cheese, per lb., 27c.
Finest Mild Cheese, per lb., 27c.
Primela, per dozen, 49c.
Boston Ferns, each 39c and 59c.
Single Hyacinths, in pots, each, 7 At 98c—15 styles in dainty square-back Georgette collars, with beautifully-embroidered designs and edgings of filet lace. Extraordinary values, 98c.

Canned Peaches, Hygelan Brand, per tin, 18c.

Sweet Wrinkle Peas, per tin, 20c.

Sweet Wrinkle Peas, per tin, 20c.

Christie's Shortbread, per ib., 27c.

Christie's Shortbread, per ib., 35c.

Pure Raspberry or Strawberry Jam, 16-oz. jar, 30c.

1500 lbs. Round Steak Roasts, very tender, Special, per lb., 28c.

1000 lbs. Sirloin Roasts, prime. Special, per lb., 30c.

1000 lbs. Porterhouse Roasts, choice.

Special, per lb., 32c.

600 Milk Fed Chickens, select frozen stock, 3 to 4 lbs. each. Totay, per lb., 43c.

Fish.

Fish.

Fish.

B. C. Pink Salmon, headless and

FRESH ROASTED COFFEE, PER 2,000 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Today, per lb., 28c.

California Sunkist Navel Oranges, per doz., 55c. Choice Grapefruit, 3 for 25c. Beets, 7 lbs., 20c. Kellogg's Toasted Cornnakes,
packages, 36c.
Canned Lobster, 1/2-lb. tin, 28c.
Asparagus Tips, Glass Label Brand,
per tin, 25c.
Choice Red Salmon, 1/2-lb. tins, 17c.
Rosebud Beets, per tin, 18c.
Oleomargarine, H. A. Brand, per lb., 25c.
Patterkrisp, fine Paneycomb centre, chocolate covered, per lb., 40c.
Assorted Chocolates, per lb., 35c.
Chewing Gum, all flavors, three packages, 10c.

FLOWER SECTION.



Also "Arrow" Silk Shirts The \$5.00 and \$6.00 Kinds at \$3.98

In the same purchase we secured about 600 Men's Shirts of pure Jap silk, Roman stripe and triple stripe effects. They are travelers' samples and the factory's broken sizes and odd lots. Sizes 13½ to 17½. These are regular \$5.00 to \$6.00 "Arrow" qualities. On sale today at \$3.98.

Men's Boot Special, \$5.45

This is an offer of good, stout boots that are also dressy and stylish. Built on comfortable lasts, in various popular shapes. The leathers are good quality, dongola kid, gunmetal, patent colt and mahogany calf. Sizes 5 to 11. This is an opportunity to get better boots for your money than it is possible to secure usually at this price. Per pair, \$5.45.

For Big Savings These smart suits possess the leading new style features that are of vital interest to boys, also they embody the staple, handsome materials that parents know must be included if style lines and shapes are to remain intact. These suits are carefully tailored of imported English and Scotch tweeds and worsteds, in pick-and-pick check, stripe and plain colors, grey and navy. One style is designed with pinch-back, patch pockets, soft natural shoulders and fronts. For boys 7 to 17 years. Look Over This Column of Exceptional Bargains

Women's Sweater Coats, broken lines of our \$3.00 and \$3.50 stocks. Plain or brushed wool. White, grey, navy and brown. Another distinctly superior model is of medium grey tweed; coat has patch pockets, soft, natural shoulders, fancy pleated back, and features the new disappearing belt. Priced at \$11.50. Sizes 36 to 42 in the lot. No phone or mail orders. 8.30 a.m. special, at \$1.65.

Women's Corsets, "D. & A." brand, new spring models for average figures. Sizes 19 to 26. Medium bust and long hips. Today, special at \$1.25.

Women's Brassieres, "Good Shape" brand, made of fine white cambric and Swiss allover embroidery. Hooked in the front style with V-shaped neck, linen lace trimmed. Regular \$1.25. Today, 63c.

Women's Camisoles of Jap silk and silk crepe de chine, flesh pink and white. Effective trimming of fine lace. Sizes 34 to 42. Today at half regular value, each, 98c.

Women's Nightgowns of excellent nain-sook. Slip-over style with pretty round neck and short sleeves neatly lace-trimmed. Wonderful value, today, 69c.

Women's Combinations of ribbed cotton, also wool and cotton mixtures. Medium and heavy weight. Sizes 34 to 40. White, cream or natural. Dutch neck and elbow sleeves, or high neck and long sleeves. Ankle length drawers. Regular prices \$1.50, \$1.75 and \$2.00. Today, 98c.

Bearcloth Coats for babies of six months to two years. The material is a close pile cream curl cloth, and is warmly lined with white flannelette. Regular \$3.25. Today, special at \$1.75.

Infants' Bonnets, made of strong white mercerized poplin, warmly lined and interlined. Sizes 12 to 16. Two hundred and forty only, so come early to secure one. Regular 39c. Today, 19c.

Dainty Bibs for Baby, softly padded and quilted. Deep lace edge all around, tape tie at neck. Silk-embroidered front. Today, 3 for 25c.

Misses' Underskirts, made of excellent soft white flannelette. Have strong double white cotton band at waist and deep hem on skirt, finished with silk shell-stitched edge. Sizes 14 to 16 years. Regular \$1.00. Today, 65c.

Huckaback Towels of heavy quality, plain white or with red borders. Hemmed ends. Regular price 75c pair. Special, per

Men's Sox of heavy weight cashmere, black and dark tan. Deep ribbed cuff. Size 101/2 only. Regular 75c per pair. 600

Women's Stockings of fancy silk, novelty patterns. A great assortment of \$2.00 and \$2.25 stockings to sell at \$1.49.

Women's Fine Quality Fibre Silk Hose, high silk leg, close seamless weave; black, white, brown, navy, Newport tan, London smoke and silver. Today, 2 pairs for \$1.25; per pair, 65c.

Women's "Kayser" brand, guaranteed pure silk gloves, heavy embroidered back, have two dome fasteners and double-tipped fingers: Black and white. Sizes 51/2 to 8. Today, \$1.00.

Palm Beach Suitings for suits, skirts, etc.; white only; 36 inches wide. This promises to be the most popular fabric for 1918. Regular 50c. Today, per yard, 29c.

White Voiles, mercerized, high lustre, permanent finish, 40 inches wide, for waists and dresses. A very special offering for 8.30 a.m. today. Per yard, 29c.

Silk Chiffons, 40 inches wide. A very fine quality for fancy dresses, theatrical costumes, etc.; sky, brown, green, peach, white, black, yellow, rose, grey, red and navy. Priced for 8.30 a.m. today at half its value. Per yard, 25c.

Organdy and satin are the materials most in vogue—we have them in the season's best styles and shapes. Organdy Collars in white

top. Regular \$10.00.

All these boots on sale today at \$5.95.

A Choice Array of Neckwear

colors and color combinations, featuring rose, Joffre 75c, \$1.00 and \$1.25. Sets, 75c to \$2.25.

Pique Vests, in many tailored styles, trimmed with metal or pearl buttons. The newest and smartest designs for wear with spring suits. Prices, \$1.25 to \$3.00.

and in beautiful shades of rolling effects and square

1,100 Genuine Briar Pipes-A

ferrules. Large, small and me-dium bowls. Here is an oppor-

Sets, \$1.25 to \$3.00.

Unusual in Character Because Only Beautiful New

Spring Models are Included and Prices are Very Low

Women's Stunning Sample Suits \$22.50

nodel suit at the strikingly moderate price for which we offer these high-class garments to-day is really a noteworthy event. There will be serges, gabardines and Delhi cloths, in such shades as navy, sand, green, Belgian and black. The designs are too numerous and delightful for detailed description, but all charmingly exemplify the latest modes for spring wear. Besides, they are beautifully tailored, and lined with silk or satin. Sizes 34, 36 and 38. If selling regularly they would be worth \$30.00 each. On sale today at \$22.50.

Misses' Suits Specially Priced Today

woman who wants a high-grade moderately-priced suit should aftend. They are made from serge or tricotine, in colors sand, navy, brown, green, Belgian blue and black, and in four adorable designs. The following brief descriptions merely hint of their

Striking Sale of New Spring Suits and Coats Attractive Frocks The Values of Which

Will Also Appeal

For Misses

Serge Frocks in coat styles, short boleros, straight line effects with pony-coat bodices, tailored and paneled styles are among the many designs shown in these smart, moderately -

priced street frocks. The miss who clings to the tailored style will be greatly attracted by another model. The coat is semi-fitted at the back, has a waistcoat front and is finished smartly with stitching and tiveness; colors navy, sand, grey, black, Burgundy and Belgian blue. Come in and see them. Price, \$22.50.

For Women

Imported Frocks, made from soft, lustrous taffeta, that most favored of all spring dress materials, in shades of grey, tan, green, navy and black. The dressy tunic skirt, with its softly crushed girdle, the fashion-able collar finished with ball fringe, smart sleeves, and dainty touches in the way of button trimming, all combine to make this a very attractive value. To-day at \$20.00.

Also ask to see the many designs in taffeta dresses, priced at \$22.50.

buttons close the front from waist to The new pony coat is another, with jaunty white moire vest, rows of military braid trim-ming and a novel sleeve. eral dollars less than their worth, to make Misses' Effective Spring Coats

The coat of one serge suit has a deep knife-

In another stunning serge suit the coat has

rippled peplum with tiny pointed panniers,

pleated peplum, while the belt and sleeves are finished with unique bone buttons.

As Striking in Value as in Appearance You will be surprised that we are able to | Some are of the popular covert cloth, in a

offer them at so moderate a price when you see the lovely materials from which they are made and the smart styles they display.

Some are of the popular covert cloth, in a clever tailored style, with paneled back, ohic belt effect over the hips, large patch pockets, as handy as they are smart, and great pearl buttons as a finishing touch.

Burella cloth, in lovely shades of rose, sand or new blue, is seen in another style. The back of this coat is most interesting, being pleated and caught into a semi-fitting effect by the cleverest three-fold belt. The large wrap collar is very dressy. A coat of gabardine may be had in green, navy, taupe or shoetop tan. Striking features are the fancy slant pockets, smart collar and buckle-caught, button-trimmed belt. All are very specially priced for today at \$19.95.

a big Saturday special at \$25.00. Women's Serge Skirts

We priced these beautiful misses' suits sev-

They are neatly-tailored, in several smart styles, from good quality black and navy serge; some are pleated and paneled; others are plain, with gathered backs; finished with smart button trimming. Prices, \$5.00 and \$6.00

Misses' Taffeta Skirts These clever little skirts are navy or black taffeta, and fin ished with prettily shirred tops, novelty pockets and button trimming. Price, \$6.75.

of Georgette Crepe -- Values \$6.95 to \$10.00 500 bottles Parrish's Chemical On Sale Today \$5.95

and heavy crepe de chine waists. The quantity is limited to 120, but there is a wide diversity of styles, and the colorings are superb; all in popular designs, diversified enough to satisfy any idea. Sizes from 34 to 42 in the lot, and worth from \$6.95 to \$10.00. Marked specially for today at \$5.95.

Women's \$5 Silk Petticoats \$3.95

Soft-finished Swiss taffeta, in the new spring tones of rose, maize, Copen., Alice, Belgian blue, pink and sky, featuring delightful changeable tones, providing just the proper touch of color for your spring suit; new up-to-the-minute styles, showing space pleating, tucking and strapping; lengths 34 to 40. Regularly \$5.00. Today, \$3.95.

Robert SIMPSON Company Robert SIMPSON Limited

Tools for the Mechanic and for the Home

Handy Combination Pliers, specially suitable for use on automobiles; two styles; 6½-in. Today, pair, 49c. Pliers, flat nose, side cutter.



"Handy Andy" Force Cups, remove stoppage from basins, cinks, closet bowls, etc. Sho handle, 49c; long handle, 69c. Adjustable Hack Saws, 69c. Glass Cutters, today, 10c. Zig-zag Rules, 2 ft., at 15c.



complete. Today, 75c. Screwdrivers, crucible steel bits, securely fastened in kouried wood handles; 3, 4, 5 or 6 in. Stillson Pipe Wrenches, 6-in.

Drug Store 7 Big Specials

420 bottles Apollo Emulsion Cod Liver Oil. Regular 78c. Special at 63c.

450 bottles Syrup Wild Cherry, Spruce and Tar. Regular 52c. Special at 39c. Toilet Waters and Cologne, assorted odors. Regular 52c to \$1.04, half price. Orchid Cold Cream Tubes Regular 26c. Special, per tube, at 16c.

bars for 53c.

15c Nail Brushes, assorted.
Very special, each, 9c. (War Tax Included.) E SIMPSON DRUG

30c bar Castile Soap, special, 2

Women's Beautiful Waists

A very exclusive lot of high-class plain and embroidered Georgette



Ever Offered at a Dollar grain finish, with the edges neatly bound. Leather handle with leather strap and strong buckle. Double folding. Lined with black moire. This case will stand constant use. Price, \$1.00.

Boys' Spring

Suits at \$10

That Have Marked Superiority

Cleverly Designed

Reefers

For Boys 21/2 to 10 Years, \$6.50.

They are exceedingly mannish and smart-appearing; made from imported navy blue cheviot serge, of such good quality as to make them real good value. They are double-breasted, with self collar, emblem on sleeves, serge lining, and brass G. R. buttons.

Very Smart and Becoming Are These Women's New York

Tailored Hats Liseret, five-end milan and some hand-made effects of liseret or milan

braid were used in their making, while they are faced with satin and trimmed in various ways with fancy feather mounts or corded silk ribbon. Such wanted colors as taupe, navy, nigger, sand, khaki, grey, purple or black are shown, and they are quite moderately priced at \$7.50.

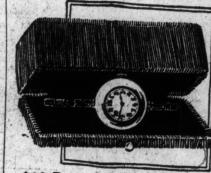
"Simpson" Trimmed Hats

If you could drop into our huge workrooms and see the fast-flying fingers working deftly and artistically under the leadership of an expert head who studies every design to make it more effective, you would understand why "Simpson" Hats are so clever and fascinating.

The smart trimmed styles they have

produced for today are no exception, giving evidence of leading ideas in the way of designs, colors and trimmings. They are also attractively priced at, each, \$7.50. Tailored Satin Hats, \$3.00

There are only a few left, but they are well-assorted in designs and colors, the latter showing navy, taupe, grey, sand, purple, nigger or black. Most of them show touches of liseret braid. All are reduced for quick clearing to-Trimming Your Own Hat Will be made easier by the use of one of the fashionable French flowers or feather novelties we are now displaying. Be sure of seeing them when in the store today.



\$10 Bracelet Watch \$7.85 For this morning we are offering 36 only, Women's Small Size, Thin Model, 15. - jeweled Expansion Bracelet Watches; fitted in a gold-filled case. The bracelet is the latest detachable, with adjustable separate links. Regularly \$10.50. Today, \$7.85.

French

Answe PLACED

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The facts a y members where the effect that is at his fatter. The fact is at his fatter, and the fact is at his fatter. The fact is a fa ay morning ture unchants assistant, vening. Wh