

A New Month and New Season at Simpson's

Spring Suits at \$22

That Let Youth Rest Lightly on Men's Shoulders

Men who are not satisfied with style and fit alone, but who demand good materials also, will keenly appreciate the suits we will show today at this popular price. All-wool mill finished worsted is the material, in dark blue-grey shade with neat white stripe. Designed along standard dignified lines, with just enough youth in their appearance to satisfy the smart man's taste. Three-button sacque coat, medium height vest and regulation trousers, with cuff or plain bottoms. Sizes 36 to 44. Price, \$22.00.

High School Suits, designed especially for the younger young men. Made of a dark brown and black check, all-wool tweed, in the new trench style, with detachable belt, and medium height vest. Trousers finished with tunnel loops, belt and cuffs. Sizes 38 to 46. Today, \$20.00.

Spring Overcoats With Style and Quality Sewn Right Into Them

The Standard Chestfield Spring Overcoat for the man who desires an all-wool, plain dark grey cheviot, in the fly front, semi-fitted front, semi-fitted back style, with vent; in sizes 36 to 44. Today's price, \$18.00.

Topcoats, English slip-on model, with natural shoulders, close fitting collar and full back; sleeves with cuffs. Made from two shades of plain grey and green cheviot. Quarter lined. Sizes 34 to 42. Today's price, \$20.00.

More New Silks Have Just Landed!

French, Swiss, American and Japanese Silks.

Suiting Weight Pure Silk Crepe de Chine in all the popular wanted shades, including twelve different shades in blue. Per yard, \$2.95.
Duchesse Satins and Liberty Charmeuse in dress and suiting weights, full color ranges of the best spring shades. Per yard, \$2.50, \$2.95 and \$3.50.
New Crepe Suiting Shantung, specially made for outdoor wear, in a fine shade range and the favored oyster white; 36 inches wide. Per yard, \$2.50.

95c Shantung Silk at 73c.
Natural Silk Shantung, fine, soft, silky weaves, free from dressing. 2,500 yards of 36 quality on sale today at, per yard, 73c.

Popular Silk and Wool Fabrics

Possessing the charm of all silk, plus the durability of wool.
Radiant Poplin—New spring shades. Also all the staple colors; 40 inches wide. Per yard, \$2.50 and \$4.00.
New Silk and Wool Tricoline—New combination for Spring and Summer Coats or Suits. In taupe, Jasper, nigger and black; 40 inches wide. Per yard, \$3.50.
Fleur de Poplin—About 40 different shades, 40 inches wide. Per yard, \$2.50.
Crepeoline—Having a rich crepey cord poplin finish. Charming new colors; 40 inches wide. Yards, \$2.95.
Eolienne Chiffon—For dresses, in all the wanted shades; 40 in. wide. Per yard, \$1.95.
Fancy Plaid Poplin Skirtings—In choice new combination colors, 36 inches wide. Specially priced at, per yard, \$2.00.

Remnant Sale of Wash Fabrics

No Phone or Mail Orders.
Remnants of Wash Materials, mostly waist and dress lengths. Hundreds of pieces—each piece done up in a roll, with length and price marked plainly for quick and easy buying.
There are Voiles, Silk and Cotton Fabrics, Organdy Muslins in printed effects. Also Prints, Gingham, Nurse Cloths, Piques, etc., 30 to 40 inches wide. Sale price, today, per yard, 15c to 75c.



C. C. a la Grace Corsets

The secret of many an attractive figure is to be found in the charming lines of the wearer's corsets. Let us show you the new models. As a special inducement to early shoppers today we are offering 600 pairs of average figure model corsets at \$1.25. They are made of good quality white coutil with low bust and long hip. Fine tempered steel side boning. Sizes 19 to 26. Extraordinary value at \$1.25.



It begins today, for Spring has come. There'll be puffs of wind from the north, and maybe flurries of snow, but it's time to face the fact that Spring clothing is now an imperative need. There are literally scores of different styles in our assortment of women's and misses' garments. It is a stock where every whim and foible of fashion is reflected. And you solve the economy as well as the style question when you buy Simpson garments.

New Styles in Misses' Coats

\$27.50, \$32.50 and \$35.00

Flaring, belted and high-waisted styles—coats for motor, street or dress wear—are among these cleverly fashioned spring coats. Stitching, embroidery, smart trimmings and jaunty pockets are among the many interesting features. Materials are serges, gabardines, poplins and burella cloths, in grey, rookite, Pekin blue, navy and black.

Charming Suits for Misses

One of fine navy serge has a stunning pony coat with vest of sand cord fabric embroidered in navy. The skirt is paneled, with pointed yokes over hips, \$35.00.
A Soft Sand Serge Suit shows a clever box pleated coat, richly trimmed with shaded bone buttons. Price, \$39.75.
The coat in a charming model of navy gabardine is richly trimmed with smoked pearl buttons, and the narrow belt is buckle-caught back and front, \$45.00.

Misses' Frocks

\$25.00, \$35.00 and \$45.00

Every frock in this great collection is so attractive that your only difficulty will be in knowing which one you most want. There are Serges, their tailored smartness enhanced by buckles, buttons and vestees; Four-lards, with drapes and shawl collars that emphasize their dressiness; chic Taffetas, with embroidery beading and georgette trimmings, and Jerseys that sound the call to out-of-doors.

Misses' Silk Skirts

\$10.00 and \$15.00

Fashion has decided that if this is to be a separate skirt season the skirts must be as chic as possible. You will surely decide to have one at once when you see the new models that have just arrived. They are made from striped and plaid taffetas in a great variety of new designs and colors. Price \$10.00 to \$15.00.

Two Lots of Women's Dresses Priced Specially for Today

At \$8.95—50 Dresses of good quality serge in a number of smart designs. At \$12.50 and \$15.00. On sale at 8.30 a.m. today at \$8.95.

At \$27.50—A number of New York styles in taffetas, georgettes and crepe de chine. Pleated, straight and draped styles, with deft touches of embroidery, beading and novelty button trimming. Each exceptional value today at \$27.50.

Women's Coats

The woman who wants a tailored coat—the woman who clings to the dressy or more exclusive styles—or she who is looking for an outing coat should have no trouble in making an easy selection among the smart coats she will find here. The materials are tricoline, velour serge, gabardine and poplin in all the new shades. Prices range from \$17.50 to \$45.00, with a special display for today, priced between \$17.50 and \$35.00.

Women's Skirts

They have just reached us from New York, and each delightfully reflects the fashion tendencies. They are made from taffeta and charmeuse in a variety of new draped and pannier effects, showing high or normal waistlines, crushed pleats and fascinating pockets. Colors black, navy, taupe and novelty stripes. Prices, \$10.00, \$11.50 and \$12.95.

Women's Stunning Novelty Suits

One charming Eton model of navy serge has its coat smartly banded with military braid and is richly embroidered. The figured silk vest is very striking. Price \$35.00.
Another smart style is made from fine navy or black serge. The pony coat is lavishly trimmed with military braid and finished with waistcoat and fancy collar. Price \$35.00.
Other exclusive models in all the leading shades are priced at \$42.50, \$45.00 and \$50.00.

Stunning New York Model Hats

Many, indeed, are the ways and means by which the artists who created these lovely hats achieved such glorious results.

There are stunning high turbans with broad, upstanding wings, or rich novelty ornaments; dress hats with broad transparent brims and touches of flowers, fruits or feathers; great drooped or rolled brim models with under brims of georgette, and a number of youthful pokes trimmed with flowerets. All the leading shades are represented, and they are priced from \$20.00 to \$55.00.

Sale of Chicago Hats at \$6.50

The first 100 women in the Millinery Department this morning will have the opportunity of obtaining one of these smart tailored and dressy hats at an extremely moderate sale price.

Every hat is different, and every one a strikingly attractive example of the season's modes. They are made from fine braids, prettily adorned with quills, flowers, fruit and ribbon. On sale today at \$6.50.

Big Sale of Untrimmed Hats, \$1.15 and \$1.75

A wonderfully big variety of odd lines that we closed out from the wholesale lots of black and colors; all sizes represented from the small turbans to the large brimmed hats. Today's sale prices, \$1.15 and \$1.75.

New Neckwear, New Veils, New Veilings

Veils and Veilings

B—Aviation Collars. Sale price \$1.50 to \$2.25.
Every new mesh, every new scroll, every new dot, every new color, taupe, browns and violet being in the lead. Selling prices today, per yard, 25c, 25c, 50c.

New Neckwear

A—New Cowt Collar. Sale price, \$2.00.
The Harem Collar, Buster Brown Collars, long Tuxedo Collars, short Tuxedo Collars, Organdy Colored Collars and Sets, Organdy Vestees, Organdy Collars, Figue Collars and Waist-coats, 50c to \$5.00.



Extra special Val and Torchon Lace Values, 3,000 dozen, at 3c, 4c and 5c yard.
800 yards 27-inch Baby Flounce—specially priced at 65c and 65c.
One dollar and one dollar and fifty cent Jabots, samples, on sale today at 29c.

Three Most Unusual Glove Bargains for Women

Women's White Wash Chamouette Gloves of excellent quality. Closely woven and look like real leather; two-dome fasteners and strong-sewn seams. Regular 85c. Today, 59c.
"Perrin's" Wash Cape Leather Gloves of soft, light weight. Assorted tan and mastic shades, two-dome fasteners, outsewn seams and smart points. Sizes 5 1/2 to 7. Regular \$2.00. Today, \$1.39.
Silk Gloves taken from our regular stock of "Queen Quality" brand, two-dome fasteners and double-tipped fingers. Black and white. Regular 79c. Today, 69c.



Half Price Sale of Infants' and Children's Wear

(No Phone or Mail Orders.)
It includes samples and all counter-soiled garments from regular stock. In the lot will be found Infants' Short Dresses and Skirts, Long Robes, and Skirts, Hats, Bonnets, Coats, Cloaks, Barrowcoats, and various Woolies and Sleeping Robes. The Children's wear includes, White Dresses, Coats, Hats, Underskirts, Princess Slips, Night-gowns, Gerturdes and Drawers. The sizes range all the way from infants' to 16 years in the lot. Regular prices from 35c to \$6.50. Sale prices today, 19c to \$3.25.



Factory Prices for Women's Low Shoes A Clearance Today at \$1.99

No Phone, Mail or C.O.D. Orders on Sale Boots.

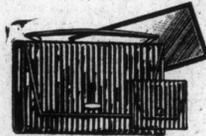
Again today we will offer the season's smartest styles in low shoes at a price actually below today's factory cost. There are several styles, offering a most commendable choice, including colonials, pumps, strap slippers and fancy bow slippers, in patent colt and don-gola kid leathers; Cuban and Spanish heels; sizes 2 1/2 to 7. Today, \$1.99.

Women's High-grade Boots, Today \$4.95.
Here are about 300 pairs women's high-grade boots, in button and lace style, in colored kid, black kid, gunmetal and patent colt leathers, all new shapes and clean perfect goods, made by well-known makers; sizes 2 1/2 to 6. Values \$8.00 to \$10.00. Today, \$4.95.
Men's Boots at \$5.45.
Stout boots, but dressy and stylish, comfortable lasts, in various popular shapes; leathers are good quality don-gola kid, patent colt. The sizes are 6 to 11. This is an opportunity to get good boots at away less than usual prices. Today, \$5.45.
Boys' Gunmetal Boots.
Blucher style, with neat round toe, full plain quarter, solid leather McKay sewn soles, with covered channels; boots that will wear well and please in every way; sizes 1 to 5. Today, \$2.75.
Small Boys' Boots, Today \$1.39.
A splendid boot for boys for spring wear, 600 pairs new gunmetal Blucher boots, on full fitting toe last, medium weight sole, low heel; sizes 8 to 10 1/2. Today at \$1.39.



Purses, Music Cases Half-Price Sale of Brassieres

Women's Brassieres, manufacturer's samples, made of fine cambric; hooked in the front styles, with V-shaped necks, daintily trimmed. Sizes 34, 36 and 38 only. Regularly 50c to \$2.00. Today, 25c to \$1.00.
Women's Cotton Underskirts.
In neat fitting gored style, with knee deep flounces of fine Swiss embroidery. Sizes 36 to 42. Regularly \$2.25. Today, \$1.69.
Nainsook Nightgowns.
Women's French Hand-made Nainsook Nightgowns, made in slip-over style—the front exquisitely hand-embroidered, and the neck and sleeves daintily scalloped. Regularly \$4.50. Today, \$2.98.
Vests and Drawers.
Women's Extra Sized Vests and Drawers, made of fine elastic ribbed cotton. The vests are low neck and no sleeves, and the drawers are umbrella style. Sizes 40 to 44. Special at 39c.
Women's Silk Combinations.
Women's Pink and White Glove Silk Combinations, with low neck, no sleeves and loose knee drawers; arms and crotch reinforced, double ply. Regularly \$6.50. Today, \$4.50.



Smart Vachette Patent Leather-finish Strap Purses—Neatly lined, with closely-fitting centre frame, three pockets, extra large vanity mirror and top strap. Special value, \$1.49.



Black Leatherette Music Cases—Cross grain finish with edges neatly bound, leather handle with leather strap and strong buckle, lined with black moire. This is the best music case we have ever offered at today's price, \$1.00.

Madeira Lincens---Samples and Oddments

Our representatives in Madeira have shipped a lot of showroom samples together with several odd lots of special purchases. With those we will clear all odd lines from our stock, making altogether a wonderfully attractive assortment. The prices are based on cost of at least two years ago, which is 50 per cent. to 75 per cent. below today's value. This means that every one of the following items is selling at an unusually special price. Displayed on tables for easy choosing.
6-inch Doyleys, 15c to 75c.
10-inch Doyleys, 45c to \$2.00.
18-inch and 24-inch Centrepieces, \$1.48 to \$6.95.
Oval and Oblong Tray Cloths, 75c to \$2.95.
52-inch Lunch Cloths, \$3.95 to \$19.50.
13-inch Odd Napkins, each 65c, 75c and 85c.
18 x 54 inch Scarfs, \$2.95 to \$8.95.
Tea Sets—Cloth size, 36 x 36 inches square, with four napkins, size 13 x 13 inches, to match. Per set, \$9.50 to \$18.50.
Baby Pillow Cases, each \$1.75 to \$2.95.
20 Pure Linen Embroidered Lunch Cloths with scalloped edge. Size 62 inches round. Regular \$13.50. On sale at \$3.00 a.m. today, each, \$6.75.

"Billie Burke" House Dresses

There are new gingham, poplins, shirtings and chambrays among our Spring stock of famous "Billie Burke" House Dresses. Such attractive colors, too, as pink, blue grey, tan and black and white. You will be interested in the new ideas in collars, pockets and belts. They are moderately priced at \$3.95.

Crepe Kimonos \$2.50

They are cut full in truly fascinating Japanese style with pretty sashes, and are handsomely embroidered in butterfly or stock designs. Colors navy, pink, maize, rose and copen. Price \$2.50.

Handkerchiefs

Swiss Embroidered French Embroidered Spanish Embroidered Irish Embroidered Madeira Embroidered

In an immense assortment of patterns and styles. All white and dainty-colored designs. Rosebuds, sprigs, flowers and all sorts of conventional designs. Last but not least the prices we are asking are 25 to 40 per cent. below today's values. Present prices will be impossible to duplicate for several years. We are making a special showing at 10c, 12 1/2c, 15c, 20c, 25c and 35c each.

The Robert SIMPSON Company Limited