

On Sale Today at Simpson's for Easter Shoppers

For the Convenience of Visitors
 THE REST AND WRITING ROOM
 (3rd Floor)
 RESTAURANT AND PALM ROOM
 (6th Floor)
 PACKAGE CHECKING DESK
 (Basement)
 INFORMATION OFFICE
 (Main Floor)



STORE HOURS
 8.30 a. m. to 5.30 p. m.
 TELEPHONE BOOTHS
 (All Floors to 4th)
 TELEGRAPH OFFICE
 (Basement)
 Make this your headquarters during your stay in the city.

Exceptional Purchases Provide These Big Boot Values Today

Makes that almost never appear in ordinary bargain lists have been re-quisitioned to make this the greatest Saturday sale of the season, and to give you real Easter Boots at a fraction of their real value. An augmented staff will give you quick, efficient service. Come early to make sure of your style and size.

Ladies' "Queen Quality" Sample Boots, \$2.95 — 700 pairs of the most exclusive style boots; sample sizes, 2 3/4 to 4 1/2; widths A to C; other lines, sizes 2 to 7, widths A to D. Regularly \$5.00, \$6.00 and \$7.00. (No phone or mail orders.) Saturday .. 2.95
Women's \$4.00 and \$4.50 Boots, \$2.49 — 2500 pairs, the new lace and button effects; sizes 1 1/2 to 7. Regularly \$4.00 to \$4.50. (No mail orders.) Saturday .. 2.49
Ladies' \$4.00 to \$7.00 Low Cut Shoes, \$2.49 — 600 pairs, widths A to C; sizes 3 1/2 to 4 1/2. Regularly \$4.00 to \$7.00. (No phone or mail orders.) Saturday .. 2.49
Men's \$6.00, \$7.00 and \$8.00 Easter Boots, \$3.95 — 2400 pairs, button lace and Bunker styles, "Burt & Packard" and Hart makes; widths B to E; sizes 5 to 11. (No mail or phone orders.) Saturday .. 3.95
Men's \$4.00 and \$5.00 Boots, \$2.99 — 3500 pairs, from Quebec, Montreal and London manufacturers; sizes 5 1/2 to 11; widths C to E. Regularly \$4.00 to \$5.00. (No mail orders.) Saturday .. 2.99
Misses' \$3.75 Boots, \$1.99 — 450 pairs Button Boots, new military and Hussar styles; sizes 11 to 12. Regularly \$3.75, Saturday 1.99; sizes 5 to 10 1/2, regularly \$3.00, Saturday .. 1.99
Boys' "Hart" Boots, \$2.49 — 500 pairs "Hart" and "Boy Scout" Boots, button and lace styles; sizes 1 to 5. Regularly \$3.00 to \$5.50. Saturday .. 2.49

Women's Easter Suits

New York has supplied individual suits for our Easter selling: handsome tailored styles, developed in gabardines, serges, checks, poplins and silks; with linings of cream de cygne silk. These suits have all the newest features, being pleated, tucked, belted and trimmed after the most approved models. They are perfect in materials and execution, and include all the wanted colors and contrasts of color. Prices .. 22.50, 25.00, 28.50 and 35.00

The "Canadian Maid" Coat at \$13.50

An attractive model in fancy fabric plaids, checks or plain serge; full back; rounded yoke, and side pleats; self buttons; belted front and rolling collar; full range of colors. .. 13.50

A Special Coat Value for Girls \$5.95

In black and white checks, Copenhagen, navy, sage and mixtures; cut in empire style; pleated and flared, and trimmed with silk and braids. Regularly \$7.00, Saturday .. 5.95
Girls' \$4.50 Coats, in wool materials, trimmed with silk or broadcloth. Regularly \$4.50. Saturday .. 1.95

Silk Dresses for Women—Very Special at \$6.95

This is a collection of handsome dresses, of eoliennes, silk crepes and duchess silks, including blacks, sand, green, Belgian blue, rose and navy; coat effects and smart flared styles, with or without yokes at the waist; some with lace vests; both slim and heavy figures provided for. Usually \$10.00 and \$12.50, Saturday .. 6.95
\$4.00 to \$8.50 Voile, Crepe and Pique Wash Dresses. Saturday .. 1.95
Serge and Tweed Skirts, in black, brown and navy; assorted sizes. Regularly \$4.50 to \$7.50. Saturday .. 2.69
Navy, Fawn and Black Raincoats, English made; these are excellent styles for women. Regularly \$6.50 to \$7.50. On sale Saturday .. 4.95

Sample Blouses \$2.95

200 Crepe de Chine Blouses, samples and small quantities from our own workrooms and high-class makers. Spring styles in the best colors, white, flesh and shell pinks, straw, rose, etc.; sizes 36 and 38. Regularly \$3.95, \$5.00 and \$5.95. Saturday .. 2.95

Big Sale of Hand Bags

A Special Purchase of Newest Style Handbags; 1800 bags in all, divided as follows:
 1200 Leather Handbags, in real morocco, crepe, seal, pebble and morocco grain leathers; new torpedos and melon shapes; also large shopping bags; frames in nickel, gilt and gummel finishes; also leather covered; silk and leather linings; two to five-piece fittings, principally black. Regularly \$1.75, \$2.00 and \$2.75. Saturday .. 1.25
 600 Handbags, in several new spring shades, nickel finished frames, silk lining, fitted with swing mirror and purse; seal, morocco and crepe grain leathers, black only. Regularly 75c. Saturday .. 50c

Brilliant New Fiction

THE BIG SPRING NOVELS OF 1915.
 "The Man of Iron," novel of France and Germany at war in 1870, by Richard Dehan, cloth bound. Price .. 1.10
 "Who Goes There?" by Robert W. Chambers, romance of the great European war of today, illustrated, cloth bound .. 1.25
 "Pollyanna Grows Up," a Second Glad Book, by Eleanor H. Porter, cloth, illustrated .. 1.25
 "Keeper of the Door," by Ethel M. Dell, cloth bound .. 1.10
 "Bealby," clever, humorous novel, by H. G. Wells, cloth bound .. 1.10
 "Sword of Youth," by James Lane Allen, illustrated, cloth .. 1.10
 "Shorty McCabe on the Job," by Sewell Ford, cloth, illustrated .. 1.10
 "Lone Star Ranger," by Zane Grey, cloth .. 1.25

Bathroom Mirrors

1200 Oblong White Enamel Mirrors, British bevel glass, 12 x 18 inches, and round corners, extra wide enamel coated; easily cleaned. Saturday, in the Basement 2.33
 New Bathroom Mirrors, white sanitary frames, British mirror plate and bevel glass, oblong and oval shapes, heavy enamel finish, easily cleaned. Special, \$1.75, \$2.25, \$3.75 and \$3.50, in the Basement.

HARDWARE AND TOOLS.

40c, 50c and 60c Hand Saws, 20-inch, 22 and 24-inch sizes; serviceable saw for home use. Any size for special order. .. 29
 400 only, Garden Spades, serviceable and well-fashioned handle, D shape; good value at 75c. Special for .. 49
NEW GARDEN HOSE.
 50-foot length Garden Hose, guaranteed to stand city pressure, fitted with combination spray nozzle, coupling, clamp and washers, ready for attachment. Worth \$4.00. Special for .. 3.69

THE SIMPSON DRUG COMPANY LIMITED.
 40c Beef, Iron and Wine. Saturday .. 29
 25c Emulsion of Cod Liver Oil .. 33
 25c Emulsion of Cod Liver Oil .. 19
 25c Beecham's Pills. Saturday .. 18
 25c Syrup Linseed and Turpentine .. 15
 75c Marmola Tablets. Saturday .. 35
 10c Lee's Liquid Corn Plaster. Saturday .. 8
 10c Lee's Blue Cross Plaster .. 7
 10c Pape's Diapering. Saturday .. 29
 \$1.50 Hot Water Bottles, 2-quart size. Saturday .. 98
 15c Fluid Magnesia. Saturday .. 10

Toilet Goods
 Imported Bulk Perfumes. Regularly \$1 per ounce. Special, per ounce .. 50
 Remmel's Face Powder. Regularly 35c. Special .. 25
 Nail Scissors. Regularly 50c. Special .. 25
 Shaving Brushes, bristles set in rubber. Regularly \$1.25. Special .. 85
 French Tooth Brushes. Regularly 30c. Special .. 25
 Pinaud's Quinine. Regularly 50c. Special .. 25
 Sweetheart Toilet Soap. Special, 4 cakes for .. 75
 Imported French Castile Soap, full 3 1/2-lb. bar. Special .. 28
 Hindle Honey and Almond Cream. Special .. 35

ALIKE for last moment shoppers and for the city's Easter guests the store holds numberless great opportunit ties today. The goods we show are splendidly fresh and up-to-the minute in style; see them. You are welcome from 8.30 in the morning until the doors close at 5.30 in the evening.

A Final Bulletin For Men

We know there is no better place for a man to be fitted out for Easter than right in our Men's Store. The clothes are honest, and the values are supreme. Whether you dress conservatively or prefer that "snappy" look, see what we have to show you in this department today.

SIXTY SUITS, WORTH AS HIGH AS \$28.00, SATURDAY, \$15.00.
 60 Men's Suits, from "the House of Kuppenheimer" and other originators of men's styles; among them swaggar English sacks, snug fitting, with soft roll fronts; sizes 34 to 42. Were \$25.00, \$26.50 and \$28.00. Saturday .. 15.00
 35 Men's London-Tailored Spring Overcoats, Durward make, Saxony-finished Scotch tweeds, in gray and brown tones, and hand-woven mottled Irish tweeds; sizes 34 to 44. Regularly \$25.00 and \$26.50. Saturday .. 15.00

New Blue Suits, always good form, in up-to-the-minute styles; fine West of England materials, indigo dye, new three-button soft front sack with wide lapel to roll to the second button; sizes 36 to 44. Saturday .. 12.50
250 Pairs Tweed and Worsted Trousers, a manufacturer's samples and odd sizes; sizes in the lot 32 to 42. Were \$2.00, \$2.25, \$2.50 and \$2.75. Saturday .. 1.35

WHAT BOYS NEED FOR EASTER.
 Boys' Norfolk Suits, of English tweeds, bloomer pants; sizes 25 to 33. Saturday .. 5.00
 Boys' Blue Serge Suits, Norfolk and double-breasted bloomer pants; sizes 25 to 30, 7.00; sizes 31 to 34 .. 7.50
 Youths' Long-Trousered Suits, English worsteds and tweeds; sizes 32 to 35. Saturday .. 10.00
 Boys' and Youths' English Cut Overcoats, of Irish tweeds; sizes 31 to 35. Saturday .. 8.00
 Boys' Oliver Twist Suits, 2 1/2 to 6-year sizes .. 4.50
 Boys' Spring Reefers, fawn covert cloth; sizes 2 1/2 to 10 years .. 4.50
 Boys' Raincoats, sizes 25 to 35. Saturday .. 5.00

Men's Wear—New for Easter

New Silk-Knitted Neckwear. New Fancy Silk Neckwear. New Soft Double or Lampered Cuff Shirts. New Silk and Silkoline Shirts, attached collar or separate collar to match. New Pyjamas, in silkoline, soisette and fancy stripes. New Underwear, in combination and two-piece styles, in balbriggans, mercerized, silk, silk and wool, fine all-wool, etc.
550 Soft Double Cuff Shirts, with collar to match, and laundered cuff styles, with starched bands only, Canadian and American makes; sizes 14 to 17. Regularly 89c and \$1.00. Saturday .. 63c
210 Suits Pyjamas, Canadian and American flannellettes, cambric, soisettes, etc., broken size ranges and counter-soiled samples, all sizes in the lot 34 to 44. Regularly \$1.00 and \$1.39. Saturday, 8.30 a.m., per suit .. 55c
300 Only Cambric Shirts, some counter-soiled. Regularly 50c to 75c. Saturday, 8.30 a.m. (No mail or phone orders) .. 33c



Easter Hats For Men

Christy's 2-oz. Soft Hats, extra fine felt, colors slate, gray and black, medium wide brims and full crowns. Special at .. 2.50
 Christy's Derby Hats, feather weight and most fashionable spring shapes; select your Easter hat from our large display. Saturday at .. 2.50
 King Brand Derby and Soft Hats, all the latest 1915 styles, and in complete color assortment; specially well-finished hats. Saturday .. 2.00
 American and Canadian-Made Soft Hats, new models, new trim, and newest colors of greens, grays and browns; extra good values at .. 1.50 and 2.00
 1000 Men's Stiff and Soft Hats, jobbers' and manufacturers' samples, up-to-date shapes and good selection of colors; large variety of pretty patterns; run generally from 6% to 7%; mostly \$2.00 hats. Saturday's special, 8.30 a.m., your choice for .. 95c
 Men's and Boys' Caps, new shapes and new colors, in tweeds, worsteds, serges and other cloths. Special prices at .. 25, 45, 65 and 95
 Children's Headwear, in wide range of latest styles, of telescope, Mexican, Ra-Ra, and Norfolk designs, in velvets, plushes, cords, tweeds and fancy pattern cloths, dressy and new hats for the smaller folks. Specially good values at .. 39, 79 and 1.00

Jewelry

10k, 14k and 18k GOLD AND PLATINUM SETTINGS.
 Women's 10k Gold Pearl-Set Brooches, maple leaf, fleur de lis, crescent and star and other designs; one pattern has six real pearls and another has five real pearls. Regularly \$1.50 .. 95c
 Men's 10k Gold Cuff Links, arm, post pattern, with convex beam end. Regularly \$3.00 .. 1.95
 Women's and Men's Single-Stone Diamond Rings, 14k gold settings, brilliant white diamond. Regularly \$10.00. Saturday .. 4.95
 10k and 14k Gold Pearl Set Necklaces, spray, leaf and scroll designs; a large variety of pretty patterns. Regularly \$10.00, \$12.50 and \$15.00. Saturday .. 7.95
 14k Gold, Diamond and Pearl-Set Pendants, each pendant has 14k gold neck chain, fine quality pearls and diamonds. Regularly \$13.00 and \$18.00. Saturday .. 8.95
 Women's Single-Stone Diamond Rings, 14k gold and 18k gold and platinum settings, showy Tiffany styles. Regularly \$16.00 and \$18.00. Saturday .. 9.95

Easter Hosiery

720 Pairs Women's Lisle Thread Hose, made in Canada, black only; sizes 8 1/2 to 10. Regularly 25c. Saturday .. 12c
 Women's Shot Hose, silk and wool cashmere, blacks, with red, white, blue, purple and yellow; sizes 8 1/2 to 10. Usually 75c .. 49c
 Women's Plain Lisle Thread Hose, black, tan and white, and season's newest shades; sizes 8 1/2 to 10. Three pairs, 1.00; single pair .. 55c
 Women's Silk Hose, white, black and colors; sizes 8 1/2 to 10 .. 75c

NEW GLOVES.

Children's English Tan Cape Walking Gloves, sizes 000 to 6. Saturday .. 59c and 75c
 Women's Black Chamissoe Gloves, black stripes on back, white only. Saturday .. 59c
 Women's Glace Kid Gloves, black, tan and white; sizes 5 1/2 to 7 1/2. Saturday .. 59c and 75c
 Men's Wash Chamissoe Gloves, gray and natural shades, black or self stripes on back. Sizes 7 to 10. Regularly 85c. Saturday .. 79c
 Men's Tan and Gray Suede Gloves, sizes 7 to 10; usually \$1.00. Saturday .. 79c

Dinner Sets

97 pieces, English semi-porcelain, green conventional border. Regularly \$6.95. Saturday .. 4.29
 420 Cut-Glass Fruit Bowls. Saturday .. 2.69
 Butter Plates, Vases, Bonbon Dishes, Handled Olden Spoon Trays. Regularly \$2.00 and \$2.25. Saturday .. 1.49
 97 pieces, English semi-porcelain, green conventional border. Regularly \$6.95. Saturday .. 4.29
 420 Cut-Glass Fruit Bowls. Saturday .. 2.69
 Butter Plates, Vases, Bonbon Dishes, Handled Olden Spoon Trays. Regularly \$2.00 and \$2.25. Saturday .. 1.49

Sugar and Cream Sets. Regularly \$3.50, for .. 2.69
420 Cut-Glass Fruit Bowls. Saturday .. 2.69
Butter Plates, Vases, Bonbon Dishes, Handled Olden Spoon Trays. Regularly \$2.00 and \$2.25. Saturday .. 1.49

\$3.50, \$4.00 and \$5.00 Canes \$2.49

50 only, High-grade Sterling Mounted Canes, in light, medium or heavy weight, in crook or opera styles. Regularly \$3.50, \$4.00 and \$5.00. Saturday .. 2.49
 Good range of Canes, light or dark shades, with sterling silver mounts or bands, in crook style. Price .. 50c
 Swagger Sticks, in black, brown or light reed. Special .. 25c

Cameras 95c, \$1.95

We have a very complete stock of films and plates for all cameras, also fresh stock of all lines in developers and fixers. We offer these two specials for today: **Strongly Made Box Camera (2 1/2 x 2 1/2), fitted with reliable silver mount or bands, larly \$1.50, Saturday .. 95c**
Same Camera, for pictures 2 1/4 x 3 1/4. Regularly \$2.50, Saturday .. 1.95

300 Pictures \$1 Each

An assortment of subjects that would be hard to beat, such as the Angelus, by Maria Theresa, the Madonna, by Poppel; architectural Roman scenes, and others in the brown. Size 20 x 24. Special, each .. 1.00

Candy Today

500 lbs. Cowan's Broken Cream Bars, vanilla flavor. Per lb. .. 23
 1000 lbs. Chewing Candy, assorted fruit flavors. Per lb. .. 10
 1000 lbs. Assorted Nut Taffy. Lb. .. 10
 1000 lbs. Simpson's Special, an assortment of chocolates, cream taffies, caramels and bon-bons. Per lb. .. 20

Groceries Today

Telephone Direct to Department, Adelaide 6100.
 2000 lbs. Fresh Creamery Butter, White Clover brand. Per lb. .. 38
 Toasted Cornflakes, 3 packages .. 25
 Loaf Sugar, 2 lbs. .. 25
 Choice, Side Bacon, peameal, sliced, Ingersoll brand. Per lb. .. 25
 Clark's Pork and Beans, in chili sauce. Large tin .. 11
 California's Marmalade, 2-lb. jars .. 25
 California's Jammed Apparatagus Tins .. 19
 Canned Beets, Rosebud brand. Tin .. 24
 BAKER'S Cocoa, 1/2 lb. tin, strawberries and cherries. Per tin .. 22
 Canned Fruit, raspberries, strawberries and cherries. Per tin .. 18
 Finest Canned Corn, Peas or Tomatoes, 2 lbs. .. 22
 Choice Grapefruit, good size, 6 for .. 25
 Choice Car Choice California Sunkist Oranges, sweet and seedless. Doz. 25
 Choice Olives, stuffed or plain. Bot. .. 25
 500 lbs. Fresh Fruit Cakes. Per lb. .. 15
 Fancy Mixed Biscuits, 2 lbs. .. 25
FRESH ROASTED COFFEE, LB., 27c
 1000 lbs. Fresh Roasted Coffee, in the bean, ground pure of with chicory, Saturday, per lb. .. 27c

Flowers

Easter Lily Plants, 3 to 7 blooms. Special, per bloom .. 10
 350 Red Roses, fresh-cut stock. Per dozen .. 85
 1000 Roses, pink and white, fresh-cut stock. Dozen .. 48
 1000 Daffodils. Regularly 40c. Dozen .. 40
 1000 Narcissus. Regularly 40c. Dozen .. 40
 100 Boston Ferns. Regularly 50c. Saturday .. 39
 Emerald Lawn Grass Seed, 1-lb. packages, 3 lbs. .. 25
 Flower and Vegetable Seed, 2c packet, 14 for 25c.

Today is the Last Day for Enrolment in the Easter Homefurnishing Club

Semi-Annual Six-Day Sale of Bedsteads and Bedding

Brass Bedstead, 2-inch posts, turned caps; all sizes. Regularly \$10.50, Saturday .. 7.75
 Brass Bedstead, 2-inch continuous posts; all standard sizes. Regularly \$18.90, Saturday .. 13.20
 Brass Bedstead, in 3-foot size only, 2-inch posts. Regularly \$14.50, Saturday .. 11.95
 Brass Bedstead, continuous 2-inch posts; 4 ft. 6 in. size. Regularly \$19.00, Saturday .. 9.50
 Iron Bedstead, white enamel, brass caps; all standard sizes. Regularly \$20.00, Saturday .. 15.95
 Iron Bedstead, white enamel, brass caps and brass uprights; all sizes. Regularly \$25.25, Saturday .. 19.95
 Iron Bedstead, white enamel, brass uprights, 4 ft. 6 in. size only. Regularly \$7.50, Saturday .. 4.75
 Children's Iron Cribs, white enamel, high sides and close fillers; sliding safety sides; size 4 ft. 6 in. x 2 ft. 6 in. Saturday .. 1.85
 Mattress, filled with seagrass; all sizes. Regularly \$2.60, Saturday .. 1.95
 Mattress, all-cotton felt. Regularly \$7.50, Saturday .. 3.65
 Mattress, pure cotton felt. Regularly \$8.00, Saturday .. 4.45
 Mattress, cotton felt. Regularly \$3.75, Saturday .. 2.75
 Mattress, cotton felt, built in layers. Regularly \$9.75, Saturday .. 7.55
 Mattress, filled with seagrass; all sizes. Regularly \$2.60, Saturday .. 1.95
 Bed Spring, kiln-dried hardwood frame; strong woven steel wire springs; all standard sizes. Regularly \$2.00, Saturday .. 1.55
 Bed Spring, steel frame, all sizes. Regularly \$3.00, Saturday .. 1.95
 Bed Spring, steel tubing frame. Regularly \$5.00, Saturday .. 3.95
 Box Spring, the best oil-tempered springs; all sizes. Saturday .. 11.95
 Pillows, mixed feathers. Regularly \$1.35, Saturday, pair .. 85c

Curtains and Draperies

English Lace Curtains, white only, 2 1/2 yards long. Saturday, pair .. 49
 English Lace Curtains at 89c Per Pair—A heavier quality curtain, 3 yards long, with rich borders and spray centres; a durable and inexpensive curtain. Saturday, special, per pair .. 49
 Swiss Lace Curtains, 3 yards long. Regularly \$7.50 and \$8.00 per pair. Saturday, pair .. 5.29
 English Washing Taffetas, Saturday, yard .. 23
 English Washing Chintzes, 31 inches wide. Per yard .. 45
 Russian Reps, 50 inches wide. Saturday, yard 1.25
 Trimmed Window Shades. Each .. 49

Floor Coverings

Seamless Tapestry Squares—Sizes 7 1/2 x 9 0 to 10 6 x 12 6. Saturday .. 7.85 to 15.75
 English Seamless Axminster Rugs—Two pieces quoted here are extra good values. Mostly Oriental designs. Sizes 7 1/2 x 9 0 to 10 6 x 12 6, 16 50
 Linoleum, 2 Yards Wide—Block, carpet and hardwood designs. Square yard .. 36
 New Floor Cloth—New colors and new designs. Widths 36, 45, 54, 72 and 90 inches. Square yard 27
 \$1.00 Rugs for 75c—Reversible. Size 27 x 51 inches. Regularly \$1.00. Saturday .. 75c
 Oriental Designs in Wilton Rugs—Several other qualities besides the one quoted below. Sizes 4 6 x 6 0 to 11 3 x 12 0. Saturday .. 9.25 to 47.00

The Robert Simpson Company, Limited

SEVEN FIVE 85TH Y

ALL Bu ENEMY BROU NEA

They Dropt City, D

RUSSIA Must Not P Might

Special to The LONDON, A jull on the w broken yester man report me tacks by Frenc which were rep

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Report The British nies a report, any other per on a special r tain. Vienna rep cent fighting more importa communicati said the Russi forcements in decisive victo Carpathians a decision, acc reaching Lo ruses amid troops are sal lee of Austria of British of soon to break the Lunow a In the w on stagnation keeping the C to when and will come an are speculatio Vares of Fr offensive, wh east remains

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