

FRIDAY

MARCH 6.

SIMPSON COMPANY LIMITED

PROBS—Strong easterly winds; milder, with occasional falls of sleet and rain.

SIMPSON COMPANY LIMITED

H. H. FUDGER.....President
J. WOOD.....Manager



The Sample Suits

The Great Men's Store Attraction for Saturday---\$10.50 to \$16 Sample Suits for \$7.95

A MONTREAL clothing maker clears his samples to us every spring. Those who know about these suits from former occasions, need only be reminded that the goods are the same that we have sold every year at this time for the last five years. It is an annual event with us now, this sale, and one of the most important sales of the kind during the year. This time however, though qualities are uniformly higher, quantities are less. 350 of these sample suits go on sale to-day. The balance will be offered to-morrow morning. \$7.95 is the price—don't miss to-morrow if you have been obliged to pass to-day.

Men's Sample Suits, Reg. \$10.50, \$12, \$12.50, \$13.50, \$14, \$15 and \$16, on Sale Saturday at \$7.95

Choicest patterns and latest designs shown in this season's trade, Imported Fancy Worsteds and English Tweeds, cut on the new spring models; single and double-breasted sack styles, well lined and beautifully tailored, with close-fitting collars and long shapely made with large lapels and velvet collars, finished with silk ornamental; made up in youths', young men's and men's sizes, 34 to 42 chest measure. On sale Saturday at\$7.95

Spring Overcoats

Men's New Spring Light Overcoats, black and a rich dark Oxford grey, English chevot, medium weight, fine material, with a slightly unfinished surface, cut in single-breasted Chesterfield style, 44 in. long, lined with fine twilled mohair and finished with deep silk facings to the bottom, sizes 35 to 44. Saturday\$12.50

Men's Black Vicuna Cloth Spring Overcoats, a fine imported material, soft finish, showing a faint twill surface, cut loose and roomy, lined throughout with Skinner's guaranteed silk, sizes 36 to 44, for\$18.00

Boys' Coats

Boys' Spring Reefers, of a medium fawn whipcord and covert cloth, made double-breasted, with brass buttons and colors on the sleeve, sizes for boys 4 to 8 years. Saturday\$4.25

Boys' Fancy Reefers or Topper Coats, spring weights, in an imported tweed; the pattern is a flaringbone weave with a wide double stripe in a light grey; also in the new brownish tan shades, ment on the sleeve, sizes 21 to 28. Saturday\$6.50

A Sale of 8000 Yards Dress Goods

8000 yards of Fashionable New Suitings and Medium Weight Dress Fabrics, picked up from various European manufacturers of high-class dress goods.

The most Fashionable Weaves.
The most Fashionable Shades.

Guaranteed absolutely first choice qualities, perfect in dye, weave and finish. Values are unquestioned. This is the biggest choice we have ever offered at the price.

An immense range of Black Dress Goods, in the newest weaves and all spring shadings, in all the popular weights and makes; Ombre, Worsted Stripes, Chevron Stripes, Shadow Stripes, Armures, Melrose, Chiffon Panamas, Chiffon and Coarsed Mesh Voiles, Prunellas, All-wool San Toys, Sicilians, Lustras, Mohairs, Spring Suiting Tweeds, Cream Chevots, Cream Panamas, an immense collection of Black, Cream and all colors in endless weaves, in widths from 44 to 52 inches. All one price on Saturday69c per yard

Saturday in the Cloak Department

"There's one thing above all others, I like Simpson's for," said a fair young creature in our eleventh store, "their suits and things are not the same as everyone's else." That is one great advantage. But there are many others. Ours is a nice stock. "Nice" is a very expressive word and it applies to the styles and the finish of our spring suits, coats and skirts admirably. Have you seen the new skirts?

A Good Offer in New Suits at \$12.50

Women's High-grade Suits, of French Venetians, in brown, navy, black and green, also navy Panama, semi-fitted coat, made in plain tailored style. The Venetian Suits are trimmed with strappings of self and the Panamas have silk lined coats, both have the skirt trimmed with a fold of self, offered at a price for quick buying. \$12.50

New Suits of French Venetian, brown, navy, green and black, Prince Chap model, with new flare skirt. Special. \$10.00

Elegant Suits in the new chevron stripe material, mahogany, brown, blue, Copenhagen and other new shades. \$30 and \$35
Beautifully Tailored Suits of Fancy Broadcloth, in self stripe, navy,

green and new blue, fitted coat, trimmed with strapping and new thirteen-gore ripple skirt trimmed with three folds of self. \$30.00

Rich Showing of Lace and Net Dresses

Dresses of White Net, with drop skirt and waist lining of Jap silk, skirt trimmed with folds of mesaline. Extra value. \$15.00

Fillet Net Dresses, trimmed with lace and insertion, silk linings, cream and ecru. \$22.00

Handsome Dress of white point d'esprit, trimmed with Val. lace and insertion, silk linings. \$20.00

Two Hundred New Spring Coats at \$5.00 Each

Five exceptionally good styles in Women's New Spring Coats are offered at \$5.00; Striped Cov-

erts, Black Broadcloth, Vicunas and Tweeds. All are made in the accepted spring styles. This is a most unusual offer and you'll appreciate the opportunity of buying so economically right at the beginning of the season. \$5.00

A Magnificent Display of New Skirts

Panama Skirts, black and colors, pleated style. \$5.00

Panama Skirts, black and colors, new flare sides. \$5.00

Venetian Skirts, black and colors, pleated and flare styles. \$5.00

Rich Black Voile Skirts, with elaborate trimmings of silk. \$10.00

Handsome Skirts of Wool Poplinette, black and colors. \$8.50

Saturday Items

Shopping notes of interest for a good busy Saturday at Simpson's.

Saturday's Groceries.

2000 lbs. Fresh Creamery Butter, White Clover brand. per lb. 35c

Toasted Corn Flakes, 3 pkgs. 25c

300 quart Gem Jars Canned Raspberries and Plums. Per jar. 27c

Redpath's Cut Loaf Sugar, 4 lbs. 25c

Maconochie's Suffolk Pickles, mixed, Chow, Walnuts and Onions, 1-2 pint bottles. Two bottles. 25c

Heather Brand Cocoa, 1-2 lb. tins. 20c

Canada Pride Tomatoes, per tin. 10c

Canned Peas or Corn, 3 tins. 25c

Cross Fish brand Canned Herring, in pure olive oil. 3 tins. 25c

Half car Navel Oranges, large size, sweet and seedless, regular 30c and 35c. Pen. dozen. 25c

Fresh Chocolate, Bon Bons, 500 boxes, in fancy 1-lb. box. Saturday, per box. 25c

Fancy Mixed Biscuit, Apple Blossom, M. M. Fingers, Fig Bar and Maple Cream, regular 15c to 18c value. 2 lbs. 25c

Bath Towels

White Turkish Towels, Colored Turkish Towels, Brown Linen Towels, in a large size, made from the very best of material. Saturday. 43c

Toilet Department

Italian Balm, regular 18c. Saturday. 15c

Quince Blossom Lotion, regular 20c. Saturday. 15c

Crown Bath Powder, regular 35c. Saturday. 25c

Face Powder Books, regular 15c. Saturday. 5c

Wampole's Tooth Paste, regular 20c. Saturday. 15c

Taylor's Tooth Soap, regular 20c. Saturday. 10c

Rice Powder, regular 15c. Saturday. 10c

Pearlagent Tooth Wash, regular 20c. Saturday. 15c

Colgate's Tooth Powder—Anniversary Package, containing one 10c cake Cashmere Bouquet Soap. Special, Saturday. 20c

Mennen's Talcum. Special. 15c

Face Powder. Special. 5c

Sequin Robes

Handsome Black Sequin Robes, 8 only, in 4 designs, regular \$12.50, \$14.50, \$15.00, for. \$6.50

6 very elegant Black Sequin Robes, all different designs, prices from \$22.00 to \$30.00, for. \$10.50

Spring Reductions in Furs

14 Men's Astrachan Lamb Fur Coats, made from selected skins, even and glossy curls, deep roll collars and full 50 inches long, best quilted linings, regular \$40.00. Saturday. \$19.75

20 Imitation Brown Buffalo Robes, best quality and finish, large size. Saturday, to clear. \$4.00

14 only Grey Goat Robes, No. 1 dark heavy furred skins, plush lined, regular up to \$9.00. Saturday. \$5.00

Men's "Victor" Shoes

NEW SPRING STYLE READY

While good shoes of every sort keep costing more to make, we're constantly adding to the value of our "Victor" Shoes at \$4.00.

For the better we make them the faster we sell them. They show at a glance superior quality and finish, with a full range of all the new models. We're building up a phenomenal shoe trade by being absolutely sure in advance that the shoes are right, and giving them the fine touches of style that young men cling to. "Victor" Shoes are best because we pay more for leather and workmanship. If we make less money than we ought, we are sure at any rate of your goodwill.

MEN'S "VICTOR" BOOT. STYLE V. P. \$4.00—If you ordered a pair of boots like the Victor V.P. from the New York Bootmaker who originated the style, he would charge you from \$5.00 to \$6.00 and then not give you footwear better in material detail than this VICTOR V.P. MODEL. The toe has a half-narrow shape, and widens gracefully on the outside. The sole is medium weight, with a custom extension. A Flexible and Brilliant Patent Colt, selected for its wearing qualities, is used in the vamp, dull matt calf Blucher top, with rounded corners, finest quality of duck linings, inside top-stays, back-stays and facings. Solid oak-bark-tanned sole leather at heel, C, D and E widths, all sizes from 5 to 11. \$4.00



A Sale of Shirts

Values up to \$2.50, Saturday 98c

Now's the time to pick up a new shirt or two. A clearing purchase which we pass on to Saturday's customers in the Men's Store.

Men's Exclusive Pleated and Plain Bosom Shirts, Cluett, Monarch, Austrian and English, made from figured Oxfords, zephyrs, French prints and Madras, some are coat style, light, medium and dark shades, sizes 14 to 19. Regular value up to \$2.50 each. Saturday. 98c

New Silks at a Special Price Saturday

Such a showing of New Silks as easily discounts every past and puts the stock in a class by itself. Whatever the season or the style demands is here in the fullest assortment in genuinely new goods, and in almost any color or combination that can be thought of.

We keep nothing but what is honest in quality and fine, if we say it is. We've counted on a stock that'll appeal to everybody. If we can't please you we shall be displeased with ourselves. We planned to do better this season, and we're doing better.

You may measure values by this specially bought shipment, which goes on sale Saturday morning: Fashionable Colored Dress Silks, in a splendid range of evening and street wear shades. New brown, green, tan and navys, new Copenhagen, wedgewood and cadet blues, new greys, fawn and pinks; also white, ivory, cream and blacks. Guaranteed qualities of rich Chiffon Louisines and Taffeta Chiffon Silks. Hand-some dress qualities, bright finish. For smart suits, dresses, waists, etc. Regular price 75c and 85c. Saturday, special price, per yard. 59c

Wash Goods Department

The wash tub is powerless to spoil the most delicate beauty woven into Dress Materials. That's the message from the Wash Dress Goods Department. New goods are pouring in so fast it is almost impossible to announce them all.

Silk Printed Organdies, hundreds of the most delicate colors and Parisian designs. 39c
Silk Dotted Mull, all shades. 35c
Printed Foulards, figures and polka dots. 25c

Swiss Embroidered Mulls, Voiles and Muslins, in the most delicate shades. 25c to \$1.50
White Swiss Muslin, figures and dots. 15c to \$1.00
Prints and Gingham, best English goods. 15c

A Sale of Walker-Parker Shoes

Most Canadian shoe stores sell Walker-Parker Company's Boots and Shoes. They make only Ladies' Footwear—boots and Oxfords, and only fashionably high-grade goods.

We consider ourselves fortunate in being able to announce to-day the purchase of about 1500 pairs of samples and factory accumulations at discounts averaging 50 per cent. These goods are the best fitting boots and shoes made in Canada. All new spring styles, in the various leathers.

On Saturday morning we put these goods on sale according to the following schedule. All popular sizes and widths.

LADIES' BOOTS, high class, travelers' samples and regular lines, patent colt, vici kid and chocolate kid and calf leathers, Cuban and military heels, medium and heavy soles, every shoe perfect, mostly size 4, but all sizes are in the lot. Regular, \$3.00, \$4.00 and \$5.00. Saturday. \$1.99

LADIES' OXFORDS AND PUMPS, travelers' samples and regular lines, tan and chocolate kid and calf leathers, and black kid, calf and patent colt leathers, the newest styles for this spring. The samples are size 4, but we have all sizes in the lot. Regular prices \$3.00, \$4.00 and \$5.00. On sale Saturday. \$1.99

300 pairs of Ladies' Boots, patent colt leather, with dull Blucher tops, creased vamps, medium weight sole, Cuban heels, all sizes. Regular \$4.00 and \$5.00. On sale Saturday. \$2.99

400 pairs of Ladies' Boots, fine strong vici kid leather, as soft as a glove, Blucher and lace styles, Cuban and military heels, all sizes. Regular \$4.00 and \$5.00. On sale Saturday. \$2.99

400 pairs of New Spring Style Chocolate Kid Oxfords, Blucher, medium sole, all sizes. Regular \$3.50. Saturday. \$2.49

250 pairs of Black Kid Oxfords, Blucher cut, patent toe caps, Cuban heels, medium and heavy soles, all sizes. Regular \$3.00. Saturday. \$1.99

75 New Hats at \$5.00

To-morrow morning we hold the first of our Saturday Millinery Sales for spring, 1908. These weekly events have long been extremely popular during the different millinery seasons. To-morrow's sale should be unusually well attended, being the first of the year, and we have prepared a great showing of Parisian beauties to render it still more interesting. Seventy-five hats will go on sale at the special price. They will embody all the new features for the coming spring. The flowers, ribbons, shapes and materials throughout have been newly imported. The styles are modelled from Parisian masterpieces. The work is by our own clever staff. \$5.00 is the price.

75 only Ladies' Trimmed Hats, shaped and trimmed after the best ideas from the models of this season. All the materials, flowers, ribbons, etc., are newly imported, the styles are really beautiful. We expect to sell every one Saturday morning. Special sale. \$5.00

Saturday Will Be Corset Day

We have specially priced two new spring models for to-morrow's selling, both right to the minute in style and both from most reliable makers. Phone orders filled.

D and A Corsets, model 273, fine white coutil, low girdle bust and long below waist, with dip hips and front, four plain elastic garters, bias cut and gored model, filled with fine steels, sizes 18 to 24

inches. A regular \$1.50 Corset. Saturday, a pair. \$1.00
THE CORSET ROYALE, fine white coutil, medium bust, long hips, front and back, bias cut, gored straight front model, fine steels, 4 wide side steels, fine lace and ribbon, four plain elastic garters, a popular model for medium figures, very strong, sizes 18 to 26 inches. Regular value \$2.00 a pair. Saturday, a pair. \$1.10

Beautiful Lawn Waists Specially Priced

These two Saturday offerings will give an idea of the exceptional styles and prices that prevail here among the New Spring Shirtwaists. These won't last long at the prices marked.

WHITE LAWN WAISTS, all-over embroidery front, shadow and openwork, baby tucked front and black, Valenciennes lace collar and cuffs, button back, 3-4 sleeves, a very fine and pretty waist,

sizes 32 to 44 bust measure. Price, Saturday, each. \$1.90
WHITE LAWN WAISTS, a very dainty style, with solid baby tucked front and back, making very full across bust, button back, 3-4 sleeves, collar and cuffs of fine Valenciennes lace, sleeves tucked, a charming waist, sizes 32 to 44 bust measure. Price, Saturday. \$1.25