

The Robert SIMPSON Company

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS.—S. E. to S. wind warmer, with rain.

The Robert SIMPSON Company Limited



Infants' and Little Girls' Outfitting

A large section of the third floor south is devoted to the complete outfitting of the "Tiny Tots and Toddlers." Almost everything a mother could desire for the comfort and adorning of the "autocrat" of the household is here in profuse variety. The daintiest of garments from "Paris," "London" and "New York," along with exquisite creations of our own workrooms, make a showing of "baby beauty" worth coming to see. These hints may interest:

- Infants' Christening Robes, finest lawns or mulls, lace or embroidered trim, \$1.00 to \$6.00 each.
- Infants' Night Slips, finest nainsook, 50c, 75c, \$1.00 each.
- Infants' Long Skirts, fine nainsook, plain or embroidered, or lace trimmed, 50c to \$3.25 each.
- Infants' Hand Crochet Jackets, fine zephyr wool, very dainty new designs, 50c, 75c, \$1.00, \$1.25 each.
- Infants' Booties, hand crochet wool and silk, several new and pretty styles, 25c, 35c, 50c, 75c pair.
- Infants' Barrow Coats, finest French flannel cream color, quilted waist, plain stitched, \$1.25 each, fancy silk floss edging, \$1.50 each.
- Infants' Wrappers, fine white flannel, trimmed with plain pink or blue, with shell edges, length 29 inches, 75c.
- Infants' New Spring Coats, fine cream wool cashmere, saten lined, beautifully silk embroidered, lengths 22, 24 inches, \$1.50, \$2.50, \$2.75, \$2.95 and \$3.50.
- Infants' Dresses, exquisite Mother Hubbard styles, fine lawns or mulls, dainty baby laces and embroideries, sizes 6 months, 1, 2 years, \$1.00 to \$5.00 each.
- Infants' White Silk Dresses, Mother Hubbard styles, trimmed with silk embroidery or fine laces, sizes 6 months to 3 years, \$2.25 to \$6.00 each.
- Infants' Dresses, fine all wool French cashmere, hand embroidered, yoke and skirt, Val lace edges, silk braids, sizes 6 months to 3 years, \$1.75 to \$3.50 each.
- Little Girls' Spring Coats, fine natural color pongee, trimmed with fancy buttons, black velvet or fancy silk collars and cuffs, very pretty styles, sizes 2 to 6 years, \$2.50, \$3.50, \$4.50, \$6.00 each.
- Little Girls' Coats, fine black and white shepherd's check, plain with fancy buttons, or with black velvet collar, cuffs and pockets, sizes 2 to 6 years, \$2.50 to \$3.50 each.

EXTRA SPECIAL FOR THURSDAY.

200 only, Infants' Dresses, Mother Hubbard style, fine white nainsook, solid tucked yoke, narrow lace trims, seams finished with feather-stitch braid, skirts finished with deep hem, wide full skirt; sizes for ages 6 months, 1 and 2 years. Regular value 65c each. Thursday, each .39



Bags and Notions

Madam Sherry Bags, in velvet, satin, moire, and black and white satin strip, also in black suede (as illustrated). This is the style you see on Fifth Avenue. Prices from 98c to \$6.00 each.

German Silver Bags, from 48c to \$5.98.

\$3.98 Genuine Solid Leather Hand Bags, leather lined, double strap handle, fitted with change purse, for \$1.98. No mail or phone orders.

89c IMPORTED BAGS FOR 25c.

*German Hand Bags, fitted with coin purse, mirror and smelling salts bottle. Regular 89c, Thursday for .25

Save the Coppers

- Clapperton's 200-yard Spool Cotton, per dozen .35
- 50 yards Mercerized Spool Cotton (all colors) 2 for .5
- Chiffon Collar foundations, each .5
- Sew-on Collar Supports, all heights, 3 for .5
- Kleinert's On-and-Off Dress Shields, size 3, for .25
- 12-yard Roll Tape, black or white, for .23
- 36 and 46-inch Mohair Boot Laces, per dozen .4
- 33-inch Black and Tan Shoe Laces (silk), pair .5
- Chamois Polishing Mitts, regular 20c pair, for .10
- Black Mending Wool, 5 cards for .10
- Collar Buttons (sets of four), for .5
- White and Turquoise Toilet Pins, 2 cards for .5
- 6, 7, 8, 9, 10, 11 and 12-inch Hat Pins, 6 for .5
- Millinery Wire Roll for .5
- Ironing Wax (cambrie covered), 4 for .5
- Best English Hair Pins, 200 assorted, for .4
- 600 pairs Pad Hose Supporters, black, white and blue, for .19

Handkerchiefs



Women's Swiss Embroidered and Valenciennes Lace Trimmed Handkerchiefs, pretty neat designs, scalloped, hemstitch or Val. lace border. Regular selling value 15c and 20c each. Thursday 3 for .25

Men's Irish Linen Handkerchiefs, pure linen, full size, 12 and 14 inch hem. Regular selling value 20c each. Thursday 3 for .30

Children's White Lawn and also white with colored borders, in neat patterns. Regular selling value 6 for 25c. Thursday 6 for .15

All-over "Blousing" Embroidery, 1,639 yards of Swiss all-over "Blousing" Embroidery, 36 inches wide, in pretty eyelet and blind effects. Regular selling value \$1.00 yard. Thursday, per yard .48

Children's Day in the Hosiery Dept.

Girls' and Boys' Ribbed Black Cashmere Hose, medium weight, seamless, soft elastic finish, school hose, double heel and toe, 6 to 8 1/2. Thursday price, 3 pairs .50

Girls' and Boys' Spring Weight Black Cotton Hose, seamless, fast stainless dye, in very even thread, double heel and toe; sizes 6 to 10. Extra special. Thursday price .15

Girls' Full Fashioned Plain Black Cashmere Hose, good weight, finest English spun yarn, all-wool, double ankle, heel and toe; sizes 4 1/2 to 8 1/2, 35c value. Thursday .25

Infants' Pure Wool "Little Darling" Hose, silk heel and toe, soft elastic yarn, comfort and durability, tan, sky, pink, red, black and white, guaranteed fast and unshrinkable, 4 1/2 to 7. Thursday .25

Bedstead and Bedding

The Bedsteads and Bedding on sale are of First-class manufacture only.



Bedding Sale

Goods bought at this Sale represent a saving of 25 per cent. to you.

- Brass Bedsteads, in bright finish, heavy posts, with upright filling; full size only. Sale price 14.95
- Brass Bedsteads, with posts 2 1/2 in. in diameter, finished bright, upright filling, strongly made. Sale price 24.90
- Brass Bedsteads, massive design, in satin and bright finishes, heavy roll top, head and foot end. Sale price 43.75
- Iron Bedsteads, in pure white enamel finish, brass rail and caps, with fancy scroll filling; sizes 4 ft. and 4 ft. 6 in. only. Sale price 6.75
- Iron Bedsteads, in full size, white enamel finish, an exceptionally good pattern. Sale price 5.90
- Iron Bedsteads, with continuous posts,

- finished white enamel, in full size only. Sale price 4.50
- Mattresses, filled with white cotton, and covered with good quality blue art ticking; in all standard sizes. Sale price 7.40
- Mattresses, with hair centre and heavy layer of pure white cotton on each side; fancy art ticking, floral pattern. Sale price 13.75
- Woven Wire Bed Spring, with iron frame; sides made of steel tubing and ends of steel angle reinforced. Sale price. 3.40
- Woven Wire Bed Spring, frame made of thoroughly seasoned hardwood; fabric a closely woven steel wire mesh; made in all standard sizes. Sale price 2.60

Easter Millinery for Girls and the Little Tots

In this department we think we have exceeded all previous displays, and we believe our selection of Paris and New York effects as well as the dainty styles of our own workrooms, will meet with your praise and approval. The little tots demand style almost as much as grown-up people, and we have kept this in view. Amongst the hats to be seen in this department are **Prettily Trimmed Leghorns** with great variety of trimming.

- Variety Braids, made in Quaker effects and other becoming styles.
- Silk Embroidery Hats and Caps.
- Silk Embroidery Bonnets.
- Muslin Caps, Hats and Bonnets, the patterns used in this line have been chosen with great care.
- Milan Shapes, Java Shape in sailor style and about 60 of the latest Paris dress models. Thursday, Prices from 25c to 50c each.

Paper Your Houses Now

We have the latest papers at right prices. These are decorating days. Cover up your dingy walls and make home cheerful.

- New Imported and Domestic Wall Papers, latest colorings, designs and treatment for any style of room. Prices ranging per roll from 5c to 35c.
- THURSDAY SPECIALS.
- Imported and domestic wall papers for parlors, dining-rooms and halls in greens, blues, reds, browns, tans, wood shades and their blends.
- Regular to 25c, Thursday 16
- Regular to 50c, Thursday 37
- Regular to 1.00, Thursday 49
- Bedroom papers in light colorings, pretty effects.
- Regular to 25c, Thursday 11
- Regular to 50c, Thursday 47
- 3,500 feet room mouldings, white enamel and imitation oak. Special Thursday, per foot 4 1/2

Easter Dress Goods and Silks

MORE BLACK DRESS GOODS. These goods are coming in almost daily, and our spring delivery is now almost completed. Never before had we such a showing of high-class black dress goods in all wool, silk and wool qualities.

- 750 Yards of all Wool Black Voles, in medium mesh, fine crisp finish, positively uncrushable, rich in dye, Reg. value 75c, on sale Thursday 89c.
- SILKS FOR THURSDAY.
- A special showing of New Silks on Thursday:—New Challards, New Satins, New Charmeuse Silks, New Bridal Satins, New Black Satins, New Duchesse Satins in Black, New White and Black and Black and White and Silks, New Persian Silks, New Duchesse Mouseline Silks in the new spring shades.

Linens and Staples

- 150 Yards of fine Linen Huckaback Towels, hemstitched ends, strong, On sale Thursday, each 75c.
- 51 PILLOW SHAMS, 68c EACH.
- 200 only, fine Pillow Shams, size 20 x 30 inches, deep row of insertion and lace all round centre of shams and lace edge edge. Regular \$1 each, Thursday, each 20c.
- FINISH SHIRTINGS, 20c YARD.
- 1,000 yards fine Oxford shirtings, suitable for children's wear, perfect washing goods, colors fast, just the thing for summer wear for the children. Thursday, yard 20c.
- SILKOLINE COMFORTERS, \$2.25.
- 30 only, large size Silkoline Comforters, light weight, for spring wear, large size, 4 x 7 1/2 inches, medium and dark colors, beautiful patterns, very special. Thursday, each \$2.25

Easter Clothes for Men

Scotch Tweed Suits, in mixed grey ground, with self stripe patterns, single breasted sack style, nicely tailored in every way. Sizes 34 to 40. 12.50

- Young Men's Suits, of Fine Imported Tweed, in the new brown diagonal stripe pattern, single breasted sack style, tailored in the best possible manner. Sizes 32 to 38 15.00
- BOYS' TWEED SUITS.
- English two-piece suits in mixed grey pattern, double breasted style, pants made bloomer style, full and roomy. Sizes 28 to 30. 4.25
- 31 to 34. 4.75
- Tweed Two-piece Suits, in mixed grey and fawn stripe patterns, American double-breasted models, pants bloomer style. Sizes 27 to 34 6.75

Shirts, Underwear and Neckwear

- Men's Negligee Shirts, in a great variety of colors, designs and styles, made from best quality materials. All sizes 14 to 17 1/2. Easily reg. \$1.25 and \$1.50. Thursday, each 1.00
- Silk Neckwear in all the new shades for Easter wear. Good quality silks, including the new figured poplins, fancy and plain reps made up into the latest shapes, that sell in the usual way for 75c and \$1.00. Thursday, each 50
- Men's Balbriggan Shirts and Drawers, neatly trimmed with satin or to match, pearl grey, sky or natural. Reg. 50c. Thursday .39
- Hats
- King Brand, English-made Derby Hats, up-to-date spring shapes, low, medium, or large crowns and brim, best trimming and fine quality fur felt. Thursday, yard 2.50
- Cherry's Celebrated Hats, complete ranges in all the leading and most popular styles, colors brown, slate, fawn, and black. Specially priced, 2.00, 2.50, and 3.75.

Scotch Linoleum. The Best Sale on Thursday--4th Floor

Regular 50c per yard. Thursday Sale 36c per yard

6,000 yards of Scotch Printed Linoleum, in new matting, floral, block, tile and parquet designs, perfectly printed, and thoroughly seasoned. Worth 50c per yard. Thursday, per square yard 36

A Sale of Nottingham Curtains

There are several thousand pairs at special prices, which mean big savings to the purchaser. These are new goods, and represent the newest and best styles in Nottingham. There will a special display and extra selling space for this Thursday's sale, which will continue Friday and Saturday, but best choice on Thursday.

- Nottingham Lace Curtains, 50 in. wide, 3 1/2 yards long, in new designs, and better qualities than you have seen at this Thursday's sale price, .79 per pair
- Nottingham Lace Curtains, 50 to 60 in. wide, 3 1/2 yards long, including several designs, which are copies of Swiss curtains. Thursday sale 99
- Nottingham Lace Curtains, 50 in. wide, 3 and 3 1/2 yards long, very pretty point d'esprit centres, with lace insertion borders. Thursday sale 1.29 price, pair
- Nottingham Lace Curtains, 50 to 60 in. wide, 3 1/2 yards long, including fish net designs, which are extremely durable and decidedly effective. Thursday sale price, pair 1.39
- Nottingham Lace Curtains, 50 in. wide, 3 1/2 yards long, fine mesh, and dainty floral spray designs. Thursday sale price, pair 1.59
- Nottingham Lace Curtains, 50 in. wide, 3 1/2 yards long, particularly strong, in renaissance effects, and of the finest qualities. Thursday's sale 1.89 price, per pair
- Nottingham Lace Curtains, in the very finest quality, which will outwear almost any weave, and the designs are elegant enough for any window. Thursday sale price, 2.39 per pair



Display of Separate Coats on Thursday

A good coat is an absolute necessity in every woman's wardrobe, but when prices like these are affixed to coats such as those set out for Thursday's selling, necessities seem to be coming your way quite easily.

Our stock comprises coats in endless variety. If a dressy coat is wanted we can supply you, or if a general utility coat, you will be surprised and delighted at the easy way we can suit your individual taste. The following are a few of the styles we are showing:

- A Smart Coat of fawn covert cloth, with stripe effect, made in a plain tailored style, with mannish collar and revers, tailored sleeves and cuffs, flap pockets. 7.50
- Exceptional value
- A very stylish Coat of fine navy serge, made up in a tailored style, with heavy seams, new large square collar, with narrow folds of navy and white silk, severely plain sleeves, with cuffs trimmed to match collar. 15.00
- A Well Tailored Coat of grey tweed, with stripe effect of green and grey tones; semi-fitted back, with vents, trimmed with buttons, shawl collar, overlaid with dark green satin, and trimmed with self covered buttons; plain sleeves and pockets. An exceptionally smart coat for the moderate price of 10.00
- A Stylish Coat of fine French serge, in black and navy, made in the new high waist effect, large collar, inlaid with Shantung silk, and piped with dark red, black satin revers; sleeves have wide cuffs, trimmed to match collar; finished with 23.50
- A Very Smart Coat of fine serge, in black or navy, with white hairline stripe; made on rather close fitting lines, with large round collar, inlaid with natural shade tussore silk, and trimmed with novelty buttons; sleeve has wide cuffs; fastens down front a little to left side, with novelty buttons. 19.50
- Handsome Black Satin Coats, in a variety of styles; some are made on straight lines; others semi-fitted backs; large collar, trimmed with black silk braids; some are 39.50

Women's Boots at \$3

- NEW 1911 SPRING STYLES FROM BOSTON.
- "Boston Favorite" Grade from the "Queen Quality" Factory.
- FOUR BOOT STYLES.
- 1—Patent calf, dull calf. \$3.00
- 2—Patent calf, dull calf, button top. Cuban heel \$3.00
- 3—Patent calf, dull calf, button top. Cuban heel \$3.00
- 4—Patent calf, dull calf, button top. Cuban heel \$3.00
- 5—Patent calf, dull calf, button top. Cuban heel \$3.00
- 6—Patent calf, dull calf, button top. Cuban heel \$3.00
- 7—Patent calf, dull calf, button top. Cuban heel \$3.00
- 8—Patent calf, dull calf, button top. Cuban heel \$3.00
- 9—Patent calf, dull calf, button top. Cuban heel \$3.00
- 10—Patent calf, dull calf, button top. Cuban heel \$3.00
- 11—Patent calf, dull calf, button top. Cuban heel \$3.00
- 12—Patent calf, dull calf, button top. Cuban heel \$3.00
- 13—Patent calf, dull calf, button top. Cuban heel \$3.00
- 14—Patent calf, dull calf, button top. Cuban heel \$3.00
- 15—Patent calf, dull calf, button top. Cuban heel \$3.00
- 16—Patent calf, dull calf, button top. Cuban heel \$3.00
- 17—Patent calf, dull calf, button top. Cuban heel \$3.00
- 18—Patent calf, dull calf, button top. Cuban heel \$3.00
- 19—Patent calf, dull calf, button top. Cuban heel \$3.00
- 20—Patent calf, dull calf, button top. Cuban heel \$3.00
- 21—Patent calf, dull calf, button top. Cuban heel \$3.00
- 22—Patent calf, dull calf, button top. Cuban heel \$3.00
- 23—Patent calf, dull calf, button top. Cuban heel \$3.00
- 24—Patent calf, dull calf, button top. Cuban heel \$3.00
- 25—Patent calf, dull calf, button top. Cuban heel \$3.00
- 26—Patent calf, dull calf, button top. Cuban heel \$3.00
- 27—Patent calf, dull calf, button top. Cuban heel \$3.00
- 28—Patent calf, dull calf, button top. Cuban heel \$3.00
- 29—Patent calf, dull calf, button top. Cuban heel \$3.00
- 30—Patent calf, dull calf, button top. Cuban heel \$3.00

Black Velvet Ribbon in Vogue

One of the outstanding Dress Trimmings for this spring will be Black Velvet Ribbons, narrow, medium and wide; this is emphasized in the latest fashion numbers. Here are eight widths in our "Black Velvet Special." It has a satin back, French weave, with rich silk pile:

- 3 1/2 inch width, per yard 6
- 1 inch width, per yard 8
- 1 1/4 inch width, per yard 10
- 1 1/2 inch width, per yard 12 1/2
- 1 3/4 inch width, per yard 15
- 2 1/4 inch width, per yard 20
- 2 3/4 inch width, per yard 25
- 3 1/4 inch width, per yard 30

Groceries

- 2,000 pounds Dairy Butter in print, per pound 24
- Choice Sugar Cured Ham, half or whole, per pound 17
- Finest Evaporated Peaches, per pound 12
- Finest Split Peas, 5 pounds 14
- 2,000 Quart Gem Java Pure Orange Marmalade, jar 25
- Quaker Wheatberries, 3 pack 25
- Scott Taylor's Worcester Sauce, 3 bottles 25
- Choice Red Salmon, per tin 15
- Imported Macaroni, 3 pack 15
- Finest White Sugar, 5 lbs. 25
- Canned Blue Plums, in heavy syrup 3-size tin, regular 20c, per tin 15
- Finest White Sugar, 3 lbs. 15
- Telephone Direct to Department, 35c ASSAM TEA 25c.
- 300 pounds Fine, Rich, Full-bodied Assam Tea; a 35c tea anywhere. Thursday, per pound 28

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