

Store Opens at 8.30 a.m.

The Robert Simpson Company, Limited

Store Closes at 5.30 p.m.

Demonstrating New Corsets

We take pleasure in announcing to our lady friends the return, for a period of two weeks only, of *Miss Hendricks, of New York*, who has become so favorably known to patrons of our Corset Department. *Miss Hendricks* will be here to scientifically fit and explain the famous *Bon-Ton, Royal Worcester and Adjusto Corsets* free to all who are interested in knowing what is new in the *Corset Fashions* of today. The demonstration commences Monday, and continues for two weeks.

YOU ARE CORDIALLY INVITED.

Seven Days' Special Sale of Oriental Rugs

(THIRD DAY)
A most cordial invitation is extended to every one interested in beautiful Eastern Rug Fabrics. You need not feel called upon to buy, but we wish to have you see this wonderful collection displayed in the new great annex to the Rug Department. There are large and medium size carpets from the best rug-producing districts of Persia and choice little rugs. There are hundreds displayed at prices little in advance of ordinary machine-made goods.

A MIXED PARCEL OF SMALL RUGS AT \$8.95.
In this lot are Turkish, Ghordes, India, Efleres and Bangalore, Koulas, etc. Sizes ranging from 6.0 x 3.0 to 8.0 x 3.0. Each \$6.95
Some lovely rugs are among the three following lots, all priced far below regular values, all good typical pieces, sterling values.
Twelve large sizes, ranging from 9.8 x 8.1 to 10.5 x 5.8, good Mossus, Persians, Hamadans, priced at each \$9.75
Twenty or thirty rich silky deep pile Mossus, in lovely colors and designs, averaging in size 6.6 x 4.1. Very specially priced at each \$4.75
At \$19.75 and \$21.75, choice specimens of Beluchistan and Afghani weaves in the lovely imitatable browns and reds peculiar to these types. Sizes average about 6.5 x 3.3. Each \$19.75 and \$21.75.

ROOM-SIZED RUGS.
In great variety, are priced anywhere from 25 to 50 per cent below regular values. The goods are dependable quantities, and such prices as these come within the range of almost everyone's pocket.
Rich warm-colored Persian Mashed, 13.0 x 9.4. Special price \$63.00
Medium sized Gorovan, 11.0 x 8.4. Only \$105.00
Persian Mash-bordered, in soft light colors, 12.10 x 10.4. Specially priced at \$105.95
A rich Junmah Rug, in soft good colors, 12.0 x 8.0. \$79.50
A rare bargain in lovely color, fine Herke, beautifully colored and designed. Size 15.8 x 12.2. Half-price \$95.00
Another half-price rug, a bold rich Sheriz, size 16.3 x 7.10. Special Sale \$125.00
A lovely blue centre Junmah, with fine rose border, rare value, 13.1 x 11.3 \$25.50
A charming and yet very low priced Kirmanishah, beautiful shades of rose, tans, greens and blues, 11.3 x 9.4. Special price \$33.00
Persian Suruk of exceptional beauty. For wealth of color, clearness of detail and generally lovely appearance, this rug is a masterpiece. Don't fail to see it. You will appreciate the value at the price marked, 12.0 x 9.0. Only \$37.50

Camisole Laces from Nottingham

A large shipment of New Camisole Laces direct from Nottingham. Camisole is the new correct, extra pretty shadow and floral effects, with leading at top of waist and across the waist line, the fashionable corset cover for transparent bodices. Washable. Monday, per yard, 18c and 20c.

The Openings for Spring

The displays of new goods have had a week in which to open out their glowing heart to the admiring eyes of our customers; each day adding something, bringing together related groups, discovering new combinations as our patrons and staff study together the possibilities of new materials and odd color shadings.

So we invite you to a more perfect display Monday than the brilliant opening of the past week and promise you interesting prices as well.

New Serge Suits \$12.85

A limited quantity of splendid tailored suits, made from navy serge, in a plain tailored style. Coats are cut short, with cutaway fronts and lined with Maxim satin. Misses' and women's sizes. Special Monday at.... \$12.85

SPRING DRESSES, \$4.95.
Four new styles, in velvets, serges and silks. Colors are brown, navy, black, grey, etc., with collars of contrasting colors. Misses' and women's sizes. Monday, sale price \$4.95
SAMPLE COATS FOR SPRING, \$12.85—WOULD BE SPLENDID VALUE AT \$16.50 TO \$28.00

A new lot of manufacturers' samples, in almost all the popular fabrics from spring; new molres and taffetas, soft wool tweeds, smart plaids and checks, serges, and wool broadens. New styles with flare flounce or tunic effects. Fashionable models with ripple backs; also the popular Balmacaan and becoming styles in sports coats. An exceptionally good lot at \$12.85
MISSSES' SKIRTS, 68c.
100 only in the lot. Several good styles. The materials include striped worsteds, serges, voiles and tweeds in all shades. Front lengths are 33 to 37, waist band mostly 22 and 23 inches. Regularly \$1.50 and \$5.00. Rush price, Monday .. \$95

Monday Will be Apron Sale Day

Come or phone for aprons Monday. Thousands of reliable well-made aprons will be specially priced and put on sale for the day only. Spring is almost here and house cleaning will require aprons. Come for them Monday.
Aprons of blue check gingham, in a large semi-overall shape, large bib and skirt, bound edges and pocket buttons in back. Regular price, 50c each. Monday Sale price \$29
Overall Aprons of heavy blue and white check ginghams, covers whole dress, buttons in back. Mother Hubbard style, full length. Regular price 55c each. Monday Sale price \$35
Overall Aprons of fine navy blue print or in fine gingham, fitted waist, buttoned in back, with wide full length skirts, pockets. Sizes for 32 to 40 bust. Regular prices 68c and 65c each. Monday Sale price \$39
Maids' Aprons of fine white lawn, bib and wide square shoulder pieces of fine embroidery, sashes, 3-inch skirt hem, length of skirt 38 inches. Regularly 60c each. Monday Sale \$35
2000 Aprons, plain style with waist band, blue and white check gingham, fancy border across bottom, large size. Regularly 25c each. Monday Sale 2 for \$25

Irish Linen Tailored Waists

200 of our "Challenge" Linen Shirt-waists, than which we have seen nothing better in cut or fit, will be included in a Monday special. Some are plain tailored; others are beautifully tucked or embroidered. Sizes are mixed, but there is a choice in the lot. Selling prices were \$1.95, \$2.48, \$2.89 and \$3.00. Monday \$1.00

French Model Beaded Wraps

\$35.00, \$39.50, \$45.00 and \$49.50, for FIFTEEN DOLLARS EACH
Combination color effects, such as black and cerise, black and gold metal lace, royal blue with rose effect, old rose crepe brocade, besides some beautiful all-black and all-crystal effects. For theatre, restaurant and reception wear, these are peculiarly suitable, and there is nothing newer in London or Paris to-day than these beautiful goods. Monday, each \$15.00
We cannot fill mail or phone orders for these goods.

Sheet Music at 6c on Monday



French and American Silk Foulards

A big display of this season's newest designs, showing a complete change from last year's effects, the tendency being towards small, dainty patterns, of which there is enormous variety, on grounds of fashionable tones. Foremost are the
NEW CREPE FOULARDS.
In distinct hand-blocked patterns, on grounds of cream, American rose, reseda, tango, cerise, and linen shades.
FRENCH PRINTED FOULARD CREPES.
The creped effect in this material resembles a chain-pattern in weave, and is most effective. The designs are in neat bud effects.
PAISLEY FOULARDS.
In ranges of good color combinations with the smaller designs in pine and cone effects.
STRIPED FLORAL FOULARDS.
In 23-inch widths, with beautiful rose patterns on double striped grounds of mahogany, saze, myrtle, new navy, white, ecru and black.
POLKA DOT FOULARDS.
In single and double widths, are displayed in wide variety.
BROCADE FOULARDS.
In self colors, are strongly represented. Summer Jap Foulards in many different stripes, on light and dark grounds, are in daily demand.

Display of Black Dress and Suiting Fabrics

Spring shipments are now practically complete. Monday we invite your inspection of this beautiful and varied showing of dress and suiting fabrics. The weaves and finishes are legion, therefore we cannot adequately find space for a full description.
A FEW OF THE MANY NEW CREATIONS:
Crepe-de-Crepon, Santelaine, Cord-de-Chine, Poplin-de-Chine, Crepe-Meteor, Craquelé-de-Sherre, Broche, Damasse, Eolienne, Brocade, Poplins, etc., etc.
We have just put into stock a beautiful range of imported Broadcloths, and include the much wanted weights, and finished in lovely, rich, soft effect that lend themselves for the present charming drapes. Prices range from \$1.00 to \$5.00 per yard.
Gaberdines in a delightful range which bid fair for a popular suiting for early spring and summer suits, dresses, etc., included in our special display for Monday in our Dress Goods Department, Second Floor.

Opening Display of Millinery

Monday will see the first display of late Parisian and New York hats of such recent date that they could not be presented with our first opening. These hats are the creations of such artists as Germaine, Suzanne Talbot, Lewis, Caroline Reboux, Kurzman (New York), Joseph and Moorehead Jardine.

You will find the Millinery Salons transformed into a spacious fairland of bird songs and flower scents, with green vistas set with daffodils and hyacinths, and luxurious easy chairs in inviting nooks half hidden by palms.
The new flowers for spring are a great attraction because of the novel form they take, from tiniest "pliquets" to great white gardenias and wonderfully natural sprays of sweet peas.
Feathers merit considerable study, for they, too, are new in form, the tied-back effects and the high mounts being the feature. Ribbons and trimmings at present show falie and more in the lead, with Roman stripes very notable, and jet in the form of bandeaux, crowns, butterflyes, etc., a prime favorite.
Souvenir Special for the Second Week—Black French Plume of extra superior quality, 180 only Monday 2.45

Three Carload Sale of Boots (Second Day)

They are made on the newest lasts, every pair are Goodyear-welted, every pair are perfect.
Come in the morning if possible. If not, come when you can. Fresh cases are being opened up all the time. Phone orders filled.

MEN'S \$4.00 TO \$5.50 BOOTS \$2.95.
Fresh from the Tretault Boot Distributing Co., of Montreal, button and laced styles, newest spring lasts, some have the new recede toe with blind eyelet, some are leather lined. Every pair are Goodyear welted. All the leathers are represented, tans, blacks and patents, narrow, medium and wide widths. Sizes from 5 1/2 to 11. Monday, 3-carload sale..... 2.95
BOYS' \$3.50 AND \$4.00 BOOTS \$2.45.
Blucher and Button styles, selected patent calf, tan Russia calf, gummetal, buff calf and vicid kid, Goodyear welted, single and double soles. These are well finished boots, and made on the newest lasts. Sizes 1 to 5. Regularly \$3.50 and \$4.00 2.45
WOMEN'S \$3.50 TO \$4.50 BOOTS, \$2.49.
A large variety of Women's Boots; in all leathers, including patent calf, tan Russia calf, gummetal, vicid kid, blue suede and white nu-buck. Some have fancy tops. The lasts are stylish and popular, the soles are Goodyear welted, flexible, McKay and hand-turned. Sizes 2 1/2 to 7. Monday 2.49
CHILDREN'S BOOTS, 89c.
Laced Blucher style, made from black dongola kid, with patent toe-caps, medium weight soles and spring heels. Sizes 5 to 10 1/2. Monday89
MEN'S HEAVY GUM RUBBER BOOTS, \$1.49.
Best quality one-buckle snag-proof Rubber Boots, heavy corrugated rolled edge soles, solid rubber heels. Sizes 6 to 11. Regularly \$2.00, Monday 1.49
MEN'S RUBBERS, 69c.
Medium weight, bright-finished, corrugated soles and heels. Sizes 6 to 11. .69
Boys' sizes 1 to 5. Monday 59c; youths' sizes 9 to 13. Monday 49c.
WOMEN'S RUBBERS, 65c.
Highest grade, regulation style, high, medium and low heels. Sizes 2 1/2 to 7. .65
MISSSES' AND CHILDREN'S RUBBERS
Regulation and high storm front styles, bright finished and perfect in every way. Sizes 11 to 2. Monday47
Children's, sizes 4 to 10 1/2. Monday .38

New Spring Underwear for Men

Medium weight balbrigan combination suits, in plain white or ecru shade; have the newest style closed crotch, close-fitting anklets and wristlets; can be supplied in short sleeves and ankle length as well. In sizes 34 to 44. Monday, a suit 1.00
Another quality at 1.25
SOFT SHIRTS FOR SPRING WEAR.
A new shipment of men's soft shirts with separate collar and double cuffs, cut large and long; coat front; splendid designs in blue, black, helio or tan stripes. Sizes 14 to 18, at \$1.25 and \$1.00.
EXTRA SPECIAL.
150 Boys' Sweater Coats, heavy weight, of all pure wool, in fancy weaves; high double collar; two pockets. Sizes 28 to 32 only. Regularly \$2.50. Monday, .98

Clearing of Flannels at Half-Price

All-wool French Flannels, in pretty Paisley and polka dot effects, 37 inches wide. Regularly 50c yard. Rush price Monday, 25c yard.
3pc BLEACHED SHEETING, REDUCED TO 25c YARD.
Plain Bleached English Sheetings, 37 inches wide, Regularly 40c. Special, Monday, 25c. SEE THESE SHEETINGS AT \$1.49 PAIR.
These are made from a firm, closely woven English sheeting, with a pure finish, spoke-hemmed ends, size about 2 x 3 1/2 yards. Special, Monday, 25c.
NEW DANISH TABLE CLOTHS AND NAPKINS.
Pure Linen Napkins, in 2x3 1/2 cloth, in pretty bordered designs, size 35 x 20 inches. 25c. SEE THESE NAPKINS AT \$1.49 PAIR.
WHITE ALL LENOX SUITING.
36 inches wide. Clearing Monday, 25c.
WHITE SAXONY FLANNELLETTE.
38 inches wide, with a soft, warm napping. Special, Monday, 25c.
WHITE UNION WOOL FLANNEL.
Thoroughly soured and shrunken. Size 64 x 34. Clearing Monday, pair 2.75

The Groceries

Fels Naphtha Soap, per bar 5
Sunlight, Surprise, dore, Daylord's, Borax Soap, per bar 5
4 Wide Awake and Comfort Soap, per bar 5
Heather Brand Soap, 7 bars 30
Pearline, 1 lb. package, 15
Simpson's Big Bar Soap, per bar 5
Powdered Arrow Root, 8 pkgs. 25
Old Dutch Cleanser, 3 tins 35
Savon, per cake 15
Nantha Powder, package 15
Goldust Washing Powder, large package 35
Lux Washing Powder, 3 pkgs. 25
Lux Soap, 2 pkgs. 25
Dover Egg Beaters, for 15
Pan Shine Cleanser, 1 tin 15
Royal Blue, 2 packages 7
White Swan Soap, per 3 lb. tin 15
Canada White Laundry Starch, 1 tin 15
Salted Butter, 2 packages 15
Bon Ami, per cake 15
Scrubo, per cake 15
So Clean Sweeping Compound, per tin 15
Diamond Cleanser, 3 tins 35
5 LBS. PURE CELONA TEA, \$1.95 1.00 in Pure Celona Tea, fine original quality and the flavor, black or mixed, 5 lbs. 1.95

Basement



250 only Triangle Mops, the most successful mop for hardwood floors and linoleum, full weighty mop with extra long yarn, giving the best results possible on hardwood floors and linoleum. Price \$2.00, for 1.50 (No phone or mail orders.)
Beat House Corn Brooms, most reliable make, full stock corn, extra quality. Regular size value, for each 33c
Canadian Made Clothes Wringers, with high-grade rubber rolls, guaranteed for 12 months, exceptional value, for 1.25
Nickel-plated Soap Dish for bath tub, guaranteed not to rust, for 1.00
Nickel-plated Tumbler Holder, guaranteed not to rust, for 1.25
Tooth Brush Holder, to set inside tumbler, nickel-plated and guaranteed not to rust, for65
Tooth Brush Holder, with sanitary top, for 5 brushes, for50
Toilet Paper Holder, with ebonized roller, for75
Strovastry Made Wash Bottles to suit stove, No. 8 or 9, with flat copper bottom53
Galvanized, with flat bottom66
Galvanized Wash Tubs, with wringer attachment, in three sizes.
Medium size, for46
Large size, for56
Extra large size, for72
Oval Rising Tub or Dish Pan.
Tin metal, for42
Galvanized metal, for42
Galvanized Ash or Garbage Cans, with fit-over cover and ball handle, for58
Small size, for46
Medium size, for66
Large size, for86
Granite Double Roller for cooking all kinds of breakfast foods, cereals, custards and rice, for35

Sale Values

Coal Hod, strong make, japanned, black finish, for \$1
Self-heating Roast Pan, round shape, with cover \$1
Mrs. Potts Laundry Irons.50
Nickel-plated finish, for70
Polished, for75
Storm Lantern, strong make, good in any wind, for75
Quick Boiling Tin Tea Kettles, for15
Round Vegetable Grates, for15
Flat Bread Toasters for gas or oil stove, for50
Dover Egg Beaters, for15
50-foot Braided Galvanized Clothes Line, wire, for .15
Gas Plate, for laundry work or light cooking, powerful and economical burners, with air mixer and nickel-plated taps. 1.49
Turner size, for 2.25
Furniture Shovel, with strong steel scoop and wooden handle, for75
Chopping Hatchet for kindling wood, for45
Combination Soap and Sponge Holder, nickel-plated on brass metal, to clip over roll of tub, for60
KITCHEN ITEMS NOT ILLUSTRATED.
Granite Triangle Sink Strainers, 35c and 45c. 10
Tin Flour Dredgers, for15
Aluminium Pie Plate, for15
Mop Cloths, for15
Nail Wrench, for15
Nail Brushes, for15
Floor Scrubs, for 10c and 15c.15
Stove Brushes, for15
Hardwood Clothes Dryers, 2 bars and 3 wings, for .25
Zinc Face Wash Boards, for15
Silver Pans, for cleaning silverware and silver metal, 2 sizes, 15c, 25c, 45c.15
Matchless Liquid Glass, 3 sizes, for renewing the original gloss on pianos and furniture, 25c, 35c and 50c.
Stove Black Varnish, for15

The Robert Simpson Company, Limited