

Store Opens at 8.30 a.m.

# The Robert Simpson Company, Limited

Store Closes at 5.30 p.m.

## To Get the Best

out of the necessarily limited time you can spend in the Store you must come prepared to look intelligently for what you need. To help you, therefore, is primarily the reason for this concentrated list, which is far from naming a half of the specials on sale to-morrow.

These but serve as an introduction to the most handsome and comprehensive Spring display it has ever been our pleasure to offer. Come early if you can.

## In the Boot Sale on Wednesday

Thousands of pairs from the Tetrault Boot Distributing Co., of Montreal, are being opened up daily. Boots in all the popular leathers, made on the newest lasts, at just the time of year when you must have good foot protection—AND LOOK AT THE PRICE.

**MEN'S BUTTON AND LACED GOODYEAR WELTED BOOTS AT \$2.95.** Regular Values \$4.50 and \$5.00.

Every pair guaranteed perfect in material and manufacture. All leathers—tan, brown and black calf, patent calf, Dongola kid and gummetal. Some are leather lined, with double viscolized soles. The lasts are the newest for spring wear. Sizes 5½ to 11; medium and wide widths. Boots that sold regularly for \$4.50 and \$5.00. Wednesday ..... **2.95**

### WOMEN'S BOOTS, \$2.45.

Patent calf, gummetal, tan Russia calf, and black and tan winter calf leathers. The lasts are stylish and popular, in button, Balmoral and Blucher styles. High, medium and low heels. Sizes 2½ to 7. Regularly \$3.00, \$3.50 and \$4.00. Wednesday ..... **2.45**

### CHILDREN'S AND INFANTS' BOOTS, 89c.

Neat, Easy-fitting Boots for Children and Infants. Chocolate and black kid, gummetal, tan Russia calf and patent calf. Medium and light-weight soles. Sizes 2 to 10½. Regularly \$1.00, \$1.25 and \$1.50. Wednesday ..... **.89**

### RUBBERS.

Perfect in every way and fully guaranteed. Men's, sizes 6 to 11, Wednesday, 69c; boys', sizes 1 to 5, 59c; youths', sizes 10 to 13, 49c; misses', sizes 11 to 2, 47c; children's, sizes 3 to 10½, Wednesday, 38c.

### MEN'S THIGH RUBBER BOOTS, \$3.99.

Highest grade, pure Para gum Rubber Boots, heavy rolled edge soles, solid rubber heels; thigh height. Sizes 6 to 12. Regularly \$5.50. Wednesday ..... **3.99**

## New Brussels Axminster and Wilton Rugs

Bale after bale of new spring rugs have just been opened up, and the stocks are getting very full in every make and size. You will find a tremendously varied selection for any of your requirements, whether hall, dining-room, drawing-room or bedroom. An attractive New English Axminster is shown in particular styles.

6.0 x 9.0 16.75 10.6 x 9.0 28.50  
13.0 x 9.0 .. 33.75

Amongst the Wilton Rugs, mostly showing in reproductions of beautiful Oriental Rugs, as well as some nice self color effects. These two qualities are especially noteworthy.

6.0 x 9.0 ..... \$18.00 and 26.50  
6.9 x 10.6 ..... 21.00 and 30.00  
9.0 x 9.0 ..... 24.00 and 35.00  
9.0 x 10.6 ..... 27.75 and 40.00  
9.0 x 12.0 ..... 31.75 and 47.00

The New Brussels Rugs are more attractive than ever this spring, coming in particularly beautiful colors in refined small conventional self colors and small Oriental styles. This quality is featured in several beautiful styles.

6.0 x 9.0 ..... 14.35  
6.9 x 10.6 ..... 16.75  
9.0 x 9.0 ..... 21.25  
9.0 x 12.0 ..... 24.25

A big shipment of Mohair Rugs just received. Plain silky blues, golds, reds, greens, lavenders and greys.

12 x 30 inches ..... 85c  
15 x 33 ..... 1.40  
24 x 48 ..... 2.45  
27 x 54 ..... 3.75  
27 x 60 ..... 3.80  
30 x 63 ..... 4.15  
36 x 63 ..... 5.25  
36 x 72 ..... 5.75

## Alarm Clocks at 49c

These clocks have a strong handsome case with recessed back and stop-alarm lever; dependable time-keepers with reliable alarm. Guaranteed. Wednesday special 49c. (Main Floor.)

## Women's Cotton Gloria Petticoats 59c

Women's Petticoats of black cotton "Gloria," a dull-finished, light-weight fabric; neat, 5-inch straight-hanging flounce. Sizes 36 to 42. Wednesday ..... **59c**

## OUT-SIZE SILK PETTICOATS.

Women's Petticoats of heavy silk messaline, in black, navy, purple, emerald and white, fifty-four inches around hips, flounce is made with knife-pleating and pin-tucking. Sizes 38 to 42. Special value, Wednesday ..... **5.00** (Third Floor.)

## Beaded Tunics at Five Dollars

Dainty little garments, some with just the hip flounce, others longer; in crystal, pretty light colorings, black and crystal, black and gold, etc. All fresh and new goods. Regular values would be \$8.50, \$10.00, \$12.50 and \$15.00. Wednesday, one price ..... **5.00** (Third Floor.)

## Seventh Day in the March Smallware Sale

Wooling Wool, on cards, black, white and tan. Regularly 2 cards 5c. Sale price, per dozen ..... **1.00**  
Egg Beaters, useful in mending stockings. Regularly 50c each. Sale price, 2 for ..... **.85**  
Black Tape, 8 assorted sizes, 18 yards, in black and white only. Regularly 10c each. Sale price, 2 for ..... **.15**  
Hafe Pins, Kirby, Beard & Company's best quality, assorted in tartan metal box. Regularly \$15 each. Sale price, 2 for ..... **1.00**  
Mending Wool, in balls, extra strong, black only. Regularly 5c. Sale price, 2 for ..... **.10**  
Cottons, Tiger brand, black, white and tan. Regularly 3 for 5c. Sale price, 5 for ..... **25c**  
Best Laces, 40 inches long, best quality mohair. Regularly 10c dozen. Sale price 7c dozen, 3 dozen 20c.  
Dress Sticks, regular shape, sizes 2, 3 and 4. Regularly 12½c and 15c pair. Sale price ..... **8c**  
Phone orders direct Notion Department. (Main Floor.)

## Tapestry Table Covers \$1.50

In pretty floral designs, on green or red grounds, size 2 x 2 yards, including fringe. Special, Wednesday ..... **1.50**

## WHITE CROCHET BED SPREADS.

With hemmed ends, large size, 72 x 96 inches. Clearing Thursday ..... **1.85**

## WHITE COTTONS REDUCED.

Bleached English Longcloth, a good general purpose cotton, 36 inches wide. Special Thursday, 12 yards for **1.25**

## PINE ENGLISH NAINSOOK.

With a soft, pure finish, width 36 inches. Special, Thursday, 12 yards for ..... **1.45**

## 40-INCH BROWN HOLLAND LINEN.

For serviceable wash dresses, etc. Clearing Thursday, yard ..... **.19**

## DAMASK TABLE CLOTHS AND NAPKINS.

Beautiful All-linen Damask Table Cloths, pretty assorted bordered designs, size 2 x 2½ yards. 24½c Napkins to match, cloth, size 22 x 23 inches. Special, Thursday, dozen ..... **2.19**

## HEAVY CRASH TOWELLING.

All pure linen, width 47 inches, with fancy red border. Special, Thursday, 10 yards for ..... **1.00** (Second Floor.)

## Diamond Centre Sunburst

40 genuine half pearls, 14k gold, pendant attachment as safety catch. Regularly \$14.00. Wednesday ..... **11.95**

Women's 14k Pearl Necklaces, 33 genuine half pearls, beautiful bird design and leaf effect. Regularly \$14.95. Wednesday ..... **11.95**

Women's 10k Pearl Necklaces, four different designs, in leaf, rose and star patterns, some have pendant attachment; these form an ideal combination with the sunburst. Regularly \$7.50. Wednesday ..... **4.95** (Main Floor.)

## In New Millinery

A moderate priced hat for \$7.50, shows the dainty touches seen in the new imported Paris millinery, as well as many features of originality and exclusiveness. You can get a wonderful spring hat for ..... **7.50** (Second Floor.)

## New Spring Coats \$5.65 FOR MISSES AND WOMEN, REGULARLY AT \$11.50 TO \$16.50.

A collection of manufacturers' samples and regular stock in splendid English serges, wool tweeds, checks and Bedford cords. Smart new styles, nicely trimmed, fashionable models for young women, or more quiet styles for elderly people, three-quarter or full length. Wednesday ..... **5.65**

## ATTRACTIVE DRESSES AT \$6.65

of soft finished paillette silk in navy, Copenhagen and black; trimming of nets, novelty buttons and crush girde in leaf, rose and star patterns, some have pendant attachment; these form an ideal combination with the sunburst. Wednesday, each ..... **6.65**

## SPECIAL SPRING SUITS, \$10.95.

Special most of all is the very reasonable prices at which they are marked. Comprising a large variety of smart new styles in serges, checks, light-weight tweeds, short coats with cut-away fronts, finely tailored, lined with excellent skins. Wednesday, special ..... **10.95**

## SKIRTS FOR WOMEN.

Manufacturers' samples, hardly two alike, all perfect in fitting and style. Materials are excellent serges, panamas and fancy materials. Regularly \$5.00 to \$7.50 values. Wednesday ..... **3.95** (Third Floor.)

## Notes of the New Silks

Silk Suitings from Vienna, Silk Taffets from Como, Foulards from New York, Duchesse Satins from Zurich, and the most beautiful Brocades from Paris.

The ranges in Suiting Silks surpass anything we have yet shown. The many different weaves and combinations give wide and select choice in these becoming spring fabrics.

The Silk Chiffon Taffets of this season are decided favorites—the soft finishes and rich sheen making them well adapted for present modes.

Cheney's Showerproof Foulards, in 23 and 44-inch widths, in the prettiest and newest pattern designs shown for many seasons meet every demand for style and service in a summer dress.

Parisian Brocades—Words cannot describe the wonderful designs and many varieties displayed to advantage in our spacious department, from new Cascade Brocades at \$2.00 to the more elaborate flowered effects running to \$10.00 and \$15.00 per yard.

A big shipment of Satin Charmeuse in colors and in black from C. J. Bonnet, priced at \$2.50 per yard just received.

In Trimming Silks we have reserved a special circle where all the newest Persian Brocades, Roman Stripes, Clan Plaids and Fancy Vestings are being displayed. (Second Floor.)

## Four Big Specials in Dress Goods

For \$30 shoppers we have grouped oddments and broken lines from all over the department and have made these extraordinary clearance prices:

LOT NO. 1.—AT 53c PER YARD.  
Diagonal serge in various twills, and colored serges in fine and medium weaves—not a full range of colors, but a good assortment of staple shades; fancy tweeds in good color combinations and mixtures; shepherd checks, fancy checks and plaids, as well as several other staple weaves of broken lines. 42 to 50 inches wide. Clearance price, yard ..... **.53**

LOT II.—73c PER YARD.  
English and French San Toys, Epingle Cordé, Wool Crepe de Chens, Poplins, Panamas, Serges, Boileannes, etc. This lot includes black fabrics only; odd pieces of broken lines, 42 to 54 inches wide. Clearance price, per yard ..... **.73**

LOT III.—57c PER YARD.  
Cream and Pencil-stripe Serges and Worsteds, Poplins, San Toys, etc., are seen in many of the much wanted staple shades; 42 to 50 inches wide. Clearance price, per yard ..... **.57**

LOT IV.—38c PER YARD.  
This lot represents broken lines and oddments from our Delaine Section. A beautiful collection of all-wool French-printed Delaines, plain and bordered, in a magnificent color combination. A splendid opportunity of saving on such dainty and practical dress fabrics. 31 inches wide. Clearance price, per yard ..... **.38**

Special Clearance Sale Tables, in Main Aisle, Dress Goods Department, Second Floor.

## Dollar Day in Wash Goods

26-inch Printed Ratines, on silk and cotton, lovely colorings. Per yard ..... **1.00**

40-inch Brocaded Ratines, in cotton and artificial silk, a fine range of shades. Per yard ..... **1.00**

40-inch French Ratines, in black and white, novel effects. Per yard ..... **1.00**

40-inch White Ratine, Stripe and Check Crepes and Voiles, in all the newest of designs. Per yard ..... **1.00** (Second Floor.)

## French Blouses Wednesday

300 Imported Blouses, in the Batiste and Cambric, some are trimmed real lace, others beautifully embroidered. Also we will put out for the same price some beautiful Crepe, Nison, Chiffon and Lace Blouses. To be cleared because of broken size and coloring ranges, 200 only. Stock prices were \$5.00, \$6.50, \$7.50, \$8.50 and \$10.00. Wednesday, each **2.95** We regret being unable to fill mail or phone orders for these. (Third Floor.)

## 600 Leather Hand Bags \$1.49

VALUES \$2.00 TO \$5.00.

A manufacturers' clearance of high-class Hand Bags. We are also including a selection from our own stock. The leathers are pin seal, Morocco, real seal, walrus seal, Morocco and crepe grain. A big variety of styles, including the new panier style. Silk and leather-lined. One, two and three-piece fittings. Black and colors. Values \$2.00 to \$5.00. Wednesday ..... **1.49** (Main Floor.)

## Embroideries for Spring 1914

Greater, bigger and better than ever is our stock of the newest 1914 Embroideries from Switzerland, New Edgings, Bandings, French Seaming Insettings, Skirtings, Baby Embroideries, Children's Dress Widths, Plouncings, etc.

Matched sets of fine nainsook, Swiss and cambric, narrow edgings with the finest buttonhole edges to 3 inches wide; pretty, dainty in every way. Wednesday prices, per yard, 5c to 50c.

Cambric Embroideries, in matched sets, fine quality of cloth, workmanship perfect, and qualities; edgings, insertions for 1½ to 18 inches. Wednesday prices, per yard, 5c to 85c.

French-Seaming and Headings, large variety of patterns, in Swiss, nainsook and cambric, headings for 2 to 2 inches wide. Wednesday, per yard, 5c to 45c.

Plouncings and Skirtings, in Swiss, nainsook, batiste, crepe net, marquisette. Wednesday, per yard, 5c to 90c.

Corset Cover Embroideries, an immense variety of new patterns, extra fine quality of cambric, openwork lacy effects, also small neat floral designs. Wednesday, per yard, 25c to \$1.00.

Thousands of yards of Cambric Embroideries, excellent qualities of cambric and English longcloth, openwork patterns. Special, Wednesday, per yard ..... **5c**

Corset Cover and Plouncing Embroidery, extra fine quality of cambric, effective openwork gurgure patterns, large assortment. Special, Wednesday, per yard ..... **20c** (Main Floor.)

## Imported Papers Half-Price and Less

Every roll is perfect. We have enough of each paper for two or more rooms or halls, but we must have the room as other goods are coming. Splendid papers for flats, suites or single rooms.

English, French, German and New York parlor papers, plain or embossed, figured or striped, silk or flat, in green, champagne, yellow, old rose, tan, grey and ivory. Regularly \$1.50, Wednesday 74c. Regularly \$1.25, Wednesday 61c. Regularly \$1.00, Wednesday 49c. Regularly 75c, Wednesday 37c. Regularly 50c, Wednesday 24c.

## Men's Persian Lamb Caps

Driver shape, extra fine skins and very even curls, best finish. Regularly \$12.50 to \$14.50. Wednesday **8.00**

10 only, Men's Korean Beaver Fur Coats, No. 1 grade, full furred skins and extra well lined. Regularly \$25.00. Wednesday ..... **15.00**

6 only, Men's Fur-lined Coats, black dogskin lining, German otter collars, extra fine black cloth shell. Regularly \$25.00. Wednesday ..... **10.00**

## A Special in Choice Suits for Men

Made from choice English tweeds and worsted, in browns and greys, in stripe patterns. The style is single-breasted, three-button and good fitting in every detail. Linings are splendid quality twill mohair and the workmanship the best. Wednesday ..... **8.95**

## NEW SPRING OVERCOATS.

Made from English black cheviot cloth, in good-fitting, single-breasted, fly front style. The tailoring is the best and the linings and finish all that could be desired. Price ..... **10.00**

## YOUNG MAN'S OVERCOAT

of fine English grey cheviot, in light grey, plain pattern, comes in the fashionable short length, cut single-breasted, fly front, Chesterfield style. The linings are of desirable twill and the tailoring is the very finest. Price ..... **18.00** (Main Floor.)

## Boys' Suits Special at \$3.95

VALUES \$6.00, \$7.00 AND \$8.50.

200 Smart, Double-breasted Suits, beautifully tailored, and trimmed with good-wearing serge linings. Splendid assortment of cloths, including fine domestic, English and Scotch weaves in brown and grey stripes and checks. Sizes 25 to 34. Wednesday special ..... **3.95** (Main Floor.)

## Men's Lighter-Weight Underwear 89c

300 Garments of English Natural Wool Underwear, Shirts and Drawers, in weights suitable for spring wear. Light natural shade, soft and comfortable, strongly finished. All sizes, 34 to 44. Special price per garment, Wednesday ..... **.89**

## MEN'S ENGLISH NIGHTROBES.

250 Flannel-ette Nightrobes, heavy material, in new designs, extra long and wide, strongly sewn seams; sizes 14 to 18. Regularly 80c. Wednesday ..... **.75**

## MEN'S "PEN ANGLE" MERINO.

from a new shipment of undershirts and drawers, in all sizes, from 34 to 4, hard-wearing, soft to the skin, unshrinkable. Wednesday, garment ..... **.50** (Main Floor.)

## Electric Light Fixtures

CLEARING A LINE OF SAMPLES AT EXTRAORDINARY REDUCTIONS.

A Silver Pendant, suitable for reception room, built for 4 lights, finely modelled body, heavy cast arms, suspended by chain from cast ceiling canopy. Regularly, with glassware, \$28.00. Wednesday ..... **17.50**

8 only Ceiling Showers, with 4 lights suspended from 18-inch ornamental ceiling plates, 3 different designs, finished in brass and black. Regularly, with glassware, \$28.00. Wednesday ..... **17.50**

Antique Hammered Brass Pendant, suitable for den, with four lights, heavy body and cast socket covers. Regularly, complete with round frosted lamps, \$38.00. Wednesday ..... **18.50**

4 Antique Hammered Brass Pendants, in different designs, all for 4 lights, very desirable den fixtures. Regularly, complete, \$18.75 to \$18.75. Wednesday ..... **11.50**

Semi-indirect Fixture, in 3 designs, with leaded panels of alabaster glass and real mother of pearl inlays, finished in "Butler" silver, diameter of bowl 18 inches. Regularly \$32.00. Wednesday, complete ..... **27.50**

Semi-indirect Fixtures, in "Adams" style of decoration, in 2 designs and 2 sizes; the hangers finished in antique gold. Regularly \$45.00 and \$50.00. Wednesday, complete, \$45.00 and \$35.50.

A selection for the complete installation for a 6-room home from our regular stock, selling in the regular way for \$18.00. Wednesday, complete (see lamps and insulation joints) ..... **21.00** (Fifth Floor.)

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## Special Wednesday Luncheon

11.30 to 2 p.m. **25c**

Boiled Fresh Caught Cod with Egg Sauce.

Boiled or Mashed Potatoes.

Apple Sauce Pudding.

Bread and Butter.

Tea or Coffee.

## Some Special Furniture Opportunities

Settee—All over upholstered, tufted and covered in brown denim. Regularly \$77.00. Special price ..... **48.00**

Arm Chairs—Upholstered back, seat and arm, covered in brown denim. Regularly \$50.00. Special price ..... **30.00**

Chesterfield—Covered in green denim, all over upholstered. Regularly \$51.00. Special price ..... **40.00**

Reception Chair and Settee—Frames are in solid mahogany, the seats and back are covered in silk. Regularly \$59.00. Special price \$38.00.

Settee and Two Arm Chairs—Frames are in solid mahogany, backs and seats are covered in silk. Regularly \$130.00. Special price ..... **100.00**

Reception Chair—"Adams Design" in solid mahogany. Regularly \$31.75. Special price ..... **19.75**

Reception Chair—"Chippendale Design" in solid mahogany. Regularly \$33.00. Special price ..... **20.00**

Upholstered Study Chair—Well-upholstered, mahogany frame, finely carved. "Empire Design," finely carved, seat and back well-upholstered, mahogany frame. Regularly \$125.00. Special price ..... **88.00**

Settee—Solid mahogany fine croch, Colonial design, heavy upholstered. Regularly \$160.00. Special price ..... **100.00**

Settee—Colonial design,