

Store Opens
at 8.30 a.m.

The Robert Simpson Company, Limited

Store Closes
at 5.30 p.m.

New Silks That Find Favor

DRESS PEAU DE SOIES AT 34c.

Big selection in stripes of various sizes and every plain shade; also new tones. Priced for Friday, yard.....34

THE FAVORITE SHANTUNG
SILKS, 44c.

We buy these silks direct and save you all middle profits. Widths are 34 inches. Natural colors only. Friday bargain, 44c. Blacks greatly reduced. 400 yards of a fine Black Satin Duchesse, a most reliable weave, formerly priced at \$1.35. 39 inches wide. To clear Friday, 1.14. Black Mousseline Satin, a \$1.50 quality, reduced for Friday's selling, 1.29.

NEW TERRY SUITING CORDS,
46c PER YARD.

Greatly in demand for the new "Sports Coats." Pinks, blues, greys, tan, fawn, greens, etc. 27 inches wide. Friday bargain, 46c. (Second Floor.)

Dress Goods on Bargain

ENGLISH TWEED SUITING, 49c.

English Tweed Suiting in new Spring colorings and mixtures, a beautiful assortment suitable for misses' and ladies' suits and skirts a cloth that tailors to perfection. Regularly 75c. 42 inches wide. Friday bargain, per yard.....49

SHEPHERD AND BROKEN CHECKS, 55c.

2,000 yards, a special purchase of this popular and serviceable fabric in standard shepherd checks and broken checks, in black and white. Different sizes in checks are included. 52 inches wide. Regularly 75c. Friday bargain price, per yard.....55

WOOL CREPE DE CHINES, 53c.

A charming array of those dainty dress fabrics for quick selling Friday. The newest spring colors are here featured, and the fabric is fashion's favorite of exceptionally rich finish, and ideal for draping purposes. 42 inches. Regularly 75c per yard. Friday bargain, per yard.....53

DIAGONAL SERGES, 68c.

Made from beautiful, clean, selected yarns, in a good range of staple shades. Thoroughly soap shrunk and spotproof. A rare opportunity for a big saving on your spring suit. Regularly 85c per yard. 52 inches. Friday, per yard.....68 (Main Floor.)

French Brocaded Sateen

and Fancy Stripe and Diagonal Linings, suitable for underskirts, coat lining, in a choice range of patterns in the newest shades of greys, blues, tawns, helios, etc.; also ivory and black. 40 inches wide. Regularly up to 50c yard. Friday special.....38

500 yards Simpson's Guaranteed Farmer's Satin, in black only, bright finish and fast permanent dye. 54 inches wide. Regularly 50c yard. Friday special, yard.....38 (Second Floor.)

Handkerchief Specials

Children's White Lawn Handkerchiefs, with narrow hemstitch borders, trimmed with Valenciennes lace insertion. Friday bargain, 6 for.....25

Women's Handkerchiefs, pure Irish linen, narrow hemstitch border, fine quality of linen. Friday bargain, 3 for.....25

Children's School Handkerchiefs, white lawn, with colored border and colored initial. Friday bargain, 6 for.....10

44-inch Voile Flouncings, new patterns, very effective floral designs, manufacturers' sample prices, all white. Regularly \$1.25 and \$1.50. Friday bargain, per yard.....68

17-inch Cambric Flouncing, specially bought for children's petticoats and trimming "princess" slips, fine quality of cambric open work pattern. Friday bargain, per yard.....23 (Main Floor.)

Specials in Wash Goods

Special values, varieties and colorings too numerous to detail. On sale at the Bargain Counter, Main Floor, at.....94

40-inch Striped Ratine on white grounds, all shades, in fine stripes. Regularly 65c. Friday bargain.....39

38-inch Fine Swiss Embroidery Flouncings, suitable for ladies' dresses. These are travellers' samples. Regularly \$2.00. Friday bargain.....86

32-inch Prints, in light and dark colors, and some Crowns standard quality. Regularly 45c. Friday bargain.....35

28-inch Duro Plue, in stripes, checks and plain colors that will stand boilings. Half price Friday.....25

28-inch Silk Striped Printed Crepe, in a firm quality and pretty design. Half price Friday.....25

28-inch Silk Striped Muslins, Swiss Spot Muslins, and Mercerized Vestings, all perfect in every way. Regularly 15c, 20c. Friday bargain.....94 (Second Floor.)

HELPFUL VALUES FOR SPRING BUYERS

It is sometimes a problem to make one's income cover the hundred and one needs of a new season. Accordingly a list such as this, which covers a part only of our Friday Bargains, is full of live interest for every spring shopper. They are guaranteed values, every one.

Unusually Good Suits at \$6.95

Misses' and Women's Suits, a variety of styles. Coats short or long, linings of satins; materials vicunas, tweeds, serges, chevots, in black, navy, brown, grey, green and tan. Sizes well assorted. Come early. Priced.....6.95

MISSSES' AND WOMEN'S
CLOTH DRESSES, \$4.95.

New styles for Spring, with trimmings of contrasting shades. Draped tailored skirts. Navy, brown, black, grey and green. Friday bargain.....4.95

NEW SPRING COATS, \$7.45.

Popular fabrics and styles, new figured cloths, fashionable checks and wool serges, in many grey, green and blue. Strictly up to the moment, with new sleeve and yoke, half lined with satin de chine.....7.45

SKIRTS FOR WOMEN, \$2.65.

A "special" line made to sell at more than double the price. New goods from one of the best skirt makers, in smart styles. Materials include serges, hairline stripe serges, checks, fancy Bedford cords and tweeds in good shades. Friday.....2.65

\$1.98 FOR GIRLS' COATS.

Cheviot serges, with large patch pockets and collars of contrasting trim; navy, tan, green and red. Ages 6 to 14 years. Friday.....1.98

WASH DRESSES

for misses and small women. Reps in white, natural and tan. Tailored styles, set-in sleeve, self trimmings and buttons. Worth \$3.95. Friday 1.49 (Third Floor.)

Kimono Gowns 95c

Women's Long Kimono Gowns of plain and figured cotton crepe, also fancy flannellette; loose and fitted backs; navy, grey, sky and cardinal; trimmed plain or fancy borders. All sizes in the lot. Friday bargain.....95

OUTSIZE SATEEN PETTICOATS
FOR 98c.

Black Mercerized Sateen Petticoats, hip measurement 54 inches, knife-pleated flounce with pin-tucking and underpiece. Lengths 36 to 42. Friday bargain.....98

MOREEN PETTICOATS, 98c.

Imported light-weight moire, in a specially soft finish; black, navy or emerald; flounce of knife-pleating, finished with velvet binding. Lengths 36 to 42. Friday bargain.....98 (Third Floor.)

Jewelry Reductions

10k. Beauty Pins, a good heavy pin, plain engraved and pearl set. Regularly \$3.50 and \$3.80. Friday.....1.90

9k. Bracelets, in square and oval designs, engraved and plain, some are stone set. Regularly \$7.95, \$6.95 and \$5.95. Friday.....1.50

Black Irish Box Wood Bracelets, lined with strong gold-filled back. Regularly \$9.95. Friday.....2.95

Strong Plain and Pearl Set Beauty Pins, 10k. in 9k. and 10k. gold. Regularly \$2.00 and \$2.50. Friday.....1.00

A SELECTION OF JEWELLERY, 88c.

10k. Bar Pins, set with amethyst and pearls; Pearl and Plain Beauty Pins in good Roman finish; good quality gold-filled Expansion Bracelets, a heavy band bracelet, in the best gold-filled Roman finish; Stone Set Lockets, in fleur-de-lis, horseshoe and many other designs, monogram engraved free on all plain and Silver Curb Neck Chains; Women's 10k. Birthday Rings, a large selection of gold-filled rings; Men's Pearl Set and Riding Whip Scarf Pins; 9k. Sun Pins, with the word Pet or Darling in raised letters. Regularly \$1.00, \$1.50 and \$1.75. Friday.....90 (Main Floor.)

Women's Hand Bags 95c

Exceptional values in Handbags, in seal, walrus and Morocco grain leathers, covered or silver frames, leather or silk-lined, some have hanging mirror, all have change purse. Regularly \$1.50 to \$2.50. Friday.....95

MESH PURSES.

Gummetal Mesh Purse, best French make, ring mesh, assorted frames, long chain. Regularly 75c and \$1.00. Friday.....50

Silver Mesh Purse, ring mesh, oxidized frame, drophead fringe, long chain. Regularly 50c. Friday.....37 (Main Floor.)

Black Satin Ribbons

Girdles, sashes or hat bows of rich black Duchess Satin Ribbon is correct for the moment. Nothing smarter or more effective, excellent quality, in three widths. 5-inch width, per yard, 25c; 6-inch width, per yard, 30c; 7-inch width, per yard, 40c.

Musical Tea

Sixth Floor.

3 P.M. TO 5.30.

Special engagement of trio—pianist, violin, flute and soprano vocalist for Friday and Saturday. A daily afternoon service, 15c; or two persons for 25c.

Toilet Goods

Oatmeal Toilet Soap, Friday, 3 cakes for.....25
Imported Eau de Cologne and Lavender Water, long green bottle. Friday.....19
Vale's Almond Blossom Face Cream, Regular price 50c. Friday.....15
Chappo, for rough skin. Regular price 35c. Friday.....15
Perrin Beautifier, in pink and white. Regular price 50c. Friday.....39
Tooth Brushes, with pure bristles. Regular price 15c. Friday.....9
Corn Whiskies, Friday.....9
Hair Brushes, solid backs with hand-drawn bristles. Friday.....38
Grained Ivory, Puff Box and Powder Puff and Pin Tray, Friday.....39
2,000 rolls New Process White Crepe Toilet Paper, large roll. Friday, 8 rolls for.....25
Phone direct to Toilet Dept. (Main Floor.)

Drug Items

Emulsion of Cod Liver Oil with hypophosphites, large bottle. Regular price 75c. Friday.....35
Bland's Iron Pills, plain or improved, 100 in a box. Regular 20c. Friday.....15
Mentholated Extract Witch Hazel, 25c size. Friday.....15
Sedative Powders, 3 boxes.....25
Menthol Inhalers, Friday.....15
Sponges, a splendid assortment of sizes. Regularly 15c and 15c. Friday.....15
Tubing—Lengths for Fountain Sprinklers, red rubber, rapid flow. Regularly 15c. Friday.....15
Vibrators—The White Cross Electric Vibrators, regularly \$15.00. Friday \$12.00. Regularly \$25.00. Friday \$18.00. (Main Floor.)

Spectacles and Eyeglasses

Any eyes fitted, Friday, no matter how difficult.....2.75
Regular values, \$3.50 to \$6.00. No extra charge for special fitting on this sale. Specialist's examination free. Regularly \$1.50 and 15c. Friday, second floor, optical department. (Second Floor.)

White Quilts 98c

White Honeycomb Bedspreads, finished with hemmed and crocheted edges. Size 78 x 90 inches. Friday bargain.....98
Snowy White English Satin Bedspreads, in pretty, scroll designs, large size, 76 x 90 inches. Friday bargain.....2.00

SHIRTS, SLIGHTLY IMPERFECT.

Bleached Shirts, made from an extra good quality of long staple cotton, large size, 36 x 90 inches, with deep spotted hemstitched cuffs; the hemstitching on these are slightly imperfect. Regularly \$2.50. Clearing Friday, pair.....1.99

BLEACHED ENGLISH LONG-CLOTH.

Done up in 12-yard lengths, width 36 inches. Regularly 12 yards for.....95

FLANNELETTE BLANKETS

CLEARING AT \$1.25

Best quality, in white or grey, with pink or blue borders, size 64 x 78 inches. Friday.....1.25

FLANNELETTE REDUCED TO 10 YARDS FOR \$1.00.

Full range of stripes, dark and medium colorings, wide width, 36 inches. Clearing Friday, 10 yards for.....1.00

IRISH BROWN HOLLAND LINEN.

For making women's and children's wash dresses, aprons, etc. 40 inches wide. Friday bargain, yard.....22

PURE LINEN HUCKABACK TOWELLING.

For fancy work, fine towels, etc. 20 inches wide. Friday bargain, yard.....19

LIGHT OXFORD SHIRTING.

Famous Duro dye make, guaranteed not to fade, in broad stripes or plain colorings. Per yard.....20 (Second Floor.)

Millinery

At \$1.00—60 dozen fine shapes in tagels, hems and soft crown effects, all colors to be had and a great assortment of good styles. Regularly \$1.75 and \$2.25. Friday.....1.00

At \$1.75—Imported Tagel Hats, with colored satin, soft crowns. Regularly \$2.50 and \$3.00. Friday.....1.75

At 25c—1,000 bunches of pretty flowers. Regularly 35c and 50c. Friday.....25

FANCY OSTRICH MOUNTS

AT 50c.

36 dozen, and in 10 different styles, all the new shades and novelty colors. Regularly 75c. Friday.....50

At \$3.75—200 Trimmed Hats gotten up specially to sell at this price. Styles for misses and young women, as well as hats for matrons. Friday 3.75 (Second Floor.)

Big Corset Specials for Friday

Clearing about 200 pairs extra fine and stylish corsets; two beautiful models of La Diva and Royale, rich silk brocade or finest double batiste, medium and very low bust, long skirts, four garters, double rustproof boning, silk embroidery or lace and satin trims, bust draw-cords, sizes in silk brocade 24 to 27 inches. In the double batiste 18 to 26 inches. Regularly \$2.50 and \$4.00 a pair. Friday bargain, a pair.....1.50

Girls' Corsets, white coutil, well corded and boned, with light pliable steels, clasp fronts, four garters, embroidery trim. Regularly \$1.25 each. Friday bargain.....75

INFANTS' CLOAKS AND ROBES.

Infants' Cloaks, fine all-wool cream cashmere, cape collar, beautifully silk embroidered and finished with silk embroidered ruffle, lined throughout, with satin. Regularly \$2.75. Friday bargain.....1.75

Infants' Christening Robes, firm, soft lawn, hand embroidery yoke, skirt beautifully trimmed with linen lace and embroidery. Lengths 30 and 38 inches. Regularly \$2.25 each. Friday bargain, each.....1.25

WOMEN'S AND INFANTS' UNDERWEAR.

Women's Vests, seconds, medium and heavy qualities, all cotton or wool and cotton mixtures, ribbed white, high neck, long sleeves, button front, unshrinkable. Sizes 34 to 40 bust. Regularly 50c to 75c each. Friday bargain, each.....25

Infants' Rubens Vests, fine ribbed white merino, wool and cotton mixture, long sleeves, no button, double fronts. Sizes 3 months to 1 year. Regularly 25c each. Friday bargain, 3 for.....25

GIRLS' FINE DRESSES.

Girls' School and Easter Dresses, two stylish designs in fine wool plaids or Bedford cord, velvet trimmed, one has pretty lace collar, pipings and velvet-covered buttons. Colors cardinal, brown and navy. Regularly \$5.00 and \$6.00 each. Friday bargain.....2.75

WHITEWEAR BARGAINS.

Women's Nightdresses, fine cotton tucked and embroidered insertion yoke, ruffle of fine embroidery on neck, front and cuffs. Sizes 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100. Regularly 88c each. Friday bargain.....50

Corsets, Covers, fine muslin, beautifully trimmed with Val. lace, lovers' knots, heading, silk ribbon and lace edges. Sizes 32 to 42 bust. Regularly 65c each. Friday bargain.....39 (Third Floor.)

Boots and Rubbers

Special purchase of men's patent oiled boots, with dull kid tops, made on stylish and popular lasts, medium weight Goodyear welted soles. Sizes 5 1/2 to 11. Boots that sell regularly for \$4.00. Friday.....2.65

WOMEN'S \$3.50 TO \$4.00 BOOTS, \$2.49.

Patent oiled, gummetal, fine vici kid and tan Russia calf, made on popular lasts with short, medium and long vamps, button and laced styles. All weight of soles. All styles of heels. Sizes 2 1/2 to 7. Regularly \$3.50, \$4.00 and \$4.50. Friday.....2.49

BOYS' BOOTS, \$1.99.

Strong school boots, made from box kid leather, in laced Blucher style, double solid leather soles, serviceable and easy fitting. Sizes 1 to 5. Friday \$1.99; sizes 11 to 13, \$1.69.

GIRLS' BOOTS.

Laced Blucher style, made from good-wearing box calf, medium weight soles, and comfortable low heels, very suitable for school wear. Sizes 11 to 2, Friday \$1.99; sizes 3 to 10 1/2, Friday \$1.69; sizes 4 to 7 1/2, Friday \$1.49.

RUBBERS.

Perfect in every way, bright finished corrugated soles and heels. Men's sizes, 6 to 11. Friday 60c; boys' sizes, 1 to 5, Friday 55c; youths' sizes, 10 to 13, Friday 40c; misses' sizes, 11 to 2, Friday 47c; children's sizes, 3 to 10 1/2, Friday 38c. (Second Floor.)

Silk Waists Low Priced

Colored messalines and paillettes, checks and fancy silks and nets; choice of high or low necks and long or short sleeves. All sizes in the lot. Regular prices \$2.48, \$2.95 and \$3.95. Friday bargain.....1.29

A beautiful quality, pure Shantung Silk Waist, made in the new corded yoke and drop shoulder style, with "Sunshine" collar and open front. Regularly \$2.25. Friday bargain 1.49

Clearing a big table of mixed white Lingerie and Shirt Waists; a profusion of good styles, in high or low necks. Regularly 75c, 89c, \$1.00 and \$1.25. Friday bargain.....39 (Third Floor.)

50 Beautiful Tunics

in colored beadwork on chiffon or net grounds; also some dainty ivory shadow and silk embroidered lace tunics. All smart, up-to-date goods. Regularly \$7.50, \$10.00 and \$12.50. Friday bargain.....4.50 (Third Floor.)

Men's \$10, \$12 and \$14 Suits to Clear Friday, at \$6.95

200 Excellent Tweed Suits at less than cost of production. They are made from English and Scotch tweeds, in browns and greys of plain and stripe patterns, good fitting, single-breasted, three-button style, twill mohair linings; best tailoring. Every suit offers a substantial saving. Sizes 34 to 44. To clear.....6.95

MEN'S WATERPROOF COATS AT \$7.95.

Made from English double texture paramatta; a cloth that will give good protection and service. Raglan and motor styles; 50 inches long; close fitting collar, cut long and loose. Friday.....7.95

MEN'S TWEED TROUSERS, 98c.

Made from strong, good-wearing tweed in a good assortment of colors and patterns; strongly and neatly tailored. Sizes 32 to 42. To clear.....98 (Main Floor.)

Boys' Suits at \$3.85

300 suits at less than actual cost, and in some cases less than half price. Imported tweed fabrics, in medium and soft finishes, dark and medium brown or grey, tans and fancy patterns. In neat striped and check designs, sizes 24 to 34. Regularly \$6.00 to \$9.00. Special Friday bargain.....3.85

Boys' Full Cut Bloomers, 70c—500 pairs. English tweed, mostly dark striped or check designs, lined with white cotton, sizes 24 to 34. Friday bargain.....79

Boys' Shirt Waists, 35c—600 blouse waists, made of striped washable fabrics, in light and medium shades, soft attached collar with bar fastener for tie, sizes 6 to 14 years. Friday bargain.....35 (Main Floor.)

Men's Furnishings for Friday

Light Blue Chambray Work Shirts, large and roomy body, double sewn seams, reversible collar; sizes 14 to 18. Regularly 89c. Friday bargain.....69

Navy Blue Galatea Shirts, especially good for engineers; seams stitched with white thread; extra strong material; sizes 14 to 18. Regularly 89c. Friday bargain.....69

Shirts with soft double cuffs and separate soft collar to match. Lots of travellers' samples and several slightly soiled in the lot. All sizes 14 to 18. Regularly \$1.25, \$1.50, \$2.00 and \$2.50. Friday bargain.....89 (Main Floor.)

Spring Styles in Men's Hats

Men's Stiff and Soft Hats, dressy 1914 styles. Soft hats in plain and mixed felts. Colors navy, brown, fawn, grey, olive and black. Regularly \$1.50 and \$2.00. Stiff hats in black only. Friday bargain.....59

Men's and Boys' Tweed and Navy Blue Serge Golf Caps, fine quality, imported materials and well finished. Friday bargain.....10 (Main Floor.)

Notions at Nine Cents

Mending Wool, in black, white and tan. Friday, 3 cards.....9

Bunch Tape, six assorted sizes, in bunch, white only. Friday, 3 bunches.....9

Pin Sheet, 400 assorted plated pins, on sheet. Friday, 3 sheets.....9

Hair Pins, 100 assorted, in box, best finish. Friday, 3 boxes.....9

Hooks and Eyes, all sizes, black and silver. Friday, 12 dozen.....9

Domestic Fasteners, in black or silver, all sizes. Friday, 9 dozen.....9

Dress Shields, popular style, sizes 2, 3 and 4. Friday, per pair.....9

Boot Laces, 36-inch mohair boot laces. Friday, 3 dozen.....9

Hose Supports, pin-on hose supports, black and white, all sizes. Friday, per pair.....9

Coat Hangers, nickel plated coat and skirt hangers. Friday, each.....9

Phone Orders Receive Prompt Attention. (Main Floor.)

Steamer Trunks at \$3.19

Waterproof, canvas-covered, hardwood slats, brass dome corners and valance, neat lining, with tray, sizes 30, 32, 34 and 36 inch. Friday special.....3.19

Suit Cases, matting covered, edges all bound, two leather straps all round, swing handle, brass lock and catches, lined with cloth, pocket, sizes 24 and 28 inch. Regularly \$3.95. Friday special.....3.19 (Sixth Floor.)

The Groceries and Candies