

WEDNESDAY, March 11.

THE ROBERT SIMPSON COMPANY, LIMITED

PROBABILITIES. Fresh southerly and westerly winds; fair and mild.

THE ROBERT SIMPSON COMPANY, LIMITED

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

# ON SALE TO-MORROW

## A Sale of \$4 Boots for Ladies at Less Than Cost

To-morrow occurs a phenomenal event. We'll offer 1500 pairs of a well known boot which sells at the standard price of four dollars right in this store for \$1.99 a pair. This figure comprises less than cost. The boots are perfect in every respect, and have just been taken off the lasts. The reason is as follows:

The labels were wrong. They are right now, but the delay of sending them back to the factory to be changed has put them out of their place in the stock's "turnover." We received sufficient concession from the factory to make a "hurry-up" reduction of unmistakable proportions. If you will come to-morrow you may have these boots at a price less than they cost us in the usual way.

Here are the full particulars. Note the fact that all the popular sizes and widths are here. It is a bargain for every woman who wears nice shoes.

Ladies' High-class Boots, Good-year welted, flexible soles, made from selected stock that will stand hard wear, patent colt of high polish, very pliable, dull Blucher tops, medium pointed toe, Cuban and military heels, B, C and D widths, all sizes, 2 1-2 to 7. Regular \$4.00. Thursday \$1.99

Ladies' Boots, made from selected skins, black and chocolate, Blucher and lace styles, vici kid, patent colt and light weight velour calf leathers, medium-weight pure oak bark tanned flexible Goodyear welted soles, Cuban and military heels, sizes 2 1-2 to 7, B, C and D widths. Regular \$4.00. On sale Thursday \$1.99

Ladies' Vici Kid Boots, with patent toe-caps, Goodyear welted soles, Blucher and lace styles, high, medium and low heels, beautiful boots that will give foot ease from the first time worn, best workmanship, B, C and D widths, all sizes, 2 1-2 to 7. Regular \$4.00. On sale Thursday \$1.99

## Dress Goods Bought Now Will Be in Time for Easter

Have you taken Easter into consideration this spring yet? A little over a month remains in which to choose your suit—and have it made up. The dressmakers are taking orders every day. They have work away ahead. They will take orders for Easter gowns and suits as yet, but how long will it be before they cannot guarantee any more in time? That is the question, and it is wise to consider that phase of the subject.

We advise you to choose your goods now. Better be early than late, better choose at leisure than in a nervous rush. You simply have to get a new suit. Why wait until dressmakers are rushed and time is short?

Everything is in. We have a wealth of variety and a mine of good value. Come and see Simpson's Dress Goods to-morrow morning.

Simpson's Special One Dollar Qualities for Thursday Selling: Colored French Venetian Cloths, Colored French Shadow Stripe Worsteds, Colored Pekin Stripes, Chevron Stripes, Haircord Stripes, Herringbone Stripes, Colored Cheviots, Colored Panamas, Colored French Voiles, etc. Blacks included in the above; widths from 44 to 54 inches. Special, Thursday, yard 1.00



## The New Corsets Are Ready

The woman who is corseted well stands with an air of grace and elegance no gown however successful or unsuccessful is able to conceal. With a corset incorrectly modelled or incorrectly chosen and fitted Worth himself might have designed you gowns in vain.

Our expert corsetiers talk to you about the model your figure must have if you would preserve your charm of poise. We have every fashionably approved model for spring 1908. The world's very best makers are represented.

You have choice from:

C. B. a la Spritte Corsets, 14 models, \$1.25 to \$6.00 a pair.  
Redfern Corsets, whalebone filled, 6 models, \$4.00 to \$7.00 a pair.  
Bon Ton Corsets, 8 models, \$3.50 to \$7.00

Royal Worcester Corsets, 11 models, \$1.25 to \$3.00 a pair.  
Warner's Rustproof Corsets, 10 models, \$2.00 to \$5.00 a pair.

Jewel Corsets, 6 elegant French models, \$1.50 to \$3.50 a pair.  
The Corset Royale, 6 models, \$1.25 to \$2.00 a pair.  
R. and G. Corsets, 10 models, \$1.25 to \$3.50 a pair.  
C. C. a la Grace Corsets, 6 models, \$1.25 to \$4.50 a pair.

D. and A. Corsets, 12 models, 75c to \$5.00 a pair.  
P. D. Corsets, 8 French models, \$1.00 to \$5.00 a pair.

### A Special Offering

300 pairs JEWEL CORSETS, a beautiful new model, in fact we have

batiste, medium length model, medium bust, long hips and front, aliket clasp, rustproof steels, with 4 wide side steels, 4 fine plain elastic garters, lace and ribbon, a beautiful model, sizes 18 to 30 inches. Regularly sold at \$2.00 a pair. Thursday, \$1.50

## The New Waists

No woman who visits our Cloak Department appears to be able to turn away without a second look at the new Waists. They are charming. Taffetas in the new shades of Copenhagen and brown, Messalines in the new shades, Natural Pongees, with their subtle richness of suggested ivory, Laces and Embroidered Nets—the prettiest and the most irresistible of garments, and Prices, instead of cooling the enthusiasm, serve to stimulate it still further. Creations of lace and net, in tan and ecru, that look costly to the point of extravagance, run from \$3.50 to \$12.50 only.

At \$5 there is a range of beauties.

Handsome Waists, in fine net and Oriental all-over laces, white or tan; heavy Japanese silk lining throughout in harmonizing shades; all are made with new Mikado sleeve effect and trimmed with Valenciennes, Cluny and Guipure laces, sizes 32 to 42. \$5.00



## Embroideries for Spring Saving

If we only had room to show you! Just wait till we get our new building. Oh, dear, it's so hard to express the distracting feminine charm of these embroideries. We have such a world of variety and every single thing is lovely. Nothing common in the whole stock.

The woman who does her own sewing or who superintends it will have a delightful time choosing embroideries this year. Won't you let us just show you?

The feature in our Embroidery Section on Thursday will be a display of Fine Nainsook Sets and Cambric Sets, also Swiss Sets, Demi-flouncings in Swiss and Nainsook, Bandings in Swiss and Nainsook, "Blousing" Insertions in Swiss, Batiste and Nainsook. In fact, every conceivable width and design that one can imagine will be found on our counters on Thursday morning.

### FINE CAMBRIC SETS.

Cambric Embroideries in Narrow Widths.  
Cambric Sets, on fine cloth, good buttonhole edges, in openwork and blind effects, scalloped and hemstitched edges, 1-2 to 5 inches wide, with three widths of Insertions to match—  
Edgings, per yard .70, 80c, 10c, 12 1-2c to 30c  
Insertions, per yd. 8c, 10c, 12 1-2c, 15c to 25c

Nainsook Sets—Embroideries 1-2 to 9 inches wide, in the finest and prettiest designs, blind and guipure effects, per yard .12 1-2c, 15c, 20c to 75c  
Insertions to match, in three widths, per yard .20c, 25c, 30c to 50c

"Blousing" Insertions, in Swiss, Nainsook, Batiste and Cambric, floral, conventional and padded effects, with "filet" lace, 3 to 8 inches wide, per yard .25c, 30c, 35c, 50c to \$2.50  
1100 Remnants of Embroideries and Insertions, odd lengths. On sale Thursday, Less than Half Price.



## Little Paragraphs

It didn't take a whole book to tell the story of the creation of the world. Words are nothing in themselves. A paragraph may mean as much as a page—so long as you see it.

Don't overlook the "little items."

### Cashmere Stockings

Women's Fine All Wool Black Cashmere Hose, full fashioned, double heel and toe, extra quality. Regular 90c to 35c, Thursday, per pair .30c

### Cashmere Socks

Men's Fine All Wool Black Cashmere Socks, English made, double heel and toe, extra quality. Regular 90c to 35c, Thursday, per pair .19c

### Groceries

2000 tins Canned Apples, gallon 8. tin, Thursday morning, per tin .21c  
2500 lbs. Fresh Dairy Butter, per pound, extra value, 2 lbs. .25c  
Pure Kettle Rendered Lard, 20 lb. pails, .22.65  
Maconochies Kipped Herring, plain or in tomato sauce, 2 tins .25c  
Belleville Sweet Wrinkle Peas, small and tender, extra value, 2 lbs. .25c  
Jam, in five lb. pails, assorted, per pail, .40c  
Finest Oregon Prunes, in 10 lb. boxes, 30 to 40. Regular \$1.60, special, per box .80c  
Fresh Flaked Wheat, per stone, .45c  
Choice Rangoon Rice, 5 lbs. .25c  
Finest Pearl Tapioca, 4 lbs. .25c  
St. Charles Cream, 2 tins .25c  
Finest California Lemons, good size and seedless, 2 dozen .25c  
2 lbs. Fragrant Coffee, .30c  
500 lbs. Fresh Rye, in the bean and ground pure, or with chicory. On Thursday morning at 8 o'clock, 3 lbs. .85c

### Two Braid Items

English Imported Silk Draw Braid, warranted fast color, all widths up to 3-4 inch and in every new color and black, yard .50c  
Three ranges of New Fancy Braids, bought at a discount. These include black and gold, cream and gold and several very dainty colors. Worth 10c to 12 1-2c per yard, for .50c  
200 gross two and four-hole Pearl Buttons, shirt sizes. Regular 10c doz., Thursday, dozen .50c

### Ladies' Woolen Wear

Clearing all the counter stock of Women's Golf Waists, Norfolk Jackets, Ice Wool and Zephyr Wool Fascinators, Honeycomb Wool Shawls, Heavy Wrap Shawls, Misses' Toques, etc., some slightly counter soiled, all our regular qualities. THURSDAY EXACTLY HALF PRICE.

### Rubbers

A new stock of Rubbers for the slushy wet spring day weather, brand new, perfect, good fitting, long wearing, double heels, heavy corrugation, men's sizes from 5 to 11, regular 85c, on sale Thursday, 40c  
Ladies' sizes, regular 60c, on sale Thursday, 30c  
Telephone Orders Filled.

### Wool Soles

A few hundred pairs of Ladies' Lambs' Wool Detachable Slipper Soles, left from a large special purchase; they are perfect in every way. Regular 29c, Thursday, 19c

### Waltham Watch \$9.00

Men's Open Face 20 Year guaranteed Gold Filled Waltham Watch, stem-wind and set, 15 jewels in setting, out expansion balance, patent Briquet hair spring, hardened and tempered on form, in plain or fancy engraved cases, Thursday \$9.00

## A Sale of German Linoleum

Parquet Linoleum---Inlaid---Best Imitation of Real Hardwood Flooring Made in the World.

In Rixdorf, a suburb of Berlin, Germany, the process of simulating grained woods in inlaid linoleum has reached its highest development. Rixdorfer linoleum is famous throughout the world. It is practically better than parquet flooring itself. No cracks, less need of polish. Looks quite as well.

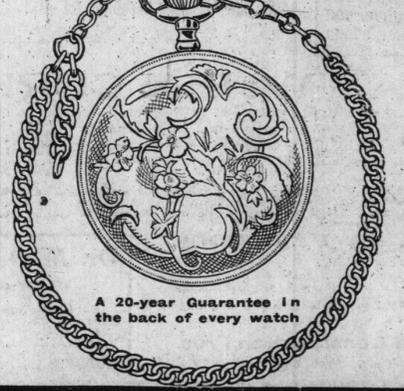
Our Linoleum Sale includes a special purchase of Rixdorfer. Nowhere else in Canada is it to be had at regular prices even. We offer it at reductions, as follows, recommending it with fullest emphasis:

1800 yards of Rixdorfer Parquet Linoleum, in real inlay designs. The grain and colorings are in perfect imitation of oak, mahogany, maple, birch, etc.

First quality, usually sold at 25c square foot. Sale price, square foot .17c  
Second quality, usually sold at 20c square foot. Sale price, square foot .14c

## Waltham Watch and Chain, \$9.95

Men's Openface, 20-year guaranteed gold-filled Waltham Watch, stem wind and set, 15 jewels in setting, exposed pallets, cut expansion balance, patent Briquet hair spring, hardened and tempered on form, plain or fancy engraved cases, complete with 14K gold-filled chain, same as set out, Thursday \$9.95



A 20-year Guarantee in the back of every watch

## Rain Coats for \$7.45

Imported English Covert Cloth Raincoats, the popular rain-or-shine spring overcoat, single-breasted Chesterfield style, made good length, comfortable and roomy, with broad shoulders and close-fitting collar, plain dark Oxford grey shade, with Venetian-finished Italian cloth lining, new spring goods. On sale Thursday, special \$7.45

## Men's \$3 Worsted Trousers, \$1.98

Imported English Worsted Trousers, a large variety of fashionable and dressy stripe patterns, in assorted, medium and dark grey shades, also grey and black, good weight materials, splendidly tailored, with side and hip pockets, sizes 32-42. Regular \$3.00, Thursday \$1.98

## Girls' Dresses—Spring Styles

Over-bouse Dress of Chiffon Panama, in navy, new brown, green and red, nicely tailored, finished with strapping, self-covered buttons, killed skirt (according to age) \$4.95 to \$6.00  
Over-bouse Dress of bright lustre, brown, green and navy, trimmed with fancy braids, killed-skirt; sizes 6 to 10 years, \$4.00; 12 to 14 years \$4.50

## Some Unclaimed Pictures

75 only Good Subject Pictures that have been laid aside for customers but not called for. They include photographs, etchings, beautiful figure landscapes, animal and marine subjects, framed in oak and gilt mouldings. Values up to \$7.50. At 8 sharp. \$1.98

## New Bedford Suit Cases

Made on English steel frame, with two double-bolt brass locks, easy handle, shirt pocket, inside straps, lined with linen—  
22-inch, 24-inch, 26-inch.  
\$4.25 \$4.50 \$4.95  
(See Richmond St. Window).



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