

STORE HOURS:
Store Opens at 8.30 a.m.
Store Closes at 5.30 p.m.

The Robert Simpson Company, Limited

TELEPHONES:
Groceries
Adelaide 6100
Other Departments
Main 7841

Everything That's New in Women's Wear You'll Find Here at Unexpected Prices



New Suits for Easter

These New Suits are wonderful value—**Pon't miss seeing them tomorrow—discription cannot do them justice.**

Women's and Misses' Suits **\$14.95**

200 Spring Suits, in a variety of styles, pleated, belted or peplum models, silk lined; skirts with yoke and pleats or flared; materials are serges, whipcords and checks; shades navy, black, grays, browns and tans. Former prices \$17.50 to \$22.50. Special for Saturday **14.95**

Suits **\$22.50 to \$25.00**

For women, misses and stout women. One of the finest collections shown this season, in wool poplins, serges or gabardines; styles with the new ripple back, pleated or belted; shades purty, gray, Belgian blue, navy, black and castor; skirts in the newest modes, flare or pleated, some with yokes. Priced for Saturday **22.50, 23.50 and 25.00**

Silk Suits for Easter \$35.00

Just received from New York several smart silk poplin suits, in black, Haag blue and navy; full flare or pleat skirts; coats with ripple back or pleated effects; beautifully lined and finished; fancy collars. Saturday prices **35.00 to 45.00**

Here's the Millinery That Will Take Your Eye

HATS FOR YOUNG WOMEN AT **\$5.75**

Smart chic styles, showing the new large Knox sailor and other brand new shapes, in the fine Milan or Milan tagel braids, with flower and ribbon trimming. Special Saturday at **5.75**

OUR SATURDAY **\$5.00 SPECIAL**

Many of the leading features in the newest millinery will be seen in this special lot of hats for tomorrow. The large sailor of tagel, the Milan tagel, with double crepe edges and frill with flowers nestling between, and many soft hand-made hats in the small, close-fitting styles, suitable for both young women and matrons. The most desirable color combinations; black and white, sewed with black, navy and others. Saturday, special **5.00**

CHILDREN'S NEW HATS AT **\$2.25**

Beautifully made, big variety colorings, silk and satin or combinations of silk with braids; most of this big assortment comes from London, with some New York and Toronto manufacturers' samples. Every hat is of unusual value. Saturday **2.25**

New Coats and Skirts

You must see them to appreciate the values mentioned here.

GIRLS' **\$6.00 AND \$7.50**
COATS, **\$4.95**

150 Girls' Coats, assorted sizes and shades; made in the newest styles; belted, strapped or with flare. Manufacturer's clearing lines. Saturday **4.95**

EASTER COATS FOR WOMEN AND MISSES.

Coats in empire, belted or flared styles, in all the season's leading fabrics; coverts, serges, tweeds, corduroy and fancy weaves; in navy, black, sand, tan and checks. A superb collection at **6.95, 8.50 and 12.50**

DRESS SKIRTS FOR ALL PURPOSES, **\$3.95, 4.95, 6.50, 7.50 to \$16.50**

These skirts are made from stylish, serviceable fabrics, and smart in every respect, including skirts for dressy wear, walking or sports wear.

100 New York Sample Skirts, in serges, gabardines, checks, chudah and silk, offer an excellent assortment at **3.95, 4.95, 6.50, 7.50 and 8.50**



New Taffeta Petticoats, \$3.95

Splendid quality taffeta silk, full tailored flounces, made in three sections, trimmed with rows of self-strapping and rows of gilt tucks; black and pretty shot of browns, greens and blues; sizes 28 to 42. Saturday **3.95**

Charming Silks and Dress Goods for Easter

These Departments are en Fete for Saturday

Never have we been able to feature more charming materials for Easter Suits, Coats, Dresses, and so forth, than those displayed for this week-end. Many of these wonderful materials will not be seen again in a long time. The places they came from are in ruins. Toronto women will be able to buy these fabrics tomorrow at prices that are quite astonishing.

Look at These Dress Goods Specials

FOR EARLY-COMERS TOMORROW
3000 Yards of Imported Shepherd Check Suiting, Regularly 50c quality, four sizes of checks, good tight worsted finish. Priced, per yard, Saturday **29**

200 Yards 64-inch Heavy Black and White Check and Plaid Fabrics, suitable for suits or separate coats; splendid wearing materials, and at 25 per cent below today's market values. Regularly 86c and 75c a yard, Saturday **47**

5000 Yards Diagonal Serges, lovely color range, for misses and children's wear; pure wool qualities; contracted for months ago. Today's value 75c per yard. Saturday's price, per yard **53**

50-inch Dollar Serges, from an English maker; cannot be bought today at price quoted; all staple colors; also navy and black, sound shrunk and fast dye. Regularly \$1.00. Saturday, per yard **47**

Black French Broadcloth, perfectly soap shrunk, will not spot, weights for suits and dresses; 52 inches wide. Regularly \$2.00. Saturday, per yard **1.57**

MEN'S BOTANY SERGE SUITINGS.
In soft, mullle finish, guaranteed shades of navy and black; 44 to 58 inches wide; soap shrunk, spotproof and glossproof. Regularly \$2.50. Saturday, per yard **1.95**

Record Silk Values

THAT GIVE WIDE CHOICE IN THE MOST FASHIONABLE FABRICS.

In Colored Silks—Complete color range of the Dollar Quality Serge Palettes; browns, tans, grays, red, wine, greens, in reseda and Paddy, purple, champagne, yellow, rose, pink, etc.; also the new French and Belgian blues, etc.; also ivory and black; 36 inches wide. Regularly \$1.00. Saturday **70**

Silk Crepes de Chine, with plenty of ivory and black. Regularly \$1.15 to \$1.50. **1.00**

Fancy Silks—A beautiful range of trimming silks in Dresden, Persian and paillette chins; 19 to 20 inches wide. Saturday, yard **80**

Printed Crepes—Battleship gray, Belgian and Saxe blues, brown, tan, etc.; flowered effects in contrasting colors; 42 inches wide. Regularly \$1.50. Saturday **1.19**

Japanese Silk Black or Ivory India Silk, about 200 yards, firmly woven, rich ivory tint. Regularly 90c. On bargain **59**

Ivory Jap. Wash Silk, 36 inches wide, about 200 yards, firmly woven, rich ivory tint. Regularly \$1.25 and \$1.29. Saturday **85**

Natural or Sand Color Shantung Pongee—A special purchase, formerly \$1.00 yard; 34 inches wide. Saturday **49**

Shantung Suiting Silks—\$1.50 qualities, in 27, 32 and 34 inches wide. Saturday, yard **1.00**

Black Silks, 36 and 38-inch Duchesse cut, in. Regularly \$1.25 and \$1.29. Saturday **85**

Black Dress and Suiting Satinge—Deep lustrous dye, splendid wearing qualities; were \$1.30 and \$1.44. Saturday **1.00**

Black Silks and Satinge—40-inch Beau de Soies, Duchesse Palettes, Suiting Satinge and Satin Charmeuse. Regularly \$2.00. Saturday **1.49**

Charming Wash Goods

Have you ever seen such attractive Wash Goods at anything like these prices?

30-inch Nurse Cloth, mauve, gray and sky, with stripes. Regularly 15c. Saturday **10**

28-inch Crepes, white only. Regularly 25c. Saturday **9 1/2**

40-inch Ratinets, stripes and checks, on light and dark grounds. Less than half price at **25**

28-inch "Duro" Piques, stripes, checks and plain shades **35**

30-inch "Duro" Nurse Cloth, for uniforms, house dresses, aprons, etc. Price **25**

40-inch "Duro" Ratinets, old rose, Nell rose, Russian green, mauve, Copenhagen, saxe, white, pink, etc. Price **1.00**

38-inch Ratinet Stripe Crepes, white only. Regularly 75c. Saturday **25**

45-inch White English Voiles, with small floral patterns, in pink, mauve, maize and blues. Half price at **25**

27-inch Krinkle Crepes, good variety of designs and colors. Saturday **10**

BLOUSES Two Wonderful Values At These Popular Prices

At **\$1.95**

10 Dozen, Rich Satin de Chine, made up in the very latest designs, with the new high collars and long sleeves; colors are white, navy, sky and black.

5 Dozen, Good Black Messaline Silk, in several designs, showing the high and the convertible collar and long sleeves.

10 Dozen, Silk Mixture Crepe, in exquisite shades of Belgian blue, flesh pink, olive green, hello, brown, navy and black. These are all well sized to 42-inch bust, and are made to sell up to \$5.00. For quick sale on Saturday at **1.95**

At **\$2.95**

A \$5.00 Waist of Rich Pure Silk Crepe de Chine, in the following colors, ivory, black, maize, navy, Copenhagen, mahogany, old rose and pink; made with invisible open front, low rounded collar with pointed revers, finished with tiny black satin buttons, long "Baglan" sleeve and fancy cuffs; sizes 32 to 42-inch. Regularly \$5.00. Marked special for Saturday at **2.95**

Not Often—Such Chances in Corsets and Underwear

This department has offered some big values lately, but none that will create more enthusiasm than these items for tomorrow:

\$3.50 C. C. A LA GRACE CORSETS FOR \$1.50 PAIR
Another stylish model of these celebrated corsets is marked below the half-price mark for Saturday selling. Come early if interested. They will go with a rush. Note the large sizes included:
39 pairs, in the white cotton, with two sides, making them very soft and comfortable; medium low bust; long unboned skirt; six garters; rustproof double boning; silk embroidery trim; large rib-bon bows; sizes 18 to 31 inches. Regularly \$4.50. Saturday **1.50**

\$1.00 TO \$1.50 WOMEN'S WHITEWEAR FOR 95c.
Clearing 400 pieces, oddments from stock and sample pieces; night dresses, skirts, drawers, corset covers, combinations, princess slips; many pretty styles in lace or embroidery trimming; all of fine materials, nanosette or cotton; sizes 32 to 42 in the long sleeves; sizes 3 months to 2 years. Regularly \$1.00 to \$1.50. Saturday **80**

WOMEN'S AND INFANTS' VESTS.
Phone Orders Filled:
1200 Women's Vests, lightweight white, ribbed cotton; high neck, long or "short" sleeves, button front, draw tapes in neck; sizes 32 to 38 bust measure. Regularly 20c each. Saturday, each **10**

Infants' Brownie Vests, fine ribbed cream wool and cotton mixture; double in front; short sleeves; sizes 18 to 36 each, according to size. Saturday, each **15**

LITTLE GIRLS' COATS.
No Phone Orders Taken.
60 only Little Girls' Early Spring Coats, medium heavy navy blue serge, lined with satin; black velvet piping on collar and cuffs; brass buttons; sizes 2, 3, 4, 5, 6 years. Regularly \$3.00 each. Saturday, rush price, each **1.00**

LITTLE BOYS' OR GIRLS' OLIVER TWIST SUITS.
200 "Little Boys" or Girls' Oliver Twist Suits, made in plain tan or blue chambray; blouse and pants for boys; trussing trims; sizes 2 to 6 years. Saturday, each **39**

Hand Bags \$1.49

\$2.50, \$2.00, \$3.00 VALUES.
Manufacturers' over-production of new spring hand-bags at big reductions. 640 only Leather Hand-Bags in the following leathers—real morocco, pin grain, crepe grain, morocco grain and seal grain; newest styles comprise this offer; oval or square frames, silk linings; two, three and four-piece fittings; new wide handles. Regularly \$2.50, \$2.00 and \$3.00. Saturday **1.49**

Rings

9K, 10K AND 14K, GOLD.
Women's 10K Gold Birth Day Rings. Any birth-month stone in 10K gold Tiffany claw setting. Regularly \$1.50 and \$2.00. Saturday **95**

Women's 10K Gold Cameo Rings. Beautiful pink cameos with finely chiselled heads; 10K gold cup settings. Regularly \$3.50, \$4.00 and \$4.50. Saturday **2.95**

Men's 9K Gold Signet Rings. Fine carved shoulders; two different styles. Regularly \$4.50. Saturday to clear **1.95**

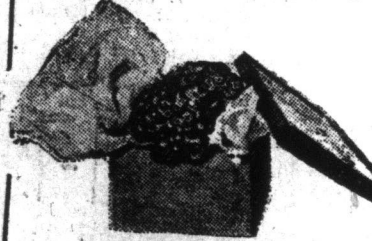
Women's Single-Diamond Rings. Genuine white diamonds in 14K gold claw settings. Regularly \$15.00. Saturday **9.95**

Women's Cluster Diamond Rings. Seven fine diamonds in platinum settings with 14K gold bands. Regularly \$40.00. Saturday **29.00**

Wrist Watches \$1.59

100 only, small size, thin model, guaranteed accurate timekeeper; leather case with straps attached for the wrist; 8.30 a.m. Saturday **1.59** (No phone or mail orders.)

Fresh Violets



Per bunch of 25 blooms **10c**
Ground floor Saturday **10c**

Flowers

500 Roses, assorted colors. Special, dozen **43**

2000 Daffodils, very choice, fresh cut stock. Regularly 40c dozen. Saturday, dozen **23**

1000 Narcissus, paper white and pheasant-eye. Regularly 40c dozen. Saturday, dozen **23**

500 Carnations, assorted colors. Saturday, dozen **20**

25,000 Violets, 25 in a bunch. Saturday, bunch **10**

Thousands of packages of Flower and Vegetable Seed await your selection. The following assortment may be started now, in boxes, for early planting: Sweet Alyssum, Fanny, Balsam, Sweet Pea, Castor Oil Bean, Pinky, Astara, Petunia, Pinnis, Balaam, etc. Price 2c packet, 14 buckets for 25c.

Gloves and Hosiery Values

These Glove and Hosiery Values for tomorrow should focus the interest of a cityful of people!

Women's French Kid Gloves, two dome fasteners, oversewn seam, gusset fingers; black, tan and white; sizes 5 1/2 to 7 1/2. Worth \$1.00. Saturday **75**

Women's Wash Chamoisette Gloves, natural and white; sizes 5 1/2 to 8. Saturday **65**

Men's Wash Gloves, in gray and natural, with heavy black stripes on back; also plain natural, one dome fastener; sizes 7 to 10. Saturday **79**

Men's Tan Cape English Walking Gloves, unlined, soft pliable leather, one dome fastener, in tans; sizes 7 to 10. Saturday at **1.60**

Women's Silk and Wool Hose, colored silk, mixed with pure wool cashmeres, pretty design, soft and comfortable, strong and elastic; colors are blue and black, purple and black, gray and black, plain black or white; sizes 8 1/2 to 10. Usual price 75c. Saturday **49**

Women's "Llama" Black Cashmere Hose, seamless; sizes 8 1/2 to 10. Regularly 35c. Saturday, 3 for **94**

Women's Heavy Silk Hose, American make; season's newest shades, deep lisse thread top, toe and sole; sizes 8 1/2 to 10. Usual \$1.00 value. Saturday **95**

The Lace Department Announces New Arrivals for Saturday

Smart Effective Veilings Calais and Nottingham Valenciennes Laces
Stylish Neckwear for Women Russian and Brussels Dress Nets
Everything in Embroideries Lace Flouncings from Nottingham
The New "Guimpe" With Long Sleeves Shadow All-over Nets
New Flouncings, 18, 27 and 36 inches wide, in ivory, cream and ecru. A lovely assortment, all new patterns. Per yard **35, 50, 65 to 3.00**

New Black Silk Russian and Brussels Dress Nets, so fashionable this season, 40 inches wide. Per yard **75, 85 to 1.50**

Brettonne Nets, in white, cream or ecru, 36 inches wide, for the new guimpe with long sleeves. Per yard **25, 35 to 1.00**

Immense Shipment of New Valenciennes Laces From Calais and Nottingham (insertions, headings to match). Laces 1/2 inch to 2 1/2 inches wide. Fine patterns. Per yard **3, 5, 7 to 2.20**

Belgian Hand-Made Torchon Laces, narrow edgings, to 3 inches wide, with insertions to match, fine linen threads, also real Maltese laces with insertion. Per yard **15, 20, 25 to 1.25**

Shadow All-over Nets, new patterns, 18 inches wide; pretty shadow effects for guimpes, yokes and blouses, in white, ecru and cream. Per yard **35, 50 to 1.25**

New Toodle Neckwear, vests in organdy, net or laces, with new "pleated" flare collars.

Organdy Collar and Cuff Sets, Organdy collars, pleated back, also lace collars in fine embroidered net laces. Saturday, each **35, 50, 65 to 2.50**

New Shaded Crepe de Chine Ties at **35**

Telephone Tonight for Groceries, 5.30 to 10.00 o'clock, for early delivery Saturday.

TELEPHONE DIRECT TO DEPARTMENT, ADELAIDE 6100.

2,000 lbs. Fresh Creamery Butter, White Clover brand. Per lb. **25**

Toasted Cornflakes, 3 packages. **25**

Leaf Sugar, 3 lbs. **25**

Choice Side Bacon, sliced. Ingersoll brand. Per lb. **25**

Clark's Pork and Beans, in chili sauce. Large tin **11**

Finest Canned Beets, Rosebud brand. For tin **14**

California Canned Asparagus Tips. Per tin **18**

Maconochie's Pickled, 27 1/2 lb. tin **22**

Pint bottle **18**

Crossed Fish Brand Sardines, 2 tins **24**

Finest Canned Corn, Peas or Tomatoes, 3 tins **24**

500 lbs. Peek Frears Shortbread. Regularly 30c per lb. **25**

Finest Canned Fruit, raspberries, strawberries and cherries. Tin **18**

One Case Choice California Sun-Dried Onions, good size, sweet and seedless. Per dozen **25**

Choice Grapefruit, large size, 4 for **35**

Choice Olives, stuffed or plain. **25**

500 lbs. Fresh Fruit Cake. Per lb. **15**

1,000 FRESH ROASTED COFFEE, PER LB. **10**

1,000 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Saturday, per lb. **27**

CANDY

1,000 lbs. Cream Caramels, wrapped. Per lb. **15**

1,000 lbs. Assorted Nut Tarts. Per lb. **10**

1,000 lbs. Salted Peanuts. Regularly 15c. Per lb. **10**

Simpson's Special, an assortment of chocolate creams and caramels. Per lb. **20**

The Robert Simpson Company, Limited