

The Robert SIMPSON Company Limited

Telephone Number Main 7841

The Robert SIMPSON Company Limited

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

Store opens 8 a.m.

Store closes 5.30 p.m.

PROBABILITIES: Moderate winds; sea and moderately warm.

Friday, May 6, 1910.

What SATURDAY Has in Store in the Cloak Department.



THIS programme is a "special" one. It is intended for early comers. Indeed, were you to wait until afternoon you would not expect to see a single one of these Suits and Dresses, or of the Coats and Skirts either, for that matter.

Clearing lines from our own mail order stock in two or three cases, and under-bought goods from different houses here and in Montreal.

We particularly emphasize the Suits. They come in four styles, and the range of sizes is complete.

Women's and Misses' Suits—Regular \$15.00 and \$16.50, for \$7.95. 150 Suits of imported panamas, English worsteds and fine quality French serges and striped worsteds. Coats are lined with either silk or broche, and are in round or square cut styles. Some have moire collars, others braided or plain tailored, skirts are gored or semi-pleated styles, colors in the lot are navy, grey, rose, green, black, brown and amethyst. Bust measurements 32 to 42 in the lot, sold regularly at \$16.50 and \$15.00. Saturday..... 7.95

WOMEN'S DRESSES, \$12.50, \$10.00, \$7.50 VALUES FOR \$3.95. Women's Dresses of silk finished mulls, fine muslins, linsens and in summer weight materials, made in a great variety of popular styles, and trimmed with laces, insertions and silk cord; some are braided; colors in the lot are pink, sky, mauve, white, tan, black, brown and navy; 150 dresses in this lot. Regular \$12.50. \$10.00 and \$7.50 values. Saturday..... 3.95

WOMEN'S \$4.95 COATS FOR \$1.79. Women's Fawn Separate Coats, in plain and two-toned smart, snappy coats, suitable for any time, made semi-fitting style, 30 inches in length, strictly tailored, with mannish collars, unlined; sizes are 36, 38, 40 and 42 bust measurements only. Regular price \$4.95. Saturday..... 1.79

\$5 Silk Moirette Petticoats \$2.95. 60 only Beautiful Silk Moirette Petticoats, navy, brown or green; cut very full, and made with a deep flounce of accordion pleating, trimmed with novelty ruching, and finished with velvet binding. Regular \$5.00. Saturday \$2.95. \$1.25 Flannelette Wrappers 49c. Women's Wrappers of extra quality flannelette, cardinal, navy or black, in neat floral patterns; some are made with pleated backs, collar, cuffs and yoke finished with braid. Regular \$1.00 and \$1.25. Sizes 34 and 36. Saturday 49c.

May Weather Calls for May Waists

YOU'LL be going out without a coat soon. And a good riddance, too. How heavy a coat gets in the fine warm days of May. Our Waist Department teems with tasteful suggestions. Tailored Linen Waists, Tailored Vesting Waists, Low Neck, Short Sleeve Waist, Dainty Embroidered Waists, Smart Net Waists, Charming Silk Waists.

Waists of every sort at every reasonable price. Some Specially for Saturday. Smart Tailored Shirt Waists, of fine linen, Gibson pleats at shoulder, wide tucks front and back, sizes 32 to 42. Regular \$1.75. Saturday \$1.15. 100 Net Waists, all are silk lined; one style a very heavy embroidered spot net, exceedingly pretty yoke and collar of fine, val, and Maltese lace, also panels of silk embroidery; another style on the tailored order, with 2 1/2-inch tuckings, front trimmed in Grecian design, with heavy rat-tail braid, new French sleeve, white or ecru. Regular \$5.00. Saturday \$3.00. Wash Silk Waists of heavy China silk, front made entirely of wide tucks and group pin tuckings, tucked sleeves, with cuff, lace edging on collar and sleeves, white, navy, brown and black. \$3.50 waist. Saturday \$1.75.



Our Weekly Millinery Event

Trimmed Hats at \$5.00 Saturday Morning. WE try to have some particularly nice hats to sell to early comers every Saturday and many are those who have had occasion to congratulate themselves and us upon this custom.

This Saturday we told our trimming girls to make up hats just a little better than usual, not telling them the price we intended to sell them at. If you don't say this is the best collection of \$5.00 hats to-morrow—!

About 100 of them, trimmed, ready for Saturday morning's sale; every one new; just out from our own work-rooms; not ordinary \$5.00 hats, but specially made and trimmed by first-class milliners. We will surprise you with the value of these hats; French and American blocked shapes, in chip and hair effects, trimmed with lovely French flowers, ribbons and ornaments. Special sale Saturday..... \$5.00

Rich New "Glorieuse" Ribbons

FROM the looms of beauty-loving France come these new ribbons, wonderfully brilliant in their shot colorings. Striped Moires, taffeta striped with satin, etc., in all the new pastel tones, for neck and hair bows. Millinery ribbons also in a gorgeous array of colors. We have had hundreds of pretty bows and sashes artistically tied for Saturday's ribbon buyers. You should see them. Remember, we charge only for the ribbon used, nothing for the tying.

RIBBONS TO SELL SATURDAY. Brilliant Taffeta Ribbons, every shade, 4 1/2 in., 10c yard; 4 3/4 in., 12 1/2c; 6 1/4 in., 15c. Shot Moire Ribbons, all of the new shades, 5 1/4 in., 25c. Liberty Satin Ribbon, every new shade, 5 in., 20c yard; 6 in., 25c yard. New Dresden, Persian and handsome striped Ribbons, 5 in. wide, 20c. Rich Duchesse Satin Ribbons, lovely quality for sashes, 7 1/2 in. wide, white, cream, sky, rose, Copenhagen, mauve, navy and old rose. Per yard 50c.

Gloves and Hosiery at Simpson's

WE expect to be very busy selling warmer weather needs to-morrow, so we'll just emphasize three unassailable lines of seasonal import.

THE "QUEEN" GLOVE AT 75c. Women's Queen Kid Gloves, best finish and fit, two dome fastener, gusset fingers, soft and pliable, newest shades, all sizes. Simpson price Saturday 75c. CHILDREN'S GLOVES AT 50c. Boys' and Girls' English Tan Cape Gloves, one dome fastener, plique seam, clean, pliable leather, perfect fit and finish. Sizes 1 to 7. 75c quality. Saturday 50c. LISLE STOCKINGS. Women's Fine Quality Lisle Thread Hosiery, full fashioned, plain grey, white, sky, pink and black, lace ankle, white and tan, neat design, high spliced ankle, heel and sole and toe, double welted garter top, 35c grade. Saturday 25c.

Two Thousand Women's Summer Vests Nine Cents Each

We cleared the entire stock of "over-mades" of the famous Watson Mills at an extraordinary discount. Part of the stock—about two thousand pieces—is offered you Saturday morning at but slightly more than half-price. Eight o'clock will be the surest time to come if you want any. Phone orders taken while they last.

Two Thousand Women's Summer Vests, fine ribbed cotton, short or no sleeves, crochet edges and draw tape, sizes 32 to 38 bust measure. Regular price 15c each. Saturday..... 9c

Garden Tools Saturday

Lawn Border Netting, green and white painted, 12 in. high. Saturday 8c foot. 18 in. high. Saturday 10c foot. The Fountain Lawn Sprinkler. Saturday 85c. Garden Rakes, steel teeth, 10-tooth. Saturday 45c; 12-tooth. Saturday 19c; 14-tooth. Saturday 23c. Garden Hoes, 25c and 40c. Garden Forks, 4-prong. Saturday 85c and \$1.15. Hand Forks, 3-prong. 15c; 4-prong. Saturday 30c.

Corsets and Whitewear

300 pairs Corsets, fine white batiste, medium high bust, long front and hips, deep skirt extension, back, 16 1/2 inches long, double boned with rust-proof steels throughout, wide side steels, four strong garters, lace and ribbon trimmed. Sizes 18 to 26 in. Regular value \$1.50. Saturday sale 95c. Gowns, strong cotton, yoke has four tucks, and two rows embroidery insertion, embroidery frill on neck, pearl buttons. Lengths 56, 58, 60 inches. Regular value 50c. Saturday sale 39c. Underskirts, fine cotton, 15-inch flounce of lawn, wide insertion and deep frill of fine Val. lace, four tucks. Regular value \$1.75. Saturday sale \$1.25.

Saturday's Grocery Reminders

2,000 lbs. Fresh Creamery Butter, White Clover Brand, per lb. 33c. Toasted Corn Flakes, 3 packages 25c. Loaf Sugar, 4 lbs. 25c. Canned Fruit, Raspberries, Plums, and Pineapple, quart gem jar 28c. Baker's Cocoa, 1/2 lb. tin 22c. Clark's Pork and Beans, in Chili sauce, large tin 10c. One can Fancy California Oranges, good size and sweet, per dozen 35c. Imported French Peas, 2 tins 25c. Rich Red Salmon, Regal Brand, Regular 20c, per tin 17c. Pure White Clover Honey, per section 24c. St. Charles Cream, 3 tins 25c. 300 lbs. Fresh Peel Cakes, Regular 20c per lb. 15c. Telephone direct to department.



Men's Day To-Morrow



CHOOSE your new suit at Simpson's. Every price is an invitation, every thread is an argument in favor of the Men's Store. Come when you can, the earlier the better.

Men's English Clay Twill Worsted Suits, in rich dark navy blue and black shades, cut in 3-button single-breasted sack style, sizes 36 to 44, \$10.50. Men's Imported West of England Clay Twill Worsted Suits, a closely woven, guaranteed all wool material, in dark navy blue and black, thoroughly fast colors, 3-button single-breasted sack style, slightly conforming to the figure, with close-fitting collar and long lapels, sizes 36 to 44, \$13.50. Men's English Fancy Worsted Suits, in a handsome mixed grey ground, with fancy pin check stripes, cut in 3-button single-breasted sack style with broad shoulders and full chest effect, sizes 36 to 44, \$15.00. Men's Imported West of England Fancy Worsted Suits, in a rich fawn shade, with triple self and faint fancy colored thread stripes. A very stylish suit, cut in 3-button single-breasted sack style, slightly form fitting, sizes 36 to 42, \$18.50. Men's Handsome Tropical Worsted Suits, in the fashionable new grey tones, showing neat self and fancy colored thread stripes, cut in the most up-to-date 2-button single-breasted sack style, fitting slightly to the figure, with neat fitting collar and long lapels; pants cut in the latest style; sizes 36 to 42, \$20.00.

Youths' and Boys' Clothing

Youths' and Young Men's Suits, of a fine quality smooth finished Scotch tweed, in a light grey mixed ground, with neat self fancy stripe cut in the young men's favorite 3-button single-breasted sack style, with broad shoulders and long lapels, sizes 33 to 35, \$11.00. Boys' English Tweed Three-Piece Suits, in a dark mixed brown ground, with fancy colored thread stripes, single-breasted style, sizes 28 to 34, \$5.50. Boys' English Tweed Two-Piece Double-Breasted Suits, with belt, in a dark brown stripe pattern, with fancy colored over-stripes; pants bloomer style; sizes 25 to 27, \$4.25; 29 and 30, \$4.75; 31 to 33, \$5.25. Boys' High-Grade English Fancy Worsted Suits, in a rich fawn shade, showing a neat self stripe pattern, cut in the latest double-breasted style, slightly form fitting, with neatly shaped long lapels, sizes 27 to 32, \$7.75.

Shirts, Underwear, Ties.

WE offer these three lines of Men's Wear at reduced prices. All are new goods—and at prices that make it worth your while to visit our Furnishing Department Saturday.

1,000 REAL ZEPHYR SHIRTS, 63c EACH, 3 FOR \$1.85. 1,000 Real Zephyr Shirts, made from imported fabric, the same as you will find in shirts selling as high as \$1.50; made with small cuffs attached; made to fit well. Sizes 14 to 17. Clearing at, Saturday 65c each, or 3 for..... 1.85. 50c REAL FRENCH BALBRIGGAN 44c. 500 garments of "Manchouffes" Real French Balbriggan, cream shade, made from selected pure yards, in that neat and careful way peculiar to French knitters. Sizes 34 to 44. Always sold at 50c garment. Buy at, per garment Saturday..... 44c. 50c SILK NECKTIES 25c EACH. 500 only Pure Silk Neckties, mostly in splendid grey shades. Made in the open end, Derby style so popular this season. Sold in the usual way at 50c each. Saturday..... 25c.

Best Popular-Priced Hats on the Market

Derby Hats, Christy's, King Brand, Battered's, Moreley's, fine English makes; hats of style and quality. Saturday \$2.00 and \$2.50. Derby Hats, fine English fur felt, Victor and Church-hill Brand, splendid to wear and up-to-date shapes. Saturday \$1.50. Men's Soft Hats, in pearl grey, slate brown or black, fine quality and finish. Saturday special \$1.00.



The Simpson Shoe For Men

NO middle expenses added to the original cost. They come to us direct from the maker. We own the Victor and hold the sale exclusive to this store. Once a Victor wearer you understand how it is we sell more Victors to-day than we did yesterday, more this year than the year before. The volume of Victor shoe selling has multiplied itself by five within the last twelve months. The Victor is a good solid well-astd stylish shoe. \$4.00, \$4.50 and \$5.00. All popular widths and sizes. Velours calf, moderate swing toe, Blucher style, oak soles, \$4.00. Patent calf, moderate toe, Blucher, extra Goodyear stitch, reinforced, dull mat calf, uppers, oak soles, \$4.00. Vicid kid, straight last, Blucher or ordinary style, \$4.00. Tan Russian calf, Blucher, high toe, short vamp, medium heel, oak sole, extra Goodyear stitch, reinforced, shanks, \$5.00.

Queen S... will buy store... district... drive, 50c... Apply 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100. PROBS. KIN "WEL" I End Ca the M LONDO from a vacat last night ( less than a v The Pri ing to the l official act v father's deat father, The ph which was a "M last at Alexand Royal, Louis. Pneumo cause of deat Bor ment. Some critical politit aggravated, if Besides the Archbishop brother, the ing home from will start for The inte was not a sur any hour since ace and flashe The cap King with his rulers in the The fash of late theat while a small filled sudden papers were event quietly o'clock. Within a and the Britis and it would out warning Almost to the yesterday in description of interviewer la One of th it's all over, have reached The Que been constant before his dea slightly betwee ly. Then he When D yesterday wo would be nee lings were th in readiness t weakness of operation was The body Buckingham.