

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. General Merchandise - Main 7841.

"Prosperity has arrived for the people who are keeping their money moving," said a keen observer of conditions lately. "There are a lot of 'hold-outs,' people whose incomes are no less than last year, but who are spending less. They are the ones who are talking depression, and they're making it for themselves. BUT THE PEOPLE WHO ARE SPENDING AS USUAL ARE ACTUALLY MAKING BETTER INVESTMENTS NOW THAN THEY'VE EVER MADE BEFORE."



Here Goes Much of Our Show Case Millinery on Thursday

The great volume of our Easter business has brought us right down to the hats that were for show; all different; all made up for the last two weeks' selling; all smart and stylish. On Thursday these will be marked at half or less. UNTRIMMED HATS, TOO. We were able to pick up a unique collection of untrimmed hats; odd lines; not enough for wholesalers to sample; 3,000 go on sale tomorrow at about half wholesale prices, ranging from 50c to \$1.75.

Wonderful Variety in Women's Suits in Thursday's Big Special Sale

Three groups of smart suits are the offerings for one of the most interesting sales of the season. The ranges include misses' and women's sizes and a marvelous variety of new styles and excellent materials. The three groups are as follows:

- Women's and Misses' Tailored Suits, in black or navy, imported serges or in fancy mixtures. Coats in pleated or belted styles; silk lined. Collars in plain mannish style or with extra top collar of silk. Skirts yoked, pleated or full flares. Formerly priced \$18.50 and \$17.50. On sale Thursday 12.50.
New suits, in navy, black, putty, browns, grays, black and white and mixtures. Coats with box pleated or side pleated effect; ripple back; belted or half belted. Mannish or fancy collar. Inset or patch pockets. Skirts in the most up-to-the-minute styles. Regular values \$18.50 to \$22.50. Thursday all one price 15.95.
Suits for women and misses, just from New York, showing some of the newest, featuring the latest modes. Suits for all occasions, showing the smartly tailored, pleated, flared or trimmed back; fronts in medium or long lengths. Each garment satin lined, and in many cases finished with small buttons. Skirts are featured in several new designs, showing flares, side pleats, or small yokes; all the newest shades to select from. Regularly \$25.00. Thursday 19.75.

- Hosiery
Women's Lisle Thread Hose, well-known guaranteed brand; seconds of 25c and 35c qualities, in black and tan; sizes 8 1/2 to 10. Thursday 15.
Women's Wool "Llama" Plain Black Cashmere Hose, seamless; extra fine quality; good weight and wearing; spliced heel, toe and sole; sizes 8 1/2 to 10. Regularly 35c. On sale Thursday 3 pairs 90.
Women's Silk Hose, strong, fine thread; black, tan and white; deep lisle thread top; double garter welt; sizes 8 1/2 to 10. Exceptional value, Thursday 29.

Lingerie Blouses—An Unusual Value

An unusual value, samples of some of the best "Opera" and "Fashion" lingerie blouses, any broken ranges or any that have become counter mused during the last week's heavy selling. A big variety for choice, some trimmed with hand-embroidery, others with filet and other fine laces. The materials are the best imported voiles, crepes and organdie muslins. Regularly \$2.95, \$3.95, \$5.00, \$6.95 and \$8.95. Cannot promise to fill phone or mail orders. Thursday 1.95.

Your Eyes
Accurately fitted with proper glasses, at the lowest possible prices. Especially good glasses at 25c. (Optical Dept., 2nd Floor.)

The Semi-Annual Sale of Bedsteads and Bedding Ends Tomorrow

- Brass Bedstead, 2-inch posts and heavy turned caps, fillers are evenly divided, satin, bright or polette finishes; all sizes. Regularly \$19.50. Thursday 7.15.
Brass Bedstead, heavy 2-inch continuous posts, neatly designed mounts; satin, bright or polette finishes; all sizes. Regularly \$18.90. Thursday 13.20.
Brass Bedstead, 2-inch posts, neatly designed caps and heavy top rails; satin, bright or polette finishes; in 4 ft. and 4 ft. 6 in. sizes only. Regularly \$20.00. Thursday 14.35.
Brass Bedstead, has heavy 2-inch posts and top rails, with turned ball corners; satin, bright or polette finishes; 4 ft. and 4 ft. 6 in. sizes only. Regularly \$24.75. Thursday 15.95.
Brass Bedstead, 2 1/2-inch posts, and 1 1/2-inch fillers, very massive design. Regularly \$34.00. Thursday 18.95.
Brass Bedstead, 2-inch posts, fillers are trimmed with heavy mounts; satin, bright or polette finishes; all sizes. Regularly \$22.50. Thursday 15.95.
Iron Bedstead, in pure white enamel finish; has brass top rails, caps and uprights; all sizes. Regularly \$5.25. Thursday 3.95.
Wood Bedstead, in solid oak, fumed finish, or mahogany, heavy posts and rails, in 3 ft., 4 ft., and 4 ft. 6 in. sizes. Regularly \$13.90. Thursday 8.75.
Wood Bedstead, solid oak, fumed or golden color and white enamel finish, neatly designed fillers, in 3 ft., 4 ft., and 4 ft. 6 in. sizes. Regularly \$14.00. Thursday 9.50.
Wood Bedstead, "Colonial" design, mahogany finish, heavy roll head and foot ends, 4 ft., 6 in. size only. Regularly \$26.00. Thursday 19.50.
Mattress, well filled with all-cotton felt, roll stitched edges. Regularly \$7.50. Thursday 5.25.
Mattress, extra well filled, with all pure cotton felt. Regularly \$8.00. Thursday 4.45.
Mattress, extra well filled with all pure cotton felt, built in layers, well tufted, with stitched imperial edges; all sizes. Regularly \$9.75. Thursday 7.55.
Bed Spring, kiln-dried hardwood frame, strong woven steel wire springs, supported by steel bands; all sizes. Regularly \$2.00. Thursday 1.55.
Bed Spring, steel frame, springs are double woven steel wire, reinforced; all sizes. Regularly \$3.00. Thursday 1.95.
Bed Spring, steel tubing frame, extra fine wire springs with steel rope edge, reinforced and fully guaranteed. All sizes. Regularly \$5.00. Thursday 3.95.

Splendid Floor Coverings at Low Prices

- SPECIAL OFFERINGS—FINE SEAMLESS WILTON RUGS. About two dozen lovely seamless Wilton Rugs, in Oriental designs. Size 8.10 x 12.0. Regularly \$63.00. Thursday 49.50. Size 8.2 x 11.6. Regularly \$67.50. Thursday 49.50. Size 8.4 x 11.9. Regularly \$59.50. Thursday 45.00. Size 8.10 x 11.3. Regularly \$39.50. Thursday 31.75. Size 8.4 x 11.0. Regularly \$42.00. Thursday 33.75.
1915 JAPANESE MATTING AT 15c. Huge shipments of these inexpensive floor coverings have been received, including many various designs; 36 inches wide, in green, blue, red and mixed colors. Special, yard 15.
IN BRUSSELS RUGS. Every size that you are likely to want is here in this splendid assortment of colors and designs. Well varied for all rooms. In each size we have several qualities to suit every use. 4.6 x 7.0 5.25 9.0 x 9.0 15.25 4.6 x 7.6 6.50 9.0 x 10.6 16.75 6.9 x 7.6 9.50 9.0 x 12.0 19.25 6.9 x 10.6 13.50 11.3 x 12.0 22.50 6.9 x 7.6 13.50 11.3 x 13.6 27.00
NEW DESIGNS IN SCOTCH LINOLEUMS. Standard qualities in well-seasoned goods, with a big range of attractive designs and colors for bedrooms, sitting-rooms, bathrooms, etc. Two yards wide only. Square yard 45 and 50.
PRETTY NEW RAG RUGS. Daintier or fresher than anything else for bedrooms and bathrooms. Many different colors and styles, mostly with plain centres and figured borders in pink, gray, blue, green, brown and lavender. This quality is extra value at these prices. 24 x 36 inches 75 27 x 54 inches 1.25 36 x 63 inches 2.15 4.0 x 7.0 4.25 6.0 x 9.0 6.75

All Sorts of Boots for All Sizes of Feet on Sale Thursday



Men's \$5.00 Low Shoes for \$1.99
1,400 pairs Spring Style Low Cuts, in lace, Blucher and button styles; every leather, every toe and every heel in the lot; every pair Goodyear welted. This is surely your opportunity to secure your summer footwear. Sizes 5 to 11. Widths C, D and E in the lot. Regularly \$4.00 to \$5.00. Thursday, pair 1.99 (No Mail Orders.)

Women's \$2.00 Slippers for \$1.49
250 pairs Fine Kid Slippers, Duchess style, five buttons and cut-out panelled arch strap, hand-turned soles, Cuban heels, neat round toes. Every pair made on easy-fitting lasts. Sizes 2 1/2 to 7. Regularly \$2.00. Thursday 1.49 (Slipper Section—No Mail Orders.)

New in Slipper Section
"The Informal," a beautiful dull calf, spear tongue, Colonial style pump, with smoked pearl ornament, hand-turned sole, covered heel, recede toe. This exquisite shoe made by Laird Schober, Philadelphia. Widths A to D 7.50

Needed Linens and Staples at Bargain Prices

- Damask Tablecloths, size 2 x 2 1/2 yards. Regularly \$1.65. Thursday 1.29.
Checked Glass Towelling, 23 inches wide. Regularly 12 1/2 c. Thursday, yard 10.
Crash Roller Towelling, 17 inches wide. Regularly 15c yard. 3,000 yards to clear Thursday at 12 1/2.
Bleached English Longcloth, close, even weave, free from dressing, 36 inches wide. Regularly 20c yard. Thursday 16.
English Nainsook, 36 inches wide. Thursday, yard 10.
Reversible Satene Comforters, dark and medium colorings; size 72 x 78 inches. Regularly \$3.00. Limited quantity. Thursday at 1.98.
White Crochet Bedspreads, hemmed ends; size 70 x 90 inches. Thursday 1.53.
White Saxony Flannelette, soft finish, close, even napping, 31 inches wide. Thursday, yard 10.

A "Tweenie" Overcoat for \$8.95 Thursday

Regularly sold at \$12.50, \$13.50, \$15.00, \$16.50. The kind of overcoat that you can carry on your arm or on your back without thinking about it—just the thing for between seasons—only eighty of them at this price. A manufacturer's overmakes, and some lines which were left after his spring orders were shipped. They are an assorted lot, in dark gray and black chevots; single-breasted Chesterfield style; also medium grays and blue grays, in semi-form fitting, button-through style; some with belt on the back; sizes 34 to 44. Thursday 8.95



New Spring Suits for Youths, \$10.00

We have selected from our regular stock lines 65 smart English suits for young fellows; single-breasted Norfolk styles, and single-breasted sack models, with soft roll lapels; slightly fitting in back, with single-breasted vest and narrow cut trousers; tailored from narrow striped and small check worsted cloths, in medium and dark grays. They are designed specially to meet the tastes of youths wearing their first long trousers. Sizes 32 to 35. Thursday 10.00. Blue Serge Suits, \$5.00, in imported English blue serges; three-button, double-breasted style, with well-shaped lapels and slightly fitting back; full cut bloomers; twilled linings; sizes 30 to 35. Thursday 5.00

Hundreds of New Spring Hats for Men on Thursday

Stiff Hats, in new shapes; small, medium or large crowns; curling or flat set brims; imported felt; well trimmed. Thursday 1.00. Latest Style Soft Hats, American make; telescope or the full taper crowns, with deep bands; plain or contrasting bands; dark green, new grays, brown, navy and black. Thursday 1.45

This April for Diamonds

- AND DIAMONDS FOR APRIL GIFTS AT REDUCED PRICES. Regularly \$35, \$38, \$40, \$45 and \$50. Thursday 25.95.
Two "Wedgewood" Cameo and Diamond Pendants, 14k. gold settings and 14k. gold chains. Reg. \$35.00. Thursday, each 25.95.
One Diamond Cluster Pendant, diamonds set in platinum, with platinum face, knife edge bar connection, 14k. gold chain. Regularly \$35.00. Thursday 25.95.
One Diamond and Pearl Brooch, 14k. gold mount, pretty design, fine quality pearls. Regularly \$40.00. Thursday 25.95.
Six only, Platinum Set Cluster Diamond Rings, 14k. gold band; each ring contains seven perfect diamonds, blue white in color. Regularly \$45.00. Thursday 25.95.
Finger or pierced ears, good quality diamonds, in platinum settings. Regularly \$50.00. Thursday 25.95.

Special Sale of Tourist Trunks

Heavy canvas covered, fibre bound, sheet iron bottom, hardwood slats, outside straps, two trays; sizes 32 in. \$6.25; 34 in., \$6.50; 36 in. \$6.75; 40 in., \$7.50.

The Season's New Men's Wear

Interesting features in the furnishings include new pattern shirts, light-weight underwear and special in underwear, shirts and pyjamas. Penman's Best Balbriggan Shirts and Drawers, correct size measurements, 34 to 44. Special, per garment 55. Two Lines of Men's Work Shirts, English Oxford, in light color stripes and plain blue denim, medium shade blue collar attached; all sizes. Special, each 37. Flannelette Nightrobes for Men, various color stripes, full sized, 15 to 19. Special, each 37. Boys' Neglige Shirts, laundered cuffs, light and medium stripes; sizes 12 to 14. Special, each 39. SPECIALS FOR THURSDAY. 265 only Pyjama Suits, for men, flannelette, cashmerettes, soirettes and fancy mercerized stripes, various weights; sizes 34 to 46. Regularly \$1.25, \$1.50 and \$2.00. Thursday 97. Men's Neglige Shirts, Canadian manufacture, coat styles; stripes, checks and fancy patterns; sizes 14 to 17. Regularly 60c and 59c. Thursday 39. Men's Merino Shirts and Drawers, in good weights for present wear; sizes 34 to 44. Regularly 50c. Thursday, each 37.

Curtains and Draperies

English Bungalow Nets at 25c Per Yard—A special purchase of heavy quality English Bungalow Nets, mostly block designs, 45 inches wide. Thursday, 3.30 special, per yard 25. Bordered Scrolls at 17c Per Yard—A pretty and serviceable curtain fabric for the windows of almost every room in the house, beautiful Oriental colored borders, on cream scrim of heavy quality, 40 inches wide. Regularly 30c per yard. 3.30 Thursday special, per yard 17. Tapestry Fabric at 49c Per Yard—A heavy quality art serge, with finish similar to velour, 50 inches wide; in all the leading colors, suitable for over-curtains, portieres, table covers or couch covers. Regularly 66c per yard. Thursday, yard 49. Colonial Chintz at 39c Per Yard—A number of beautiful color combinations, printed on a heavy cotton, in designs which are suitable for almost any style of room, 36 inches wide. Thursday, per yard 39. Flamingo Reps at 17c Per Yard—A new material for over-curtains and portieres for the living-room and dining-room, in plain or two color effects, 50 inches wide. Thursday, per yard 17. Trimmed Window Shades at 49c Each—A good quality opaque cloth, trimmed with rich insertion and mounted on strong roller, complete with brackets and ring pull. Thursday, each 49. American Silkoleens at 14c Per Yard—A number of artistic designs and colors of this useful fabric for filling screens or curtains for casement windows, 26 inches wide. Thursday, per yard 14.

The Grocery List

- Telephone Direct to Department, Adelaide 6100. 4,000 tins Finest Canned Peas, only 6 tins to a customer. 3 tins 20. 2,000 lbs. Fresh Creamery Butter, in 1-lb. prints. Per lb. 34. E. D. Smith's Pure Orange Marmalade, 5-lb. pail 47. Finest Sugar Cured Hams, half or whole. Per lb. 19. Finest Borden's Lard, 20-lb. pail 2.50. Peanut Butter in Bulk, 5-lb. pail 20. Edwardsburg or Beehive Table Syrup, 5-lb. pail 20. Finest Featherstaple Coconut, Per lb. 17. Salt in bags, 3 bags 14. Pure Cocoa in bulk, Per lb. 22. Oxo Cubes, 3 tins 25. Imported Malt Vinegar, imperial quart bottle 22. Choice Red Salmon, 2 tins 25. Fancy Fatma Rice, 3 lbs. 25. Finest Pot Barley, 6 lbs. 25. Choice Evaporated Apples, Per lb. 14. 1,000 lbs. Fresh Ginger Snaps, 3 lbs. 29. Purely Rotted Oats, 6-lb. bag 29. Crisco Shortening, Per tin 29. Finest Kipperd Herring, Acme Brand, Per tin 10. 1,000 jars Aymer Raspberry and Black Currant Jam, Per jar 20. 40c ASSAM TEA FOR 25c. 1,000 lbs. Fine Rich Full Bodied Assam Tea, of uniform quality and fine flavor, a 40c tea anywhere. Thursday, per lb. 29.

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