

The Robert SIMPSON Company Store Opens 8 a.m. Closes at 5.30 p.m. H. H. Fudger, President. J. Wood, Manager.

PROBS.- E. and N. winds; cloudy; stationary or higher temperature.



New Dress Goods and Silks for the Spring

Still they come. There are several large shipments of new spring goods just come in. As fast as we can unpack they go on to the counters. On Thursday the following are among the debutantes:

New Persian Bordered Delaines, made from pure wool, and guaranteed fast washing colors. New blues, new tans, new greens, new greys, mauves, and shrimp among the colors. 31 inches wide, 50c per yd. 1,500 yards black and white Shepherd Checks in different sizes of check, medium weight, specially recommended for good hard wear, launders perfectly, 42 inches wide, 44c. \$1.00 Coating Serges, a new shipment of west of England Coating Serges. In the new spring shades specially adapted for ladies' tailored suits, coats and dresses, pure wool qualities, guaranteed not to spot or shrink, 44 to 52 inches wide, 74c.

SILKS

The purest of white, ivory and cream silks have just arrived, none the worse for their sea voyage. They include: Rich Silk Mousseline Duchess Satin, soft silk, rich draping effect, 40 inches wide, \$2.00 a yard. Rich Duchess Mousseline Charmeuse, Simpson quality, a high-class silk, 40 inches wide, \$2.50 a yard. Rich Duchess Mousseline, a fashionable silk of the most exclusive make, 40 inches wide, \$3.00. Silks for Bridal Trousseau. Particularly rich cream and ivory silks for the dress. Rich Silk Duchess Paillette. A silk that will give the best of wear; 40 inches wide, \$1.38. Rich Duchess Paillette. Exceptionally rich silk of fine firm weave; 40 inches wide, \$1.50.

Wash Goods Dept.--Second Floor

Nainsooks, 2,000 yards of fine white tucked and embroidered, for infants' and ladies' wear. These were bought much under regular price and so will be marked a ridiculous price to effect a speedy clearance. Regular \$1.25. Special, 60c. Dimity. A new spring delivery of fine white striped and checked dimity, sheer quality, 25c. Crum's Best Quality Print, the reliable make, a tremendous range of patterns, stripes, polka dots, figures, sprays and plain colors: Red, navy, black, lilac, white, pink, brown, mauve and other colored grounds. Absolutely the best quality, 15c. French Organdies. A small lot of slightly handled fine French floral printed. Regularly 80c to 90c--17c.

Linens and Staples

White Quilts for Single Brass Beds, cut in the corners and fringed all around, made specially for iron or brass beds, fitting properly around the foot, only 50. Thursday, each 98c. 1,600 Yards Fine English Long Cloth, a very choice bleached Manchester long cloth for undergarments and household use, yard wide, bright finish. Thursday, yard 10c. 60 Sets Satin Damask Table Linen. One dozen, 22 x 22 inch Table Napkins, one 3 x 2 1/2 yard table cloth to match; all linen, perfect bleach, rich bordered designs in rose, empire, spot, Fleur de lis, shamrock, etc. The complete set, Thursday, \$3.95. Fancy Huckaback, Guest Towel, Lengths, 23c each. All linen grass bleached, new figured Huckabacks, 15 x 27 inches, 120 lengths, Thursday, 23c. (Phone Direct to Linen Department)

Rengo Belt Corsets

These wonderful Corsets have made hosts of friends among ladies who require extra strength with latest style in their corsage. The Rengo Belt Corset is intended for women of full figure. It reduces the figure effectively without the use of buckles or straps, and is withal most comfortable and durable.

Rengo Belt Corsets, fine heavy white coutil, medium bust, long and medium below waist, reinforced abdominal sections, finest duplex watchspring steels, 6 wide side steels, 4 garters, heavy spoon clasp, lace and ribbon trimming, bust draw tapes; sizes 20 to 36 inches. Thursday, a pair, \$2.25.

Rengo Belt Corsets, extra fine and strong, fine heavy white coutil; low, medium or high bust, medium and extra long skirt; finest double watchspring steels, 4 wide side steels, heavy spoon clasp, reinforced abdominal sections, 6 garters, lace and embroidery trimming; sizes 20 to 36 inches. A pair, \$3.50.

New Wall Papers

Daily shipments of latest papers, from best mills in England, France, Germany, America and Canada.

Bedroom Papers, per roll 5c, 8c, 10c, 15c, 25c, 35c, 50c.

Dining Room Papers, latest colorings, per roll 10c, 15c, 25c, 50c, 75c, \$1.00, \$1.50.

THURSDAY SPECIALS. 6,000 rolls, clean-up-of-January's sales, in room lots or more.

Bedroom Papers. Regular to 15c. Thursday 9c.

Bedroom and Dining Room Papers. Regular to 35c. Thursday 14c; regular to 50c. Thursday 24c.

Women's Flannelette Wear

Very special values are offered in Women's Warm Flannelette Underwear for Thursday. Materials are fine, and the style and sewing all you could wish. Phone orders filled.

Women's Night Dresses, plain pink flannelette, Mother Hubbard style, trimmed with ruffles of material; lengths 56, 58, 60 inches, for 32 to 42 bust measure. Thursday, each 48c.

Women's Night Dresses, fine plain flannelette, white or pink, Mother Hubbard style, trimmed with ruffles of goods and fancy braid; sizes 32 to 42 bust measure. Thursday, each 69c.

Women's Drawers, plain pink flannelette, knicker style, with elastic at knee; lengths 30, 32, 34 inches. Thursday, a pair 19c.

Women's Night Dresses, fancy striped heavy flannelette, heavy quality, roll collar, yoke, collar and cuffs trimmed with fancy braid; sizes for 32 to 42 bust measure. Thursday 75c.

Women's Night Dresses, in extra large sizes, plain white or pink flannelette, yoke tucked and trimmed with six rows lace insertion, lace edge frills on neck, front and cuffs; sizes for 42 to 46 bust measure. Thursday, each \$1.19.

Women's Drawers, all-wool grey flannel, knicker style, with elastic at knee, silk floss-ed cuffs; sizes 30, 32, 34 in. Thursday, a pair \$1.00.

China Specials for Thursday

Haviland Dinner Sets, 102 pieces, rich Limoges chinaware, artistic apple blossom decoration, coin gold finish. Thursday special \$55.00.

Celery Trays, finest cut glassware, gem and sapphire design. Thursday \$2.50.

50 pieces Bric-a-brac, consisting of Wedgwood jardiniere, Doulton plates, Coalport teas, Amphora vases, Carlsbad figures. Half-price Thursday \$4.95.

Our Departments are ready for Spring. Aren't you?

HOSIERY

purchased at our February Sale, which is now in full swing, is the newest and the best. The sale prices warrant the laying in of a year's supply. You wear stockings or socks every day--have enough for every day.

Poor hosiery means a bad walk, a bad cold and a bad conscience. Don't get either; get good hosiery and a good bargain here to-morrow.

\$3.00 WOMEN'S SILK HOSE, \$1.49.

Finest imported Silk Hose, consisting of black, white, and a variety colors, all pure silk, with double thread Lisle sole, heel and toe, very dressy, all sizes, regular \$2.50, \$3.00, Hosiery Sale, Thursday . . . . . 1.49

Women's Plain Black Seamless Cashmere, double spliced heel, toe and sole, English made. Special Thursday . . . . . 25

Women's Plain Black Silk Embroidered Cashmere, red, sky or white embroidered fronts. Special sale price . . . . . 29

Women's Lisle Thread, a large variety of colors, in plain lisle, lace lisle and silk embroidered fronts. Regular 40c, Thursday . . . . . 25

Women's Lisle Thread, imported, regular value 50c pair, all colors, laces and embroidered. Thursday, 35c, 3 pairs . . . . . 1.00

Misses' Plain and Ribbed Black Cashmere Stockings, double spliced heel, toe and sole, English made. Regular 35c, 40c, Thursday . . . . . 25

Misses' Cashmere Stockings, tan, sky, cream, pink, English made, soft and fine. Regular 35c, Thursday . . . . . 19

Men's Llama Cashmere Socks English made, double spliced heel, toe and sole, fine elastic ribbed top. Regular 35c, Hosiery Sale . . . . . 25

Men's Fancy Cashmere Socks, silk embroidered, checks and stripes, newest colorings. Regular 50c, Thursday, 35c, 3 pairs . . . . . 1.00

Men's Imported Lisle Thread Socks, plain colors, silk embroidered and fancy checks and stripes. Regular, 25c, Thursday . . . . . 15

Men's Black Cotton Socks, black, with maco sole, and unbleached maco socks. Regular 25c, Thursday . . . . . 12 1/2

Women's Imported Cashmere Gloves, in grey, navy, green, also Ringwood gloves in black, cardinal, white and fancy colors. Regular 35c, Thursday, pair . . . . . 19



Outside the Simpson Store

First Husband--"Hullo, Jack, what are you waiting for?" Second Husband--"My wife. She's been inside about an hour." First Husband--"Some confounded spring showing or hosiery sale, I suppose. I hung around here nearly all day yesterday." Third Husband--"Don't you two fools get mad. You're saving money. It's Simpson's."

Spring Dresses--Two Real Money Savers.

These are dainty and attractive little One-piece Dresses, which strike a note of springtime. They have that distinctive and made-to-order fit and finish, and are trimmed in a manner both becoming and distinctive.

1--The newest of One-piece Dresses for early spring wear; made of a natural shade of pongee silk; is richly effective in design; entire front and back of waist is finely tucked, with short, rounded yoke of Oriental design; three-quarter sleeves, and wide banded belt to match; skirt is close fitting from waist to knee line, which is joined with wide Oriental band. This dress will prove most serviceable and becoming. Price . . . . . \$17.50

2--A charming little Net Dress for afternoon or evening wear, made of fine French net, over Jap silk slip; front and back are trimmed with lovely lace insertion; skirt has tunic effect, with straight lines of insertion to match waist, and has four fine tucks around bottom of skirt. This dress is in either eclair or white. Price . . . . . \$22.50

Paris Jumper Waists Less Than Half-price.

50 only Imported Jumper Waists, of fine Brussels Net, in real lace; all are one-piece kimono style; some are beautifully silk embroidered in silver and gold; others in the new beaded effects, and all-over jet; exquisite shades of blue, rose, green, lavender, camelia and all black. Regular \$10.00, \$15.00 and \$20.00. Thursday Sale . . . . . \$7.50

New Spring Ribbons

Every day sees some new ribbon added to our new spring display. New effects in Paisley, pretty Dresdens, rich satins and beautiful Taffetas. Nothing will be more effective this season, whether it be on the new hat or new gown, than ribbon. And never were ribbons more beautiful. Thursday we make special mention of our high-class fancy ribbons, which include broken stripe Paisley, wide plaid with peacock pattern edge, black and white stripes and fancy stripes. The color combination of these ribbons is exquisite. The prices per yard are 75c, 79c and 90c.

The Silverware Sale

The Silverware Sale on the Main Floor is proving a great attraction. Don't put off your buying too long, as first comers get the selection. Thursday's specialties may include what you want. Read them through.

Pickle Casters, crystal or ruby glass pickle jar, silver plated stand and tongs. Regular \$1.50. Thursday 98c.

Cake Plates, satin and bright finish, bead border. Regular \$1.75. Thursday 98c.

Fern Pots, fancy openwork band, fancy feet, earthenware lining. Regular \$2.75. Thursday \$1.39.

Casserole Pie Plates, bright silver finish, fancy pierced band, fireproof pie plate (large size). Regular \$3.98. Thursday \$2.29.

Bake or Pudding Dishes, satin finish, rocco border, fancy handles, removable rim, white enameled inside, bake dish. Regular \$4.00. Thursday \$2.98.

Tea Sets, 4 pieces, satin finish, bright shell for engraving; cream pitcher and spoon holder gold lined. Regular \$8.00. Thursday \$5.95.

Nut or Fruit Bowl, bright silver finish, heavy embossed border, fancy feet, gold lined. Regular \$3.00. Thursday \$1.98.

Children's Cups, satin finish, engraved, gold lined. Regular 75c. Thursday 39c.

Book Department

1,000 Reprint Fiction, originally published at \$1.25 and \$1.50. All at 50c each. A new series of home study books, bound in cloth, published at \$1.00. Our price 95c each.

"Automobile Motors and Mechanism," by T. T. Russell, M.E., LL.B. "Ignition Timing and Valve Setting." "Automobile Troubles and How to Remedy Them." "Motor Boat Construction and Operation." "Automobile Driving Self-taught."

A new line of School Bags for boys and girls. Girls' bags: No. 1, 30c; No. 2, 45c; No. 3, 55c; No. 4, 65c; No. 5, 75c; No. 6, 90c. Boys' Bags: No. 1, 70c; No. 2, 80c; No. 3, 90c; No. 4, \$1.00; No. 5, \$1.10; No. 6, \$1.25. These are made in solid leather, with extra strong strap and rings.

February Furniture Sale

Take advantage of:

- 1. The pick of the Forest. 2. The pick of the Factories. 3. The pick of the Furniture. 4. The pick of the following:

Dressers, in selected quarter-cut oak, highly polished, also in mahogany, with oval or square bevelled British mirror, and trimmed with wooden knobs or brass pulls. February Sale . . . . . 17.50

Dressers, in dull mahogany finish, large bevel plate mirror, good drawer space and trimmings and wooden knobs. February Sale . . . . . 19.90

Dresser and Washstand, in dull mahogany finish, combination washstand with "swell" top drawer; dresser is Princess style with heavy oval plate mirror. For the two pieces, February Sale . . . . . 32.00

Princess Dressers, in dull mahogany finish, with dull brass trimmings and large oval bevel plate mirror. February Sale . . . . . 19.40

Dressers, in mahogany finish, dull, shaped top, with "swell" drawers and heavy bevel plate mirror. February Sale . . . . . 21.00

Dressers, in mahogany finish, has double top, two long, deep drawers and two short moulded front drawers. February Sale . . . . . 21.75

Chiffoniers, in selected quartered oak, finished golden, also in mahogany, with oval or square shaped toilet, and with either wood or brass pulls. February Sale . . . . . 18.00

Chiffoniers, in genuine quarter-cut oak, richly polished, full "swell" front, with shaped top and neatly hand-carved toilet. February Sale . . . . . 23.90

Chiffoniers, in solid mahogany, solid brass trimmings, hand-carved posts and toilet. February Sale . . . . . 34.75

Groceries

2,000 lbs. fresh dairy butter, per lb. 25c; salt, in 5-lb. bags, 3 bags. 14c. 1,000 quart jars of pure orange marmalade, per jar, 25c; finest split peas, 8 lbs., 25c; fresh flaked wheat, per stone, 48c; one car Sunlight oranges, good size and seedless, per dozen, 20c; Edwardsburg or Beehive table syrup, 5-lb. pail, 25c; Maita Vita breakfast cereal, 3 packages 25c; choice red salmon, per tin, 15c; Blue Bell jelly powder, 4 packages, 25c; Scott Taylor's Worcester Sauce, large bottle, 3 bottles, 25c; finest evaporated peaches, per lb., 12c; telephone direct to department. 35c ASSAM TEA, 28c. 300 lbs. fine, rich, full-bodied Assam Tea, a 35c tea anywhere. Thursday, per lb., 22c.

Toilet Department--Five Specials

Shell Brand Castile Soap, large bars, Thursday, per bar 16c. Toilet Rolls, regular 6c, Thursday, 7 for 25c. Gilmour's Hand Cleaner, regular 10c, Thursday, 5 for 25c. Venetian Talcum, large 1-lb. tins, regular 25c, Thursday, 2 for 25c. Metal Framed Mirrors, with heavy bevelled plate glass, regular \$1.00 and \$1.50. Thursday 50c. (Phone direct to Toilet Dept.)

How to Clean Silver

A special demonstration is going on of the latest and most approved method of cleaning all kinds of silver or plated ware and gold. The manufacturers guarantee that the preparation does not contain acid, mercury or cyanide of potassium, and will not injure the most delicate articles. This method is endorsed by leading hotels, clubs and restaurants. It entirely dispenses with the old-fashioned brush and powder, and is a wonderful time and labor-saver. The process should be seen to be appreciated. Demonstration all this week at the patent medicine counter.

The Robert SIMPSON Company Limited

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