

Store Opens
8.30 a.m.

The Robert Simpson Company, Limited

Store Closes
5.30 p.m.

STORE HOURS DURING MAY, Including Saturday, Will Remain as Before, 8.30 a.m. to 5.30 p.m.
During June, July and August the Store Will Be Closed Saturday Afternoon at 1 o'clock

May Day Sale of Summer Rugs

For the porch, verandah, cottage, camp. These Grass Rugs in the various makes are very effective and inexpensive. Most of the colors are in cool greens, browns and blues; and there are a variety of different designs in each of the makes.

Heavy Mourzonk Rugs. These come in plain centers with figured borders, large bold medallion designs, mostly in greens, tans. Size: 4 ft. x 7 ft. 4.15
4 ft. x 9 ft. 6.15
6 ft. x 9 ft. 8.15
8 ft. x 10 ft. 12.15

The Mikado. This is a finely woven of strong twisted grass with stencilled borders and all-over designs. A very satisfactory rug at a very low price.

2 ft. 6 in. x 5 ft. .80
3 ft. x 6 ft. 1.20
4 ft. 6 in. x 7 ft. 2.85
6 ft. x 9 ft. 4.15
8 ft. x 10 ft. 5.85
9 ft. x 12 ft. 7.75

Two qualities of very inexpensive Woven and Stencilled Matting Rugs that have a wonderfully good appearance for such a very small outlay.

27 in. x 54 in. .19
28 in. x 60 in. .25
3 ft. x 6 ft. .30 and .35
6 ft. x 6 ft. .70
6 ft. x 9 ft. 1.25 and 1.35
9 ft. x 10 ft. 1.75 and 2.25

Lovely Old Fashioned Colonial Rag Rugs. Very attractive and decorative effects are obtained in these pretty bedroom rugs, many of which have the appearance of the old style woven rag rugs. There are beautiful plain centers in shades of gray, pink, blue, greens and lavenders, some with narrow band borders across the ends and others with very pretty narrow chintz borders, all of them coming in a number of different sizes and useful for many different places.

24 in. x 36 in. .75
27 in. x 54 in. .98 and 1.75
30 in. x 60 in. 2.25 and 2.65
36 in. x 72 in. 1.75, 3.25 and 4.00
4 ft. x 7 ft. 3.15, 4.95 and 7.35
6 ft. x 9 ft. 5.45, 6.75 and 7.75
7 ft. 6 in. x 10 ft. 6 in. 8.95, 13.95 and 15.00
9 ft. x 12 ft. 10.95 and 19.75

The New Blouse is of White Organdy

Extract from descriptive opening of two leading Paris model houses:
"One of the noticeable features was the prominence given to the simple Tailored Blouse of White Organdy Muslin, which was put forward as one of the extreme novelties of the coming Paris season."

Our May-day novelty will be the first display of this charming new blouse. Made of sheer white organdy muslin, it has the open front fastened with crochet buttons, low curling "lily" collar, with wide drop shoulders, short sleeves and turn-up cuffs, all seams are hemstitched, whilst the whole front is composed of 1/2-inch pleating.

On our Third Floor tomorrow, in the May-Day fete, we are showing this novelty blouse at . . . 3.95

Dainty May-Day Neckwear

New semi-tailored styles in organdy, chantilly lace and Saxony embroidered lace.

Pointed and flaring collars in the various rolling forms are strongly featured in the sheerest of materials.

The semi-tailored styles have pretty vestees, with flaring or epaulette collar, in soft Brussels net, chiffon or crepe, or organdy.

The new (emancipation) collar, in sheer organdy.

St. Gall Lace Neckwear, also a delightful range of fine batiste in collar and cuff sets.

Advance Showing of Parasols

Of cactus green moire silk, shirred at the edges. This charming sunshade will not only be useful, but most becoming in style. La Belle, by the French designers, it has insets of striped black and white silk.

The Palm Shape has shirred panels and handles to match the soft hunter's green of the silk. Ivory ring.

Le Chapeau is another novelty shape. The crown turns upward in a curve that is pretty and odd. The frame is of handsome gilt, the tip of ivory. The carved wood handle matches the various shades, such as tango, Paddy, etc.

A Futurist in La Belle shape (very deep dome) has shirred panels, chiffon hemstitched edge, finished by a shirring of chiffon in a strong contrasting shade. The brilliant colors are indeed lovely.

A Cubist Design on silver gray ground with hemstitching and green border bands. La Belle shape, and handle to match the parasol.

Black and White Stripes and Dresden Design combine beautifully in a parasol with gilt frame and deep hemstitched border.

A Parasol of Rose Pink, most becoming and flattering of shades, is completely pleated, with butterfly knot top. This pretty parasol has the effect of a pig pink poppy with crinkly petals.

Plaid Suitings 44c

Black and white plaids and broken checks, in good, heavy tailoring cloths. Regularly 65c. Friday, per yard .44
Cream Serge, Special, 96c—West of England serges, for suits or separate skirts; thoroughly soap shrunk, and dust-resisting finish; 52 inches. Regularly \$1.25. Friday, per yard .96

Pencil Stripe Suiting, 55c—Made from carefully selected pure wool yarns; cream ground, with black or navy stripe, also in navy and black ground, with white hairline stripe; all soap shrunk; 42 inches. To clear Friday, per yard .55

Big Clearance of Delaines, 25c—Charming French-Printed Wool Delaines, in bordered and dainty spot and floral designs; broken lines to clear at half price and less; 31 inches. Regularly 50c and 75c per yard. Friday, per yard .25

(Second Floor)

A Great \$8.95 Bargain in Suits for Misses and Women

\$12.50, \$15.00, \$18.50 to \$25.00 were the prices for which these suits were made to sell. Manufacturers' Sample Suits in dozens of styles; all fresh and new, Bedford cords, wool checks, serges, brocades and poplins, in tango, tan, black, Copenhagen, gray, green, tan and black and white. This collection includes all kinds from plain tailored suits to fancy trimmed ones. 8.30 rush bargain . . . 8.95

\$2.98 Instead of \$4.50 for These Girls' Coats—Girls' Coats, made from navy vicuna, trimmed with chic collars; also a wide variety of tweeds, in a number of pretty styles. Ages 6 to 14 years. Priced . . . 2.98

Wash Skirts, 49c—A limited number of plain, four-gored skirts, made from white Indian Head; fasten at left side of front panel, and have high waist line; all sizes. Friday bargain . . . 49

A "Special" Skirt, made from ends of good quality Panamas, tweeds, chevots and serges, in black, navy, brown, gray, tan or cardinal; neat, plain tailored styles; some buttoning on left side of front panel, with self-covered buttons; all stock sizes. Friday bargain . . . 1.69

Coats for Misses and Women, New Fabrics and Styles, \$3.95—50 coats of wool tweeds, in tan and gray, Bedford cords, in navy, purple and gray, and out-fannels in various colors; smart styles, with wide flare skirt and kimono sleeve; also very becoming sports coats, with belt, kimono sleeves and pockets. Friday bargain . . . 3.95

Fashionable Spring Coats, \$6.65—Wool checks, plaids, navy serges, rattines in tan and novelty cloths, in gray, rose and light mixtures; styles are all the very latest, with kimono sleeve and full ripple back or flare flounce; some dressy styles, with set-in sleeves; all nicely lined. Friday bargain at . . . 6.65

(Third Floor)

Four Big Boot Specials for Friday

BOYS' BOOTS, \$1.25.

Strong Box Kip Blucher Boots, made by "The Solid Leather Shoe Company" of Preston. They are neat and easy-fitting, with double solid leather soles. Sizes 11 to 13½. Regularly \$1.69. Friday bargain at . . . 1.25

MEN'S \$3.00 AND \$3.50 BOOTS, \$1.99.

All sizes from 6 to 14, in box kip and chocolate and black kid. They are made in laced Blucher style, and the lasts are stylish and easy fitting. Regularly \$3.00 and \$3.50. Friday bargain . . . 1.99

WOMEN'S BUTTON AND LACE BOOTS, \$1.99.

These are all High-Grade Boots, made on popular lasts for street and dress wear. The leathers are patent colt, tan Russia calf, gunmetal, vici kid and champagne and white nubuck. The soles are hand-turned, Goodyear welted, and flexible McKay sewn; kidney, Cuban and low heels; sizes 2½ to 8. Regularly \$3.50, \$4.00, \$4.50 and \$5.00. Friday bargain . . . 1.99

CHILDREN'S BOOTS, 89c.

Neat, serviceable little Boots for general wear, made from strong black dongola kid, with patent toe-caps, laced Blucher style, medium weight soles, spring heels; sizes 5½ to 10½. Friday bargain . . . 89

(Second Floor)

Gloves and Hosiery

Women's Plain Black Cashmere Hose, English make, nice weight, good quality, apical heel and toe; sizes 8½ to 10. Friday bargain . . . 15

Women's Plain Black and Tan Cotton Hose, seamless, extra fine thread, fine finish, apical heel and toe; sizes 8½ to 10. Friday bargain . . . 10

Boys' and Girls' Fine One-and-one Ribbed Black and Tan Cotton Stockings, soft, strong, durable yarn; apical heel and toe; sizes 5 to 10. Friday bargain . . . 12½

Men's All Cashmere Black Socks, seamless, spring weight, close strong weave, extra good wearing, apical heel and toe; sizes 8½ to 11. Extra value. Friday bargain . . . 12½

Men's Plain Black, Tan and Gray Cotton Socks, seamless, extra fine thread, fast dye, good weight, apical heel, toe and sole; sizes 8½ to 11. Extra value. Friday bargain . . . 10

(Main Floor)

Drug Values

Burdock and Sarsaparilla, tonic and blood purifier, 50c bottle. Friday .25
Sulphur, Cream Tartar and Molasses, large bottle. Friday .15
Rose's Cough Balsam, 25c size. Friday .15

Seditz Powders, 2 boxes Friday .25
Silver Polish, "Shinon," no better polish made, 25c size. Friday .15
Madame Yale's Medicinal Preparation. Friday. Half Price.

Cash mats, all rubber, round. Friday .49
Pitcher Mats, round, 12 in. and 14 in. Medicine Glasses, tea and table. Regularly 20c. Friday .10
Sick Powder, cup or boat shape. Regularly 20c. Friday .10
Infants' Syringes. Regularly 30c. Friday .15
Sponges, for cleaning purposes, bleached and unbleached, up to 25c. Friday .15

(Main Floor)

Pocket Knives, Penknives, Jack-knives, 50c, 65c, 75c, \$1 Values at 29c

Knives with fine, keen cutting, "Sheffield" steel blades, interlined with brass to prevent rusting when being carried in your pocket. The handles are smoke pearl, pearl, stag, horn, ebony and seoyolinite. Some have German nickel capped handles, and bolsters and springs are strong. Equal to any knives sold regularly for 50c, 65c, 75c and \$1.00. Ten different styles. Any style. Friday bargain . . . 29

(Basement)

En Fete for May Day

The Blossom Month will begin tomorrow—lilac time, apple blossom time, wild flower time. All through May the June bride will be preparing her trousseau, the happy possessors of summer cottages busied with preparations for fitting, everybody straightening up yards and making gardens.

It's really the most English of all fetes, this May Day business, for it dates back to ancient Druid times. And today in Merrie England many a village green will be prepared for tomorrow's festival.

We have prepared a fete of May merchandise, things of the best and freshest arrived, mostly not shown before, in a grand display on our Third Floor, centring about the traditional.

BERIBONED MAYPOLE
Will you visit it tomorrow?

Gay Ribbons for May Day

Pretty Figured Floral Designs in Satin Ribbon, of wide widths, for millinery and sashes, show rich dark grounds. Per yard .45

Circé Ribbon, sometimes called lacquered or stove polish ribbon, in that odd, metallic black effect. 4½ inches wide. Per yard .75

Brilliant Colors, in florals, on dark taffeta grounds, the silk very rich and heavy. 6 inches wide. Priced . . . 59

Moire and Satin Stripes show up prettily on a ground of taffeta, in all the light shades, and just the width for hair ribbons . . . 25

Beautiful are the many types seen in the new moires, plain and fancy, self, and combined with other fabrics in the same ribbon. Combinations of floral stripes with Roman are also among the newest things. Day by day new features crop up as packets from abroad are opened, and you may rejoice in the fact that there is sure to be just the hat trimming, or the girle, that you would choose among the lot.

Eyeglasses, Spectacles

Regularly \$4 to \$6 values. Friday special . . . 2.75
Eyeglasses complete with earloop chain. Spectacles have soft cable sides. Eyes tested by specialists. (Optical Dept., Second Floor.)

Pretty Trimmings 10c

A collection of broken ranges in silk embroidered handings and trimmings; a fine assortment of colorings, especially suitable for trimming children's dresses. Regularly 25c, 35c and 50c per yard. Friday bargain, yard . . . 10

(Second Floor)

30 Beaded and Lace Tunics

In black, black and white, all white, and a rich assortment of new colors; styles are mostly short; for renovating an old gown, for summer wear, these are invaluable. Regularly \$7.50 to \$12.50. Friday bargain . . . 3.95

(Third Floor)

Men's Business Suits \$5.95

We would emphasize the good-wearing qualities of these suits; they are made from English tweeds, in medium and dark shades of brown, in light gray, and in some good mixtures; they are in good-fitting, single-breasted, three-button styles, with single-breasted vest, and well-cut trousers; linings and tailoring are good; sizes 35 to 44. Worth \$10.00 and \$12.00. To clear . . . 5.95

MEN'S GOOD TWEED TROUSERS, \$1.49

Made from English tweeds, in browns and grays, in stripe designs; most carefully and thoroughly tailored. Worth much more than Friday sale price . . . 1.49

MEN'S WATERPROOF COATS AT \$7.95.

These coats were cleared from one of the largest British manufacturers of high-class waterproof coats for men. They are made from double-texture English paramatta cloth, in fawn color; the coats are made single-breasted, Raglan shoulder style, with close-fitting collar; all seams securely sewn and cemented; an ideal waterproof coat; sizes 34 to 46. Special . . . 7.95

(Main Floor)

Boys' Double Breasted Suits \$2.95

Smartly-Tailored Double-Breasted Two-Piece Suits, made from dark English tweeds, with neat small patterns; full-cut bloomers; 100 suits only in sizes 25 to 34 inches. Regularly \$5.00 and \$5.50. Friday morning . . . 2.95

HIGH-GRADE NORFOLK AND DOUBLE-BREASTED SUITS.

Made from beautifully fine woven English and French fabrics; wide range of patterns, showing the very newest shades; sizes 24 to 34. Regular stock prices \$6.50, \$7.50, \$8.00 and some \$8.50. Friday, 8.30 special . . . 3.95

BOYS' PARAMATTA RAINCOATS, \$3.90.

Full-Cut Single-Breasted Coats, of double texture fabrics, in dark and medium fawns and light olive shades; Raglan shoulders, double-taped seams; sizes 24 to 34. Regularly \$6.00. 60 coats Friday at . . . 3.90

BOYS' TWEED BLOOMERS, 85c.

The last clearing lot at this price. All-wool fabrics, neat patterns, in wide range of shades; sizes 23 to 34. 8.30 Friday morning85

(Main Floor)

Men's Furnishing Specials

Men's Nightrobes, of English flannelette, fine stripe designs, in pink, blue or gray effects; sizes 15 to 19. Regularly 75c. Friday . . . 49

Men's Underwear, in light, medium and heavy weights, lots of odd lines to be cleared. No phone or mail orders for these. Regularly 50c, 75c, \$1.00, \$1.25 and \$1.50. Friday bargain . . . 29

Men's Work Shirts, in black sateen; sizes 15 to 16½ only, and English striped Oxford, in sizes 15½ to 18 only. Regularly 75c. Friday bargain . . . 49

Men's Neckties, of all silk, about 2000 bought cheap from a well-known manufacturer. Come early and have your choice of regularly 50c goods for . . . 25

(Main Floor)

200 Men's Soft Hats

Latest English and American shapes; samples and odds from regular selling lines; colors tan, brown, slate, olive and black. Regularly \$1.50 and \$2.00. Friday to clear . . . 79

Men's Stiff Hats, newest shapes, fine quality English fur felt, medium or low crowns. Regularly \$2.00. Friday, half price . . . 1.00

Men's Golf Shape Caps, splendid assortment of new patterns, tweeds, also navy blue worsteds. Regularly 75c. Friday . . . 45

Boys' and Girls' Varsity or School Caps, in velvet cloth or corduroy. Regularly 25c. Friday . . . 15

(Main Floor)

Portable Reading Lamps

Electric and Gas Reading Lamps, the designs are varied, using art glass in different tints; suitable for library, dining-room or boudoir. Regularly \$5.00 to \$35.00. Friday bargain . . . Half-Price

(Electric Fixture Dept., Fifth Floor)

Toilet Goods

Real Ebony Hair Brushes, 13 rows hand-drawn bristles. Reduced . . . 65
French Tooth Brushes, ventilated backs, pure hand-drawn bristles. Regularly 20c, for . . . 10
Nail Brushes, solid backs. Regularly 20c. Friday . . . 14
White Celluloid Hand Mirrors, bevelled glass. Reduced price . . . 22

Panaflex Face Powder, in vanity box with puff. Reduced price, . . . 19
Glycerine and Rose Water. Reduced prices, 2 for . . . 25

Sosodont Tooth Paste, Tooth Powder and Mouth Wash. Reduced price, each . . . 15

Talcum Powder, in 1-lb. tins, violet and lily of the valley. Reduced price, 2 for . . . 25
Oatmeal Toilet Soap. Reduced price, 8 cakes for . . . 23
Brown Windsor Toilet Soap. Reduced price, per dozen cakes, 9

(Phone direct to Toilet Dept.)

(Main Floor.)

The Greatest Puzzle of All

In the big picture that attracts thousands of people every day to the third floor of the Store, there is an apparent problem and a hidden problem. The young Czar's love affair, and how it is to end, is the open meaning of the picture, patent to every gaze.

But there is a subtler meaning underlying it. Eufemia, ill-starred lady, opposed by friends and advisers, does not surpass the other noble ladies. Marie is prettier, she of the gold brocade is more resplendent, still another is stately. Why did Alexis, against fate and friends, prefer Eufemia to all others at first glance?

There is no answer. Here in the picture is one of the eternal mysteries of life, portrayed by the brush of a master.

"CHOOSING THE BRIDE"
By Konstantin Makoffsky
On view Third Floor, Richmond Street

Awnings

The first "special" of the season in best quality, fast color, English awning duck, 30 inches wide, full range of colors. Special, May Day, yard . . . 28

WINDOW SHADES, 37c EACH

Combination colors, green and cream; or green and white, 37 inches x 70 inches. Mounted on Hartshorn rollers. May 1, Cleaning-Up Day, each . . . 37

NOVELTY NETS AT 23c YARD.

Curtain Nets, luxurious patterns, superior quality, in all shades of ecru, ivory and white, 40 inches wide, scalloped and plain edges. Usual value 35c and 40c yard. May Day price, yard . . . 23

SCOTCH MADRAS, 44c. 50 inches wide, cream and white. Nothing is more effective or more durable, nothing washes and does up better than Madras. For this May Day Sale every piece is greatly reduced. Usual value 65c to 85c per yard. May Day Sale price . . . 44

CHINTZ AT 19c YARD
Today Chintzes and Cretonnes are the correct thing for every room, whether for windows or furniture. This selection is worth seeing at 8.30, as every piece is worth double the price marked for May Day Sale at, yard . . . 19

Hardware Specialties

200 85c Garden Spades, "D" handle. Special for 8.30, Saturday morning . . . 49

No phone or mail orders.
300 Only Best 14-Tooth Electric Steel Garden Rakes, finished with secure extra quality handle. Worth 30c. Saturday . . . 32

LAWN GARDEN HOSE
Banner Brand Garden or Lawn Hose, 50 ft. lengths, complete with nozzles, couplings, clamps, etc.; all ready for use, will stand city pressure. This hose is fitted with combination spray nozzle, and is worth regularly \$4.50, Saturday . . . 3.95

300 Only Enamelled Teapots, factory samples, in light and fancy colors, prettily designed, and made in shapes that are found in best chinaware, made to sell at \$1.25 and \$1.50. Saturday . . . 65

Friday Grocery List

One car Standard Granulated Sugar, 30 lb. cotton bags. Per bag . . . 10
Choice Family Flour, 5 bag . . . 10
Cleaned Currants 2 lbs. . . . 10
California Seedling Raisins, 3 pack . . . 10

Yellow Cooking Sugar, 11 lbs. . . . 10
Pure Kettle Rendered Lard. Per lb. . . . 10
Canned Lombard Potatoes, 3 tins . . . 10
Heather Brand Flavoring Extract, assorted, 2½-ounce bottle. 3 bottles . . . 10

Canada's Cornstarch. Package . . . 10
New Orleans Molasses, 2 lb. tin . . . 10
Finest Creamery Butter. Per lb. . . . 10
600 Pickled Shoulders of Pork, 10 lbs. . . . 10
Finest mid. 6 to 8 lbs. each. Per . . . 10

Finest Canned Corn or Peas . . . 10
Finest Canned Tomatoes, 3 tins . . . 10
Canned Sweet Pumpkin, 3 tins . . . 10
Pure White Clover Honey, 5 lb. . . . 10

Choice Pink Salmon . . . 10
Choice Pearl Tapioca, 4 lbs. . . . 10
One car Choice Sun-dried Onions, sweet and seedless. Per dozen . . . 10
2½ LBS. PURE CELONA TEA, 50c . . . 10
1,000 lb. Pure Celona Tea of uniform quality and fine flavor, made or mixed. Friday, 2½ lbs. . . . 10

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