

"Heatherbloom" Petticoats, \$1.50

Petticoats of "Heatherbloom," a material noted for its wearing qualities...

THE ROBERT SIMPSON COMPANY LIMITED

New Narrow Ribbons

In fancy stripes, moire, cords, pique edge, or reversible satin, in all the new rich colors...

COME EARLY TODAY--SHOP SATISFACTORILY--SPEND ECONOMICALLY

Spring Home Renewal Sale Begins Tomorrow

The Vernal Equinox is past and Spring is really here.

No one will longer postpone availing themselves of the attractions of our

Home Furnishing Departments

We have grouped in today's store news the newest and most attractive examples at prices which will mean a distinct saving of many dollars.

See Special Offerings in Evening Papers

Towels, Linens and Bedding

Towels, 3 Pairs for \$1.00—Fine huckaback, with colored floral borders, in blue or pink; sizes 18 x 36 inches.

Huckaback Bedroom Towels, large size, 22 x 40 inches, hemstitched. Wednesday, pair .49

Damask Table Cloths, all linen, elegant bordered designs; size 2 x 2 1/2 yards. Regularly \$2.50. Wednesday .98

Damask Table Napkins, assorted designs, 22-inch size, hemmed. Regular \$3.00. Wednesday 2.39

White English Satin Bedspreads, will launder nicely; size 72 x 94 inches. Wednesday 1.98

White Crochet Bedspreads, closely woven, hemmed ends; size 72 x 90. Wednesday 1.55 (Fourth Floor.)

Color Displays in the Spring Materials A PINK SILK DAY.

Seldom has there been such a sustained run on any one color as there has been on pink. We are giving considerable space to Wednesday's displays, which will include every tint and tone of this color.

- Pink Silk Crepe de Chine, many shades; 40 and 42 inches wide. Wednesday 1.24 to 2.50
New Pink "Chin Chin" Crepes; decidedly novel; 36 inches wide 1.10
New "Kahe" Crepes, in many pink shades; 45 inches wide 1.50
Pink Honan and Ninghai Silks; scarce goods; 34 inches wide .75
Japanese Silks, every wanted shade of pink, from the palest tints to the deepest coral. Prices .50 to 1.00
Pink Satin Paillettes and Duchesse Mousselines 1.00 to 2.00
The New Washing Satin, in pale and deep pink shades 1.25 and 1.50
Pinks, Charmeuse, Pussy-willow, Faille, Pompadour, Georgettes, Ninons, etc.

NAVY BLUE DAY IN DRESS GOODS.

An attractive showing of navy materials from the famous dyers of England and France; the weaves are the latest, and endorsed by leading costumiers of Paris, London and New York.

- Faille Cord Suitings, for the dressy spring suits.
Queenly Broadcloths, for tailored suits, or in combinations with silks for fancy suits.
Poplin Suitings, silk and wool and all-wool, for dresses and suits.
English Serge Suitings, stamped with our guarantee; soap-shrunk; best English dyes; weights for suits, dresses and coats.
Suiting Serge Special. 52 and 54 inches wide; dark navy and black; guaranteed. Regular \$1.50. Wednesday .95

SALE OF CHILDREN'S DRESSES

Great mid-week clearance of Little Girls' Dresses and Boys' Velvet "Oliver Twist" Suits. They are balanced and broken lots of some of our most exclusive models from regular stock.

KNITTED SPORTS COATS

The Sweater or Sport Coat has become a necessary part of every woman's wardrobe. Silk coats are now seen at functions of every description at all seasons.

Three hundred pairs of new "C. C. a la Grace" Corsets ensure a brisk opening of today's business. We will fill a few phone orders.

Corsets, of finest white coutil; medium bust and medium length skirt; slightly accentuated waist shaping; finest, rustless boning; four wide elastic; four extra strong garters; deep satin ribbon, and fine lace trim; braided silk bust draw cord; sizes 19 to 28 inches. Regular \$2.50. Wednesday 1.50

Men's Shirts 69c

560 Neglige Shirts, blue or black hairline, double and cluster stripes, laundered and double French cuffs; sizes 14 to 17. Regular 89c, \$1.00 and \$1.25. Wednesday .69

Men's Balbriggan Underwear, natural shade, shirts and drawers. Sizes 34 to 44. Wednesday .25

120 Boys' Wool Sweater Coats, plain or fancy stitch; gray, tan, khaki, black and cardinal; high storm collar, 2 pockets; sizes 24 to 32. Regular \$2.00. Special .149

Boys' Khaki Shirts, in fine merized cloths, collars attached, large roomy bodies; sizes 12 to 14 1/2. Special Wednesday .75

MEN'S NEW SHAPE HATS.

Soft and stiff, with flat set brim, or rolling brim; the stiff hats in black only, the soft in gray, green, brown and navy. Wednesday at 1.45



Men's English Tweed Suits to Clear, \$10.00

A good shade of gray, with mixed color pattern, nicely tailored in smart single-breasted, three-button sack style, with high-cut vest; linings of twill mohair; sizes 36 to 44. Wednesday at 10.00

OUR STANDARD SUIT FOR MEN, \$15.00.

In face of the great scarcity of English woollens and the difficulty of getting them, we are maintaining our usual high standard at this price. Worsteds and tweeds in grays and browns, of the new shades and patterns, tailored in good single-breasted sack style with high-cut vest; sizes 36 to 44. 15.00

YOUTHS' TWEED SUITS, \$10.50.

Of English tweed, in light gray check, cut in smart single-breasted sack style, with soft roll lapels, high-cut vest and straight trousers with cuffs; sizes 32 to 36. 10.50

DONEGAL TWEED SPRING COATS.

Made by experienced English tailors in swagger English styles, single-breasted, to button through; patch pockets, leather buttons, silk sleeve and shoulder linings. Real peasant-made Donegal tweeds, in light gray mixtures; sizes 34 to 46. Price 25.00

Handkerchiefs

Men's White Irish Lawn Handkerchiefs, full size, 3/4-inch hem; good wearing qualities. Special Wednesday, 6 for .25

Men's Work Handkerchiefs, in red and white or navy and white; large size; heavy quality. Special Wednesday, 3 for .25

Single-breasted Norfolk Suits for Boys, \$3.95

Smartly tailored from fine cheviot tweeds, in fancy yoke styles, with knife-pleats to belt, and patch pockets; full cut bloomers. Made up in this season's smartest models, from rich cloths in blue and brown; sizes 26 to 34. 300 suits in the lot. Wednesday 3.95

BOYS' BLUE SERGE SUITS, \$7.75 AND \$8.75.

The new spring models, single-breasted yoke style, with four-stitched pleats from yoke to belt, patch pockets and full cut bloomers; English serges. Sizes 25 to 30 7.75 Sizes 31 to 34 8.75

Children's White Lawn Hemstitched Handkerchiefs, narrow hems; splendid school kerchiefs. Special on Wednesday, 10 for .25

Four Boot Specials At 8.30 This Morning

- FIRST—Women's \$3.50 and \$4.00 "Empress" Samples 1.99
SECOND—Men's \$4.00 and \$5.00 Goodyear Welt Boots 2.95
THIRD—Women's Spring Style Boots 2.79
FOURTH—Girls' All Kid Boots .89

300 PAIRS WOMEN'S "EMPRESS" SHOES.

"Samples," all leathers, in pump Colonial strap and Oxford styles. Regular \$4.00 and \$5.00. Wednesday 1.99

750 Pairs Men's Boots, Bluchers, with light or heavy weight Goodyear welted soles, in box calf, gunmetal, tan calf, dongola kid and patent leather, with dull calf tops, made on several toe shapes; sizes 5 to 11. Regular \$4.00 and \$5.00. Wednesday 2.95

500 Pairs Women's New Spring Footwear, made of patent colt, button style, with new Blucher effect; gray or green kid tops, also patent button or Blucher, with white stitching, dull kid tops, plain or imitation stitched toe caps; plain high cut, all kid button, with Goodyear welt soles; Spanish, Cuban and medium leather heels; sizes 2 1/2 to 7; widths A, B, C and D. Regular \$5.00 and \$6.00. Wednesday 2.79

GIRLS' DONGOLA KID BOOTS.

500 pairs, button or lace tops, made of soft, even dongola kid leather, with patent toe caps, neat foot-fitting toe shape, good weight soles; low and flat heels; all sizes 5 to 10 1/2. Wednesday .89

TELEPHONES: New Market Adelaide 6100

All other departments Main 7841

NEW MARKET Telephone Adelaide 6100

MEATS

- Boneless Rolled Brisket Pot Roast, per lb. .17
Best Rib Roasts, finest quality, lb. .22
Thick Rib Roasts, prime, lb. .18
Sirloin Steak, choicest beef, lb. .28
Loin of Young Lamb, lb. .20
Family Sausage, our own make, lb. .12 1/2
Sweet Brier Peamealed Breakfast Bacon, whole or half side, lb. .26
Sweet Brier Peamealed Back Bacon, whole or half, lb. .31
Sweet Brier Smoked Ham, mild, whole or half, lb. .24
Sweet Brier Pure Lard, 3 lb. pails, gross weight, per pail. .51

GROCERIES

- 6,000 Packages Standard Granulated Sugar, in 5 lb. packages, 3 pkgs. 1.15
4,000 Tins Finest Canned Corn, 3 tins .23
2,000 Stone Fresh Rolled Oats, stone .45
Lake of the Woods Five Roses Flour, quarter bag. .95
Cook's Gem Baking Powder, regular 25c, large tin. .20
Canned Beans, Golden Wax or Green, 3 tins. .25
Choice Pink Salmon, 1/2 lb. flats, three tins. .25
Clark's Pork and Beans, in Chili Sauce, tall tin. .11
E. D. Smith's Pure Orange Marmalade, 16 oz. jar. .15
Fancy Patna Rice, 3 lbs. .25
Teffer's Cream Soda Biscuits, special, tin. .24
Orlono, per tin. .29
Choice California Prunes, 2 1/2 lbs. .25
Choice Codfish Steak, Maple Leaf Brand, per tin. .14
Macaroni or Spaghetti, 3 packages. .25
500 Tins Choice Sunlight White Lard, Asparagus Tins, per tin. .25
Finest Canned Green Gage Plums, per tin. .10
500 Bottles Macomber's Pickle Walnuts, while they last, 20 oz. bottle. .25
St. Williams' Pure Strawberry Jam, 5 lb. tin. .79
Harry Horne's Cream Custard Powder, 3 tins. .25
Fresh Buttermilk, gallon. .15
Canned Apples, gallon size, per tin. .25
Grapenuts, 2 packages. .25

FRUIT

- One Car Choice California Sunburst Oranges, large size, sweet and seedless, regular 45c, per dozen. .35
Choice Grapefruit, .4 for 25
Choice Table Carrots, per basket. .10

THE ROBERT SIMPSON COMPANY LIMITED

Hosiery and Gloves

Women's White Silk Ankle Hose. Exceptional value. Wednesday .29

Women's Union Cashmere Hose, English make; medium weight. 3 pairs 55c, pair 19c.

Boys' and Girls' Stockings, all-wool ribbed cashmere, black all-wool yarn; sizes 6 to 8 1/2. Regular 60c. Wednesday, 3 pairs \$1.00, pair 35c.

Boys' and Girls' Hose, ribbed black and white cotton; Canada-made; sizes 6 to 10. Selling Wednesday at, per pair .12 1/2

Men's Black Wool Cashmere Socks, "Lilama" brand; English make; sizes 9 1/2 to 11. Wednesday, 3 pairs \$1.10, pair 39c.

Men's Working Mittens, horsehide leather; wool linings; wool cuff; outsewn seams; large and roomy. Regular \$1.00. Wednesday .79

The Semi-Annual Sale of Notions Begins Today

With a list of merchandise at prices that will afford numerous savings, many of which cannot be duplicated, this sale is one of the big spring events.

Sewing Thread, Clapperton's make, 200-yard, 6-cord, best quality cotton thread. Regular 4c spool. Sale price 3 for 10c, dozen 39c.

Sewing Silk, pure dye, black, white and colors. Regular 6c spool. Sale price 3 for 10c, dozen 39c.

Basting Cotton, black and white; 36 and 40; 1,000-yard. Regular 11c spool. Sale price 9c, 3 for 25c.

Dress Shields, Omo make; lace trimmed, and net sleeve; tie on; all sizes. Regular 35c, 40c, 50c and 60c pair. Sale price half price.

Tape, 7-yard rolls, extra fine quality. Regular 8c roll. Sale price .5

Lingerie Braid, 10-yard bolts, white, pink and blue. Regular 12 1/2c. Sale price .10

Mending Wool, black only; 1/4-oz. balls. Regular 5c ball. Sale price, 3 for .10

Done Fasteners, De Long's, black and silver; sizes 0, 1, 2. Regular 10c. Sale price, card .7

Safety Pins, Lendor, assorted sizes on card. Regular 5c. Sale price .4

Pin Sheets, Challenge, 200 plated pins to paper. Regular 3c sheet. Sale price, 5 papers .10

Hooks and Eyes, black and silver; sizes 0, 1, 2 and 3; guaranteed rust-proof. Regular 5c card. Sale price, 3 for .10

Hair Pins, hexagon boxes, of assorted pins. Regular 10c. Sale price each .8

Mercurized Mending, in cream and white only. Regular 3 cards 5c. Sale price, 5 cards .5

Bone Hair Pins, 3 on card; amber and shell. Regular 10c card. Sale price, card .5

Rose Supporters, sew-on style, made of heavy boned elastic; blue and white. Regular 25c pair. Sale price, pair .10

Cordenet Mercer Crochet Cotton, white and ecru, sizes 5 to 160. Regular 15c ball. Sale price, ball .11

Military Books

- "Royal Army Medical Corps" .25
"Manual of Map Reading" .40
"Field Service Pocket Book" .40
"A Few Hints on How to Qualify," by Lieut. Suyanda, of the School of Instruction, Toronto. Price .50
125 Copies, "The Unspeakable Prussian," by C. Sheridan. Formerly 75c .25
"Stick Fast" Paste Powder. Regular 9c. Wednesday 5
Memo Books. Regular 15c. Wednesday .10
500 Boxes Writing Paper and Envelopes, all new goods, extra value .25



100 Navy Blue Hats Today at \$6.50

At the present time there is a strong demand for hats made up in navy blue. Our milliners have been very busy preparing this special lot of trimmed hats, all of which are in navy; large sailors, large drooping effects, smart turbans, pretty poke style, etc., in soft, hand-made braids with crepe facings; also our best shapes in liseret or Milan tagel braids. Wednesday 6.50

\$1.00 Black Sateen Waists for 79c

Heavy satin finished cloth, in a perfect black. Collar is a low roll, with open front, fastened with loop and self buttons. The yoke is trimmed with buttons and two half-inch tucks at each side; long set-in sleeves; sizes 34 to 42 bust. Regular \$1.00. Wednesday .79

MIDDY CLEARANCE.

Samples and broken ranges of our best Mid-dy Blouses in a variety of designs, showing all white or white with blue, navy or red; all sizes 32 to 42 bust in the lot. Regular 98c, \$1.00 and \$1.25. Wednesday .69

Silver-plated Ware

50 Sets of Six Knives and Forks, medium size. Rogers' 12 dwt. Regular \$4.50 set. Wednesday 3.19

BERRY SPOONS.

25 Rogers' sectional plate, gold lined bowls. "Cedric" pattern. Regular \$2.00. Wednesday 1.29

LARGE FRUIT OR ORANGE BOWL.

Gold lined, bright finish. Regular \$4.00. Wednesday 1.69