

STORE HOURS: Store Opens at 8.30 a.m. Store Closes at 5.30 p.m.

The Robert Simpson Company, Limited

Grocery Telephone, Adelaide 6100. All Other Departments, Main 7841

The Note of Spring in These Splendid Garments for Women



Most careful discrimination has been displayed in the selecting of the new dresses, suits and coats that compose our very complete display for this opening week of our early spring business.

Sharply defined from the styles of late winter are these smart pleated and skirted gowns, flowing skirts and snappy coats that reflect the newest modes of Paris and New York authentically. You are invited to see them.

NORFOLK SUITS FOR MISSES, \$19.75.

In navy, Belgian, brown, sand or black; made with yoke back and front, with pleats; belt, and military pockets; serges, whipcords and gabardines are the materials. Special price Thursday 19.75

IMPORTED MODEL SUITS, \$25.00, \$30.00, \$32.50, \$35.00.

The latest New York suits are featured at these prices; suits for any occasion of special or general wear; the newest shades include Newport tan, sand, putty, gray, Hague blue, marine, black and white; worsted stripes or black; coats are short or with the medium flare back; belted and pleated; collars tailored or adjustable; flared, pleated or gored skirts, \$25.00 to \$35.00.

SPRING COATS AT \$10.00.

In fancy tweeds and checks; new empire and belt styles, with full flare; broadcloth collar and button trimming; some are mannishly tailored; exceptional values. Thursday at 10.00

NEW SERGE DRESSES AT \$5.00.

Wool Serge Dresses, in black or navy, Belgian blue, green, wine or brown; smart, new styles, with wide, flared or pleated skirts; crushed silk girdle, and collar; also new Tipperary styles, with wide skirt and military pockets; sizes for misses and women 5.00

SKIRTS IN POPULAR STYLES.

A wide range of this season's designs, suitable for street or dress wear, showing the pleated styles, in many pretty ways, or yokes and pockets; some braid trimmed; materials are serges, in black and navy. Special 5.00

Girls' Middy Waists

A value that it will pay you to come early for. Just about enough for a day's selling. Neat, pretty and extra quality.

400 only, made from fine shrunk Indianhead white cotton, silk lace in front at neck, white with navy collar and cuffs, or in all white. Beautifully made. Sizes 6 to 18 years. On sale in Girls' Dress Department, Third Floor. Thursday 3.50

\$7 "C. C. a la Grace Corsets" \$2.50

A discontinued model at about a third the regular price. The style is right to the minute, and every pair a bargain. No phone orders.

120 Pairs Only, "C. C. a la Grace" Corsets, in latest style, in very fine white moleskin or chambray; medium high bust, long shirt, four garters, filled with finest Wolton boning. Rich satin top with large bow; sizes 19 to 26 inches. Regularly \$7.00 a pair. Thursday, clearing at 2.50

Bargains in Japanese Silks

38-inch Ivory Jap Silk Brocade, neat small patterns. On sale 49. The New Jap Crepes, 27 inches wide, in sky, mauve, rose, gray, maize, reseda, mango and black. Regularly 75c. On sale 49. Striped Shirting Silks, the popular gray and white stripes. Several widths of stripes to choose from; 36 inches wide. Regularly 35c, for 49. Ivory and Black Habutai and India Silks—Silks that are thoroughly dependable; 400 yards of 56c quality in Ivory or black, on sale 42c. One yard wide. Regularly 70c quality, 36-inch, 57c. Regularly 1.25 quality, 36-inch, 95c. 38-inch Natural Shantung Silks, splendid wearing silks, easily laundered; 60 pieces of 50c quality on sale Thursday, yard 33

Silk and Wool Dress Goods 93c

A special purchase of new and fashionable silk and wool fabrics, such as Poplins, Bouillonné, Crepe Britta, Moha-Corde, Cord-ge-chenes, etc. All the new spring shades, including battleship gray, Belgian blue, Russian green, tatus, putty, sand in wet and dry tones, rose, reseda, purple, African brown, navy and black, in rich silky finish. Would sell regularly at 1.25 and 1.50 yard. One price Thursday, per yard 93c

Navy and Black Suitings

Never before has there been such a demand for navy and black suitings, and little wonder when one considers their smart appearance and durability of wear, their adaptability to prevailing styles and their undoubted scarcity this season. Our West of England suiting serge section is crowded with popular weaves and weights for every requirement of dress and suit. On Thursday extra space given for special display in our Dress Goods Department in

- MEN'S BRITISH SUITING SERGES NEW GABARDINE SUITINGS. FASHIONABLE GRANITE SUITINGS. FRENCH BROADCLOTH SUITINGS. WEST OF ENGLAND WORSTED SERGES. ENGLISH BOTANY SERGE SUITINGS. COVERT SUITINGS.

Exquisite Wash Goods

The season has begun with a gorgeous display of these fresh, bright fabrics at remarkably low prices. Repps, Poplins, Ottoman Cordes and other similar weaves are in exceptional vogue for this year's smart spring suits and skirts.

- 28-inch Fine Poplins, highly mercerized; colors are navy, Alice, sky, natural, brown, pink, green, black, mauve, amethyst, red, gray and cream. Yard 25. 28-inch Mercerized Poplins, in pink, sky, mauve, cream, gray, Alice, brown, navy, black and white. Yard 35. 40-inch Mercerized Poplin, in navy, Alice, brown, tan, green, mauve, amethyst, rose, champagne and black. Yard 75. 40-inch Mercerized Moire Poplin, in rose, gray, navy, sky, champagne, brown, green, mauve, amethyst and black. Yard 50. 40-inch Mercerized Poplins. Yard 50. 28-inch Ottoman Cordes. Yard 39. 30-inch "Duro" Pique, plain shades, stripes and checks. Yard 35.

Conspicuous Boot Bargains for Thursday

MEN'S \$4.00 TO \$5.50 BOOTS, \$2.85. 1,500 pairs, many of them branded with maker's name and original prices; high-grade button, lace and blucher boots, in black and tan calf and goat leathers, suitable for late winter and early spring wear; hand-sewn pull-on leather boots, in black and tan, with patent, dull kid heel; leather and canvas linings in the last; widths C to E; sizes 5 to 11. No mail orders. Phone orders filled while sizes last. Regularly \$4.00 to \$5.50. Thursday 2.85

MEN'S 10, 12 and 14-INCH PROSPECTOR BOOTS. Broken sizes left from Wednesday's sale. Regularly \$6.00 to \$9.00. No phone or mail orders. Thursday 3.95

WOMEN'S \$4.00 CUSHION SOLE NURSES' BOOTS, \$2.49. Several hundred pairs of these boots that comfort, rest, protect and perfect tender feet; button and lace styles; made of fine kid; also 750 pairs of Button and Lace Boots in the new cloth top styles, with patent, dull kid heel and gummet calf vamps; dress and street weight soles; new spool and Cuban heels; sizes C to E; widths C to E; sizes 5 to 11. No mail orders. Phone orders filled while sizes last. Regularly \$4.00. Thursday 2.49

WOMEN'S "QUEEN QUALITY" SAMPLE LOW BOOTS, \$2.49. 150 pairs; sizes 9 1/2 to 4 1/2; Regularly \$4.00 to \$6.00. Slipper Section. No phone or mail orders. Thursday 2.49

MISSES' \$3.75 SCHOOL BOOTS, \$1.99. 450 pairs Misses' Button Boots, storm high cut styles, gummet calf, tan calf and patent calf, oak leather soles, low heels, educator toe shapes, best quality trimmings and linings; an exceptional opportunity to buy a high-grade boot at a bargain price. Sizes 11 to 2. Regularly \$3.75. Thursday 1.99

Size 7 to 10 1/2; same quality. Thursday 1.69. No phone or mail orders.

NEWS OF TODAY'S SELLING

Sample White-wear at about Half-Price. Displays of Silks and Dress Goods for Spring. Big sale of Bedding, Towels and A Boot Clearing. Women's Suits and Dresses Low Priced. Men's Melton Overcoats, \$5.95. Apply today for membership in the Easter Furnishing Club. Other items herewith are for Thursday's selling.

Linen Shirt Waists at 59c

Usual \$1.50, \$1.95 and \$2.25 qualities. A big table of assorted sizes and qualities, in fine Irish linen; some plain, others with pin or group tucks; soft or laundered collars; long sleeves and laundered cuffs; cut and tailored in the very best manner; these form an exceptional inducement for early shopping. Thursday 59c. No phone or mail orders.

Wash Laces

Thousands and thousands of yards of Wash Laces, in cluny, torchons, valenciennes laces and insertions, 1 to 5 inches deep. On sale 1/2 Half Price

Cluny Laces, mercerized finish, exactly the same patterns as hand-made lace, for trimming, serim curtains, centrepieces or underskirts in white ecru. 2 1/2 to 5 inches wide. Prices, 4c to 7c.

Groceries

- Telephone Direct to Department, Adelaide 6100. 2000 lbs. Fresh Creamery Butter, in 1-lb. prints. Per lb. 24. 4000 Tins Finest Canned Peas, only 6 lbs to a customer. 3 tins 20. E. D. Smith's Pure Orange Marmalade, 1-lb. pail 47. Choice Side Bacon, sliced. Per lb. 23. Pure Rendered Lard, 20-lb. pail. 2.50. 500 lbs. Smoked Fillets of Haddock. Per lb. 12. Edwardsburg or Beehive Syrup, 1-lb. pail 26. Salt in Bags, 3 bags 14. Finest Featherstrip Coconut. Per lb. 17. Choice Red Salmon, 2 tins 25. Oxo Cubes, 2 tins 25. 500 lbs. Fresh Fig Bar Biscuits. 2 lbs. 25. Peanut Butter, in Bulk. Per lb. 30. Crisco Shortening. Per tin 30. Choice Evaporated Appricots. Per lb. 15. Scott's Taylor's Worcester Sauce, 2 bottles 25. Fancy Patna Rice, 3 lbs. 25. Finest Pot Barley, 6 lbs. 25. Choice Olives. Quart gem 30. Robin Hood Oats. Large packages. 20. Canned Green Gage Plums. Per tin 10. 4c ASSAM TEA For 20c. 1000 lbs. Fine Rich Full-bodied Assam Tea, of uniform quality and fine flavor, a 4c tea anywhere. Thursday, lb. 29

THAT OVERCOAT FOR SPRING

Is it puzzling you where to find the lighter weight coat this spring without paying a price out of proportion to your other expenditures? You can be one of 75 men to get a smart spring coat Thursday for \$8.55, and settle the matter now. They are—

\$12.00, \$12.50 and \$15.00 Coats at \$8.85. Thoroughly conservative Oxford grey or black cheviot coats, cut single-breasted Chesterfield style, or light grey or fawn English tweeds made in slip-on or Balmacan style. Usual prices \$12.00 to \$15.00. Thursday 8.85



To Fend Spring Rains

To defy the elements you must be equipped with a thoroughly reliable raincoat. Here they are of the best makes at the smallest prices:

SCOTCH TWEED WATERPROOF COATS. Made by Wm. Currie & Sons of Edinburgh. All wool cloths, in lovat shades, handsome check patterns. Made in the loose slip-on and Balmacan styles. Sizes 36 to 48. Thursday 15.00. COATS OF CERIE'S ALL-WOOL CASHMERE FINISH PARAMATTA. A double texture cloth, made up in Raglan style, guaranteed absolutely waterproof. Sizes 36 to 46 10.00

2 Pairs of Bloomers With These Suits for Boys

For Spring—Smart Scotch Tweed Suits, in gray checks and diagonal weaves, Norfolk cut, with serge linings, two pairs of bloomers with knee buckles, sizes 28 to 34. Thursday 9.45. BOYS' REEFERS OF FAWN WHIP-GORD. Double-breasted Spring Coats, of imported materials, cut box style, medium lengths, for boys of 2 1/2 to 10 years. Thursday 5.00

The House Furnishing Clubs Are Making Business Boom

These are booming days in our House Furnishing Departments. The "Club" idea is moving furniture, floor coverings and draperies out at such a pace that these stocks have to be replenished faster than ever before. Consequently we are sending big fat cheques out all over the country, and this is the cash that pays the wages of hundreds of factory hands. This is why

Credit for You Means Cash for Others

THE CHANCE WE OFFER TO SPREAD CASH PRICES OVER A YEAR FOR PAYMENT IS TOO GOOD TO BE MISSED. Hundreds of people are doing House Furnishing now that otherwise would have been held over. You'll find the following prices the best values in town—and yet you have a year to complete the payment. Consult the Secretary. Fourth Floor.

In the Furniture

DINING-ROOM CHAIRS, in solid quarter-cut oak, golden finish, have panel-backs, loose slip seats, well upholstered and covered in genuine leather. Regularly \$24.75. Special 18.75. DRESSER, rich mahogany finish, "Colonial" design, large oval British bevel-mirror. Regularly \$27.00. Special 21.75. CHIFFONIER, in mahogany finish, "Colonial" design, to match above dresser. Regularly \$21.75. Special 17.90. BED SPRING, steel tubing frame, springs are extra fine woven steel wire reinforced, steel rope edge, fully guaranteed, all sizes. Regularly \$5.00. Special 3.95. MATTRESS, well filled with all pure cotton felt, carefully selected, built in layers, neatly tufted and covered in fine art ticking, all sizes. Regularly \$8.00. Special 4.95. COUCH, well upholstered all over and covered in imitation leather, full size. Regularly \$11.00. Special 6.65

Linoleum Sale Values

HEAVY PRINTED LINOLEUM. Think of re-covering your kitchen, bedroom or bathroom floor when you can avail yourself of such splendid linoleum at 32c. The assortment is large, and whatever slight imperfections there may be in printing of the goods they are so insignificant as to be scarcely noticeable in most cases. The qualities are our regular standards. This special linoleum, per square yard 32. GOOD VALUE IN FLOOR OILCLOTH. Extra heavy quality, two yards wide only. Price, per square yard 27. LOVELY NEW SCOTCH TAPESTRY RUGS. Some very pretty two-tone centre, with dainty chintz borders, as well as useful Oriental designs. In the wool shades, green and reds; recent importations from the best mills in Scotland. SEAMLESS TAPESTRY RUGS. 9.0x9.0 9.00 9.0x10.0 10.50 9.0x12.0 11.75 Seamed Rugs, 7 1/2 qualities priced moderately. 9.0x9.0 7.25 and 7.50 9.0x10.0 8.25 and 9.25 9.0x12.0 9.45 and 10.49 ENGLISH WASHABLE BATH MATS. We feature a very good quality Mat, a number of small tile designs, in green and white, blue and white and rose and white. 18"x24" in. 1.25 23 1/2"x21" in. 1.75 27"x24" in. 2.25 36"x24" in. 2.65

The Drapery Offerings Thursday

SWISS LACE CURTAINS, \$5.29 PAIR. A number of high-class lace curtains, suitable for the drawing-room window, 3 yards long. Thursday, per pair 5.29. FRENCH SCRIMS, 75c AND 1.00 YARD. An exceptionally fine curtain fabric, with all-over cross-bar and hemstitch effects, 50 inches wide, in white or cream. Thursday, 75c and 1.00 per yard. ORIENTAL COUCH COVERS, \$3.45 EACH. A most satisfactory couch cover, size 60 x 100 inches, in rich Oriental colorings. Thursday, each 3.45. ENGLISH REP CRETONNES, 75c AND 85c YARD. A choice collection of beautiful designs, printed in rich colorings, on a heavy English rep, 30 inches wide. Thursday, 75c and 85c per yard. TAPESTRY CURTAINS, \$6.48 PAIR. A number of tapestry curtains, some with fringed tops, others trimmed with tapestry bandings or valance edgings on one side and bottom. Thursday, per pair 6.48. TRANSPARENT COLORS at 29c. For hand-coloring pictures, photographs. Set, Thursday 29. PHOTO FRAMES. Cabinet size, mahogany or walnut finish 29. Gilt Postcard Frames 2 for 25.

IMPORTANT DINNERWARE BARGAINS

Genuine, Bernardaud Limoges China Dinner Service of 102 pieces, quarter-inch pea green border, with Greek key black; rich full coin gold handles. Regularly \$9.50. Thursday \$1.95. GRINDLEY'S GOLD BAND DINNER SET, \$14.95. Finest grade on thin English semi-porcelain, pure white, brilliantly glazed body, plain mat gold band, full gold handles, 97 pieces. Regularly \$18.50. Thursday special, \$14.95. REAL CHINA DINNER SET, \$9.69. Violet cluster decoration, fine thin white china. Kermit shape cups, gold traced edges. 97 pieces. Thursday special, \$9.69. ROYAL BLUE BAND, \$9.95. English semi-porcelain, quarter-inch blue band and gold line design, plain white centre. Regularly \$11.75. Thursday 9.95. "GRINDLEY" DINNER SET, \$12.75. Conventional and floral border designs, on finest quality "Grindley" English porcelain, 97 pieces. Regularly \$18.50. Thursday special, \$12.75. \$175.00 BERNARDAUD DINNER SERVICE, \$99.50. An unusual offering from our dinnerware section. Limoges china service of 102 pieces, with rich gold band and black Greek key decoration, full coin gold handles. Regularly \$175.00. Thursday 99.50. HEATHCOTE CHINA. Solid color cups and saucers, regularly 50c, for 39c. Tea Plates, regularly 35c, for 29c. Cake Plates, regularly 50c, for 39c. Cream Jugs, Bread and Butter Plates, regularly 25c, for 19c. TOILET WARE. Large Water Jugs, each 49c. Basins, each 49c. Chambers, each 39c. GLASS FRUIT BOWLS, 19c. 20 dozen new style combination colonial and hob-nail pressed design, 7 and 8-inch sizes. Regularly 25c and 30c. Thursday special, each 19c.

New Wall Papers

BORDERS, FRIZES, ST. PINGS AND CUT-OUTS. We will cut decorative borders free of cost till further notice on request. We have scores of patterns and colorings and carry out any color effect. Plain walls to match all borders. English Borders, in cream, floral and conventional designs, beautiful colorings, 21 and 24 1/2 inches wide. Per yard \$1.00, 75c, 50c, 25c, 10c, 5c. Imported Sectional Frizes, hunting, auto, etc. Per yard \$1.00, \$1.10, \$1.20, \$3.00, \$4.00, \$5.50 and \$11.00. BORDERS. Heavy Stock, leaf, foliage, conventional, etc. Per yard, 15c, 25c and 35c. BEDROOM CUT-OUTS. In floral, beautiful colorings to match papers. Per yard, 5c, 10c and 15c. Dividers for Libraries, heavy and light papers. Per yard, 3c, 5c, 8c, 10c, 15c. THURSDAY SPECIALS (Not Cut Free). 2000 Yards Borders, Cut-outs, Strips and Dividers, in assorted colorings, by the yard. Regularly \$1.00, Thursday 46c. 50c for 36c. 25c for 14c; 15c for 8c; 10c for 6c; 4c for 3c.

Men's Shirts and Underwear Values Young Men's Soft Hats

300 White Pleated Neglige Shirts for Men, laundered cuffs, medium width pleats, all sizes 14 to 18. Regularly \$1.00. On sale Thursday, each .65. Business Men's White Shirt Front Shirts, open front, open back and front styles, with and without cuffs attached; sizes 34 to 18. Regularly \$1.00. Thursday, each .65. Penman's Merino Shirts and Drawers for Men, medium weight, all sizes 34 to 44. Regularly 50c. On sale Thursday, per garment .25. Young Men's Soft Hats, drab style, medium or high crowns, colors green, brown, gray and navy. Thursday 1.50. Young Men's Soft Hats, English fur felt, King, Kenilworth, Batterby and other makes, all sizes. Regularly \$2.00. On sale Thursday, per hat 1.50. Men's Stiff Hats, in English fur felt, King, Kenilworth, Batterby and other makes, all sizes. Regularly \$2.00. On sale Thursday, per hat 1.50. Men's Telescopic or Crown Soft Hats, English make, navy blue, brown, green, gray and black. Thursday 1.50.

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