

Store Opens
at 8.30 a.m.

The Robert Simpson Company, Limited

Store Closes
at 5.30 p.m.

After the Bath



Baby's Dainty Toilet

requires a host of tiny garments, each calling for thought and judgment in its selection.

The Infants' Section is full of interest for mothers, sisters and aunts who have baby's wardrobe in charge. For them this list is given as a suggestion of the joyous possibilities of our new stocks.

- Infants' Long Robe**, a very beautiful garment of Persian lawn, with hand-embroidered yoke, insertions and ruffles, fine tucking, lengths 30 and 36 inches. Each \$1.75.
- Infants' Paris Hand-made Dresses**, finest French lawn, hand-embroidered, dainty lace edges and veining, sizes for 6 months, 1, 2 years. Each 1.50.
- Infants' Carriage or Cot Cover**, heavy quilted silk, white with pink or sky reverse, size 24 x 30 inches. Each 1.50.
- Infants' Carriage Cover**, fine white pique, beautifully hand-embroidered, scalloped embroidered edge. Each 1.35.
- Infants' Carriage Pillow Cover**, fine white linen, wide hemstitched edges, takes pillow 12 x 16 inches. Each .65.
- Infants' Cuddly**, fine cream cashmere, deep collar, trimmed with silk embroidery and braid. Double-breasted, satin lined, lengths 20 and 22 inches. Each 1.95.
- Infants' Hat for boy babies**, bengaline silk, large satin rosette, silk ties. Each .35.
- Infants' Bonnet for girl babies**, several very dainty styles, in china silk, ruffling and shirring, silk ties. Each .35.
- Infants' Stocking**, "Little Comfort" all-wool cashmere, silk heels and toes; white, tan or black, sizes 6 to 12. Pair .25.
- Infants' Shoes**, Scotch make, fine felt, button styles, colors tan or white, sizes 2, 3. Pair .35.
- Infants' Slips and Barrow Coats**, fine white flannel, length 30 inches. Each .50.
- Infants' Long Skirts and Barrowcoats**, finest French flannel cream color, length 30 inches. Each 1.35.
- Infants' Homestead Shawl**, finest wool, cream color, size 60 x 90 inches, extra fine and heavy, knotted fringe. Each 1.50.
- (Third Floor.)

Cradle-Time Novelties in Embroideries

Beautifully fine, in material exquisite in design for daintiness is our "Baby" embroideries. Special display of all our new novelties on Monday.

Edgings—the prettiest, tiniest, little edgings, with just a small button-hole edge or tiny embroidered spot or strip for trimming neck and sleeves, nightgowns, petticoats and dresses these edgings can be had in nainsook or Swiss. Monday, per yard, 5c to 45c.

French seamings, headings and insertions in nainsook or Swiss, all new novelties, immense variety, extra fine qualities. Monday, per yard, 5c to 85c.

Blind Embroideries, in fine cambric and nainsook, very narrow edgings to 5 inches wide, these blind edgings have just a tiny button-hole edge. "Splendid" wearing qualities for trimming "Baby" pillows, undersuits, or Swiss. Monday, per yard, 10c to 25c.

(Main Floor.)

New Sample Coats for Misses and Women \$12.85

Only 35 coats in this lot, in wool brocades, serges, plaids and checks, fancy tweeds; in shades of navy, black, grey, black and white; styles are all new and exclusive; just one or two coats of each; a number of these handsomely lined throughout with good quality satin, serge or paillette; fashionable models in three-quarter or full length. Regularly \$17.50 and \$25.00, at 12.85.

PRETTY DRESSES FOR MISSES AND WOMEN, \$9.85 and \$10.50.

These prices are exceptionally moderate for these dresses of silk; dainty feminine styles with frilled lace collars, set-in vests, tiered skirts with the crushed silk girdle; colors are navy, Copenhagen, tan, black, mid-blue, blue and brown. Prices \$9.85 and \$10.50.

TAILORED SERGE SUITS, \$12.85.

Made from fine all-wool English serge, short cutaway coats, lined with guaranteed malin satin, skirts plain with high waist lines, black and navy only. 12.85.

NEW SPRING COTTON FROCKS.

A wide range of dainty rattines, volles, crepes, linens, embroidered crepes and repps. Prices \$7.50 up to \$25.00.

SAMPLE COATS FOR GIRLS, \$4.95.

All new and different. The styles are all new and the materials for spring wear, in sizes 8, 10, 12 only. Monday. 4.95.

(Third Floor.)

A GUARANTEE OF SATISFACTION

The best assurance of pleasure in your purchases lies in a limitless freedom of choice. So wide is our buying, and so complete our ranges, that you will nowhere find more liberty in the exercise of your personal taste in selecting your Spring Clothing and Furnishings. More than this, we absolutely guarantee every statement made in selling our goods, and assure you of every value for which you pay. Simpson's is a safe shopping place.

The Newest Silks

Most favored by fashion and colorings, most in demand.

Brocades and Printed Silks—The demand for both has exceeded all expectations. The former gives the wider choice, as every plain weave has its counterpart in brocade; and for striking effect the neat spray designs of this season's printed silks ensure continued popularity.

Metre Silks, are most desirable, in colors, both plain and shot are shown, but the general trend is towards black; in these particular effects the sales have been enormous; black moire, velours, moire brocades and the beautiful shadow moires from C. J. Bonnet, France, are in a class by themselves.

Chiffon Tulle shows surprising demand; plain, shot, lace, printed and brocade are selling fast. We advise early selection in tulle silks, as manufacturers cannot turn them out quickly enough.

Silk Crepes, plain, ripple, and novelty, with crepe meteors, crepe charmeuse and crepe foulards, are so well adapted for the drapery effects that their use is assured for some time.

A word about the new colors. To use an Irishman, black is the most prominent color, then follow blues, in Labrador, saxe, ocean and Korea; browns, in tete-de-negre, castanet, copper and Panama; reds, in terra, currant and cerise, and greens, in forest, bottle and ivy shades. Novelty tones in purple and yellow are much admired, while staple shades in taupe, grey and navy are steady sellers.

(Second Floor.)

Monday's Dress Goods Specials

\$2.00 WEST OF ENGLAND SERGE SUITINGS, YARD, \$1.50.

1,500 yards of High-grade Imported West of England Serges, in correct weight for early spring. We have no hesitation in saying that this is one of the best serge values ever offered by this store. They are guaranteed thoroughly soap shrunk and spotproof and dyed in three shades of navy, black and cream, 54 inches wide; \$2.00 values for, per yard. 1.50.

SHEPHERD CHECK AND BROKEN CHECK SUITINGS, \$1.24 YARD.

English and French productions, in almost every wanted weave and check from the staple shepherd checks to the small broken styles, also the large plaid; the finest assortment in the Dominion to select from, in weights suitable for dresses, suits, coats or separate skirts, \$1.50 values, 54 inches wide. Monday. 1.24.

(Second Floor.)

Our Spring Opening Sale of High Grade Boots

WOMEN'S AMERICAN AND DOMESTIC BOOTS, \$2.49.

1,250 pairs high-grade boots, including many well-known brands, made on stylish lasts, in button and laced styles; tan Russia calf, patent colt, gummetal, fine vici kid, white nu-buck, and blue and grey suede; Goodyear welted, flexible McKay and hand-turned soles; Cuban, military and low matron heels; sizes 2½ to 7. Regularly \$3.50, \$4.00 and \$4.50. Monday. 2.49.

MEN'S GOODYEAR WELTED BOOTS, \$2.95.

Standard-branded button, blucher, and straight lace boots, double and triple thick Goodyear welted soles. The leathers are gummetal, tan Russia calf, patent colt, velours calf, and black and tan winter calf. The lasts are the newest for Spring wear. All sizes from 5 to 11. Regularly \$4.00, \$4.50 and \$5.00. Monday. 2.95.

BOYS' BOOTS, \$1.99.

Strong school boots for boys, made from selected box kip leather, with double solid leather soles. The lasts are neat and easy fitting, in laced blucher style.

Boys', sizes 1 to 5. Monday. 1.99.

Youths', sizes 11 to 13. Monday. 1.69.

CHILDREN'S BOOTS, 89c.

Strong black dongola kid, with patent toe-caps, medium weight soles and spring heels, made on neat easy fitting lasts in laced blucher style; sizes 5 to 10½. Regularly \$1.00. Monday. .89.

MISSES' AND CHILDREN'S RUBBERS.

Perfect in every way, corrugated soles and heels.

Misses', sizes 11 to 2. Monday. .47.

Children's, sizes 3 to 10½. Monday. .38.

(Second Floor.)

Millinery

One of Paris' latest novelties, "Eye Shading" Plumes. These are the first to be shown in our department, and come direct from one of the best manufacturers. This plume has rich, long fibre, with very graceful drooping head; the shading starts from the centre of the head. All the new spring tints. Monday our first display, each 7.75.

(Second Floor.)

A Cluster of Diamonds

Seven perfect white diamonds, very brilliant, mounted as a Woman's Dinner or Little Finger Ring, in strong 14k crown settings, or as a scarf pin in 14k gold, or with real sapphire centre, in the form of a La Valiere pendant. All one price Monday. 26.75.

Two of these clusters, with real sapphire centre, mounted as a twin drop La Valiere pendant. Monday. 53.50.

(Main Floor.)

Crepe d'Chene Petticoats \$5

Imported Petticoats of heavy quality silk crepe de chine, in black, Copenhagen, gold, emerald, purple, tango, apricot, sky and white, made in new style with narrow crimped frill in Vandyke effect, elastic at waist. Lengths 38 to 42. Very special, Monday. 5.00.

(Third Floor.)

Linen Shirt Waists \$1.00

including the famous "Challenge" brand. Perfect in fit and workmanship, some are plain tailored, others tucked or neatly embroidered. Regularly \$1.48 to \$2.95. Monday special. 1.00.

(Third Floor.)

Men's Trousers Three Values for Monday

English Tweed Trousers, made from serviceable brown cloth, in striped pattern, nicely tailored; sizes 32 to 42. Special 1.25.

Hairline Trousers, made from the English hairline cloth, in medium grey, strongly and neatly tailored, sizes 32 to 44. Price 2.00.

Large Men's Trousers, made from English hairline, in medium grey, sizes 44 to 50 waist. Price 2.50.

NEW WATERPROOF COATS.

Special designed for young men, made from reliable double texture English paramatta cloth, in fawn, made 60 inches long to button to the chin, close fitting collar; the fashionable belted and pleated back, ticket pocket with flap on sleeve, best tailoring. Price 10.50.

BOYS' SPRING REEFERS.

Our \$3.50 Reefer is made from a strong English brown diagonal tweed, double-breasted style, with self-collar, sizes 2½ to 10 years. Monday. 3.50.

Made from imported Scotch tweed, double-breasted style, velvet collar, emblem on sleeve and ivory buttons, sizes 4 to 12 years. Monday. 4.50.

FAWN COVERT CLOTH REEFER.

Double-breasted style, with self-collar, twilled linings, smoked pearl buttons, sizes 2½ to 9 years. Monday. 5.00.

(Main Floor.)

New Derby Hats

Medium or high crowns, with heavy roll or curling brims, trimmed with deep silk bands and French bow at back, very fine grade English fur felt, extra good value, at 2.00.

New spring shapes in men's and youths' hats, all the popular colors and most dressy designs, mushroom, drooping or curling brims, hats that can be worn in almost any way desired. Special prices at \$1.50 and \$2.00.

(Main Floor.)

Furnishings for Men's Spring Wear

"Wesley" Combinations, in a fine natural pure wool and made with the new closedrotch, sizes 34 to 44. Suit 3.00.

"Wesley" Shirts and Drawers, in same weight as combinations, shirts are single-breasted, sizes 34 to 44. Each garment 1.50.

Body Guard Underwear, shirts and drawers, light natural shade, spring weight, sizes 34 to 44. Each garment 1.00.

Men's Balbriggan Shirts and Drawers, natural color, long sleeves and ankle drawers, sizes 34 to 44. Special 1.30.

Balbriggan Combinations, natural shade, short sleeves and ankle length or long sleeves and ankle length, closedrotch, sizes 34 to 44. Special Monday. 1.00.

(Main Floor.)

Wash Goods Low Priced for Monday

A beautiful showing of 40-inch French Crepes in white grounds with silk ratine stripes in blue, yellow, royal, wisteria, rose and green. Per yard. 1.75.

A lovely line of Brocaded Crepes, in black, green, pink, sky, oriole, tango, Alice and white. Per yard. 2.50.

CHILDREN'S SEMI-MADE DRESSES.

All complete and ready for sewing, in a nice fine white lawn, with two rows of insertion and tucking. Rush price, complete. 49.

(Second Floor.)

Odd Dinnerware Values

Closing out odd lines of Dinner Ware at exceptionally low prices. Best quality English porcelain, green printed decoration—

- Covered Vegetable Dish, regularly 60c for .39
- Covered Sauce Dish, regularly 35c, for .25
- Gravy Boats, regularly 25c, for .12
- Slop Bowls, regularly 30c, for .12
- Slop Bowls, regularly 15c, for .10
- Meat Platters, regularly 55c, for .39
- Meat Platters, regularly 20c, for .19
- Meat Platters with Well, regularly \$1.50, for .98
- Tea Plates, regularly 35c dozen, for, each .5
- Fruit Sauces, regularly 60c dozen, for, each .4
- Bread and Butter Plates, regularly 65c, for .4
- Milk Jugs, regularly 25c, for .15
- Milk Jugs, regularly 30c, for .19
- Milk Jugs, regularly 35c, for .24
- Milk Jugs, regularly 45c, for .29

25c GLASS VASES FOR 15c.

100 only, 18-inch American Glass Vases, flare top, clear crystal glass. Regular price 25c. Monday bargain, each. 15.

\$17.50 GRINDLEY DINNER SET, \$9.95.

97-Piece Dinner Set, Grindley's famous English porcelain; a very handsome rosette border decoration, wide gold band striped edges; latest shaped ware; very brilliant overglaze. Regular price \$17.50. Monday bargain. 9.95.

\$12.00 DINNER SET, \$6.95.

Best grade English semi-porcelain, with the new rosette and key border decoration; 97 pieces. Regular price \$12.00. Monday bargain. 6.95.

\$8.50 DINNER SET, \$6.25.

97 pieces, English porcelain, with a pretty blue-printed floral border decoration. A good, serviceable dinner set. Regular price \$8.50. Monday bargain. 6.25.

BLUE WILLOW DINNER SET, \$4.95.

Old-fashioned Blue Willow 97-Piece Dinner Set, beautiful quality, clear dark blue decoration. A complete dinner set. Regular price \$15.00. Monday bargain. 8.95.

(Basement.)

Silver Wrist Watches \$5.75

Accurate and dependable, 15 amethyst jewels, perfectly adjusted, sterling silver case with straps of suede leather, silver buckle. Regularly \$5.50. Monday \$5.75. The same movement with gunmetal case. Regularly \$7.75. Special 5.25.

\$15.00 PEARL HANDLE SET, \$8.25.

24-piece set, consisting of 1 dozen dessert knives, English silver-plated blades and pearl handles, and 1 dozen dessert forks, silver-plated tines and pearl handles, complete in a plush-lined oak finished case. Regularly \$15.00. Monday set. 8.25.

\$15.00 TEA SET, \$9.50.

3-piece Tea Set, including full size teapot, cream jug and sugar bowl, English silver-plated on nickel silver, in the well-known Queen Anne pattern, with ebony handle. Regularly \$15.00. Monday. 9.50.

(Main Floor.)

Clearing of Sheets

500 pairs of Bleached Sheets; these are an exceptional heavy quality and are free from filling, 3-inch hemstitched hem on top and 1-inch plain hem on bottom, large size, 80 x 99 inches. Regularly \$2.50. Clearing Monday, pair. 1.98.

DAMASK TABLE CLOTHS, \$2.00.

Beautiful All-linen Damask Table Cloths, assorted bordered designs, size 2 x 2½ yards. Special, Monday. 2.00.

Napkins to match, cloth, size 22 x 22 inches. Special, Monday, dozen. 2.00.

Hemmed White Crochet Quilts, large size, 70 x 90 inches. Special, Monday. 1.48.

FLANNELETTE CLEARING, 10 YARDS FOR 95c.

Dark and medium colorings, neat stripes, width 32 inches. Special, Monday, 10 yards for .95.

English Gaiters, splendid wearing quality, for boys' suits, men's working shirts, width 27 inches. Special, Monday, yard. .18.

\$2.00 BED COMFORTERS, \$1.48.

Reversible Cambric Comforters, filled with a pure white sanitary cotton filling, pretty colorings to choose from, size 70 x 70 inches. Regularly \$2.00. Special, Thursday. 1.48.

(Second Floor.)

The Grocery List

- Fels Naphtha Soap, per bar .4
- Sunlight, Surprise and Taylor's Borax Soap, per bar .4
- Widespread and Comfort Soap, per bar .25
- Heather Brand Soap, 7 bars .25
- Feather, 1 lb. package .15
- Simpson's Big Bar Soap, per bar .10
- Powdered Ammonia, 4 packages .15
- Old Dutch Cleanser, 3 tins .25
- Sesels, per cake .2
- Naphtha Powder, per package .2
- Gold Dust Washing Powder, large package .25
- Fast Shine Cleanser, 3 tins .25
- Taylor's Soap Powder, 2 packages .25
- White Swan Lye, per tin .1
- Royal Blue, 2 packages .1
- Canada White Laundry Starch, per package .7
- Celluloid Starch, 3 packages .15
- Bon Ami, per cake .15
- Parovox, 1 lb. package .15
- So Clean Sweeping Compound, per tin .25
- Diamond Cleaner, 3 tins .25

1,000 LBS. PURE CELONA TEA, Uniform quality and fine flavor, black or mixed, Monday. 1.15.

(Basement.)

MONDAY BASEMENT VALUES

- 11.00 Bright Tin Wash Bolders, with flat copper bottom, size 8 or 9. Each .75
- 25c Sheffield Bread Knives, for .19
- 25c Sheffield Kitchen Butcher's Knife, per roll, fully guaranteed. \$4.50 "Eagle" 12 months' guaranteed for \$3.50; \$5.00 "Viking" 3 years' guaranteed for \$4.50; \$6.00 "Guarantee" (5 years' guarantee) for \$5.25.
- Strong Grindley Wash Tube, with wringer attachments. Small size for 38c, medium size for 38c; in 40 size, 46c; extra large size for 74c.
- Galvanized Garbage Can, with fit-over cover and bail handle. Small size for 57c; medium size for 61c; large size for 87c.
- Strong Rinsing Tub, with foot bath. 40c galvanized metal for 38c, 30c tin metal for 35c.
- Mrs. Pett's Laundry Iron, in set of 3, with stand and handle. Polished for 75c; nickel-plated for 85c.
- 25c Heater, with cover, for Pett's Iron, for .11
- 10 Feet Braided Galvanized Clothes Line Wire, for .15
- 5c Stern Lanterns, good in any wind, for .15
- 4c Steel Seamless Self-heating Roast Pan, with cover, for .27
- Flat Bottom Quick Heating Tea Kettles, for .15
- 10c Size Remond Vegetable Graters, for .15
- Rotary Flour Sifters, for .15
- Dover Egg Beaters, medium size 8c, large size 20c.
- Handy Size Wire Potato Beater .5
- Hardwood Rolling Pins, for .10
- Hardwood Knife and Spoon Boxes, for .15
- Hardwood Trench Forks, for .10
- Hardwood Mixing Spoons, for .15
- Hardwood Steak Beaters, for .15
- Wooden Butter Moulds, for .15
- Wooden Butter Pats, for .15
- Long-handled Dust Pan, prevents stoop, for .15
- Ironing Waxes, 6 for .15
- Hand Scrubs, 6 for .15
- Nail Brushes, 2 for .15
- Wicker Knife and Spoon Basket, 35c and 35c.
- The Water Falls, 4 sizes, 10c, 14c, 16c, 35c
- Tin Covered Egg Poachers, for .15
- Workmen's Dinner Pails .15
- Half-covered Dust Pans .15
- Long-handled Dust Pans .15
- 50 Feet Rope Clothes Line (linen) for .25
- 40 Feet Rope Clothes Line (linen) for .19
- Shoe Dobbies, for .15
- Knitted Mop Cloths, for 15c and 20c.
- String Mop Cloths, for .15
- Dish Mops for .15
- Scrub Brushes, reliable makes, at prices 10c, 14c, 16c, 25c and 35c.
- 1,000 only, 10c Hammer, for, each .5
- Hammers for House Cleaning—Cast steel claw hammers, with wood handle, each .2
- Knife Boards, 5 sizes, 15c, 25c and 35c.

The Robert Simpson Company, Limited