



Great Demonstration of Goods Manufactured Under the British Flag for the Robert Simpson Co., Limited



Clothes for Women

FROM KIRKCALDY, SCOTLAND.
Inlaid Linoleum, in the newest block, floral, tile and parquet patterns. Per square yard .75, 1.00 and 1.25.

Printed Linoleum, in dozens of designs and colorings, the new matting effects, are selling remarkably fast. Per square yard .10, .15 and .50.

2,000 yards of manufacturers "dropped" patterns in the 45c and 50c quality on sale Wednesday, per square yard36

FROM ELDERSLIE, SCOTLAND.
Seamless Velvet Rugs, in new medieval designs, and the very finest quality; there are various sizes; 9 x 12 costs20.50

Tapestry Rugs, in three different qualities; the sizes range from 2 1/2 yards x 3 to 3 1/2 x 4 yards; there are several entirely new designs, which are worthy of high-priced Axminsters. There is no question as to their serviceability, 3 x 4 yards, \$25, 9.00, and seamless at 14.25, other sizes at proportionate prices.

FROM KIDDERMINSTER, ENGLAND.
Wilton Rugs, particularly good, in small patterns and self colorings; the quality is excellent; they are worth from \$18.00 for 9 x 9, to \$45.00 for 11.3 x 13.6. Wednesday they will be specially priced at from 15.50 to39.00

Brussels Rugs, in the best quality 9 x 12 feet, each20.00

FROM GREENWICH, ENGLAND.
Inlaid Linoleum, made after a new and improved process, which gives wear-resisting and coloring-keeping; qualities which makes this linoleum the world's best; the large designs for public halls, etc., are elegant; the bathroom tile patterns are correctly colored. Per square yard .75, .90 and1.10

FROM NOTTINGHAM, ENGLAND.
The biggest and best stock of Lace Curtains this department has ever shown, from 50c to \$4.00 per pair; there is every possible style and desirable design.

At \$2.00 per pair we offer you better value than you can buy in England. Seems strange, but it's true.

There is no doubt about the popularity of Fancy Sash Curtaining. We have just received from Nottingham the newest and by far the best that has been produced; white, ivory, ecru and arabic shades, in fine and heavy weaves, at, per yard .25

FROM MANCHESTER, ENGLAND.
Printed Cretonnes, and Satens; never was there such a wealth of coloring and so much beauty of design as in this spring's showing of cretonnes and satens; some reproductions of antique hangings at 40c per yard, are a source of delightful surprise to all who have seen them. There's every quality you could want, at from .10 per yard to2.50

FROM BRADFORD, ENGLAND.
Liberty Silks, exclusively printed, in patterns, soft, rich colorings, gold embroidered effect, fruit, floral and bird designs, well covered, cream and buff grounds; a handsome fabric for rich portiere or curtains and furniture coverings. Per yard7.50

FROM HALIFAX, ENGLAND.
Monk Cloth, in hopsack weave, all-wool, leading colors, popular portiere and curtain hangings. Per yard 1.25 and1.50

MADE IN QUEBEC, CANADA.
Tapestry Curtains, we carry a full range of Canadian Made Tapes, which, for value, we cannot replace by any other makes. The qualities, colors, patterns and finish are superior. Prices range from \$2.50 to \$12.50. At \$3.50 we show a very fine curtain, one and two-toned colorings, reversible pattern and bottom. 45 inches wide, 3 yards long.

MADE IN TORONTO.
Hand-made Oil Opaque Shades, the best in the world, unequalled for their flexibility, opacity and smoothness; finish; guaranteed not to crack, curl or crack; mounted on best hardboard rollers; three colors, white, cream and green; 37 in. by 70, complete with brackets and ring4.50

Moiret e Petticoats
Faultlessly cut and tailored, and guaranteed perfect fitting, all seams are turned and double stitched. In black only; flounce is cut on straight lines and is composed of groups of accordion pleats and is finished with rows of pin tucks2.25

Black and white satin stripes, crimped flounce is cut on the bias and is trimmed with a knife pleated fringe4.00

Black only; has a fourteen-inch flounce, cut in Van Dyke effect, and trimmed with rows of pin tucking4.00

All above styles supplied in lengths 36, 38, 40 and 42 inches.

Housefurnishings from all Over the Empire

WOMEN'S \$27.00 SPRING SUITS FOR \$17.75
75 only Women's Spring Suits, in three styles, made of fine Venetian and good quality Panama, in green, black, navy and grey; coats are lined throughout with silk or satin, new notched collar, inlaid with figured or plain satin, patch pockets; skirts are the fashionable and becoming styles. The regular selling prices of these suits were \$21.00, \$23.00 and \$27.00. Wednesday17.75

WOMEN'S ONE-PIECE DRESSES FOR \$8.78
A collection of women's one-piece dresses, of fine broadcloths, messaline and taffeta silks, foulards, voiles and multi-colored, in the lot are cadet, navy, olive, black, champagne, rose, wine and brown, made in a variety of styles. Some have the kimono waist, long and three-quarter sleeves, trimmed with lace insertion and silk cord, or with self trimmings, pointed or rounded yokes. Skirts are straight, with pleated or panel effects, trimmed with self or contrasting material. Regular prices \$15.25, \$17.50, \$19.50, \$21.00 to \$29.50. Wednesday8.78

WOMEN'S SPRING COATS FOR \$6.78
A collection of women's spring coats in a variety of materials and styles, covert cloths, cravenettes, tweeds and checkered, mixed tweeds and woads in dark mixtures, also of black broadcloths. These are made up in plain tailored styles, some with strappings of self and others with silk collars and cuffs and patch pockets. Prices range from \$10.00 to \$18.50. Special, Wednesday6.78

WOMEN'S \$11.95 VOILE SKIRTS FOR \$5.78
Tomorrow we put on sale a very special lot of women's separate skirts of a good crisp quality all-wool voile, in black and navy, in a number of smart styles, some with deep yoke effect, finished with wide stitched tuck, some with self fold, others trimmed with self or contrasting material, a large range of sizes, 37 to 42, front measurements, to select from. Regular values from \$8.75 to \$11.95. Wednesday5.78

GIRLS' CRAVETTE COATS FOR \$2.78
Raincoats for spring wear, just the garment for school girls. The material is a good quality cravenette cloth, in nice shade of fawn, also dark grey, made in a smart double-breasted style, with mannish collar and lapels, and tailored sleeves with stitched cuffs, sizes are 6 to 12 years. Regularly sold at \$4.50, Wednesday2.78

Fancy Needlework

Pure Irish Linen Centres, stamped with entirely new designs for this season. 15-inch, 10c each; 22-inch 20c each.

Fine English Cambric Night Dress pieces, stamped, new design for working with our English floss. Special value, each98

Cotton Voile from Manchester, stamped, new kimono designs for French knot work, complete with floss for working, special89

Pure Scotch Linen Huckaback Guest Towels, stamped in Dumfermline, pretty stamped borders, complete with floss for working, each29

Corset Covers, stamped, new designs, on fine English workbook, complete with floss for working, each35

Wash Goods

Canadian prints, ducks and drills, English muslins, voiles and lawns, Scotch ginghams and chambrays, Irish dress linens and dimities, mostly made from British grown Indian and Egyptian cotton and Irish flax.

Canadian Prints, 21 inches wide in a full range of colors and designs, white, navy, black, cadet, grey, lilac, etc., fast colors12 1/2

Canadian Ducks and Drills, a full range of all colors, 28 in. wide .15

English Voiles, in a magnificent range of colors and designs, quite equal to the finest French productions, a tremendous variety50, .39, .3525

Scotch Ginghams, in a huge variety of stripes and checks, medium and large, also a great range of plain chambrays, in all colors19, .1512

Irish Colored Dress Linens, in a full variety of colors and qualities, popular in weave and finish .35; pongee finished with a mercerized fringe4.00

25; gingham make and finish15

From British South Africa

Handsome Ostrich Plumes in the duchess and black or white. Special, each, \$2.15 and \$3.85.

TODAY our store news tells only of goods made in the British Empire. The several departments have arranged this demonstration of how large a place British Industries and Home Industries occupy in supplying the daily needs of our customers. No unworthy goods of any nationality are, at any time, to be found in this Simpson Store, but those who appreciate the serviceable, the sturdy, the "all wool and a yard wide" will take special pleasure in shopping here to-morrow when the honest product of the mother country and her daughters will be brought to the front.

Not in staple departments alone will the product of the Empire's industries be found. They include also artistic and delicate fabrics and laces, rare china, sterling silverware and jewellery, as well as superb carpets, rugs and furnishings for the home.

You'll need no bargains to draw you here to-morrow, but many of the values on this page are, to say the least of it, extraordinary, demonstrating what less money than in this store.

A hearty British-Canadian invitation and welcome to all, whether purchasers or visitors.

British Hosiery
The following splendid values displayed for Wednesday:—
Women's all wool plain cashmere hose, 35c, 3 pair for25
Women's pure wool, plain and ribbed, black and colored cashmere hose, 35c, 3 pair for1.00
Women's "Llama" extra fine, plain black cashmere hose, the best value procurable at50
Children's all wool, fine, ribbed cashmere hose, soft British spun yarn, in black, sky and white, sizes 3 1/2 to 8 1/2, extra good value.

MEN'S HALF HOSE FROM ABOARD.
Men's fine all wool, plain black and colored cashmere socks, seamless foot, good weight, close elastic finish, splendid wearing, double heel and toe, sizes 9 1/2 to 11, one of our best selling lines25
Men's fine qualities of plain ribbed and fancy embroidered cashmere half hose, seamless and fashioned, fine weights, extra fine finish, many lines to choose from, new fresh stock for immediate business, sizes 9 1/2 to 11, values that can't be beat at 35c, 3 pair1.00



Women's Canadian-made Spring Underwear

Women's Corset Covers, fine ribbed white cotton, semi-long neck, long, short or no sleeves, shell edges, pearl buttons, beading and tape in neck; sizes 32 to 38 bust measure. Regular price 25c each. Wednesday, each15

Women's Vests, fine white ribbed cotton, low neck, short or no sleeves, beading and draw tapes; sizes 32 to 38 bust. Wednesday, each10

GIRLS' WASH DRESSES—OUR OWN MAKE.
A Regular \$1.25 Tux Dress for Tuesday \$3c.

Girls' Dressing, fine quality, navy blue percale, with small white dot, prettily trimmed with turkey red plings, breast pocket, wide, full skirt, with deep hem, beautifully made; sizes 6 to 14 years. Wednesday, each33

Wonderful Corset Offering
Made in Canada, specially for this store. A two-dollar value for one dollar. 600 pairs of D. and A. and Grompton Corsets, two elegant new spring models, fine white coull or batiste, medium bust, extra long skirt, finest rustproof aluminum boning, with 4 wide, strong side steels, 4 garters, trimmed with deep lace and ribbon, guaranteed perfect fitting and extra quality; sizes 18 to 28 inches. Wednesday, a pair1.00

APRONS—MADE IN CANADA
Overall Aprons, fine blue and white check, gingham, extra large covering, the whole dress, except sleeves, gathered on fitted yoke, buttons on back, flounce on bottom, lengths 52, 54, 56 inches. Our regular price 50c each. Wednesday, each43

Kitchen Aprons, plain style, heavy blue and white check gingham, large size. Regular value 25c each. Wednesday, each15

Semi-overall Aprons, princess style, covers waist front and nearly all skirt, buttons in back, made in fine blue check gingham; lengths 36 and 38 inches. Regular price 50c each. Wednesday, each35

WOMEN'S FLANNELLETTE NIGHT-DRESSES—OUR OWN MAKE.
For Tuesday Only, 240 only, women's flannellette nightdresses, fine plain pink quality, trimmed with ruffles of material; lengths 56, 58, 60 inches, for 32 to 40 bust measure. Regular price 65c. Wednesday, while they last39

High Class China Of Best British Manufacture

DINNER SETS.
4 only, 10-piece Dinner Set of English "Coalport" China, in new handsome decorations with serrated gold, edge finish, every piece with genuine "Coalport" stamp, so need to emphasize as to the quality of this ware. Regular \$300. Wednesday198.00

97-piece Dinner Set, by Wedgwood & Co. in imperial porcelain, rich white body glaze, handles and edges in coin gold, ovoid shape cups. Regular \$25.75. Wednesday19.25

97-piece Dinner Set, by Bishop & Homer, well known English pottery, in semi-porcelain decoration is the well known Greek key band and burnished gold edge line, complete dinner and tea set. Wednesday16.50

40-piece Tea Sets, in best English "Atlas" china, choice of 4 rich decorations, all gold finished. Regular \$6.95. Wednesday4.25

10 only, dainty designed 5 o'clock Tea Sets, consisting of 1 teapot, 1 sugar, 1 slop, 1 cream jug, 2 cups and saucers, and tray, in fine English Atlas china, values to \$5.00. Wednesday, special2.95

25 only, Cake and Rail Plates, in genuine "Doulton" ware, in hand-painted and enameled gold decorations, all artist signed, values up to \$10. Wednesday, special5.00

19 only, Dinner Sets, in English semi-porcelain ware, strong and serviceable, with under glaze floral decoration, full set for 12 persons. Wednesday, special4.25

The Robert SIMPSON Company Limited

English and Scotch Cloth Suits and Overcoats

West of England and Worsted Suits, in a small soft twill, navy blue, guaranteed thoroughly with undoubted wearing qualities, fast, single-breasted sack style, carefully tailored, finished with fine mohair linings, sizes 34 to 44 14.00

English Worsted Suits, mixed grey pattern, single-breasted sack model, splendidly tailored and perfect fitting, sizes 36 to 4415.00

All-wool Scotch Tweed Suits, mixed olive pattern, single-breasted sack style, tailored in the best possible manner; sizes 36 to 44 18.00

MEN'S WATERPROOF COATS.
English Paramatta Waterproof Coats, a single texture material, guaranteed thoroughly rainproof, in a fawn shade, single-breasted sack style, long and roomy with neat military collar and wind straps on sleeves. Sizes 36 to 468.50

English Paramatta Waterproof Coats, a double texture material, double-breasted wearing qualities, guaranteed to keep out the rain, single-breasted style, with neat military collar and elastic wind cuffs in sleeves. Sizes 36 to 4615.00

British Dress Goods and Silks that Can't be Beaten

The New Black Permo Suitings, 44 inches wide, at, per yard1.00

New Scotch Bannockburn Suitings, in very select color combinations, particularly smart showing of grey mixtures, 44 inches, at, per yard1.00

West of England Serge, guaranteed qualities, made from the finest Botany wools, thoroughly shrunken and unspottable, leading for the tailor; navy blues only; 52 inches wide, \$1.00, \$1.25, \$1.50, \$2.00.

Cream Twill Suitings, in the fine and medium twills, correct for the new spring suits; 52 inches, at \$1.25, \$1.50.

Fashionable Black and White Suitings, in those new serge checks, fine, medium and large checks for the new coats; 52 inches wide, at \$1.00, \$1.25, \$1.50.

TWO SPECIAL OFFERINGS OF ENGLISH DRESS SILKS.
3,000 Yards English Printed Foulards, in numerous dotted and dainty all-wool designs, in splendid range of colorings, including black and white combinations. Per yard68

3,500 Yards English Peau-de-soie dress silk, in almost every wanted shade, such as pale blue, pink, old rose, Copenhagen, Algerian, buttercup, tan, navy, brown, rose-du-barry, reeds, ocean blue, etc., also ivory and black. Per yard50

Furniture—Home Productions

Three-piece Parlor Suites, frames made of solid birch, finished mahogany, highly polished, upholstered in plush, price \$12.00

Three-piece Parlor Suites, in polished mahogany, back plain spring seat, and covering silk tapestry. Price37.50

Three-piece Parlor Suites, settee, arm chair and arm rocker, heavy solid birch frames, mahogany finish, highly polished, neatly upholstered, in high-grade silk tapestry. Price51.00

Three-piece Parlor Suites, massive design, heavily hand-carved, large settee, large arm chair and small chair, finished in mahogany and polished, deep spring seats and neatly tufted back. Price89.00

British-made Neckwear and Laces

Ireland (Belfast) has just sent us a parcel of convent hand-made Irish crochet neckwear, consisting of Dutch collars, stock collars, coat collars, coat sets, small round collars, and jabots. Each 75c, \$1.00, \$1.25, \$1.50, \$2.00, \$2.50 up to \$25.00 a garment.

BRITISH MADE HANDKERCHIEFS
Irish linen handkerchiefs, in men's and women's. Women's plain linens, also lace trimmed, corner embroidered and initials, 2 for 25c, 3 for 50c, and 25c each. Men's plain linen handkerchiefs, 10c, 2 for 25c, 3 for 50c, and 25c.

Nottingham Torchon and Valenciennes machine made laces, edgings and insertions; dozens of patterns to choose from. Regular 8c, 10c and 12 1/2c yard. Wednesday, yard3

Grown in Canada

Easter Lily Plants, with extra fine bloom40 to 1.50

Spirea Plants, each50

Primula Plants25 to .35

Evergreen Lawn Seed, lb.25

Flower, Vegetable Seed, package2

Phone direct to Department

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