Store Opens at 8.30 a.m.

The Robert Simpson Company, Limited

Store Closes at 5.30 p.m.

Specials in Dress Fabrics and Suitings

RIPPLE CREPES, 57c.

3,000 yards of this charming new fabric just arrived from a leading French manufacturer. The coloring are exquisite and the weave superb. This is a rare opportunity for a big saving on your spring and summer dress, 42 inches wide. Special Sale, Thursday, per yard ..... .57

PENCIL STRIPE SUITINGS, 55c.

In neat hair-line stripe, including black and navy ground, with white hair-line stripe, also cream ground with navy and black stripe, made from carefully selected yarns in the worsted finish. A cloth that tailors to satisfaction. Thoroughly soap shrunk and spotproof, 44 inches wide. Thursday ..... .55

NEW HONEYCOMB CREPE, 69c.

This is an innovation in spring dress fabrics, and has already won great popularity. Colors include all the very newest. We have only a limited quantity for Thursday's low price, 42 inches wide, per yard ..... .69

BLACK BROADCLOTH SPECIAL.

A favorite on account of its rich appearance, soft and pliable, a cloth that drapes admirably. It has the noted "Paeon finish" guaranteed fast raven black. Thoroughly soap shrunk and spotproof, 52 inches. Regularly $1.50. Thursday 1.10

(Second Floor.)

Black Silk-Satins

On Thursday we show express consignments of Beautiful Black "Crepey" Silk-satins, representing the newest finishes as seen in Paris. Black Silk-satins run from 36 to 40 inches in width and are priced from $1.24 to $2.00 per yard.

Dress and Suiting Cord Silks, in the most reliable of black dyes, including rich black mousseline-failles from "Bonnet," from $2.00 to $3.50 per yard.

Black Silk Poplins, 40 to 44 inch, in dress weights, from $2.50 per yard. In suiting weaves from $2.00 to $3.50.

Black Regenee Cord, in 32 and 40 inch, priced respectively at $2.00 and $3.00 per yard, shows a heavy satin cord running longitudinally.

Black Brocaded Silks, in great variety, from the very fine crepe faconnes to the heavier flowered bengalines, with charmeuse brocades and crepe broches.

Charmeuse Satins are always in demand. We have extra values at $2.50 in satin charmeuse, and $3.00 crepe charmeuse for Thursday.

Black Chiffon Taffetas and Moire Silk continue to meet with favor. Extra space given to this black silk display.

(Second Floor.)

Men's Reliable Waterproof Coats

We buy the most reliable waterproof coats that the best English and Canadian manufacturers can produce. Best materials, best proofing and the best tailored styles.

A Coat at $10.00—Made from an English double texture fawn paramatta cloth, single-breasted, to button to the chin, with close fitting collar, 50 inches long, sizes 34 to 46. Price 10.00

A Waterproof at $15.00—Made from double texture fawn English paramatta, Raglan shoulder style, with close fitting collar, all seams strapped and stitched, guaranteed absolutely waterproof, sizes 34 to 46. Price 15.00

Our Finest Waterproof Coat—Cashmere finished, all-wool English paramatta, in fawn, made with Raglan shoulder, strapped and stitched seams, absolutely waterproof, sizes 34 to 46. Price 18.00

The Two-purpose Coat—Made from all-wool fine twill worsted cloth, in tan, thoroughly rainproofed, made double-breasted, motor style, with close fitting collar, all necessary pockets and conveniences for motoring, made by the most expert tailors. Price 25.00

MEN'S SPRING WEIGHT OVERCOATS.

A young man's overcoat of light grey English tweed, in plain pattern, is cut single-breasted Chesterfield style to button through belted back, nicely tailored and finished, sizes 35 to 42. Price 15.00

A PLAIN OXFORD GREY ENGLISH COAT.

Made from the finest cheviot cloth, in smart street style, a single-breasted buttoned through Chesterfield, silk sleeve linings and made by the most competent tailors. Price 25.00

YOUNG MEN'S LONG TROUSERED SUITS, $9.45.

Only 55 suits in this special clearing lot. Made from beautiful imported English worsted and cashmere-finished tweeds, small check patterns, fashionably tailored and trimmed with wool serge linings to match. Original prices were $12.50, $13.50, $14.00, $15.00, and $18.00. Sizes 32 to 35. Special Thursday 9.45

BOYS' BLUE SERGE DOUBLE-BREASTED REEFERS.

A particularly attractive navy blue serge reefer, made from a good wearing imported English fabric. Black velvet collar and black ivory buttons. Sizes 4 to 10 years. Thursday 4.75

BOYS' RAINCOATS, SPECIAL, $5.50.

A splendid perfectly rainproof coat, full-cut Raglan shoulders and skirt, collar to button close up to the neck, the seams strongly sewn. Will give good wear. Sizes 25 to 35. Thursday 5.50

(Main Floor.)

Low Prices in Men's Spring Furnishings

"Pen-Angle" brand, spring weight, natural merino underwear, shirts and drawers, are the very best for men who do heavy, rough work. Sizes 34 to 44. Special for Thursday ..... .49

Plain tan duck Work Shirts. A medium weight to wear now. Will wear splendidly. Extra large in the body and sleeves; all the seams are overlapped and double sewn. Have a pocket, deep yoke, and a reversible collar. All sizes, 14 to 18. Regularly $1.00. Thursday ..... .75

Plain color Poplin Ties at exactly half-price. We bought a big quantity from a Montreal manufacturer, including all the popular colorings. Ties are 45 inches long by 1¾ inches wide. Regularly 50c. Thursday ..... .25

Boys' medium weight, fine rib, pure wool Jerseys, in plain blue or tan. Fasten on shoulder; low military collar. Sizes 20 to 32. Regularly $1.25. Thursday ..... .98

(Main Floor.)

Men's Soft Hats

Colors mole, steel, moss, brown, olive, navy and black, in the fashionable spring, 1914, shapes; extra good qualty fur felt and specially well-finished. Wednesday 1.50

Men's Stiff Hats, imported English fur felt, new in shapes and good range to choose from, black only. Specially priced at 1.00

Men's and Boys' Caps, golf shape, in tweeds, serges and worsteds, wide variety of patterns and colors. Wednesday .... .45

(Main Floor.)

Special Lunch

FOR BUSINESS PEOPLE.

Sixth Floor.

Veal and Oyster Pie, family style; Boiled or Mashed Potatoes; Bread and Butter; Steamed Raisin Pudding; Tea or Coffee .25

Three Days' Sale of Umbrellas

Prepare for April showers. We offer during this sale many lines which will not be duplicated. Every umbrella carries with it Simpson's guarantee.

Men's and Women's Umbrellas, eight-rib, strong steel frames, covers of good wearing Austrian cloth, fine selection of natural wood and long ebony handles with neat mounts. Regularly $1.00. Sale price ..... .65

Silk and Wool Umbrellas, for men and women, paragon steel frames, choice selection of new handles in ebony, natural wood and pearl and silver posts. Regularly $1.25. Sale price ..... .85

High-grade Umbrella, close-rolling paragon steel frames, covers of fine quality silk mixture with tape edge, silk cased, handles of the newest styles, with sterling silver and rolled gold trimmings. Regular $2.50, $3.00, $3.50 and $4.00. Sale price 1.48

8.30 TO 10.30 SPECIAL.

100 dozen Men's and Women's Umbrellas, in black twill taffeta. Women's have straight and crook handles; men's have crook handles, 23-inch frame. 8.30 to 10.30 only ..... .27

40-piece Carlsbad China Tea Sets, $3.75

Choice of Rose Spray Apple Blossoms, Violet Decorations. Finest quality Carlsbad China. Set consists of 12 cups and saucers, 12 tea plates, 2 large cake plates, slop bowl and cream jug. Regular price $5.00. Special at 3.75

600 ENGLISH CHINA TEA SETS, $3.75.

40 pieces Rosebud and Conventional Border Decorations. Choice of ten different designs and patterns. Regular price $6.00. Special at 3.75

Brilliant New Novels

The following titles constitute the outstanding fiction in the Spring list of volumes already published. 'Phone your order to the Book Dept.

"Diane of the Green Van," by Dalrymple..	1.25
"Substance of His House," by Boucicault..	1.10
"When Ghost Meets Ghost," by De Morgan	1.10
"The Intriguers," by Bindloss	1.10
"The Master Mind," by author of "Within the Law"	1.10
"Black Is White," by McCutcheon.....	1.10
"Rocks of Valpre," by Dell	1.10
"Grannie for Granted," by Wemyss	1.10
"Cap'n Dan's Daughter," by Lincoln.....	1.10
"Sunshine Jane," by Warner.....	1.00
"Witness for the Defence," by Mason	1.10
"On With Torchy," by Ford	1.10
"It Happened in Egypt," by Williamson...	1.10

(Main Floor.)

Gloves and Hosiery

Women's Washable Chamoisette Gloves, natural and white shades, two dome fasteners, best finish. Sizes 5½ to 7½. Thursday ..... .29

Women's Leatherette Washable Gloves, look like real leather but wear much better. Natural and white. Heavy black stitching on back. Sizes 5½ to 7½. Thursday ..... .75

Women's 16-Button Length White Kid Gloves, mousquetaire style; soft, pliable skin. Special lot. Sizes 5½ to 7½. Thursday 1.59

Women's Long Silk Gloves, elbow lengths, mousquetaire, dome fasteners, high double-tipped fingers. Black and white. Sizes 5½ to 8. Thursday ..... .59

Men's Fine Unlined Tan and Grey Suede Gloves, one-dome fastener, heavy sewn seams, perfect finish. Sizes 8 to 9½. $1.25 value. Thursday ..... .79

Men's Silk and Silk Lisle Thread Socks, great range of colors, perfect finish. All sizes. 35c and 45c value. Thursday 18c; three pairs for 50c.

(Main Floor.)

Diamonds

A Blue-white Diamond, weighing 1½ karats, perfect in every way, mounted as a women's ring in 18k. gold and platinum, high Tiffany setting. Regularly $295.00. Thursday 259.00

Women's Diamond Cluster Ring, seven perfect white diamonds, mounted in 14k. gold, in invisible Tiffany style. Regularly $35.00. Thursday 27.25

Women's Engagement Rings, a fine white diamond, in 14k. gold, invisible Tiffany and Tiffany-Belcher styles, very brilliant. Regularly $26.00. Thursday 20.50

(Main Floor.)

Ivory Toilet Goods

Engraved Without Charge Thursday

The last few days have seen the arrival of the finest variety we have ever had in these dainty goods, both English and French makes.

Hair Brushes, with stiff bristles, each $1.00 to $5.00.
Dressing Combs, each, 15c to 75c.
Hand Mirrors, either ring handle or long handle, with heavy bevelled plate-glass, all sizes, each, $1.00 to $6.00.
Cloth Brushes, each, $1.25 to $3.50.
Hat Brushes, each, $1.00 to $3.00.
Bonnet Whisks, 65c to $1.25.
Nail Buffers, with removable chamois, 25c to $1.50.
Brush Trays, 75c to $3.00.
Dainty Clocks, with reliable movements, each, $1.00 to $6.00.
Photo Frames, all sizes, 25c to $2.50.
Manicure Pieces, Nail Files, Buffers, Hooks, Cuticle Knives, Corn Knives, and Tweezers, each, 25c to 65c.

Large variety of Pin Cushions, Glove Stretchers, Powder Boxes, Hair Receivers, Soap Boxes, Jewel Boxes, Salve Boxes and Military Brushes.

(Toilet Dept.—Main Floor)

Casseroles Half Price

Casseroles in three sizes, with genuine fireproof linings in white. Complete in a fancy pierced silver-plated frame with handles and feet. Regular selling prices $9.50, $12.00 and $20.00. Thursday, $4.75, $6.00 and $10.00.

Sugar Bowl and Spoon Holder combined, full silver-plated, satin finish, hand engraved. Complete with one dozen Tea Spoons, Rogers silver-plated. Thursday reduced to ... 3.25

Fern Pots, 6-inch size, full silver-plated, fancy pierced pattern. Complete with lining. Regular price $2.25. Thursday 1.50

(Main Floor.)

Infants' New Spring Clothes

The daintiest kind of wearing apparel for baby, arranged in a little department on the third floor for mothers' convenient selection and inspection. Visit the Baby's Department, Thursday.

Infants' Stockings, fine silk and lisle thread. Colors white, tan, sky or pink. Sizes 4 to 6½. Thursday, a pair ..... .35

Infants' Spring Coats, fine, all-wool cream cashmere, deep collar, silk buttons, silk braid edges and silk embroidery on collar, lined throughout. Lengths 20 and 22 inches. Thursday, each 1.75

Infants' Dresses, fine, all-wool cream cashmere, Mother Hubbard style, hand-embroidered, with silk lace edges. Sizes 6 months, 1, 2, and 2½ years. Thursday, each 2.00

Infants' Dress of fine white Jap. silk, hand-embroidered yoke, skirt tucked, hand feather-stitching and lace edging. Sizes 6 months to 1½ years. Thursday, each 1.50

Infants' Kimona, heavy soft eiderdown fleece, trimmed with silk edges. Colors cream, sky or pink. Length 30 inches. 1.25

Infants' Carriage Cover, heavy cream eiderdown fleece, bordered with cream, pink or sky ribbon edges and bows. Size 27 x 30 inches. Thursday, each .. 1.50

Infants' Spring Bonnets, cream silk poplin, trimmed with silk braid and ribbon. Sizes 13 to 16 inches. Thursday, each .... .50

(Third Floor.)

Corsets and Brassieres

Two offerings from the popular Corset Section. Phone orders filled while they last.

300 pairs of those stylish "La Deesse" Corsets, a beautiful model, in finest white coutil, medium low bust, long below waist, with 4 garters and 4 wide side steels, rustproof boning, handsome lace trim, bust draw cords, sizes 19 to 26 inches. A regular $1.75 model. Thursday, a pair ..... .95

Clearing 3 Styles Women's Fine Brassieres, all pretty, new styles, all-over embroidery and embroidery and lace-trimmed styles, hooked front or crossed back fastening, sizes 32 to 44 bust. Regular prices $1.25 to $2.00 each. Thursday, each ..... .50

(Third Floor.)

Eyeglass Chains 38c

Fine gold-filled, any style, earloop, waist pin or hair pin, regularly 75c to $1.25. 10k. solid gold, earloop style only. Regularly $1.50, for ..... .79

(Phone orders filled.)

Prism Binoculars, fine French make. Regularly $35.00, for.. 19.75

Amber Eyeglasses or Spectacles, neat designs. Regularly 50c, for .25

(Optical Dept., Second Floor.)

Our "Sunshine Girl" of Superb Silk Crepe de Chene Waist

Open front, with crystal or fancy beads, heavy corded yoke and drop shoulder, long sleeves with fancy or plain cuffs, and finished with the dainty "Sunshine" collar; colors are ivory, sky, pink, rose, cadet blue, mauve, navy and champagne, and made in a rich, lustrous, heavy silk crepe. Sizes from 34 to 42 inches. Thursday at, each 5.00

(Third Floor.)

Fisk Hats From Chicago

The name "Fisk" has been made famous by the signal beauty and a certain characteristic style of the hats that house produces. Here is a truly Continental style, not European, but our own. There's a tailored perfection even in the dressy models that bear the name "Fisk." On these counts many of our patrons will be glad to know that we are showing thirty-six of these hats, priced from $9.50 to $15.00 each.

MATRONS' HATS.

Four large cases of new hats in black and colors, interesting styles in small, close-fit models, moderately priced, too, at $5.00 to $8.00.

NEW SHAPES.

We announce the arrival of new shapes from New York, filling eleven cases — a range of styles produced by some of the best makers.

(Second Floor.)

A Three-Day Sale of Wash Fabrics

We stock in all shades Sunresista suitings. Every yard of Sunresista carries with it the guarantee to replace and pay for the making of any garment should it lose its color from exposure to sunlight or washing. To advertise these cloths we will sell on Thursday No. 1 quality at, per yard ..... .13

46-inch French Ratine on sale Thursday. Neat stripe effects, in all shades, an opportunity to buy a high-grade quality at low price. See window Wednesday and be here early Thursday for this special at ..... .75

28-inch pretty Printed Crepes, in stripes, spots and floral effects. Very special value at, per yard 9½

(Second Floor.)

New Messaline Petticoats at $3.95

Extra heavy, all silk, messaline petticoats, guaranteed perfect fitting; close-fitting, knife-pleated flounce; black and colors, navy, emerald, sapphire, new blue, old rose, purple, Nell rose, tango, taupe and shot effects. Sizes 36 to 42. Thursday 3.95

(Third Floor.)

The Triangular Wizard Mop

For hardwood floors the new Sanitary Dustless Mop works like an elbow. This mop, triangular in shape, is adjustable to almost any position. Places hard to get at are easily reached with it. The full, long yarn removes the dust and renews the lustre of the floor, sanitary because chemically treated; gets over more surface and cleans it perfectly. Price 1.50

Prepared Polish for this mop and for furniture, hardwood floors, etc. Bottle, 25c and 50c.

(See the demonstration in Basement Thursday.)

(Main Floor.)

Boy Scout Boots

We carry these popular boots in patent colt, gunmetal, tan Russia calf, and black and tan heavy oiled calf. They are made in button and laced styles, on neat, easy-fitting lasts, with full, round toes; medium and heavy weight soles; solid leather throughout.

Sizes 1 to 5 range from $2.69 to $3.99.
Sizes 11 to 13 range from $2.29 to $3.49.

MEN'S $4.00, $4.50 AND $5.00 BOOTS, $2.95.

Every pair Goodyear welted and up-to-date in every detail. There are all popular leathers—gunmetal, tan Russia calf, Dongola kid, patent colt and box calf, in both button and laced styles; single, double and triple thick soles. "Monarch" and "Tetrault" brands. Sizes 5½ to 11. The standard prices for these well-known boots are $4.00, $4.50 and $5.00. Thursday 2.95

WOMEN'S HIGH-GRADE BOOTS, $2.45.

Button and laced styles, made on this season's best-fitting and most stylish lasts. The leathers are gunmetal, patent colt, tan Russia calf and fine vici kid, with self or patent toecaps; Cuban, military and low College Girl heels. Sizes 2½ to 7. Regularly $3.50, $4.00 and $4.50. Thursday 2.45

(Second Floor.)

New Viyella Flannels

Including large assortment of Tartan Plaids, also white and blue and white and black hair-line stripes, plain snow white, cream, sky, pink, scarlet, etc. This flannel is well known for its purity and softness of finish. Made from the very finest of wool. Very suitable for outing shirts, night gowns, pyjamas, ladies' and infants' fine underwear. Width 31 inches, at, per yard ..... .60

NEW WHITE FLANNEL COATING.

Beautiful soft quality and will wash perfectly, 29 inches wide, at, per yard 1.00

CREAM FRENCH FLANNELS.

Made from an extra fine quality of pure wool, width 31 inches, at, per yard, 40c and 50c.

(Second Floor.)

The Groceries

2,000 lbs. Dairy Butter, in prints. Per lb. ..... .27
Smoked Rolls of Bacon, lean and mild, half or whole. Per lb. ..... .19
Edwardsburg or Beehive Table Syrup, 5 lb. pail ..... .28
Salt, in 5 lb. bags, 3 bags ..... .14
Grapenuts, 2 packages ..... .25
Canned Yellow Peaches, 2 tins .25
Choice California Prunes, 3 lbs. .25
E. D. Smith's Pure Raspberry Jam, 5 lb. pail ..... .70
500 lbs. Fresh Ginger Snaps, 3 lbs. ..... .25
Pot Barley, 6 lbs. ..... .25
Fresh Flaked Wheat. Per stone .45
Steero Bullion Cubes. Large tin ..... .22
Choice White Beans, 5¼ lbs. .25
English Marrowfat Peas, 3 packages ..... .25
Finest Canned Apples, gallon size, Per tin ..... .25
Peanut Butter, in bulk. Per lb. .20
Finest Featherstrip Cocoanut, lb. ..... .19
Upton's Marmalade, 5 lb. pail .45
Choice Pickles, mixed and chow, Niagara brands. Per bottle.. .10
Maggi Soups, assorted, 6 packages ..... .25
Choice Red Salmon, 2 tins .... .35

35c ASSAM TEA FOR 28c.

1,000 lbs. Fine Rich Full-bodied Assam Tea, of uniform quality and fine flavor, a 35c tea anywhere. Thursday, per lb. .... .28

(Basement.)

Special in Spring Suits $16.50

Just 37 Sample Suits. These cannot be duplicated again for the price. Suits of checks, serges, fine crepes, poplins, golfine, all made in the new styles. Short bolero coats, jaunty trimmings, smart skirts. Shades are navy, tan, blue, brown, grey, black, and black and white. Peau de cygne linings. Come early for this bargain. Worth $18.50, $21.50, $25.00 to $27.50..... 16.50

$6.95 INSTEAD OF $12.50 FOR THESE DRESSES IN A VARIETY OF SILKS.

Wonderfully attractive Dresses, in various styles, with dainty frilled collars, set-in vests, crushed silk girdles. Skirts display pleated peplums, single tiered or draped styles. Colors are black, blue, brown, tan, rose, etc. Regularly $12.50 value. Thursday 6.95

NEW SAMPLE COATS FOR SPRING, $7.95.

An especially good collection of manufacturers' samples, in serviceable fabrics for present wear—English serges, tweeds in light or dark mixtures, wool brocades, checks and plaids. Three-quarter or full length. Very nicely trimmed and lined, in harmonizing or contrasting shades. Regularly $12.50 to $16.50. A splendid bargain Thursday at..... 7.95

NEW SPRING RAINCOATS, PARTICULARLY GOOD VALUES, $10.50, $11.50, $13.50.

New shipments in waterproof tweeds, cashmere cloth and double texture materials, silks, gaberdines and covert cloths. Mannish styles, Raglan or set-in sleeves, loose ripple back or with back vent, with or without belts. Splendid values, $10.50, $11.50, $13.50.

ATTRACTIVE SKIRTS, $4.00 TO $5.50.

For street or dressy wear. Made from excellent serges in black or navy. A variety of styles, including one or two tiers, peg-top or plain tailored. Prices from $4.00 to $5.50.

(Third Floor.)

The Robert Simpson Company, Limited