

The Robert SIMPSON Store Opens 8 a.m. Closes at 5.30 p.m. H. H. Fudger, President. J. Wood, Manager. PROBS N. to E. winds; fair; not much change. SIMPSON

A Brilliant Gathering of New Dress Goods and Silks

Monday is our "receiving day" in these departments. We have several new arrivals of high standing to introduce on Monday. We will expect you. Their cards read:

New Broadcloths, our first choice is a queenly Austrian cloth, in beautiful colors. Per yard 1.50

Scotch and English Suitings just landed. All the newest things.

West of England Twills, pure wool, exceptional values.

English Worsteds, Oxford and clerical greys, will wear like iron.

Indigo Suitings and Black Suitings, a complete selection.

New and perfect: Black Silk Cords, Black Silk Moires, Black Duchesse Mousseline, Black and Colored Charmeuse, Colored Mousseline Duchesse, Black and Colored Velvet Cords, Dress Chiffon Velvets, Lyons Vélvets, all shades, Millinery Velvets, all shades, Black Dress Velvets and Velveteens, Chameleon or Shot Duchesse Satin.

Distinctive Styles and Dependable Qualities in the Women's Ready-to-Wear Department

(Third Floor.)

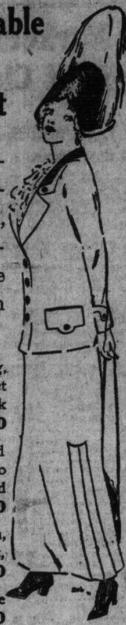
Here are four examples of new and exclusive styles, dependable not only in material, but in linings and workmanship, too. The wearers of these suits will attract attention simply because they are exceptionally well-dressed women, not on account of any gaudy extreme:

No. 1—A French Venetian Coat, 30 inches long, as illustrated. Notched collar, inlaid with black velvet with piping of black satin. Skirt has front and back panel as shown. Colors green, navy and black **25.00**

No. 2—A Tweed Suit, mixtures of green, tan and wine. Coat has a rolling collar inlaid with velvet to match the material; lined with silk. Skirt has front and back panel, trimmed with buttons **25.00**

No. 3—An English Serge Suit, lined with satin, semi fitting back and front. The new gored skirt, navy and black **25.00**

No. 4—A French Venetian Suit, with large reverse collar and new skirt. A very handsome design **25.00**



Three New Waists for Present Wear

(Third Floor.)

Firstly—A soft messaline silk, tucked full length sleeves. Fastens in front, colors and braided with silk soutache; collar and black and navy. Monday **2.95**

Secondly—Black silk embroidered net, a simple silk lined kimono style, beautifully trimmed **3.50**

Thirdly—Net Waists, in exclusive designs, with deep tucking front and back, lace yokes and Val. collars, kimono sleeves, white and ecru. Monday . . . **2.95**

Interesting Hosiery and Gloves

(Main Floor.)

Women's Black Cotton Fleece-lined Hose, for Fall and Winter wear, fine soft silky fleece. Some are all black and some have balbriggan sole. Regular 35c, Monday **.19**

Men's Hose Men's Fanty Lisle and Cotton Hose, stripes and checks, fancy colors, all imported. Regular 35c, Monday **.12½**

Five Big Bargains that Every Woman Wants

(Main Floor.)

1,200 dozen Swiss Embroidered Dutch Collars were held up, and arrived too late. Bought to sell at 25c. Monday **10c**. There are 50 designs of blind, blind and open-work, and embroidery, with lace. A great choice and a great bargain, **10c** each on Monday.

7,500 Embroidered Collars. Most of these are 20c collars; none of them cost less than 15c in the ordinary way. There are new and pretty designs in plenty, too. Monday **2 for 15**

Veils, all colors in a spotted 2½-yard crystalline veil. Regularly priced at \$1.50. On Monday for **.68**

Jabots, 22 dozen just unpacked, combinations of lace and net. Regularly sold at \$1.25. Monday **.50**

Swiss Embroidered Flouncing, handsome open-work design, large scallops. Regular \$1.00. Monday **.59**

Not more than 6 yards to one customer.

The Blanket Sale and Other Items of Worth

Slightly "Mussed" Blankets, nothing wrong with the quality, some don't even need washing. Every pair the slightest bit soiled, up to \$6.00 values, gathered for Monday morning at, per pair **3.48** (No phone or mail orders.)

Heavy Flannelette, 36 inches wide, fast colors; all of exceptional merit. Per yard, Monday **.10**

Sets of Table Linen, cloth, 2 x 2½ yards, and one dozen napkins, 22 x 22, full bleached satin damask linen. Monday, per set **3.95**

CHILDREN'S HATS

Tam o'Shanter, in small, medium or large crowns, made from the best of cloth, in navy, brown, cardinal or black, 25c, 35c and 50c.

Velvet Tam o'Shanter, colors are cardinal, brown, navy or black, small or medium crowns, with named silk bands, 25c, 35c and 50c.

Turban Hats, made from imported felt, small, medium or large brims. There is a big range of colors, Monday . . . **.45**

Suits, Coats and Underwear for Men and Boys

Suits

After the Exhibition crowds we are having "putting straight," and the consequence is, these come your way at a fraction of their value.

For men there are tweed suits in handsome mixtures. All well made 2-button sack styles. Sizes 36 to 44, at **5.95**

These were priced at \$8.50 and \$12.00. With covers, Monday **4.99**

For boys there are tweeds, worsteds, and Venetians in great assortment. Some are "Russian" and some "sailor blouse" style. Suitable for 2½ to 7 years. Reg. price up to \$7.00. Monday **2.95**

Coats

There are two kinds of coats:

A Grey Paramatta Waterproofed. One of the most serviceable coats, for fall or spring, obtainable. Seams are oil sewn and gummed and it buttons up to the throat. Sizes 36 to 44. Monday **7.50**

The other is a useful heavy working coat, made of 8-ounce brown duck. Lining is good wool throughout. Coat is double stitched with reinforced pockets. Monday **3.00**

Underwear

American Cotton Shirts and Drawers heavy winter weight with a fleecy finish inside. These will wear well and there is a choice of color. Regular 75c, Monday **.39**

Boys' Woolen Sweater Coats, waistcoat style, in grey or trimmed with colors. All sizes. Regular 75c, Monday **.47**

Men's Flannel Shirts, pure wool, colors light and dark or tartan. Sizes 14 to 18. Regular \$3.00 and \$5.00, Monday **1.48**

Economies for Every Home at the Simpson Store on Monday

Enamelware "Standard" grade all white blue trimmed enameled steel ware. Included are Fry Pans, Wash Basins, Meat Platters, Berlin Kettles, Saucepans, Bowls, Pudding Pans, Tea Pots, Coffee Pots, Custard Bowls, Trays, etc., regular up to 50c ea. Monday **29c**

For The Bathroom

Bath Sprays, 2-inch rose, 5 ft. best rubber tubing, Monday **1.99**

Towel Bars, nickel-plated, 16-in. Monday **.49**

Tumbler, Ecolosa, nickel-plated, Monday **.59**

Combination Tumbler Holder and Tooth Brush Holder, nickel-plated, Monday **.75**

Combination Tumbler and Tooth Brush Holder, nickel-plated, Monday **1.75**

Toilet Paper Holder, nickel-plated, Monday **.29**

We give free to each customer purchasing Bathroom Fixtures on Monday, a tooth brush holder, as illustrated.

Fine China

1,500 China Tea Cups and Saucers and B. and D. Plates, natural color, Royal design. Monday **.5**

No mail or phone.

700 Rockingham Fireproof Teapots, Monday **.10**

300 Jugs, Monday **.15**

10 Piece Toilet Sets, cream porcelain ware, gold decoration. Monday **2.99**

100 Dinner Sets, complete dinner and tea service for nine people, artistic gold decoration. Monday **3.99**

20 English Dinner Sets, dainty blue chain hand decoration, gold lined edges, Monday special **3.99**

Royal Crown Austria China Dinner Sets, 102 pieces, coin gold design, Monday special **35.00**

8 Inch Fruit Bowl, high-grade crystalware, deep firing out design, a regular \$5.00 bowl. Monday **2.99**

Tumblers, fine cut, polished bottom, per dozen **1.99**

Fruit Jars, Crown brand, quart size, dozen **.95**

Laundry and Woodenware

The Marvel Washing Machine, cradle style, strong and durable. Regular \$4.25. Monday **3.95**

Laundry Hampers, woven willow, large size, with hinged covers. Regular \$1.50. Monday **1.07**

Willow Clothes Baskets. Regular \$1.00. Monday **.69**

Willow Clothes Baskets. Regular 35c. Monday **.59**

Globe Washboards. Regular 35c. Monday **.19**

Clothes Pins, best make, 6 dozen in package. Monday **.8**

Household Brooms, 4-string. Reg. 40c. Monday **.25**

Star Brooms, long handle. Reg. 15c. Monday **.10**

Ceiling Brooms, 7 ft. Reg. 35c. Monday **.25**

Ceiling Brooms, 9 ft. Reg. 50c. Monday **.35**

Pillow Sham Holders. Reg. 25c. Monday **.17**

Clothes Lines, galvanized wire, 100 feet, reg. 30c. Monday 23c; 50 feet, regular 20c. Monday **14**

Iron Heaters, hold three irons nicely. Reg. 25c. Monday **17**

Mrs. Potts' Irons, nickel plated set, Monday 89c; polished set, Monday 79c; iron handles, Monday 79c.

Brussels Rugs

(Fourth Floor.)

On Monday our Rug Department is specially displaying this season's **New Brussels Rugs**. In size we have provided for almost every shape of room imaginable, and in color, style and design, the selection includes rugs suitable for any room in the house. Pretty parlor rugs, in green, fawn, tan and rose, dainty bedroom rugs, small hall rugs, in Persian designs, and rich Oriental designs, for dining room or living room.

On Monday on the 6th Floor there are two half-priced bargains.

They are 50 framed pictures, 50 French mirrors. The pictures are of unusual merit.

Bedroom Box Settees

(Fourth Floor.)

These settees are made in our own workshop, covered with good quality cretonnes, in a well assorted range of colorings, on light and dark grounds. Designs are floral, stripes, and block. These settees have well upholstered arms and seat, cloth linings, are mounted on castors. Dimensions—4 feet long, 15 inches high, 18 inches wide. Regular price \$6.50. Monday **4.68**

MATTING BOXES.

On the fourth floor, too, there is a fine range of matting boxes. These are made of Georgia pine, well finished, paneled with Japanese matting, bamboo trimmed, burnt work scroll design on handles and feet, some mounted on castors, some fitted with trays. A serviceable box, selling at from \$2.75 to \$10.00 according to size.

Silverware

(Main Floor.)

1,000 Cut Glass Salt and Pepper Shakers, with sterling silver tops. Regular \$1.00 and \$1.25 a pair. Monday, a pair **.58**

300 Rogers Silver Plated Sugar Tongs, fancy pattern handles, each in a box. Regular 75c. Monday, each **.59**

Soaps and Cleansers

(Basement.)

Wide Awake Soap, best quality, 6 cakes, 25c. Fels Naphtha Soap, per bar, 5c. Surprise, Sunlight and Taylor's Borax Soap, 6 bars, 25c. Comfort and Eclipse Soap, 6 bars, 25c. Heather Brand Soap, 7 bars, 25c. Simpson's Big Bar Soap, per bar, 10c. Santa Claus and Victor Soap, 6 bars, 25c. Pearlina, 1 lb. package, 11c. Old Dutch Cleanser, 3 tins, 25c. Sapollo, per cake, 8c. Powdered Ammonia, large package, 3 packages, 25c. Naphtha Powder, 1 lb. package, 5c. Gold Dust Washing Powder, large package, 1 package, 25c. Lux Washing Powder, 3 packages, 25c. Taylor's Soap Powder, 2 packages, 9c. Swift's Pride Cleanser, 3 tins, 25c. Royal Blue, 2 packages, 7c. White Swan Lye, per tin, 7c. Canada White Laundry Starch, 1 lb. package, 7c. Bon Ami, per cake, 12c.

5 LBS. CELONA TEA, \$1.10.

1,000 lbs. Pure Celona Tea, of uniform quality and fine flavor black or mixed, Monday, 5 lbs. **1.10**

For Gas and Electric Lighting

4 light square pattern electric fixtures, with long chain supports fitted with brass-mounted art-glass shades. Regular \$17.00. Monday **13.89**

2 light fixtures fitted as above. Regular \$12.50. Monday **9.99**

Brushed-brass embossed ceiling fixtures, 16 inch diameter, fitted with four chain drops and frosted ball lamps. Regular \$18.00. Monday **10.89**

Bent-glass and fringed dining room dome, 19 inches diameter, in green or amber, fitted for gas or electric light. Regular \$16.50. Monday **11.89**

2 light electric fan in rich gilt finish, wired all ready for shades. Regular \$3.50. Monday **2.49**

Brushed-brass electric wall brackets, wired ready for use. Regular \$4.00. Monday **2.99**

Students' gas portable lamp, black and brass stand, large green dome, with cord and gas tube complete, ready for use. Regular \$5.00. Monday **3.99**

Handsome 3 light gas-fixtures, in brushed-brass, fitted with fancy shades complete. Regular \$5.50. Monday **3.99**

The "Rational" inverted light, with burner, mantle and globe complete. Regular 75c. Monday **.59**

"Welshbach" or "Lindsay" gas-mantle, upright or inverted. Monday **2 for .25**

Half-frosted inverted or white "Q" globes. Regular 15c. Monday, each **.10**

Hardware

Coal Oil Heaters, "The Liberty" pattern, smokeless and odorless, steel oil container, brass circular burner, flat top. Monday **8.95**

With nickel plated top and trimmings in two sizes. Monday **6.95** and **4.50**.

With nickel plated top and trimmings in two sizes. Monday **6.95** and **4.50**.

Classic Gas Plates, burn an equal amount of air with 2-burner size, Monday, \$2.50; 3-burner size, Monday, \$1.75.

Queen Gas Ovens, bright tin, asbestos lined, drop foot, quick and thorough baker. Monday **25**

Iron Black Plates, 7½-in. long, 14-inch outer. Regular 50c. Monday **40**

Rotary Door Bell. Regular 15c. Monday **10**

Panel Saws, 18-inch. Regular 40c. Monday **29**

Timmer's Saws, two sizes, 75c and \$1.00.

Thumb Latches, drawn steel, japanned finish with screws for storm doors. Monday **15**

Reliance Coil Door Springs. Regular 70c. Monday **50**

Letter Box Plates, bronzed iron. Regular 25c. Monday **19**

Peck's Adjustable Bit Brace, 10-inch sweep, nickel plated. Regular 85c. Monday **59**

Carpenter's Claw Hammers, bell face. Regular 75c. Monday **59**

Chopping Axes, boys' size. Regular 75c. Monday **59**

Combination Gas Pliers. Regular 85c. Monday **59**

Beck Saws, "Happy Medium." 89c value, Monday **59**

Wallpapers

(Fifth Floor.)

In this section are to be found the latest and most artistic papers manufactured for 1911.

FOR DRAWING ROOMS.

Beautiful imitations, 36c to 95c per roll.

FOR DINING-ROOMS AND HALLS.

Fine corks, leatherettes, corduroy, etc. 25c to \$12 per roll.

Micro Safety

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