

The Robert SIMPSON Company Limited

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS. only fair, some showers; colder at night, with strong N.W. winds.

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32,000 Yards of Wash Ribbon

At this season of the year most women are thinking about their spring lingerie. You will need Wash Ribbon. Nothing so finishes off dainty white lingerie as a neat bow ribbon. This "Wash Ribbon" is the very thing. 32,000 yards of different widths now in stock. Colors white, sky, pink and mauve. Width 1/2 inch, per yard .2 1/2; width 3/4 inch, per yard .4; width 5/8 inch, per yard .6; width 1 inch, per yard .8

Women's Boots Regular \$1.79, Thursday \$1.39

360 pairs Women's Boots, strong dongola kid leather, dull matt blucher top, patent toe caps, medium heavy sole, Cuban heel, all sizes 2 1/2 to 7; regular value \$1.79. Thursday 1.39 (Phone orders filled.)

240 pairs Women's "Boston Favorite" Boots, vici kid, Blucher, Goodyear welt sole, patent toe caps, Cuban heel, all sizes 2 1/2 to 7. Regular \$4.00. Thursday 2.89

120 pairs Women's New Style Short Vamp Button Boots, patent leather, dull calf top, Cuban heel, all sizes 2 1/2 to 7. "Countess" brand. Special Thursday 3.50

FOUR NEW \$3.00 BOOTS. 900 pairs Women's Brand New Boots just received from Boston, the well-known "Boston Favorite" brand: 1—Patent colt, with dull Blucher top. 2—Patent colt, with dull calf button top. 3—All vici kid, Blucher, patent toe caps. 4—All vici kid lace, self or patent toe caps. All sizes 2 1/2 to 7 in stock. Regular 3.00 Thursday 1.50 (Phone orders filled.)

Women's Hose

Women's All-wool Plain and Ribbed Black Cashmere Hose, full fashioned, extra fine cashmere yarn, weights for present wear, double ankle, heel and toe; samples of lines that retail for 35c and 40c. Your choice Thursday 29



You Can't Afford to Miss This Glove Special

Women's Real French Kid Gloves, 2 dome clasp, oversewn seam, soft pliable skin, tan, brown, mode, black and white, all sizes, also real leather washing chamois, natural and white. 5 3/4 to 7 1/2, and misses' tan cape leather, 1 dome clasp, perfect finish, 000 to 7, odds and ends; reduced from \$1.00 and 75c. Thursday 59



A Sale of Parisian Tunics and Robes At from One-third to One-Quarter Their Value

HERE ARE 79 of these garments, all designed and made for selling next fall. Our agent in Paris secured them at his own price, because Parisian, London and New York stores have placed their orders and the manufacturers are glad to let their samples of next season's goods go. For this reason you will be able to purchase a tunic or robe worth from \$35.00 to \$59.00 for the ridiculous sum of \$16.50. In anticipation of a crowd we have decided to hold this sale on the Third Floor (Waist Department) which offers better facilities for your selection of one of these gorgeous garments.

There are 79 garments, 79 designs, 79 styles, 79 colorings. There are no two alike. You will find the first one charmingly dainty and original; the next one will seemingly surpass it for beauty and design; and so on till the last. From such a collection it would be futile to pick any out for special mention. There are; Superb crystal effects, suitable for June weddings; rich porcelain bead effects or black, white and colored grounds; rich black cut jet; Persian, Roumanian and Turkish colorings, on net grounds; chiffon and nimon hand-embroidered tunics, many of them finished with heavy bead balls and fringes. Our Yonge street window on Wednesday will convince you that these designs are quite exclusive. Nothing quite like them has been shown in Toronto before. Values are from \$39.00 to \$59.00. Thursday's price, each \$16.50



Last Day of Shirt Sale

There are still some of the \$1.25 and \$1.50 Shirts left, in all styles and designs. Come early and pick them over, for the last fifteen hundred will be on the counters at eight sharp. Every man that gets one of these shirts will be satisfied with his bargain, for they are made from the best materials and will stand good hard wear. Thursday each 79

Men's Hats

The 1911 spring and summer shapes in Men's Derby and Soft Hats are here, and include such celebrated makes as Christy, Battersby, Stetson, King, Moreley, Greville, Regal, Maple, Victor, and others; a very complete showing. At special prices from 1.50 to 4.00

Men's and Boys' Caps, in varsity, bulldog, golf, etc. Large assortment of tweeds, worsteds, serges, felts, etc. At 15c, 25c, 35c and 45c

New Deliveries of Men's Spring Overcoats

Men's English Tweed Spring Weight Overcoats, in light mixed grey ground, showing a self stripe pattern, cut in this season's single-breasted Chesterfield style, button through, nicely tailored, with close-fitting collars; sizes 35 to 44 10.00

Fine quality Imported English Tweed Spring Overcoats, in the popular medium grey diagonal stripe and fancy light grey mixed patterns. Cut from the new spring models in 3-button, single-breasted, Chesterfield style, button through, carefully tailored in every way and finished with best quality linings and trimmings; sizes 35 to 44 12.50

Extra quality Imported English Worsteds Spring Weight Overcoats, in medium and dark grey narrow wale patterns, cut in single-breasted, Chesterfield style, with fly front, also in a fine



quality black vicuna cloth, with silk faced lapels, splendidly tailored and perfect fitting; sizes 35 to 44 15.00

Our Special \$12.00 Raincoat, made from a fine imported English covert cloth, a smooth, closely woven material, rainproofed by secret powers, dark Oxford grey and olive fawn shades, cut in the fashionable single-breasted Chesterfield style, long and roomy, lined throughout with Italian cloth. A splendid coat, suitable for spring wear; sizes 35 to 44 12.00

New Sa een Petticoats

Black Mercerized Sateen, knife pleated flounce, with rows of pin tucking and stitching .79 Black Mercerized Sateen, flounce is knife pleated, and trimmed with a sectional frill, finished with rows of pin tucking and self strapping, also dust ruffle 1.00 Fine English Sateen, lustrous finish, accordion pleated, flounce, trimmed with two gathered frills, and finished with rows of cording and stitching, also dust frill. Sizes 36, 38, 40 and 42 in. 1.50

New Percal Dressing Sacques 75c

Two charming new designs in Dressing Sacques, of fine percale; one comes in a pretty stripe effect, blue, cardinal, grey and mauve, round stitched collar and cuffs; peplum; side front opening, and belt of fancy figured self material; the other style is collarless, and is shirred at waist; cuffs and fronts of fancy figured self; colors black, navy or cardinal. Sizes 34 to 44. Special. 75c

Dress Goods and Silks

We specially call your attention to these two specials for Thursday's selling. These two suitings selling at \$1.00 per yard would anywhere else cost more than a dollar.

1,500 yards English Worsted Suitings, in a variety of designs and colorings; a fabric specially adapted for ladies' tailored suits, in greys, tans, browns, etc. 48 to 52 in. wide. Per yard 1.00

2,500 yards of Bannockburn Suitings, imported from a leading Scotch maker, in pure wool qualities, a very popular suiting, specially recommended for its good appearance and hard wearing qualities, in greys, tans, blues, browns, heather mixture effects, etc., etc. Splendid value at \$1.25. On sale Thursday, per yard 1.00

SILKS

A special showing of the newest double width Foulards, new shades, king's blues, coronation blues, ocean blues, Copenhagen blues, tans, new greens, Paddy green, tiger, yellows and cherry; exclusive patterns; double width, 1.25 and 1.50 Double width Black Silks, Thursday 1.19 Double width Colored Silk Paillettes and Satins de Chine, in all the new colorings; 38 and 40 in. wide. A yard 1.48

Wash Goods—2nd Floor

The greatest novelty in Wash Goods this season is Marquisette, and we have them in every variety. Here are some examples of our stock.

Plain colors, 31 in. wide, black, white, cream, sky, pink, mauve, reseda, Nile, etc.; a beautifully soft material 35 Fine French printed, lovely designs, in floral effects, in a beautiful combination of colorings, on white grounds 39

A range of dainty wide bordered goods, in a big range of novelties; a special show will be made of these 75 Voiles, in pretty zephyr designs, in combinations of pink and white, black and white, navy and white, brown and white, mauve and white. 25

New and full ranges of Fine Colored and White Swiss Muslins 35 to 1.98

Linens and Staples

300 pieces Fancy Linens 69c each, some slightly soiled, all sizes, five o'clock squares, lunch cloths, scaris, tray cloths, runners and doilies, in damask, embroidery, lace edge goods, Japanese drawn work. Worth regular \$1.50, \$1.75, \$2.00, \$2.50. Thursday, each .69

600 yards Fine English Nainsook, 36 in. wide, for fine underwear and children's clothing, Thursday, yard .9

1,000 yards Brown Holland, 40 in. wide, for children's wash suits, will wear and wash well. Thursday, yard 1.15

MANUFACTURERS' SECONDS, TABLE CLOTHS, IN TWO LOTS.

Lot No. 1—Damask Cloths, slightly imperfect, size 2x2 yards. On sale Thursday, each 1.37 Lot No. 2—Damask Cloths, slightly imperfect, size 2x2 1/2 yds. On sale Thursday, each 1.75 (No mail or phone orders for table cloths.)

300 pairs Flannelette Blankets, largest size, in grey or white, pink or blue borders. On sale Thursday, pair 1.29



The Simpson Store is the Sole Selling Agency in Toronto For the Famous "Bon Ton" Corsets

Pay our corset section a visit and see the new spring models of the famous Bon Ton Corsets.

Bon Ton models are superior from every point of view. The correct basis for the fashionable woman's gowning, elegant ease, sitting, walking or standing, they are comfortable.

Corsetically the new Bon Ton models mean everything to the woman of fashion, her figure is perfect, her carriage beyond criticism, and the pliant nature of the boning makes their wear a pleasure. We guarantee Bon Tons not only to fit and shape the figure perfectly, but to wear as long as corsets can wear, not to tear or pull away from the boning, or in any other way prove unsatisfactory.

There's a "Bon Ton" model for every figure; the one intended for just your figure is here, and our experts are ready to help you find it. Special display to-morrow and following days. Prices range from, a pair 4.00 to 15.00

Women's Coat Sweaters

Some of our better qualities that have become slightly counter soiled will be marked down for quick clearance Thursday.

90 only, fine quality knitted wool; several styles to choose from; V neck or high collar, pockets; colors white, grey, navy. Sizes 32 to 42 bust measure. Regular prices were \$3.50 to \$6.00 each. Thursday Half-price.

Aprons

House-cleaning time will soon be here. Aprons will be in demand. Get a supply to-morrow at reduced prices.

Plain Aprons, fine, heavy blue and white check gingham, fancy border across bottom, large size. Regular price 25c each. Thursday, each 15

Princess Overall Apron, fine, heavy blue and white check gingham, covers front of waist and all of skirt; a splendid fitting apron, buttons on back. Regular price 50c each. Thursday, each 35

New Spring Suits and Coats for Young Women

Misses' New Spring Suits, of a fine quality imported Panama; coat is 26 inches long, lined throughout with grey silk, notched mannish collar, overlaid with matalasse silk; fastens with three tailored buttons; skirt has full length panel front and back; fastens to left side at back; short semi-pleats from knee line down on side gores; colors are navy, black and brown 14.75

Misses' High-class Imported Coats of fine all-wool serge, in navy only, loose fitting backs, finished off around waist with belt, is lined across shoulders with self material; has large sailor collar of rajah silk, piped around edge with cardinal silk; plain tailored sleeves, trimmed at cuff, with self strapping and fancy buttons 23.00

Imported Coats for misses; these are made of a special quality navy serge; has deep roll collar and turn-back cuffs; the collar and cuffs are trimmed with material in contrasting colors, and piped around edge with red; coat is lined across shoulders with self material 21.00

Toilet Goods and Soaps

Murray and Lanman's Florida Water, 25c size. Thursday 19

Johnson's Shaving Cream, 25c size. Thursday 2 for 25

Virgin Castile Cakes. Regular 30c dozen. Thursday, per dozen 19

36 dozen Flexible Pocket Nail Files, in stitched leather sheaths. Regular 35c and 50c. Thursday 25

Talcolette Violet Talcum, in glass jars, white or flesh. Regular 18c and 25c. Thursday 2 for 25

English Glycerine Soap, Thursday 6 for 25

Some China Bargains

97-piece Dinner Set, of high grade Austrian china, with dainty floral spray design, burnished gold edges; all pieces are up-to-date and full sized. The set includes dinner and tea service for 12 people. Regular \$16.50. Thursday special 12.50

1,200 pieces Fancy China, in French, Austrian and Japanese china, vases, comports, cake plates, marmalade jars, syrup jugs, footed bon bon dishes, nut bowls, fern pots, jugs, jardiniere, etc., etc.; all in exquisite decorative effect. Special for Thursday 49

225 Milk Jugs, in English porcelain ware, in rich floral decorations. Special Thursday 19

Salt Boxes, in blue delit ware, with strong hinged lids. Thursday special 19

St. Patrick's Day

The Book Department offers a fine selection of St. Patrick Postals, 6 for .53 for 5

Dennison's St. Patrick Decorations and Table Napkins, dozen 5

St. Patrick Cards, from 1 to 25

Groceries

2,000 lbs. Dairy Butter, in prints, per lb. 24

Choice Red Salmon, per tin 15

Pure White Clover Honey, 5-lb. tin 64

English Marrowfat Green Peas, 3 packages 25

One car California Sunkist Oranges, good size and sweet, per dozen 23

Salt, in 5-lb. bag, 3 bags 14

2,000 quart gem jars Pure Orange Marmalade, per jar 25

Malta Vita Breakfast Cereal, 3 packages 25

Edwardsburg or Beehive Table Syrup, 5-lb. pail 25

Fancy Japan Rice, 4 lbs. 25

Choice Prunes, 2 1/2 lbs. 25

Maggi's Soups, assorted, 6 packages 25 (Telephone direct to Department.)

35c ASSAM TEA 28c. 300 lbs. fine, rich, full bodied Assam Tea; a 35c tea anywhere. Thursday, per lb. 28

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