

The Robert SIMPSON Company

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS.—Fairly stationary of higher temperature.

The Robert SIMPSON Company

Seasonable Dresses at Reasonable Prices

Up-to-Date Spring Coats

This is for the woman who wants a reasonable seasonable garment. We have seen the dress; we like it. So will you on Thursday. There is one thing about these dresses and coats which does not meet the eye at once; that is the good workmanship put into the garments. A good season's wear will prove, however, that such is the case.

Women's Dresses and Coats.

A most dressy and fashionable One-piece Dress, made of an all-wool Panama; has the new rounded yoke and collar of fine lace net; front and back of waist are daintily trimmed with silk corded design; belt and cuff part of sleeves to match; skirt fits closely over hips; stitched seams, deep fold of self with corded design around lower part of skirt; colors are navy, black, tan, wine and cream. Special price **\$12.95**

Women's Spring Coats, in one of the latest and most up-to-date styles, is of fine serge, in navy and black, is a smart plain tailored style, with shawl collar, overlaid with Shantung silk in natural shade, edged with light blue silk; plain sleeves, with fancy cuffs, trimmed to match collar; smart patch pockets, with flap buttoned down **\$15.00**

Dress Goods

We are showing a fine range of English worsteds, in a variety of new stripes, checks, overchecks and plain colorings. The popularity of these cloths increases year by year, on account of good wearing qualities combined with an excellent appearance, new greys, browns, greens and two-toned effects predominate; 50, 54 inches wide, **\$1.00, \$1.25, \$1.50** and **\$2.00**.

SPECIAL.

New Silk Striped Voiles, a special purchase of this dainty sheer fabric, in a full range of new shades, including sky, pink, mauve, Nile, reseda, tan, brown, Copenhagen, navy and black; 40 inches wide. On sale Thursday at **\$5.00**

Come to the Silk Dept. on Thursday

There will be another great showing of new silks on Thursday which will no doubt rival Monday's as a success.

Silks for spring gowns, of which you have no conception, unless you have seen them, will be on view on Thursday. Colorings and designs are the most up-to-date obtainable.

Wash Goods, the Finest Showing in America

That is the general opinion of men who know, and have just come from the big houses across the border. Shopping in this department is a pleasure—there is plenty of room, plenty of attention, plenty of fresh air, and an abundance of beautiful spring goods, at prices that surprise by their reasonableness. Amongst the popular fabrics on view on Thursday will be:

Black and White Shepherd Check Suiting, three different size checks, a splendid line for spring and summer wash suits, Bradford finish, 42 in. wide **.25**

Fast Black Fancy Striped and Figured Muslins and Vestings, very special values **.25 and .30**

Black and White Striped Voiles, 28 in. wide, a very superior cloth that will not change color in sun or rain **.35**

A Special in Prints, 30 in. wide, all colors. Reg. value 12½c. **.7½**

Linens and Staples (Second Floor.)

Fine Satin Damask Luncheon Cloths \$1.50.

Pure linen, full bleach, 45 x 45 in., scalloped all around, very dainty designs, square, very dainty covers for afternoon luncheons. Thursday, each **\$1.50**

New Horrockses' Flannelettes 16c Yard.

A large range of the prettiest new stripes turned out by this famous firm, absolutely pure, and the very best color; 33 inches wide. Thursday, yard **.16**

White English Quilts \$1.48 Each.

Note our large size, 72 x 92 in., super English honeycomb quilts, hemmed ends, assorted designs, perfectly pure, a very serviceable, reliable white quilt. Thursday **\$1.48**

A Set of Table Linen for only \$4.25.

Fine full satin damask, pure linen, snow-white bleach, elegant bordered designs, for round or square tables, cloth 2x2½ yds., and dozen 22x22 in. napkins to match. 50 sets Thursday **\$4.25**
(Phone direct to Linen Dept.)

"Boston Favorite"

1911 American Shoes and Oxfords, \$3.00 Thursday.

Women's Button Boot, patent colt, dull matt tops, short vamp, Cuban heel; all sizes 2½ to 7. Thursday **\$3.00**

Women's Laced Boot, vici kid, Blucher style, short vamp, Cuban heel, dull matt tops. Sizes 2½ to 7, C, D, E and EE widths **\$3.00**

Women's Laced Boot, vici kid, low heel, soft kid toecap, E and EE width only. Sizes 2½ to 7. **\$3.00**

Women's Laced Boot, Blucher style, patent colt leather, short vamp, Cuban heel, dull matt calf tops. Sizes 2½ to 7; C, D, E and EE widths **\$3.00**

Women's Oxfords, patent colt, gunmetal or vici kid leathers, short vamp, Cuban heels; all sizes 2½ to 7; C, D, E and EE widths. **\$3.00**

Women's Oxfords, vici kid, matron style, low heel, full easy fitting, kid toecap; sizes 2½ to 7; E and EE widths. Thursday **\$3.00**

Women's Tan Calf Oxfords, Blucher style, Cuban heel, short vamp, very popular, sizes 2½ to 7; C, D, E and EE widths. Thursday **\$3.00**



Mathematics

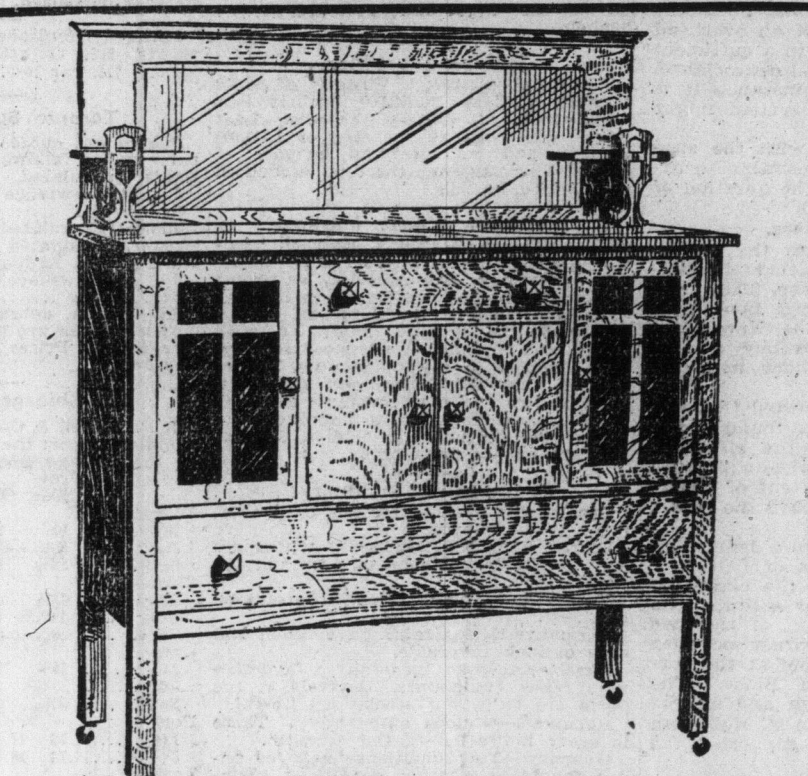
Another month and your furs and winter coat will be safely out of the way of the moth. From now till then what are you going to wear between the occasional storms or cold days? You notice that even now the spring hat and suit venture out for an afternoon's sunning. Have you yours? Most women have forgotten their arithmetic, but here is a problem in mathematics readily solved: "If ten women, each wearing a Simpson's spring suit, each tell ten other women where they got it, how many women will have bought Simpson's suits at the end of the next week?"

Solution—10 x 10 = 100 + original 10 + 1,000 (who knew by experience the best place to buy clothes for 1911 without having to be told) + 100 (strangers who dropped into the store) + 100 (mail orders due to satisfied strangers) total 1,310 easy.

This may sound like one big exaggeration, but how was the colossal business of the Robert Simpson Co. built up? Just that way.

Book Department

Robert Chambers' new book, "The Adventures of a Modest Man." Usual price \$1.10. Simpson's price 4c. That is allowing you two days and nights to read it. By joining the Simpson Library you may possess this book, or your choice from thousands of others, for the vast sum of 2c per 24 hours.



Furniture Worth Advertising

Furniture worth advertising, worth reading about, worth seeing, worth buying, worth owning, and worthy of your appreciation, is on sale on our fifth floor. The Electric Fixtures have just taken rooms on that floor, and we have had to rearrange some of our furniture. The result is that prices (those that follow are examples) have been reduced to just that point at which you get more than value for your money.

Buffet Sideboards, in selected quartered oak, rich golden finish, good cupboard room, large china cupboard and drawers for linen and cutlery. Thursday selling **46.75**

Dining Tables in genuine quarter cut oak, highly polished, pedestal design, with round top, extending to 8 ft. Thursday selling **23.00**

Dining Chairs, in solid quarter-cut oak finished golden, full box seats with upholstering of genuine leather. Sets of one arm chair and 5 small chairs. Thursday selling **17.60**

Dressers and Washstands, made of selected hardwood, and finished in pure white enamel, large mirror and good drawer space. Thursday selling **13.50**

Iron Bedsteads, in pure white enamel finish, in all standard sizes, heavy posts with upright filling, brass rods, caps and spindles in head and foot ends. Thursday selling **7.60**

Brass Bedsteads, in massive design, in bright finish, strongly made in full size only. Thursday selling **43.75**

Mattresses, well filled with white cotton, and covered with good quality blue art ticking, all standard widths. Thursday selling **7.40**

Corsets---The Very Best.

We are closing out one of our most popular models in the finer grades of Corsets. They are magnificent quality, and right to the minute in style. Secure a pair for fitting your new spring costume over. Phone orders filled.

About 200 pairs fine "D. and A. De Luxe" Corsets; a beautiful model in fine white coutil, medium high bust, extra long skirt, reinforced abdominal sections; new slashed fronts and shortened back, six, fine hose supporters, deep lace and ribbon, draw cords in bust; all steels stayed and rustproof; sizes 18 to 26 inches. A regular \$4 corset. Thursday a pair **\$1.95**

Aprons of Quality are Selling at Reduced Prices

We have arranged a big selling event of Aprons for Thursday. Thousands of well made, fine quality, liberal-sized aprons will be ready at 8 o'clock at prices that, in many instances, would not pay for the material of which they are made. Phone orders will be taken while they last.

1,200 Aprons, fine, heavy blue and white check gingham, fancy border across bottom; width of skirt 40 inches. Our regular price 25c each. Thursday, each **.15**

1,200 Princess Overall Aprons, fine blue and white check gingham, width of skirt 64 inches, buttons in back; a beautiful fitting apron. Regular price 50c each. Thursday, each **.35**

Women's Plain Aprons, fine, heavy white, lawn, large size, 38 x 45 inches, deep hem. Thursday, each **.25**

Maids' Aprons, fine white lawn, embroidery bretelles, deep hem on skirt, sashes; size 36 x 38 in. Thursday, each **.19**

Maids' Aprons, white lawn, bib of fine embroidery insertions and frills, sashes, deep hem on skirt. Regular price 45c each. Thursday, each **.25**

Women's White Overall Aprons, fine cotton, waist trimmed with wide embroidery insertion, and tucked, shoulder ruffles, pocket. Regular price 75c each. Thursday, each **.45**

Maids' Aprons, three beautiful styles, in fine white lawn, fine embroidery bib and bretelles, deep hem on ruffle skirt, wide sashes; size 38 x 40 in. Regular prices 65c and 75c each. Thursday, each **.48**

High Quality Men's Clothes

Suits \$21 and \$22. Raincoats \$12.50 and \$15

Worsted Suits, imported West of England cloth, in a black and grey hairline stripe pattern; cut on the new season's three-button single breasted sack models, with hand moulded shoulders and lapels, carefully tailored in every detail, and finished with extra quality linings and trimmings. Sizes 36 to 42. **\$20.00**

Worsted Suits, high grade West of England fancy cloths, in a light grey mixed pattern, showing a stripe effect, cut from the latest American models, in three-button single breasted sack style, slightly conforming to the figure, lined with fine twill mohair body linings; fronts reinforced with French canvas and haircloth; tailoring equal to custom work; pants cut semi-peg top style; perfect fitting, sizes 36 to 42 **\$22.00**

Presto Raincoats, made from a smooth finished fancy worsted coating, in a dark grey ground, cut from single breasted Chesterfield models, with Presto collar, which can be worn in wet weather buttoned close up round the throat; also with neat military collar, or in bright weather with lapels turned down; a splendid fitting coat; sizes 35 to 44. **\$12.50**

English Cravenette Raincoats, a firmly woven, smooth-finished material, thoroughly shower-proof, dark grey or olive fawn shades; cut single breasted Chesterfield style; splendidly tailored and perfect fitting. Sizes 35 to 44 **\$15.00**

The Last Chance for Men's Fur-lined Coats.

19 Men's Fur-lined Coats, custom tailored, black beaver shells, choice Russian marmot linings and German otter collars. Reg. \$35.00. Wednesday . . . **19.95**
75 Men's Electric Seal Caps, wedge shape, satin lined. Reg. up to \$3.50. Wednesday **1.19**

Underwear and Pyjamas.

2,000 garments of Men's "Penangle" Natural Merino Underwear, shirts and drawers made large and roomy, beige trimmings, a good garment for hard wear. Special price Thursday, each garment **.49**

EXTRA SPECIAL.

400 only suits of Boys' Pyjamas, flannelette, cottons and French prints, oddments to be cleared to make room for new stock; all sizes in the lot; regular 75c, \$1.00 and \$1.25. Thursday to clear. **.49**

Two Specials from House-furnishing Department

Swiss Curtains at \$2.98.

Intending buyers of Lace Curtains will do well to see our Thursday sale of fine quality Swiss Curtains; the entire showing is in new conventional, floral, insertion, scroll and colonial designs; some embossed effects, some plain centres; good wearing net; well finished edges, white and ecru two-toned, 50 inches wide, 3½ yards long. Values up to \$5.00. Special purchase, your profit. Thursday, per pair **\$2.98**

Tapestry Curtains at \$2.98.

This sale of Tapestry Curtains was also a special purchase, and you share the price reduction. The selection is large, and includes the maker's output of colorings, in one and two-toned effects; 45 inches wide, 3 yards long; finished with heavy fringe top and bottom; all reversible patterns; excellent value at regular price \$3.50. Thursday selling at per pair. **\$2.98**

Rugs, Matting and Linoleum

English Tapestry Rugs, in an extra good quality, which will give excellent wear; the designs and colorings are splendid copies of better class carpets.

Size 3x3 yards. Thursday each **5.99**
Size 3x3½ yards. Thursday each **6.99**
Size 3x4 yards. Thursday each **7.99**
Size 3½x4 yards. Thursday each **9.99**

Fine Japanese Matting, in carpet designs and various colorings, cotton warp, 36 inches wide; regular 25c. Thursday per yard 13c, or \$5.00 per roll of 40 yards.

All-wool Carpet, colors brown, green, fawn and red, 36 inches wide; regular up to \$1.00. To clear, per yard. **.39**

LINOLEUM REMNANTS.

Extra heavy Scotch Linoleum, in floral, tile, block and parquet designs, up to 12 square yards; regular \$6c. Thursday, per yard **.23**

Cork Bath Mats, in green or brown, best quality cork. Special Thursday **.19**

Groceries

2,000 lbs. Dairy Butter, in prints, per lb. **.24**
Choice Sugar Cured Ham, half or whole, per lb. **.18**
Canned Green Gage Plums, in heavy syrup, finest quality, 3 size tin **.16**
One car California Sunkist Oranges, sweet and seedless. Per dozen **.20**
Salt, in 5-lb. bags, 3 bags **.14**
Edwardsburg or Beehive Table Syrup, 6-lb. pail **.25**
Fresh Flaked Wheat, per stone **.48**
1,000 quart Gem Jar Pure Orange Marmalade, per jar **.25**
Choice Red Salmon, per tin **.11**
Maggi's Soups, assorted, 6 packages **.25**
Choice Prunes, 2½ lbs. **.25**
Quaker Puffed Rice, reg. 13c per package. **.10**
35c ASSAM TEA 28c.
300 lbs. fine, rich, full bodied Assam Tea, a 35c Tea anywhere. Thursday, per pound, 28c.

The **SIMPSON** Company Limited