

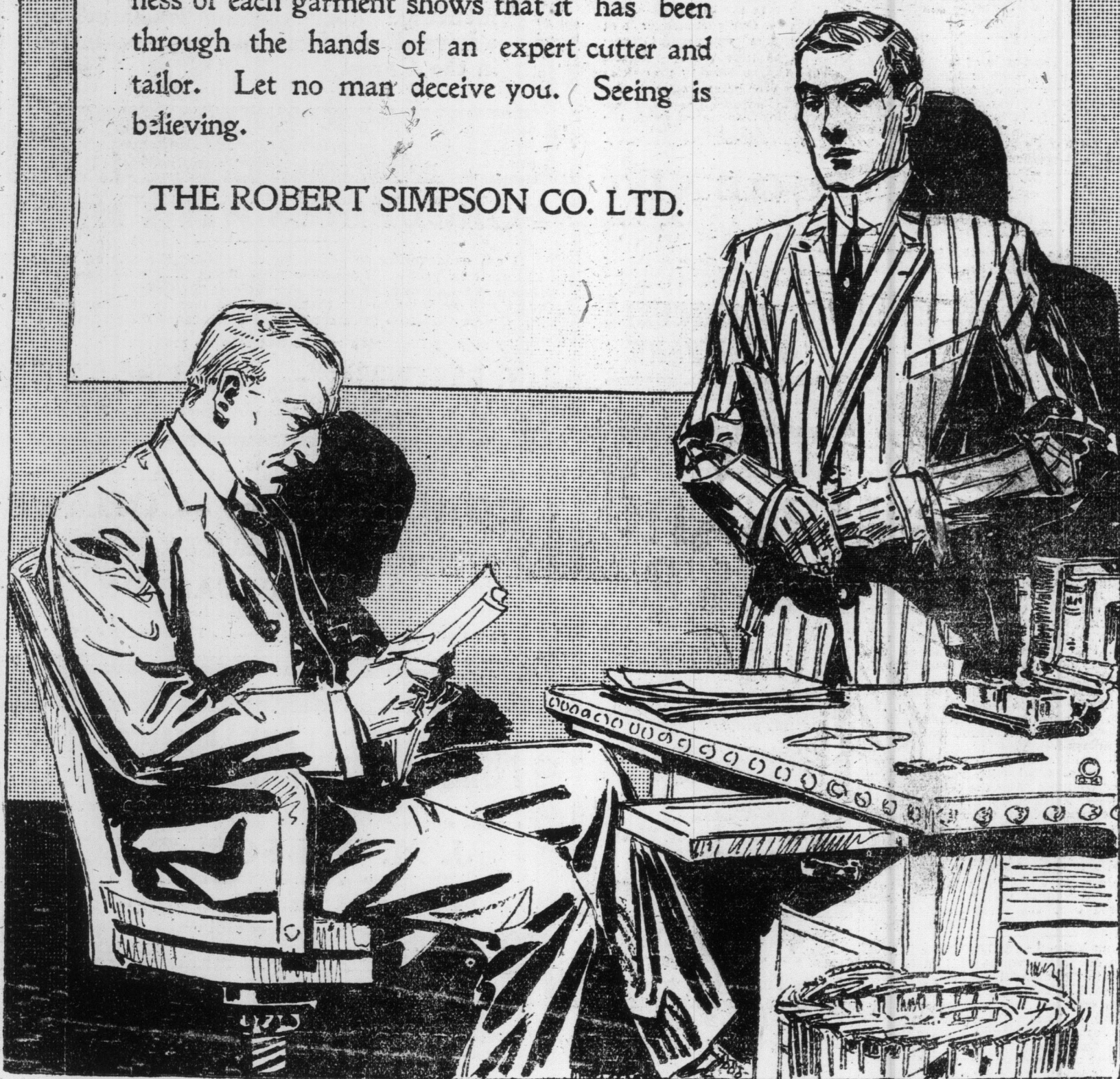
Seeing is Believing

It is easy to talk about ready-to-wear garments and to write stories about them, but you don't have to take anybody's word. A few minutes' personal investigation and you have the satisfactory demonstration and proof.

Before you do your buying to-day or to-morrow, come to Simpson's and see the clothing, not only the lines mentioned in our store news to-day below this picture, but any clothing you require.

When you get your hands on the material, the feel of it assures you at once of satisfactory wear and when you slip on the coat and waistcoat, the trimmings are sound, and the snug shapeliness of each garment shows that it has been through the hands of an expert cutter and tailor. Let no man deceive you. Seeing is believing.

THE ROBERT SIMPSON CO. LTD.



Men's Hats For the Coming Season

Our special line of Men's Derby and Soft Hats is now complete; all the leading 1911 designs; as perfectly made as good hatters can make them. Saturday \$1.00

If you want a Cap, you'll appreciate our patterns, qualities and shapes; they are up to date and stylish. Specially priced at 15c, 25c, 35c, 45c, 75c and \$1.00

Men's Soft Hat, a really new thing, authorized for spring, 1911; the Aeroplane, a low crown, with a wingy brim; little extreme in style, but unexpectedly pleasing; every proportion in height and width. Have a look at this hat on Saturday. \$2.00

In the more conservative shapes we have the correct styles for social and summer (and a very full line, too), such well-known makers as Christy, King, Stetson and a host of others. Specially priced from 25 to \$7.75

New Spring Overcoats

Spring Weight Overcoats, English tweed, medium grey herringbone weaves, 3-button single-breasted Chesterfield style, close-fitting collars. Hood with twilled moiré flange and haircloth sleeve flaps; perfect-fitting coats; splendidly tailored; sizes 36 to 44 12.50

Spring Weight Overcoats, made from a new, soft-finished English tweed, in mixed grey; new spring models, in 2-button single-breasted Chesterfield style; carefully tailored, finished with extra quality linings and trimmings; sizes 36 to 44 13.50

Spring Weight Overcoats, fine quality English worsted, a truly woven, smooth finished material, in a dark grey diagonal stripe pattern; cut from the latest single-breasted Chesterfield models; splendidly tailored, and perfect fitting; sizes 36 to 44 15.00

Men's English Worsteds Suits, in brown and grey grounds, with soft and fancy colored thread stripes, 2 button single-breasted sack style; nicely tailored, and finished with best quality linings and trimmings; sizes 36 to 44 15.00

West of England Worsteds Suits, in a blue shade, with light red and gold alternate thread stripes; new American models, in 2-button single-breasted sack style; a very stylish suit; perfect fitting; sizes 36 to 44 16.50

New Spring Clothing For Boys

English Tweed Three-piece Suits, in a light grey mixed pattern, showing a stripe effect; double-breasted style, nicely tailored and finished with best quality linings and trimmings; vests 5-button, single-breasted style; plain knee pants, lined throughout; sizes 29 to 33 8.00

Boys' Two-piece Bloomer Pant Suits, made from imported tweed, in a few stripe patterns; new American models, in double-breasted style; beautifully tailored and finished with extra quality linings and trimmings; sizes 29 to 34 6.75

Little Fellows' English Worsteds Suits, in a plain brown diagonal stripe pattern, Russian style, with detachable white serge shield, finished with fancy silk ornaments and double row of gilt metal buttons down the front; pants elastic bloomer style; sizes 2 to 7 years 5.75

Boys' English Tweed Spring Weight Reefers, Coats, in a medium grey herringbone weave; cut in double-breasted style, with best, close-fitting velvet collars; finished with silk ornament on left sleeve; sizes 2 to 8 years 4.50

The Robert SIMPSON Company Limited



Great Sale of Bedding and Beds Begins on Saturday

"God bless the man who first invented sleep,"
So Sancho Panca said, and so say I,
And bless him also that he didn't keep
His great invention to himself,
And make it as the lucky fellow might
A close monopoly by patent right."

Unless he's too dead tired to be sentimental, every sleepy mortal that tumbles into bed endorses this sentiment of the late John G. Saxe.

About one-third of our time we spend, or should spend, in bed, so none of us can afford to neglect the announcement by our Furniture Department of a

Special Sale of Beds and Bedding (Fifth Floor)

When you come to see with your own eyes the unmatched values in this Sale, you will be delighted also with the improvements in the Furniture Department. Indeed, nobody can make out why the furniture man is practically giving away these staples, unless it is to coax you to come and see the floor of which he is so proud.

Brass Beds, Iron Beds, Woven Wire Springs, Mattresses, Pillows

Brass Bedsteads, in satin and bright finishes, heavy upright posts, with upright filling, equally strong, in full size only. Price \$24.60

Brass Bedsteads, massive design, in bright finish, width 4 feet 6 inches, heavy roll head and foot end. Price \$43.75

Iron Bedsteads, in pure white enamel finish, made in all standard sizes, with brass rail and caps at head and foot ends. Price \$3.95

Iron Bedsteads, of good design, in white enamel, strongly made, with brass trimmings and heavy top rail. Price \$5.90

Iron Bedsteads, a heavy pattern, with full extension foot end, brass rails, knobs and turned spindles. Price \$7.90

Woven Wire Bed Springs, frames made of thoroughly seasoned hardwood, with triple weave closely woven steel wire mesh, all sizes. Price \$2.45

Iron Frame Woven Wire Bed Springs, sides made of steel tubing and ends of steel, angle, reinforced, supported with bands and helical springs. Price... \$3.40

Mattresses, with seagrass centre and heavy layer of jute on both sides, covering a blue art ticking, made in all standard sizes. Price \$2.70

Mattresses, well filled with white cotton, tufted, and covered with a good quality art ticking, durable and comfortable. Price \$7.75

Mattresses, with curled hair centre and pure white cotton on both sides, covering a fancy art ticking, floral pattern. Price \$13.75

Pillows, well filled with thoroughly renovated feathers, free from quills, with good quality ticking; size 21x27. Price, per pair \$2.45

Pillows, well filled with No. 1 goose feathers, size 22x28, a good dust-proof linen ticking. Price \$3.60

An Extra Special For Saturday

Clearance of best quality Neglige Shirts from our regular stock; we have gathered up all the broken lines and soiled negliges, ranging in price from \$1.25 to \$2.50, and put them on the counters for good early business Saturday at a clearing price of ninety-eight cents.

1500 Men's Negliges, pleated and plain bosoms, ordinary or coat styles, cuffs attached; the colorings are the very newest, and the designs artistic; the materials are the very best only; in the lot all sizes to 17. Regular prices \$1.25, \$1.50, \$2.00 and \$2.50. Saturday 98c

See windows for display.

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See Special Shoe Announcement on Page 2