

THE ROBERT SIMPSON COMPANY LIMITED

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager.

PROL Fine and milder.

THE ROBERT SIMPSON COMPANY LIMITED

# All Depts. at Simpson's are in Line for Easter and the Coming Season

## Fashionable Coats and Suits

A Stylish Coat, of French Panama, comes in grey only, semi-fitting back, single breasted, tailored collar and revers. The collar is overlaid with black satin; sleeve has a wide cuff, trimmed with black satin and small black buttons; smart patch pockets, 14.50 trimmed to match cuffs. Price

A Very Smart Coat of English Worsted, in cream and grey stripe; made in a dashing style; it is semi-fitting back; has a large shawl collar, inlaid with black satin, and trimmed with small bone buttons and narrow braid; the sleeve has wide cuff, and is trimmed to match collar; large patch pockets, with stitched-on flaps, buttoned down; a very nobby coat, 17.50 for the moderate price

A Beautiful Easter Suit, modelled on correct lines; made of the new matalasse; coat is lined throughout with the new shade of royal blue satin; the large black satin collar outlined with self material; fastens with two large satin ornaments; skirt made on straight line, trimmed around bottom to match 45.00 collar; black only. Price

A Delightfully Dressy Suit, made of cream serge, with black fancy narrow stripe; coat is smartly semi-fitting both back and front, and is made strictly tailored; notched collar, two breast pockets, also two lower pockets; the new gored skirt. Price 27.50

Spring Weight Suit, made of stripe suitings, in shades of light and dark; coat is lined with grey silk; mannish collar and shoulder sleeve; fastens with self shade bone buttons, pointed slash pockets; the new gored skirt, with tailored, stitched seams; 25.00 fastens to left side at back. Price

Smart Suit, of rich black satin; coat lined throughout, with cadet blue messaline silk; has the new slanting roll collar, inlaid with fancy silk, and cuffs to match; the fashionable front and back panel; skirt to knee line, continued to bottom with semi-side pleats. Price 25.00

## Net Waists

Two new Kimona Waists, a very attractive style, in all-over silk embroidered net; front and short sleeves, are ornamented with dainty guipure lace motifs and insertion; another smart style of Brussels net; entire waist is tucked all over; a banding of beautiful guipure lace extends from top of collar to waist band, and short sleeve, trimmed to match; all silk lined, white 2.95 or ecru. Regular \$5.00. Tuesday

An Imported Waist of fine marquisette, made in pretty collarless effect; front and back have groups of pin tucking, round yoke, front and kimona sleeve have bands of colored marquisette, tan, sky or white, trimmed with lovely Maltese lace insertion and 3.95 crocheted buttons. Special Tuesday

200 Smart Tailored Shirt Waists, of silk figured vesting, Gibson pleat, extending over shoulder, box pleat, fastens with good pearl buttons, finished with kerchief pocket, shirt sleeve, and linen collar; 98 sizes 32 to 42. \$1.50 value. Tuesday

## Linens and Staples

EMBROIDERED BED SPREADS, \$4.95.  
20 only fine Irish Embroidered Bed Spreads, large size, 90-108 inches deep, hemstitched edge all round, fine beautiful embroidery in centre in floral designs, pretty and effective. Most of these spreads are samples, and are extra value. Tuesday at 4.95

46in. ENGLISH PILLOW COTTON, 18 YARD.  
500 yards plain only, 46in. wide, English Pillow Cotton fine firm weave, free from dressing, good heavy weight. Special Tuesday, yard 1.18

DAMASK TABLE CLOTHS, \$2.00.  
100 Fine All Linen Damask Table Cloths, full size 2 x 2 1/2 yards, very pretty bordered designs. You will need a cloth like this for Easter. On sale Tuesday 2.00

60 Wool Comforters, largest size made, 72-78 inches, silkoline covering, in a large range of very pretty patterns in medium and dark colorings, best quality wool filling, medium weight for spring use. Tuesday, each 3.85



## April Sunshine and Showers

Before Shakespeare's time, and since, "The uncertain glory of an April day" has kept people guessing. If you're in any doubt whether to buy a parasol or an umbrella, buy both, and do it to-morrow, when you can have both for the price of one at our sale of umbrellas and parasols.

A Manufacturer with a large stock, a department with a long purse, a customer with a big bargain. That's the short story of the downfall of these parasols and parapluies.

150 Only Imported Parasols, beautiful pure silk tops in bright ground, with dainty this season's floral designs, gilt frames, with neat natural wood handles. Half price Tuesday 1.50

315 Men's and Women's Umbrellas. Handsome range of handles in ebony, natural horns and gun-metal, with rolled gold and sterling silver mountings, including board and gold in various designs. Silk mixture tops and best of frames. Thursday, half-price 1.75

## \$2 Men's and Youths' Soft Hats Tuesday \$1

Manufacturers' sample, 4 dozen lots in the new telescopic and nosegay styles, also trooper and Alpine shaped, fine grade American fur felt, colors slate, brown, grey, fawn and black. Tuesday bargain 1.00

500 Men's STIFF HATS, fine English make, and up-to-date shapes, mostly black, a few in light brown. \$2.00 values. Special for Tuesday 1.50

## Shirts

On Tuesday, Wednesday and Thursday we will show on the counters a tremendous assortment of men's Nalgiee Shirts in all the newest designs and styles at the popular price of one dollar.

You can readily judge the quality of Simpson's one-dollar shirts, by the men who wear them.

They are the preferred of those who know how to choose. See our windows for the style of shirt we sell at \$1.00.

A complete assortment of Easter Neckwear now showing, including all the newest designs and colorings from New York at prices ranging from 30c to \$1.50.

5,000 garments, men's natural wool "Body Guard" Brand Shirts and Drawers, neatly trimmed and beautifully made. We procured a tremendous quantity of this line to enable us to sell it at this low figure. All sizes to 44, easily worth one dollar. Tuesday, per garment 35c



## Get into Line for Easter and Summertime THEY ARE COMING

Everything in the store is in line for Easter, springtime, summer and sunshine. The time is short till Easter now, and doubtless most people have made ready in the matter of clothes. We would like to remind those who have not done so, or who are thinking of the coming warm weather that our stock is complete with countless new styles, and that our showrooms offer shopping facilities that make this usually arduous task a pleasure.

## Investments in Silverware Half-Price Sale on Tuesday

The wedding to which you're sure to be invited may be some weeks, or even months, off, but thoroughly reliable up-to-date silverware cannot be bought at half price every day. If you want to save half the usual outlay for a suitable gift, if you want to provide for two weddings at the cost of one, or to give twice as good a present as would be expected, study and profit by these investments in silverware for Tuesday's customers.

## SILVERWARE HALF PRICE.

\$2.00 Silver Plated Fern Pots, satin and bright finish, green fern holder. Tuesday 1.00

\$2.00 Bon Bon Baskets, satin finish, bead border, gold lined. Tuesday 1.00

\$6.00 Nut or Fruit Bowl, on pedestal, thread border, gold lined. Tuesday 3.00

\$5.00 Silver Plated Bake or Pudding Dishes, satin base, satin and bright cover, rococo border, removable rim, white enameled bake dish. Tuesday 2.95

\$8.00 Cut Glass Fruit or Berry Bowls, handsomely cut, silver plated rim. Tuesday 4.00

\$15.00 Tea Sets, bright silver finish, 4 pieces, cream pitcher and spoonholder gold lined. Tuesday 7.50

Flower Vases, Fruit Dishes, Salad Bowls, Claret Jugs, Nut Bowls, etc., \$7.50, \$8.00, \$10.00 and \$15.00. Tuesday at Half Price

## At 50% Discount Original Paintings and Water Colors At 50% Discount

160 Original Paintings and Water Colors, by Canadian, English and Dutch artists, have accumulated in our galleries during the past season. It is our intention to clear them out at 50 per cent. off our regular marked prices.

This is a seasonable time for the exchange of gifts. These original paintings would make a splendid and lasting memento of Easter, 1911.

The following artists are represented: Bell-Smith, Nicolet, Charigrand, Cutts, Jansen, Van Staaten, etc. Now on view in our picture galleries. On sale Tuesday, Wednesday and Thursday.

## Groceries

One car Standard Granulated Sugar, 21 lbs. 1.00

Ogilvie's Royal Household Flour, 1/4 bag, in cotton 80

Choice Side Bacon, Peameal, half or whole, per lb. 20

Canned Fruit, Raspberries, Strawberries, Cherries, Peaches, Plums and Pears, per tin 16

Finest Messina Lemons, 2 dozen 25

Fancy Japan Rice, 4 lbs. 25

Canned Haddie, Brunswick brand, per tin 10

300 bottles Imported Mushroom Cat-sup, Farrow's reg. 30c, per bottle 15

Pure Malt Vinegar, imported, Imperial quart bottle 20

Evaporated Cream, Jersey brand, 3 tins 25

Pure Gold Quick Tapioca, chocolate and custard powder, 3 pks. 25

Choice Mansella Olives, 8 oz. bot. 15

## Seasonable Silks and Dress Goods

Most women use their own judgment after agreeing with everybody else, and that is exactly what our Dress Goods and Silks Department gives a woman a chance to do. Here she will meet with exactly what she had decided in her own mind she wanted. There is scope for individuality of taste. Here are a few really phenomenal values:

New French Dress Foulards, in all the latest designs and colorings, with a pretty Persian border, 27 ins. wide. Per yard 1.25

Showproof Foulards, in all the new colors: Copenhagen, aloe, brown, tan, old rose, ocean blue, navy, reseau, etc. Per yard 1.00

French Double Width Dress Foulards, in a profusion of designs and colors, 40 ins. wide. Per yard 1.50

English Suitings, black and white, navy and white; navy and green, new blue and blue. In two widths of stripe, quarter and half inch stripes. 50 inches wide. At \$1.25 and \$1.50.

Black Voiles, fine medium and coarse meshes. At 50c, 65c, 75c, 85c, \$1.00, \$1.25, \$1.50 per yard.

Silk and Wool Henriettes, 42 and 46-inch wide, at \$1.25, \$1.50 and \$2.00 per yard.

New Black Silk and Wool San Toys, rich deep full black, at \$1.00, \$1.25, \$1.50, and \$2.00 per yard.

Bordered Delaines, with ribbon Persian and Paisley borders, very smart, in dark colorings for school dresses. 30 inches wide, at, per yard .50

## Dainty Petticoats and Kimonas

Women's Petticoats, of fine English moirette, in a soft finished fabric (no dressing being used), two-piece sectional tailored dounce, trimmed with rows of pin tucking and finished with velvet binding. Colors, black, navy or grey. Lengths 36 to 42. Tuesday 2.25

CREPE KIMONA GOWNS, \$1.49 TO \$3.95.  
Plain Crepe with fancy border on fronts and sleeves, shirred yoke, black, sky, cardinal, navy 1.49

Fancy Figured Crepe, with band of harmonizing color, floral designs, Copenhagen, sky, navy and cardinal, shirred yoke and sleeves 2.25

Plain or Fancy Figured Japanese Crepe, in a variety of new styles, some in Empire effects, others made with pleated or shirred backs and trimmed with silk messaline, sky, grey, Copenhagen, black, navy or cardinal 3.00

Japanese Figured Crepe, small floral pattern, now design with large sailor collar, revers and turned back cuffs of the satin, navy, sky, helio, cardinal or grey. Special 3.95

## Hosiery that Demands Attention

Women's All-wool Ribbed and Plain Black Cashmere Hose, fashioned, medium weight, samples, finest spun yarn, double heel and toe, 40c value, Tuesday 25

Women's Finest Samples of Lisle Thread Hose, gauge weight, lace, plain and new effects, best finish, high spliced ankle, heel, sole and toe. 60c value. Tuesday 25

## New Feather Boas

The comforting kind of Feather Boas, worn in Spring and not expensive either at the price we are selling them.

Fine Imported Ostich Feather Boas, 40 inches long, made of extra quality fibres in white, black, pearl grey, also black and white 4.45

Ruffles, styles with silk ends and nice grade ostrich fibres, in white, black, navy also black and white. Each 2.25

## Black and White Ribbons

A new showing of Black and White Ribbons, in a variety of styles has been arranged for Tuesday. This includes black and white checks (different sizes), and plaids. A high quality of pure silk taffeta, 5 and 5 1/2 inches wide. Per yard, only 30

25c FANCY RIBBONS.  
At 25c per yard we have a big range of Fancy Ribbons, Paisley, Dresden, black and White Polka Dots, black and white stripes, etc. Tuesday will be of special interest, as new lines will be added to the already large collection on view. Per yard 25

## The Next Best Thing to an Oriental Rug

If you do not want to spend the money for an Oriental Rug for that room which needs a new floor covering, and you have the good taste to admire Oriental colorings, your next best choice is one of our Machine-made Orientals. They are really marvellous copies in detail of the best Oriental patterns and colorings. They are made in various sizes, and in a range of styles to fit any decorative scheme. There are three qualities which sell in the 9x12 size for \$32.50, \$37.50 and \$70.00.

## Gas and Electric Lighting Specials

3-light Electric Ceiling Cluster, brushed brass finish, fitted with frosted bulbs complete. Regular \$4.00, Tuesday 2.95

3-light Electrolite, in rich gilt design, fitted with crystal or colored drop shades complete. Regular \$10.00, Tuesday 6.95

4-light Electric "Shower" Fixture, suitable for parlor or dining-room, choice of several patterns in shades. Complete. Regular \$10.50, Tuesday 7.95

4-light Electric Fixture, heavy square design in brushed brass, fitted complete with amber or green brass-mounted shades. Regular \$20.00, Tuesday 14.75

Electric Hall Fixture, brushed brass chain drop, with amber or green brass mounted shade, complete. Regular \$4.50, Tuesday 3.15

2-light Inverted Gas Fixture, rich gilt finish, with mantles, and "mission" or fancy shades, complete. Regular \$4.00, Tuesday 2.75

3-light Fixture, complete as above. Regular \$5.00, Tuesday 3.50

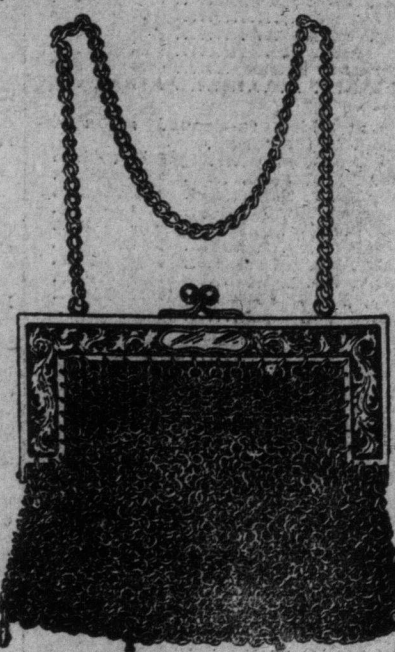
Inverted Gas Hall Pendant, complete with mantle and colored globe. Regular \$2.50, Tuesday 1.69

The "Crystallite" Uplight Light, burner, mantle and glass chimney, complete. Save two-thirds of your gas bill. Tuesday 23

The "Rational" Inverted Light, with mantle and frosted globe. Regular 60c, Tuesday 49

Uplight Galley Light, mantle, burner and "Q" globe, complete. Regular 45c, Tuesday 35

"Weisbach" Inverted or Uplight gas mantles. Tuesday 3 for 25



## Fashionable Mesh Bags

We have Mesh Bags at all prices, in all sizes and designs in German silver and in sterling silver. Each 25c, 45c, 65c, 95c, 1.25, 1.45, 1.85, 2.25, 2.65, 2.95, 3.00, 3.25, 3.45, 4.00, 4.45, 6.00, 7.00 and 10.00.

Ask to see our special German Silver Bag, with the new art frame and Mid lining. Regular \$7.00, for \$5.00.

French Made Sterling Silver Bags for one-third less than regular prices.

25 only sample Sterling Silver Mesh Bags, all hand colored links. The very latest designs, only one of each. Square frames. In the simple plain silver, also the hand cut-out designs. We have the semi-round top frame with the new petticoat going to sell these very handsome

handmade sterling silver bags are exactly the prices asked by the manufacturers. Each 42.00, 30.00, 21.00, 27.00, 24.75, 22.00, 25.00, 21.25, 19.50, 17.75, 15.50, 13.00, 12.00, 8.00, 6.75, 5.25, 4.00, 3.00.

Only one bag of each style.