

The Robert SIMPSON Company Limited

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS-

chastely wash; fair; stationary; or higher temperature.

The Robert SIMPSON Company Limited

Women's Spring Apparel



Here are a few examples of the magnificent showing of Women's Apparel for Easter at Simpson's. Everything is distinctive and up-to-date.

This will be the ultimate destination of the woman who has decided that nothing but the correct spring style for 1911 will do. The suit, coat, skirt, blouse or petticoat chosen from our 3rd Floor will be the most exclusive and reasonable one obtainable. The Millinery Department on the 2nd Floor can supply you with the hat that every other woman does not wear.

Dresses and Suits

To be able to buy a new Spring Dress or Suit for about half-price is certainly startling so early in the season, but the manufacturer wanted to clear them in one lot, and could only do so by sacrificing profit. You get the benefit on Wednesday.

Women's \$10 Dresses for \$5.95

55 only charming Easter One-piece Dresses, of fine imported voiles, with stripe effects, in shades of mauve, tan, blue and champagne; the new waist, with kimono sleeves; collar and yoke of white voile, with hand embroidered design and thread lace insertion; the new narrow gored skirts, falling into graceful folds to bottom; a most desirable dress for all occasions. Regular \$10. Wednesday 5.95

Women's \$21 Spring Suits for \$8.95

75 only Stylish Spring Suits, for women and misses; materials are fine French serges, diagonals, French Venetians and imported Panamas, also of striped materials; coats are 26 to 30 in. long; lined with silk or satin; some have mansquare rolling and pointed revers, inlaid with plain and pleated effects; trimmed to match coats; serge, cadet, wine and stripes. Women's sizes Regular values \$15, \$17.50 and \$21. 8.95

Women's \$8.00 Skirts for \$3.49

A very special lot of Women's Separate Skirts, made in a number of smart styles; some plain, with fold of self; others are pleated around bottom, trimmed with buttons; materials are Panamas in black, navy, green and cardinal; serges in black, navy, brown and grey; also of French Venetians in navy, green, brown and cardinal. Regular selling prices 3.49 range from \$5.50 to \$8. Wednesday

Imported Blouses at \$5.00

For our usual weekly sale of Blouses at the above price we have this week some specially tempting garments:

Table 1 will show nothing but beaded and embroidered Blouse Slips, in black with white, white with colored beads, and a lovely showing of new colors, such as coral, almond green, pumpkin and café au lait; materials are rayon, voile and chiffon; some of these are worth three times the marked price 5.00 Wednesday of

Table 2, a mixed table of lovely imported Lingerie, hand-made blouses, also a collection of single garments, in imported chiffon, silk nixon and many other fine materials, made up in the most exquisite styles of this present season. Choice of blouses selling reg. at \$10, \$12.50, \$15 and \$17.50, for 5.00

Most Exclusive Ribbons

"We have never seen such beautiful ribbons." This is a mild way of expressing our idea of the new ribbon. Only a limited quantity of each pattern was purchased, high-class Dresden, Brocade, Black and White Effects, fancy Novelty Ribbons in widths from 1-inch up to 3 inches. Prices ranging from 12c yard up to 80c yard.

Silks and Dress Goods

So reads a fashion item. We have the new Showerproof Foulard Dress Silks in all the new shades, medium and dark. These are especially popular for this season for afternoon and street wear, making a nice, light, smart dress at all times. Europe and America have contributed to our stock, single and double width. Prices range from 50c to \$2.50 per yard.

New Spring Suits

A special display Wednesday of Simpson's "Grey" Suits, in the new broad twills, English Worsteads, Stripes, etc. etc. In the new "Simpson's" Blue, in the new broad twills, West, in the new single and double width, the most fashionable and reliable cloths for fashionable colored suits guaranteed quality. See size and finish, 50 to 35 in. wide \$1.00 to \$2.50 per yard.

Brass Bedsteads, Best Bedding: Bargains

- Brass Bedsteads, heavy posts, with upright filling, in bright finish; size 4.6. Wednesday selling 24.75
- Brass Bedsteads, in bright and satin finishes, heavy posts, with square rail, head and foot ends; sizes 4 and 4.6. Wednesday selling 21.75
- Iron Bedsteads, in white enamel finish, with fancy scroll filling, brass rail and knobs, head and foot end; sizes 4 and 4.6. Wednesday selling 6.90
- Iron Bedsteads, of neat design, in white enamel, strongly made, with brass trimmings; size 4.6 only. Wednesday selling 5.90
- Iron Bedstead, in pure white enamel finish, made in all standard sizes, with brass rail and caps at head and foot end. Wednesday selling 3.95
- Bed Springs, sides made of steel tubing and ends of angle steel, reinforced, supported with bands and helical springs. Wednesday selling 3.40
- Mattresses, well filled with white cotton felt, and covered in good quality of fawn art ticking, durable and comfortable. Wednesday selling 12.75
- Mattresses, filled with pure white cotton, covered in blue art ticking, made in all standard sizes. Selling 8.75

A SALE OF Pictures & Mirrors \$1

300 high-class gallery sample pictures and French mirrors will be sold on Wednesday morning regardless of cost prices. The designs of frames and subjects are too varied for description. Samples will be on view in Young street window but no picture can be secured before 8 o'clock Wednesday morning. N. B.—No phone or mail orders. Packed free for city deliveries only. Two pictures only to any one customer. This is the most important sale of pictures this year.

Laces

Our ambition in this department is to be known by our daintiness rather than by our lavishness and our buyers go forth with this objective always before them. This year our stock is complete, and our beautiful collection comprises Galons, Brandings, Alcovors, and Flouces in Gulpure, Flat Venise, Filet, Chantilly, Point d'Alencon. French and Nottingham Valenciennes, Chantilly and Torchon Laces, Saxony Embroidered Nets, Paris ecru and white. Price per yard, 75c to \$6.00.

French Valenciennes Laces with insertions in 2 or 3 widths to match laces, all the desirable widths. Prices from 5c to 35c. Nottingham Nets, embroidered and tucked in ivory, black and ecru. Price .35 to 1.50. French Valenciennes Laces with insertions in 2 or 3 widths to match laces, all the desirable widths. Prices from 5c to 35c.

TWO SPECIALS IN WASH LACES FOR WEDNESDAY

1,322 dozen of Wash Lace insertion, suitable for cotton dresses, muslin or scrim curtains, in white or ecru. Regular selling value 25c and 15c dozen. Wednesday, 12c and 8c dozen. 2,008 dozen of Wash Laces and insertions, in machine torchons, German Valenciennes and Nottingham Valenciennes, all the desirable widths for underwear, cotton and muslin dress trimming. Regular selling value, 8, 10, 12 1/2 to 15c yard. Wednesday per yard .35

Women's New Spring and Summer Underwear

The great makers of Women's Undergarments of Europe and on our own side of the Atlantic contribute their best productions to this store's new spring stock. Every worthy and wanted fabric and fashion is here in a vast assortment to please the taste and suit the purse capacity of every woman. This week we added to the showing a wonderful selection of elegant Swiss and English garments.

Women's Vests, Swiss make, fine white ribbed, short or long sleeve, hand crocheted yokes, silk tapes on back. Sizes 32 to 40 bust. Each \$1.00 to \$2.00.

Women's Vests, finest silk plated, ribbed, short or long sleeve, Swiss make, color white or cream, hand crocheted yokes, plain binding trimmed, silk tapes. Sizes 32 to 40 bust. Each .75c, 75c, 85c, \$1.00.

Women's Vests, made Canton silk, fine ribbed, wool, cream color, low neck, short or long sleeve, knee length, silk tapes on back. Sizes 32 to 40 bust. Each .75c, 75c, 85c, \$1.00.

Women's Vests, fine ribbed white cotton, low neck, short or long sleeve, hand crocheted yokes, silk tapes on back. Sizes 32 to 40 bust. Each .75c, 75c, 85c, \$1.00.

Women's Vests, fine ribbed white cotton, low neck, short or long sleeve, hand crocheted yokes, silk tapes on back. Sizes 32 to 40 bust. Each .75c, 75c, 85c, \$1.00.

Women's Vests, fine ribbed white cotton, low neck, short or long sleeve, hand crocheted yokes, silk tapes on back. Sizes 32 to 40 bust. Each .75c, 75c, 85c, \$1.00.

The First Sailing Boat in the Harbor

Last week the daily papers announced that the first sailing boat had been out in the harbor. This was just a little reminder that warm weather is at hand, even though Winter shouts back to us to button up our overcoats sometimes.

The point is this: Are you going to buy your summer shirts for \$1.00 and \$1.50 later on, or get precisely the same kind of shirt (just as good quality) at this Shirt Sale on Wednesday for 50c? You will have to have new negliges this year.

They are all new spring goods; some may be slightly soiled through handling; but most of them are perfect in every way; all styles and sizes in the lot. Get here early for best selection.

2,000 Men's Negliges, broken and odd lines from our regular stock, all the best quality materials, full sizes, neat designs; sizes 14 to 17 1/2. Regular 75c, \$1.00, \$1.25 and \$1.50. To clear Wednesday, each .50 (See Windows for Display.)

SPECIAL VALUES IN MEN'S NEW SPRING OVERCOATS. Men's English Tweed Spring Weight Overcoats, in the popular medium and light grey herringbone weaves, single-breasted Chestfield style, button through. Sizes 35 to 44. 12.50

English Vicuna Cloth Spring Weight Overcoats, black cut in single-breasted Chestfield style, tailored in the best possible manner. Sizes 35 to 44. 15.00

Spring Weight Overcoats, made from an extra quality English tweed, a soft, smooth finished material, in a light grey herringbone weave, American, single-breasted Chestfield models, splendidly tailored. Sizes 35 to 44. 18.00

MEN'S FANCY BATH ROBES. Regular \$6.50 and \$7.50. To clear Wednesday at \$3.95. A few odd sizes and broken lines of Men's Fancy Bath Robes, in assorted silk colors, with self trimming of a different shade, cut long and roomy, with girdle to match for waist. Sizes 36 to 44. To clear Wednesday 3.95

A Great Chance for a Good Hat \$2.00 HATS AND \$2.50 HATS, WEDNESDAY'S SPECIAL. 1,200 Men's Hats, in all the leading spring and summer 1911 shapes, colors grey, brown, fawn, etc.

Linens and Staples FLANNELETTE BLANKETS, \$1.17 PAIR. 300 pairs latest size Flannelette Blankets, best quality, white or grey, with blue or pink borders. On sale Wednesday, pair 1.17

EMBROIDERED PILLOW CASES, \$1.00 PAIR. 100 pairs latest Embroidered Pillow Cases, 48-55 inches, beautiful fine designs, very special. Wednesday, pair 1.00

DAMASK SCARF, 18-24, 30c. 200 Damask Scarfs, hemstitched all round, very pretty patterns, good heavy linen. On sale Wednesday, each 30c

45c BLEACHED TWILLED SHEETING, 30c. 200 yds. best quality Twilled Sheet, bleached pure white extra wide width, 30 inches, free from dross, 1/2 regular 45c yard. On sale Wednesday, yard 30c

Baby Carriages and Folders Our Special Baby carriages, with good body, full sizes, roll and tread hood, rubber tires. Special 10c only. 30c with wooden sides, leatherette hood and up-to-date rubber tires, dark green. Regular \$1.50. Wednesday, 1.00



They are all new spring goods; some may be slightly soiled through handling; but most of them are perfect in every way; all styles and sizes in the lot. Get here early for best selection.

2,000 Men's Negliges, broken and odd lines from our regular stock, all the best quality materials, full sizes, neat designs; sizes 14 to 17 1/2. Regular 75c, \$1.00, \$1.25 and \$1.50. To clear Wednesday, each .50 (See Windows for Display.)

SPECIAL VALUES IN MEN'S NEW SPRING OVERCOATS. Men's English Tweed Spring Weight Overcoats, in the popular medium and light grey herringbone weaves, single-breasted Chestfield style, button through. Sizes 35 to 44. 12.50

English Vicuna Cloth Spring Weight Overcoats, black cut in single-breasted Chestfield style, tailored in the best possible manner. Sizes 35 to 44. 15.00

Spring Weight Overcoats, made from an extra quality English tweed, a soft, smooth finished material, in a light grey herringbone weave, American, single-breasted Chestfield models, splendidly tailored. Sizes 35 to 44. 18.00

MEN'S FANCY BATH ROBES. Regular \$6.50 and \$7.50. To clear Wednesday at \$3.95. A few odd sizes and broken lines of Men's Fancy Bath Robes, in assorted silk colors, with self trimming of a different shade, cut long and roomy, with girdle to match for waist. Sizes 36 to 44. To clear Wednesday 3.95

A Great Chance for a Good Hat \$2.00 HATS AND \$2.50 HATS, WEDNESDAY'S SPECIAL. 1,200 Men's Hats, in all the leading spring and summer 1911 shapes, colors grey, brown, fawn, etc.

Linens and Staples FLANNELETTE BLANKETS, \$1.17 PAIR. 300 pairs latest size Flannelette Blankets, best quality, white or grey, with blue or pink borders. On sale Wednesday, pair 1.17

EMBROIDERED PILLOW CASES, \$1.00 PAIR. 100 pairs latest Embroidered Pillow Cases, 48-55 inches, beautiful fine designs, very special. Wednesday, pair 1.00

DAMASK SCARF, 18-24, 30c. 200 Damask Scarfs, hemstitched all round, very pretty patterns, good heavy linen. On sale Wednesday, each 30c

45c BLEACHED TWILLED SHEETING, 30c. 200 yds. best quality Twilled Sheet, bleached pure white extra wide width, 30 inches, free from dross, 1/2 regular 45c yard. On sale Wednesday, yard 30c

Baby Carriages and Folders Our Special Baby carriages, with good body, full sizes, roll and tread hood, rubber tires. Special 10c only. 30c with wooden sides, leatherette hood and up-to-date rubber tires, dark green. Regular \$1.50. Wednesday, 1.00

DOCTOR on floor, 100 feet. PRO... FIE... Net... Foster in... Says Su... tious... Capital... increas... Less a... Membe... CANCEL... OTTAWA... time since... finance pro... houses of co... complete... only that... budget for... record and... noted for... two speaker... and Hon. G... There ver... nounced, th... and little a... attendance... as sprinkling... series. The... remarkable... by under co... livery was... without an... in a monot... conspicuous... rantizing... characterize... speeches. H... (to be held... if ed it tick... Cla... Yet the sit... 5000... of \$22,000, 190... including... transcontine... the public de... year 1910-11... more favorab... turns are at... a total reve... \$375,000, 190... of \$30,500,000... nation of 7... million and 1... \$14.68 per ac... Those who... of the iron... disappointed... ties which e... not be renew... (Algonia) the... the bounty... extended. T... that sta... to electric... one mania... Hon. Geo... the minister... ating funds... provide for t... highway to t... Thus, He is... able for the... question of... declared that... ability in Can... settled up... Canada... The recent... people decid... declared. On... account... deal, the bud... the minister... motion to gr... and means... on the motio... started was... dately after... the m... Their... ceedings ab... speaking ab... the minister... chamber, an... the black ro... the room... deputy m... chamber. P... the sergent... the common... chamber, w... general gave... bills, includ... passed last... Field... At a quar... should no... to make... Canada's r... claimed that... would tell... progress and... has now ha... declared. At... the review... penditure for... counts for w... lishment. Th... the year end... \$79,417.71... the estimates... the expendit... during the... mated surplu... \$15,500,000, b... revenue and c... the actual... \$91,000, "w... Continued

The Robert SIMPSON Company Limited