WEDNESDAY MORNING

The Robert Simpson Company, Limited at 5.30 p.m. Store Opens at 8.30 a.m. Men's Waterproof Coats at \$10

More carefully, more elaborately, more completely than ever before we have prepared for Easter and Spring Business. We can promise you some of the most pleasurable as well as profitable shopping you have ever done when you visit the store to-morrow. Come in the morning if you can.

The Black Hat at **Its Best**

Just the sort of smart, daring little hat of black that you will see in clever illustrations or fashion drawings. All fascinating lines, quirks and unusual trimmings, yet wearable withal.

Milan Tagels, Peco Tagels, Belgium Lizert Braid Hats are included in the little group of one hundred and thirty black hats offered Thursday, each with a trenchant and speaking style idea of its own.

Nothing could be more practical, more likable. Prices from \$5.00 to \$12.50. (Second Floor.)

Easter Shoes

FOR MEN. WOMEN AND CHILDREN.

Over fifty thousand dollars' worth of "Victor" Boots for Men. The most fastidious man will find these boots beyond criticism from every angle. Aristocratic in appearance, of the highest grade throughout, in all the newest lasts and leathers, Make your Easter selec-

A Special in Suits at \$13.85

These suits just received from our own factory, made after some New York copies, in serges and whipcords, smartly tailored that will satisfy misses an women, beautifully tailored and finished; skirts in a variety of new shapes. Colors are black, navy, brown, grey and tan. Priced 13,85

SAMPLE DRESSES AT \$6.95. A varied line of silks in bright new shades, kimono or set-in sleeves, dainty lace frilled vests; skirts are overdraped caught in peplum styles; shades are brown, navy, black, mid-blue, Copen, tango, corn and stripe effects. Made to sell at \$10.50, \$12.50 to \$15.00. No phone orders can be taken. Thursday sale 6.95

YOUTHFUL STYLES FOR GIRLS, \$4.50 TO \$6.75. Serges, vicunas, tweeds and cheviot serges. Pretty styles, in a wide range of shades. Loose-fitting styles, some with belts, others with collars of contrasting colors. Ages 6 to 14 years. Prices, \$4.50 to \$6.75. (Main Floor.)

Maternity House Dresses \$1.50

Fine American percale, in neat stripe effect, black or navy; neck and roll collar, pleated front and three-quarter sleeve, shirred elastic at waistband, belt of self. Sizes 34 to 44. Thursday 1.50

SILK PETTICOATS, \$3.50.

Imported Petticoats of Paillette Silk, extra good wearing qual-ity, in black, navy, emerald, tango and white, made with narrow knife-pleated flounce. Lengths 36 to 42. Thursday...... 3.50 (Third Floor.)

Magnificent Showing of Dainty **Dress** Fabrics

The newest textures, weaves and colorings come to us direct from the old world. "Exclusiveness", characterizes our entire showing, both of colors, designs and textures. A short list will help you in choosing. Crepe Suitings, in all-wool or silk and wool, soft and pliable

fabrics, in rare spring and summer shades. Duvetyne-Rich and draping well; beautiful new shades, in

plain, broche and cord effects. Checks are legion and come in every conceivable color combination, including black and white, in the much worm

The Metal **Bed** Sale (Second Day)

Children's Cribs, in pure white enamel. The sides are movable; have high head and foot ends; rails are close together, and posts have brass knobs. Regularly \$5.75. Sale price 8.90

Iron Bedstead, in white enamel; has continuous posts, heavy fillings, decorated with husks; in 4 ft. 6 in. size only. Regularly \$6.00. Sale price 4.35

Iron Bedstead, in white enamel; brass top rail and centre spindle, heavy fillers at head and foot ends; in 3 ft. and 3 ft. 6 in. sizes only. Regularly \$7.00. Sale price. 4.75

Semi-Balmacaan Style Shower-proof Coat of English Burberette cloth in a tan. A light-weight, serviceable

The Ideal Motor Coat-In fawn worsted cloth. Very carefully tailored. Double-breasted, buttoned to the chin style, with close-fitting collar and wind cuffs 25.00

(Main Floor.)

Youths' Stylish Spring Suits

Made from double-texture English paramatta cloth in

a good fawn shade, in two good styles, motor and Raglan

shoulder, with close-fitting collar. Cut long and loose.

Nicely tailored. Sizes 34 to 44. Price 10.00

paramatta cloth in fawn. Made single-breasted, fly front

style, good length, good-fitting. Good tailoring. Guar-

anteed waterproof. Price 15.00

and economical coats a man can possess. Can be used

for a light-weight spring overcoat, and will protect you

from the ordinary shower. The material is English whip-

cord cloth, in fawn. Cut raglan shoulder style, single-

breasted Chesterfield, to button through. Nicely tailored

and fitting well. Sizes 34 to 44. Price. 18.50

The Two-Purpose Coat-One of the most serviceable

Ragian Style Waterproof of English double-texture

A special design for the young chaps: Single-breasted acque coat with neat step collar, medium length lapelle, narrow shoulders fitting in at waist. Single-breasted vest and long cuff bottom trousers of medium width. Small check pattern tweed in a rich dark grey shade. Sizes 32 to 35. 12.00

BOYS' SINGLE-BREASTED NORFOLK SUITS.

BOYS' DOUBLE-BREASTED BLOOMER PANTS SUITS of small check grey and black English tweed, two-button double-breasted style with extra full-cut bloomers. Sizes 28 to 34. Thursday 8.00

Men's Underwear at 39c Eive hundred garments. Odd lots to be cleared at

away below the cost price. No "phone or mail orders can be filled for these. Heavy and medium weights in fleecelined, pure wools, wool and cotton mixtures, and merinos. Shirts and drawers, but not all sizes in all the lines. Sizes in the lot. 34 to 46. Regularly 50c, 75c, \$1.00, \$1.25 and

The overmakes and odd lines of the better quality ma-

terials for spring and summer wear, such as French and

American percales, madras, soisettes and chambrays, in

plain colors or stripe designs. All sizes in the lot, 34 to 44. Regularly \$2.50, \$3.00 and \$3.50. Thursday, special,

a suit 2.00 (Main Floor.)

Boys' or Girls' School Caps

in cardinal, scarlet or brown felt, good wearing quality and silk

navy, brown, tan and grey; also grey, black and tan velour.

Extra good value at 1.00

with fancy bow and feathers. Colors brown, navy, grey and

black. Specially priced 1.50

Medium Priced Dinnerware

der decoration. Gold lined edges and handles. 50-piece cottage

dinner set. Regularly \$6.95. Thursday 4.95

\$8.50 DINNER SET, \$6.29.

Fine quality English semi-porcelain, pink key and rose bor-

Boys' Middy Style Hats, in fine grade imported felt. Colors

Plush Velour Hats, for boys. New Tyrolean shape, trimmed

GOOD QUALITY PYJAMAS.

Curtain Nets A beautiful assortment of designs to select from. for the bedroom or livingroom, in white, ivory or

Store Closes

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ecru; 45 inches wide. Regularly 50c per yard. Spe-

SCOTCH MADRAS AT 44c YARD.

Nothing like madras for service, easy to launder, easy to make up; white or cream: 50 inches wide; splendid quality. Regu-larly 65c yard. Special,

SCRIM CURTAINS FOR \$2.78 PER

PAIR. These are considered the smartest of curtains ju now. Beautiful effects and easily done up; 2 yards long. Regularly \$4.00 and \$4.50. Spe cial 2.78

SOMETHING REMARKABLE IN CRETONNES.

1,000 yards of Cretonne, i an extensive assortment a

YARD.

33c YARD.

sion of colorings and designs; 30 in. and repd wide. Regularly 25c and 30c condition thus lau yard. Special, yard121/2 by step SHEER SILK, 19c olutio tote of The p An artistic fabric for screen erry of filling or curtains, in rich colfarmer orings; 36 inches wide. Spe-cial, yard entio t start the wage ENGLISH CHINTZ, used, ing th the only Choice designs, in artistic colors, in washable, non-fadecially able chintz, 31 inches wide, for old co curtains and furniture covering. Regularly 50c per yard. The po was that ing mach to the fai (Fourth Floor.)

tion to-day. "CLASSIC" SHOES FOR WOMEN, MISSES AND CHILDREN.

The women's are made on all the newest lasts for Easter wear, in all the most popular leathers and combinations of leathers. See the new recede toes, kidney heels and cloth tops. The misses' and children's are made in all leathers on the "back to nature" lasts that have made them famous from coast to coast.

WOMEN'S \$3.50 TO \$5.00 BOOTS, \$2.49.

Over 1,000 pairs Button and Laced Boots, in all the new and popular styles, with short, medium and long vamps. The leathers are patent colt, gunmetal, fine vici kid and tan Russia calf. Goodyear welt, flexible McKay and hand-turned soles. These boots are beautifully finished and of the very latest pattern. About 300 pairs are "Queen Quality" Samples. Sizes 21/2 to 7. Regularly \$3.50 to \$5.00. Thursday, 8.30 2.49

MEN'S \$4.00 TO \$5.00 DRESS BOOTS, \$2.65. Special purchase of highgrade Patent Colt Dress Boots for Men. The lasts are stylish and popular, and the soles are medium and light weight, put on by the Goodyear welt process. The standard prices of these boots were \$4.00, \$4.50 and \$5.00. Thursday, 8.30, at 2.65

A French Corsetiere Mademoiselle Arnal from Paris is with us at present to demonstrate the C. P. a la Sirene Corset, the new model of one of the greatest Parisian corsetieres. The feature of this corset is the perfect grace it gives while preserving the natural curves of the figure. The Ligne Normale, as shown by it, is pliant and

modish to a degree. We invite you to consult Mademoiselle Arnal and have a fitting of the new model as adjusted by her experience and trained judgment. (Third Floor.)

shepherd checks of various sizes, also in overchecks and checker-board effects The latter much in demand for "sports" The colors are ingeniously blended to avoid glaring effects.

Broadcloths are in vogue on account of their rich, supple finish and adaptability for the prevailing modes. Shades are shown that blend with checks for "sports coats."

Gaberdine, an innovation in spring fabrics, plain and broche effect and crepe finish in an exquisite series of half tone and two tone colorings. Ratines, in all-wool and silk and wool, plain and brocade, a

beautiful soft draping fabric in a lovely color range. WEST OF ENGLAND DIAGONAL SERGE, SPECIAL,

TO-MORROW.

4,000 yards of this suiting represents a special purchase from a leading and exclusive serge manufacturer. It is 52 inches wide. Good color range, including navy and black. Thursday special bargain table in our main aisle dress goods department. Regu-

Easter Silk Novelties

Featuring express shipments of Silk Crepes, Silk Foulards and new Charmeuse Crepes.

Lovely soft Creped Fasconnes, beautiful floral effects against dark grounds in distinct crinkly weaves. Crepe Damas, on the order of a satin broche, but with the

crepe finish. Exquisite designs on white, mid and dark grounds, in wild rose cluster effects.

New designs in Printed Crepes, in both ripple and plain weaves. Small regular patterns that are most pleasing in their dainty figures and delicate hues. Champagne, tan, tango, gold and greens are pronounced in the new shipments.

In Silk Foulards selection is now at the best. The variety is great and tends towards exclusiveness. In many designs we order single lengths, and never more than two of the higherpriced weaves, thus giving individuality. Our last shipment comprises ranges of rose patterns on grounds of black, navy, green, taupe, tan, brown, Copenhagen and old rose, the floral effects standing out in bold relief. Charmeuse Satins, Charmeuse Crepes and Meteors, with

"Crepe Marjorie," a charming fabric of beautiful finish, con-

tinually arrive in new Parisian tones. (Second Floor.)

Hosiery and Gloves

Women's Kid Gloves, French kid, Perrin's make, workman-ship the best; the finish is all that could be desired, elegant fitting and always smart and stylish, three brands that are well known-"Elite," "La Rive" and "Monopole," shades black, tan, white and colors, sizes 51/2 to 71/2. Thursday, \$1.50, \$1.25 and \$1.00. Women's Stylish Chamoisette and Leatherette Washable Gloves, natural and white, plain stitching on back or heavy black stitched back, smart and good appearing, also many other lines in the above shades, all are finished with 2 dome fasteners, sizes $5\frac{1}{2}$ to S. Thursday, 75c, 50c, 39c and 29c.

Women's Finest Imported English Make Black Cashmere Hose, in seamless and fashioned finish, light and medium weights, fine resisting yarns, two well-known makes, "Wolsey" and Llama" brands, and other reliable makes; weaves are close and elastic finished with wide tops and spliced ankle, heel, toe and sole, sizes 81/2 to 10. Thursday, 75c, 50c, 35c, 3 for \$1.00. Men's "Penangle" Brand Plain Black Casinmere Socks,

seamless, good weight, yarns are soft, durable and closely knit-black, with unbleached sole, perfect finish, sizes 91/2 to 11, 35c

Eyeglasses, Chains on spring button, to roll up, all black enamel Regularly 50c

reduced. \$2.95 to \$12/25.

Iron Bedstead; in pure white enamel; brass top rails and heavy fillers; in 4 ft. 6 in, size only. Regularly \$8.50. Sale price 6.40 Iron Bedstead, in white enamel

'Iron Bedstead, in white enamel;

continuous posts, heavy fillings, with

brass centre; in 4 ft. 6 in. size only. Régularly \$7.75. Sale price. 4.95

Iron Bedstead, in pure white en-

amel; brass top rails, fitted with

brass ornaments; in 4 ft. and 4 ft. 6 in. sizes. Regularly \$8.00, for 5.50

Iron Bedstead, in white enamel

finish: brass top rails, spindles and

knobs; the fillers are close together,

decorated with husks; in 3 ft., 4 ft.

and 4 ft. 6 in. sizes. Regularly \$9.00.

finish. The posts are fitted with brass knobs; also brass centre rail. In 4 ft. 6 in. size only." Regularly \$9.25. Sale price..... 6.70

Iron Bedstead, in white enamel finish: has continuous posts, heavy pillars, with centre brass rails; in 4 ft. 6 in. size only. Regularly \$9.75. Sale price 6.85

Iron and Brass Beds-Have very heavy continuous posts, with all-brass centres; in 4 ft. 6 in, size only. Regularly \$17.50. Sale price 13.75

Bed Spring - Hardwood sides, woven wire springs. Regularly \$2. Sale price 1.85

Bed Spring-The frames are made of steel tubing; closely woven steel wire, well supported by steel bands. Regularly \$3. Sale price 2.35

very fine, closely woven steel wire. Regularly \$5. Sale price 3.95

grass, with heavy layer of jute felt on both sides, covered in strong twill ticking. Regularly \$3.45, for 2.45

Mattress-Filling is of pure white elastic cotton felt, covered in fine art ticking, neatly tufted. Regularly \$7.50. Sale price 5.15 Pillows, filled with chicken fea-thers and wool, covered in good

strong casing. Special, pair 85 Pillows, filled with goose and duck feathers, covered with high-grade art ticking. Regularly \$3.50, for **2.95**

Cot and Mattress complete-The frame of kiln-dried hardwood, woven wire spring and good mattress. Regularly \$3.25. Special 2.95 (Second Floor.)

Mattress-Filled with curled sea-

50-piece English semi-porcelain, blue printed festoon border decoration. Regular value \$5.00. Thursday special 3.29 Bed Spring-Has steel tube sides, \$15.00 "CARLSBAD" DINNER SET, \$9.69.

\$17.00 GRINDLEY DINNER SET, \$9.95. Grindley's highest grade of English semi-porcelain, dainty conventional border with rose festoons decoration, very brillint hard overglaze. Regular price \$17.00. Thursday 9.95 \$16.50 PINK AUSTRIAN CHINA, \$11.95.

97 pieces, Kermis shape cups, hard thin Austrian china, pink

A Clearing of White Flannelette

Best quality of White Saxony Flannelette, with a soft, close napping, wide width, 36 inches. Regularly 25c yard. Special,

NEW TAPESTRY TABLE COVERS.

These come in pretty floral designs, in red and green combination, fringed all round, size 2 x 21/2 yards. Special, Thursday 2.95

\$3.50 BED COMFORTERS, \$2.95

Covered with a good quality of silkoline, extra well quilted. with fancy stitched pannels. These come in dainty designs and colorings, size 72 x 72. Regularly \$3.95. Clearing Thursday 2.95 Fine English Longcloth, free from filling, 36 inches wide.

70-INCH SHEETING AT 29c YARD.

Heavy Bleached English Sheeting, with a pure finish, very erviceable; your choice in plain or twilled weaves. Special,

FAMOUS OLD BLEACH DRESS LINENS. These come in white or natural shades, in a neavy round thread, will not crush easily, ideal for making women's or chil-dren's stylish blouses or dresses, width 36 inches. For sale,

Toilet Goods French Ivory Dressing Comba tra strong teeth, 8 inches long. 4,711 Eau de Cologne, 2-ounce l tle. Special Oatmeal and Olive Oil and Cuc ber Toilet Scap. Special, 6 ca Grained Ivory Sponge Boxes a Tooth Brush Holders. Half Price Bronnley's Verbena Bath So Special, 3 cakes for Melba Talcum Powder, delightfully perfumed. Per tin New shipment of Dainty Grained Ivory Bedroom Clocks, reliable movements, large variety, 51.00 to \$5.00.

Toilet Goods Department. (Main Floor.)

Counter Mussed Crepe d'Chine Waists

Clearing our forward tables of waists that have become slightly counter mussed. Ivory and a good selection of good shades from our \$5.00 tables for quick sale. Monday morning 3.00

(Third Floor.)

Special Lunch FOR BUSINESS PEOPLE.

Sixth Floor. Stewed Breast of Lamb with Green Peas; Boiled or Mashed Potatoes; Bread and Butter; A ple Sponge Pudding; Lemon Sauce, Tea or Coffee .25

(Sixth Floor.)

The Grocery List 2,000 lbs Dairy Butter, in prints. Per 1b.

Finest Sugar Cured Hams, half or whole. Per lb. Edwardsburg or Beenive Table Syrup. 5 lb. pail Salt, in 5 lb. bags. 3 bags ... Salt, in 5 lb. bags. 3 bags Grapenuts. 2 packages Cantred Yellow Peaches. 2 tins California Prunes 2 lbs. B. D. Smith's Fure Raspberry Jam. 5 lb. pail 500 lbs. Fresh Ginger Snaps. 8 lbs. Finest Pot Barley. 6 lbs. Fresh Flaked Wheat. Per stone Scott Taylor's Worcester Sauce. 8 bottles Choice White Bears. 5's lbs. English Marrowfat Peas. Canned Apples. gallon size. Per tin Peanut Butter, in bulk. Per ib. 20 Finest Fratherstrip Cocoanut Per lb. Upton's Marmalade, 5 lb. pail. Maggi Soups, assorted, 6 pack-ages Choice Red Salmon, 2 tins Choice Pickles, Niagara brand. 40-oz, bottle .19

35c ASSAM TEA FOR 25c. 1,000 lbs. Fine Rich Full Bodied Assam Tea of uniform quality and fine flavor. a 35c tea any-where. Thursday, per 1b (Basement.)



(Main Floor.)

Lemoine Opera Glasses, a few of the better grades, greatly (Second Fluor.)