

SIMPSON Store Opens 8 a.m. Closes 5.30 p.m. | H. H. FUDGER, President; J. WOOD, Manager | Probabilities—Fresh northwest winds, partly fair and becoming colder; snow surries. **SIMPSON**

Last Day of the Furniture Sale

When you see the splendid bargains that your friends got at the Simpson sale; when you realize that the time to buy furniture has passed; that Simpson's was the place and February was the month, you will wish to goodness you had shown a little more forethought. But, cheer up! there is another day in February yet — just one more opportunity.

Dressers, in genuine quartered oak, golden finish, also in mahogany trimmings, either wooden knobs or brass pulls; square or oval-shaped toilet. February Sale, **\$17.00**.

Chiffoniers, to match above. February Sale, **\$18.00**.

Dressing Tables, to match above. February Sale, **\$12.00**.

Dressing Tables, in mahogany, a special purchase, an exceptionally good pattern, well made. February Sale, **\$23.00**.

Brass Bedsteads, in bright and satin finishes, heavy upright posts with filling equally strong. February Sale, **\$24.60**.

Iron Bedsteads, in pure white enamel finish, strongly made with brass caps and rods. February Sale, **\$3.95**.

Mattresses, well filled with pure white cotton, tufted and covered with blue art ticking. February Sale, **\$7.40**.

Sliding Bed Couches, a comfortable couch for day easily extended to a comfortable bed for night. Complete, with denim-covered mattress, February Sale, **\$8.40**.

Buffet-Sideboards, in selected quartered oak, finished early English, good cupboard and drawer space. February Sale, **\$23.90**.

Dining Chairs, in solid oak, with full box seats and genuine leather upholstery; sets of five side chairs and one arm chair. February Sale, **\$15.40**.

Dining Tables, in selected quartered oak, rich golden finish, highly polished, pedestal design with round top. February Sale, **\$23.90**.

Dining Tables, made of hardwood, in mission finish, pedestal design, extending to 6 feet. February Sale, **\$10.65**.

China Cabinets, in rich golden finish, quartered oak, bent glass door and ends, and with mirror in back. February Sale, **\$23.75**.

Reed Rocking Chairs, in light finish, full size, well made, durable and comfortable. February Sale, **\$2.30**.

Willow Arm Chairs, finished buff color, large size, and strongly made. February Sale, **\$2.69**.

Simpson's for Wall Paper

The lightest and most convenient up-to-date wall paper department in the city; full stocks, latest colorings and designs, expert salesmen who will show you any color scheme for any room or suite of rooms.

Imported drawing-room, parlor, reception-room, dining-room, hall, den, library and sitting-room papers, in cloth, crash, oatmeal, stripe, Jasper and blended effects, in greens, browns, wood colors, tans, greys, champagnes, blues, pinks, old rose, yellow. Prices, per roll, 25c to \$3.50.

New bedroom papers, imported and domestic, in lilies, chambrays, figured, floral and stripe, assorted colorings. Prices, per roll, 8c to 85c.

Cut-outs in friezes, borders and dividers, in good colorings. Per yard, 2c to \$1.00.

TUESDAY SPECIALS.

3450 rolls imported and domestic parlor, dining-room, hall and bedroom papers, assorted colorings and good design.

Regular to 15c, Tuesday, 7c.

Regular to 35c, Tuesday, 17c.

Regular to 65c, Tuesday, 33c.

Regular to \$1.00, Tuesday, 49c.

Pictures for 69c

500 Framed Pictures go on Tuesday morning without a thought of their regular market values. We need the space for new goods.

500 Framed Pictures, including etchings, carbons, photogravures and reproductions of famous paintings. The frames are gilt with burnish finish, oaks, gum wood, etc.

No phone or mail orders. No dealers supplied. Picture Galleries, Top Floor.



Taking His Punishment

Thirty dollars' worth going for less than twelve, is certainly a dose for the clothing manager, but he says he's had a mighty fine business in overcoats, and on the few that are left he's prepared to take his medicine.

What is medicine for him is surely pie for you. Distribution of the choice slices begins promptly at 8 o'clock.

A Clean-up of the Balance of Our Men's Winter Overcoats

Sold Regularly at \$15.00, \$20.00, \$22.00, \$25.00, \$28.00 and \$30.00. To Clear Tuesday at \$11.95.

60 only left of our High-grade Overcoats, made from extra quality imported English black melton cloths, fancy vicunas and tweeds in this season's newest shades and patterns, including brown and grey mixtures. Cut from the latest American models in single-breasted Chesterfield style, with hand-moulded shoulders and lapels, and close-fitting black velvet collars; also a few of our High-grade Fancy Tweed Ulsters, tailored in the best possible manner and finished with extra quality linings and trimmings. Sizes 35 to 44. To clear Tuesday at \$11.95.

Extra Special Shirt Sale

1500 Men's Neglige Shirts, broken sizes, odd lines and regular stock, a splendid assortment of colors and different styles gathered up to make room for new goods; every shirt is splendid value and first quality, full sizes and good wearing materials; sizes in the lot 14 to 17. Regular 75c and \$1.00. Tuesday, each, 49c.

500 dozen Men's Sea Island Cotton Shirts and Drawers, for warmer weather, pearl grey shade with silk trimmings to match, finished with elastic rib cuffs and ankles; sizes 34 to 44 each. Tuesday, 50c.

1000 dozen Manchauffer's Genuine French Balbriggan, the kind that always gives the best satisfaction; every garment stamped with the manufacturer's name; sizes 34 to 50. Best possible value for Tuesday, each, 50c.

\$35.00 Fur-lined Coat \$15.95

17 Men's Choice Russian Marmot-Lined Coats, color of full-furred dark German otter skins, in lapel style, black beaver cloth shells, expertly tailored, with best trimmings. Splendid value at \$35.00. Tuesday, \$15.95.

Millinery Trimmings

300 Beautiful Duchess Plumes, in black, white, royal, old blue, moss, old rose, rose, etc., 18 to 20 inches long, and full wide fibre. Regular \$5.50 each. Tuesday's price, **\$3.69**.

160 Black Ostrich Tips, curled in the Prince of Wales style, 14 inches long. Worth regularly \$2.50 each. Tuesday's price, **\$1.69**.

Values up to \$3.00.

Special Showing of Black Dress Fabrics Suitings at \$1.00

The most select and comprehensive assortment of Black Dress Fabrics and Suitings at \$1.00 per yard we have ever shown. Every new weave, together with all the more staple makes is here represented. New worsted suitings, new broadcloths, new chevylots, new coating seages, new wool San Toys, new Beugaline cords, new armures, new volles, in fine, medium and coarse mesh; new silk and wool San Toys, Henriettes, etc., etc.; 44 to 54 in. wide. **\$1.00 per yard.**

SPECIAL

2000 yards, a special purchase of All-wool San Toys, a beautiful rich fabric, in fine cord effect with a bright silky finish, in a full range of the newest spring shades, best French dye and permanent finish, 44 in. wide. Regular value 85c. On sale Tuesday, **69c**.

Ladies of Toronto...

Are respectfully reminded this is the day of our **MILLINERY OPENING**, and that the latest novelties in New York and Paris Millinery will be on view during the week.

Millinery Ribbons This for Special Attention of Visiting Milliners

With ribbons playing a large part in spring millinery, an opportunity to get high-class ribbons at popular prices will be appreciated.

A 6-inch Heavy Duchess Satin, that has an exceptionally rich lustre, and which is beautifully firm, may be had in all the best spring shades. A quality which sold for considerably more than Tuesday's special price, which is 25c.

Fancy Ribbons, in a very extensive variety, as well as plain taffetas, satins and failletines, may be had in any length. You don't have to take a half piece or a whole piece of a color—just enough for one hat.

Linens and Staples

(Second Floor.)

A CLEARING OF LARGE TABLE CLOTHS AT \$2.88 EACH.

2 1/2 x 2 1/2 and 2 x 3 yards, all pure fine linen, pure white bleach, fine satin damask; the designs are all elegant, with borders all around, but we have no napkins to match. Regular \$3.75 to \$4.50 each. Tuesday, **\$2.88**.

900 YARDS BLEACHED ENGLISH SHEETING, 23c YARD.

Plain or twilled, firm, close, strong make, will give excellent wear, about 70 inches wide, for double beds. Clearing, yard, Tuesday, 23c.

FINE UNDERWEAR, LONG CLOTH, 9c YARD.

A beautiful full-bleached fine longcloth for ladies' and children's under garments, yard wide, ready for the needle; 1000 yards, Tuesday, yard, 9c.

Dress Goods

A further shipment of New Black and Colored Silks to hand, comprising New Mousseline Duchesse, New Satins de Chine, New Paillettes, New Satins, New Cord, New Moire Velours, New Crepe de Chine, New Charmeuse, in all the latest and leading colors.

2000 yards of 40-inch wide Satin Paillette, rich black, guaranteed for wear, recommended for dresses, skirts, waists, etc. Tuesday, 94c.

A Great Offering in Ostrich Feathers

To Start the Season.

Ostrich Feathers are sure to be as popular as ever, all the leading milliners are showing them in abundance on many of their models. Values like the following should attract a large crowd at the feather department.

30 only, Flowing Willow Plumes, in black or white, 22 inches long, and of the best quality fibre, sold elsewhere for \$13.50. Tuesday's price, **\$9.00**.

New English Cretonne

Over 6000 yards of High-Grade English Cretonnes, in the most artistic designs and colorings, including reproductions of fine antiques. We sold this quality readily last season for 40c. Tuesday, per yard, **19c**.

Four Styles of Women's Boots

New 1911 Spring Styles at \$3.00

- (1) Selected patent colt leather, Blucher, Cuban heel, **\$3.00**.
- (2) Selected patent colt leather, button, Cuban heel, **\$3.00**.
- (3) Fine vici kid leather, Blucher, Cuban heel, **\$3.00**.
- (4) Gun metal leather, Blucher, Cuban heel, **\$3.00**.

All popular sizes and widths.

Book Department

For the Lenten season, we have a fine stock of devotional books, Bibles, Prayer Books, Hymn Books and Prayer and Hymns. A few slightly soiled copies we are offering on Tuesday at **49c each**.

Bibles at 98c each.

Other gift books, suitable for this season, from **60c to \$1.25**.

Place your order with us for engraving, printing or embossing—Visiting Cards, At Homes, Wedding Invitations or Announcements. Compare our prices before you decide. New samples in our Stationery Department, Main Floor.

Silverware Sale

Spoon Baskets, satin engraved finish, fancy handle, rococo border, gold lined. Regular \$3.00. Tuesday, **\$1.98**.

Fern Pots, open-work band, fancy feet, earthenware fern holder. Regular \$2.75. Tuesday, **\$1.39**.

Biscuit Jars, satin finish, fancy handle and feet, "Biscuit" engraved. Regular \$3.00. Tuesday, **\$1.98**.

Syrup Pitchers and Tray, bright silver finish, engraved, fancy handle. Regular \$3.00. Tuesday, **\$1.98**.

Cake Plates, satin finish, bright border, bead trimming, "Cake" engraved. Regular \$1.75. Tuesday, **98c**.

Chinaware

102-piece Dinner Set in Limoges China, one of the products of Bernardaud & Cie, Limoges, famous potters, beautiful floral spray decoration, gold clouded handles, in a rich cream body, really an elegant set. Regular \$40.00. Tuesday, **\$27.50**.

250 decorated Jardinieres, in English ware, neat designs and assorted colors. Regular up to 69c. Tuesday, 39c.

100 Cracker Jars, in German China, neat rose decoration and gold trimmed. Regular value 85c. To clear Tuesday, 15c.

Hosiery for Men

If you can't manage to get around to the Simpson Hosiery Sale before the end of this month, ask your wife or sister to go for you. It would be a shame to miss the chance of getting two pairs of socks for the price of one. Notice these examples of the sale's economies:

Men's Plain Black Cashmere Socks, spliced heel, toe and sole, fine elastic ribbed top. Regular 39c. Hosiery Sale price, Tuesday, **19c**.

Men's Lisle Thread Socks, plain colorings, fancy stripes and checks. Regular 30c. Hosiery Sale price, Tuesday, **19c**.

Boys' and Girls' Heavy All-Wool Worsted Stockings, English made, from extra quality bright worsted yarn, extra heavy heel, toe and sole. Sizes 6 to 8 1/2. Regular 35c. Hosiery Sale price, Tuesday, **23c**.

Groceries

One car Standard Granulated Sugar, 21 lbs., **\$1.00**.

Ogilvie's Royal Household Flour, 4-bag in cotton, **90c**.

Ann's Sallee's Pancake Flour, 3 packages, **25c**.

Finest Marmalade Oranges, good size and color, per dozen, **17c**.

Finest Messina Lemons, large size, 2 dozen, **25c**.

Choice Side Bacon, peameal, half or whole, per lb. **20c**.

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

Post Toasties, 3 packages, **25c**.

Canned Spinach, best quality, per tin, **15c**.

Pure Gold Quick Tapioca Chocolate and Custard Powder, 3 packages, **25c**.

Wagstaff's Pure Crabapple Jelly, 1-lb. jar, **18c**.

The **SIMPSON** Company Limited