BLA SIMIPSON :--

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS:

## The Modern Spirit At

This in Lunch Room WEDNESDAY AFTERNOON, 8 to 5.30. Chicken Pattie, Bread Pot of Tea, TEN CENTS.

is evidenced in every piece of stock, every inch of floor space, every price ticket. To give the best value

During alterations standard plunger elevat-ors on the Richmond st. side of the building, which

they are admirably adapted for immediate

wear. The price is particularly low, because

the season is a little backward. Made of im-

ported English tweed, in novelty shades of tan,

grey and green mixtures. These suits have coat lined with striped silk, skirts fastened at the left side of the back, and a panel trimmed with buttons. Sizes 32 to 40. Very special

WINTER COATS \$1.29.

Imported Frieze Cloths, in black

brown, diagonal tweeds in

black and grey stripes. Made in a number of good service-able styles, semi-fitting or loose back, velvet collars or

collars of self. These are coats

we cannot carry over, hence

this almost unbelievable

price ..... 1.29

ANOTHER LOT OF COATS

at \$7.95 are of imported beaver

cloths, in brown, navy, black

and green. These coats are all

well made in a plain tailored

style, on semi-fitting lines, and

were very special values at \$15.00. Wednesday ... 7.95

VOILE SKIRTS.

or pleated styles, with some beautifully braided and others

trimmed with silk fringe or buttons. Regularly \$7.50 to

\$12.50. Specially priced for

Wednesday ..... 5.79

A Snap in D and A

Corsets

corsets are booked to go your way Wednesday at fifty cents a pair less

than their real worth. They may be ordered by phone if desired.

Clearing 300 pairs D and A Cor-sets, a very stylish long model in strong white coutil. medium low

Women's Underwear

The new spring styles and makes women's underwear are arriving

daily and many are always replen-ishing that part of their wardrobe.

LATE ARRIVALS.

Women's Vests, fine ribbed, white sotton, low neck, short or no sleeves,

white balbriggan, low neck, no sleeves, umbrella or tight knee.

lace and draw tapes on neck and arms, sizes 82 to 42 bust. A suit .50

\$5.00 Sample Waists

Wednesday \$2.79

Lovely Sample Blouses, fine mes-saline satin, and chiffon silks, in

with tucking; also silk embroid

ered and trimmed with guipure lace

motifs and insertion, short or full

length sleeves, all set-in style;

styles, also in lace and net

ecru, white and black;

silks are in white, navy,

Regularly \$5. Sale.... 2.79

eading and draw tapes. Sizes 32

A large collection of attractive models, of crisp all-wool voile, in black only. On show are several styles. Plain gored

for your money and the best service we can produce is the ambition of The Simpson Store.

Women's Sui!s Show Clever Tailoring Kimonos and Sacques Although these are new spring garments,

Long Kimono Gowns, of cotton challie, Persian patterns, navy, cardinal or Copenhagen; belt, fronts and cuffs of self colored twilled mercerized. Sizes 34 to 44. Wednesday .... 1.25 Long Kimono Gowns, of heavy flannelette, floral and stripe effects, Copenhagen, navy, sky and cardinal; shirred yoke back and front, sleeves and fronts trimmed mercerized. Sizes 34 to 44.

Wednesday ... ... 1.39 Dressing Sacques, of cotton eiderdown, cardinal only; fitted style, fronts, cuffs and collar finished with black shell stitching. Sizes 34 to 44. Wednesday ... ... ... ... ... ... ... ... .59



Dressers of many grades but of uniformly much lowered prices comprise this list for Wednesday. You could not get such prices at wholesale as these we offer, and you have in addition the guarantee of this Store for quality. Come and see them.

Dressers, in hardwood, quartered oak finish.
Regularly \$7.50, Wednesday, special ...... 5.40

Dressers, with low base and large mirror. Regularly \$12.50, Wednesday special Dressers, in white enamel with wood trimm

finish. Regularly \$24.50, Wednesday, special

Dressers, in mahogany or quartered oak. Regu larly \$34.75, Wednesday, special ....... 29.75

Dressers, in dull mahogany, colonial design with heavy oval plate mirror. Regularly \$52.00, Wednes

weil finished. A good pattern with deep drawers and large mirrors. Regularly \$60.00, Wednesday, special ..... 48.70

### A Programme in Silks

The February Black Silk Sale gives early opportunities of pur-chasing new and fashionable black dress silks and satins at

remarkable reductions.
400 yards Heavy Black Satin
Paillette, very close, even weave, gives splendid wear, and is a skein-dyed black, 36 inches wide. Regularly \$1.35 per yard . 1.15 Our special Mousseline Duchesse Satin, 40 inches wide, well worth \$1.69 per yard. Wednes

A \$2.00 Black Duchesse Mousseline Satin, 40 inches wide, for, per yard ..... 1.69 Dressy: skein-dyed Satin, perfectly finished, black. On sale Wednesday ........... 1.69
The New Black Charmeuse Satin. A special purchase of 110 yards of this soft, deep black wide. Regularly \$2.50. Wednesday, per yard ..... 2.00 SPECIAL FOR WEDNESDAY. 4,500 yards of striped, checked, and combination effect in Swiss Peau de Soie, to be cleared on Wednesday at 44c per yd. Regular values from 55c to 75c. Included are navy and white, black and white, and white and black stripes, black and white, navy and white, and brown and white checks. An opportunity to get a reliable silk far below usual

Handsome Cloths for Women's Wear

BLACK AND NAVY SERGES. You will find them displayed in the north-west corner of our spacious dress goods section, where you get the very best light, serges selected from the best makes. We guarantee all our qualities to be thoroughly scoured and free from grease, properly shrunk and spot proof. Each quality bears the Simpson stamp on the back. This is a guaran tee of quality and Simpson standard. See our special displays of Priestley's serges, known the world over as first-grade.

Dress Goods Dept., 2nd Floor.

Wash Goods

Every spring washable fabrics seem more beautiful than ever beore and every year the facts seem bear out that impression, cotton goods dyers and weavers grow more skillful and artistic all the time.

Have you seen our muslins for this spring? Make a point of doing so before you settle about your sew-ing for summer. We would special-ly call your attention to the beauti-ful array of bordered goods, which are so fashionable just now and which will be worn a great deal this

Bordered French printed voiles. 28 inches wide, body ground of polka dots and floral designs with border of color combination to blend Bordered voile, 36 inches wide, very special value, most exquisite designs of spots, geometrical and other foulard effects, pink, sky, mauve and other dainty colors. The beautiful and price of material is so 

black ..... .25
Bordered printed organdle, small and pretty designs of rosebuds, daisies, etc., printed on white grounds in pink, sky, mauve, etc., 

### Embroidered Nets From Saxony and

Nottingham Fine Saxony nets in white, cream and eoru embroidered in silk or cot-ton, small designs in spots, floral and convention, 18 inches wide, so fashionable for yokes and half sleeves, prices per yard, 50c, 65c to

Nottingham nets, 18 inches wide, no small fancy meshes, polka dots, also tucked nets in white, cream and eoru, per yard 22c, 25c, 35c to \$1.25.

guipure and embroidered nets in handsome designs, 18 inches wide (with insertions and bandings to match). Prices per yard 65c, 75c to

give quick service to all

### Yes, There's a Difference

between the sedan chair and the automobile-just as there's a vast difference between the prices set for the February Hosiery Sale and those ordinarily charged for these grades.

Women's fine imported Cashmere Hose, full fashioned, black, double spliced heel, toe and sole, fine soft yarn. Regular 45c, Hosiery Sale price, Wednesday, pair . .29

Women's fine Silk and Wool fine ribbed Hose, black, with contrasting colors, also cashmere lace ankle hose, in fancy colors. Regularly 75c, Hosiery Sale price, Wednesday ... .. ... ... ... ... .49

Women's Black Cotton Hose, with natural wool sole, soft and fine on the feet, also black, with Maco sole. Regularly 25c, Hosiery Sale price, Wednesday, pair, 19c; 3 pairs for ... ... ... ... ... .55

Women's Seamless Black Cotton Hose, also fleece-lined. Regularly 20c, Wednesday, Hosiery Sale price ... . 121/2

Women's fine Lisle Thread Hose: in the lot are plain black, tan and fancy colors; also lace ankle. Regularly 40c, Hosiery Sale price, Wednesday ... ... ... ... .25

Children's, Boys' and Girls' Ribbed all wool Black Cashmere Stockings, spliced heel. toe and sole, splendid wearing. Regularly 40ca Hosiery Sale price, Wednesday, pair .. .25

Men's plain black and fancy colored Cashmere Socks, imported goods, spliced heel, toe and sole. Regular 35c and 40c. Hosiery Sale price, Wednesday, pair ... ... ... .25

Men's plain black Cashmere Socks, seamless, spliced heel, toe and sole. Regularly 25c, Hosiery Sale price, Wednesday, 19c; 3 pairs ... ... .55

Men's Lisle Thread Hose, plain black and colors. Regularly 40c, Hosiery Sale price. Wednesday ... ... ... .25

Men's Fancy Colored and Fancy Pattern Lisle Socks. Regularly 25c, Wednesday, Hosiery Sale price .. .. .15



## The Simpson Store For "Auto" Men and Others

The Simpson Men's Store is a treasure house of suggestion for clothing of all kinds. The values given are merely typical ones. Many more as good. Six Chauffeurs' Fur Coats,

tain bearskins, deep rolling collars, full 50 in. long, best quilted linings. Wednesday ... 16.00 Men's Fur Caps, in wedge, driver and jockey styles, assorted

made from No. 1 brown moun-

furs, satin linings and best finish. Regular prices \$10 to \$16. Wednesday :..... 5.00 Men's Fur Gauntlet Mitts, in

china dogskin, Russian calf and black Galloway; warmly furlined; heavy and durable leather palms; full deep cuffs. Regularly \$3.50. Wednesday ..... 2.00

Chaufteurs' Warm Overcoats

Made from a heavy plain dark grey cloth, in double-breasted style, to button to the chin, with close fitting collar, pleats on sides, centre vent, slash pockets, mohair linings. This is a specially fine medium weight coat. Price ..... 30.00 CHAUFFEURS' SERVICE-ABLE SUITS.

Made from an English whipcord, in a plain dark grey, cut double-breasted style, well tailored, and the very best wearing linings. Price .... 25.00

Men's Negligees

A splendid selection at one dollar each; a new shipment has just arrived, with twenty different lines to choose from, and three designs in each line; all the neatest styles for spring wear. See windows for display. All sizes 14 to 18. Each ... 1.00

Spring Neckwear fashions call for plain shades again. We have 36 shades of "Reid's" real silk and wool bengaline, guaranteed not to crease; wide ends or long, narrow shapes are the styles. Wednesday,

Gunmetal Wrist Watch for \$1.98

100 only of these 0 size ladies' or gents' wrist watches, gunmetal case in the dull finish, fitted with a Swiss pendant \$12.50 lever movement, % plate, pendant set, gilt hands and crown, celluloid wrist straps are attached to side of gunmetal case, doing with the clumsy leather case; ream jug and spoon holder are every watch guaranteed or your money refunded. Special. 1.98

Surprise Sale of Pictures \$2,95 The stock censor has

"ordered out" about 200 Gallery Pictures regardless of cost. The collection will include oil paintings, watercolors, photogravures, etchings, and carbons. Suitworth \$20.00 are included, at .... 2.95

ably framed to meet every taste. Some No phone or mail orders. 2 only to any one customer.

### **RIBBONS** With Fractional

Pricing

All our Fancy Ribbons must be cleared out; a few lines left from our big sale last week; a rich millinery satin, 6 inches wide, with plush on edge; many beautiful Dresden ribbons in useful shades; stripes of four different styles, in heavy quality satin, suitable for millinery. All



Norfolk Suits for Boys Two-piece Single-breasted Yorke

Norfolk Suit, with two box-pleats down front and back, belt of self material at lapels, and a neat fitting collar; bloomer pant, belt loops, strap bottoms made from a high-grade English tweed of fawn and light brown, mixed diagonal pattern. One of the advanced styles for Spring wear. Sizes 24 to 28, \$5.50; 29 to 30, \$6.00.

Other lines from \$9.50 to \$10.50.

# Also Tea Set and Trav

This Set consists of Tea Pot, large Spoon Holder, silver-plated, with hand

> old lined, giving set a rich silver - plated tray, square design. Regularly \$19.50 complete Silverware Sale price ....

..... 12.50 Large Salad or Fruit Bowls, fancy glass patterns, with silver plated rims. Regularly \$2.00, Silverware Sale Price 1.25 Silver-plated Spoon Basbets, heavy quality, in bright and satin finish, roccoo border, with fancy handle and feet Regularly \$3.75, Silverware Sale Price 2.98

Silver plated Bread Trays, grey finished. Regularly \$2.00, Silverware Sale Price 1.69

### Linens and Staples

assortment of stripes and fast colors, 33 inches wide. Wednesday, Heavy Irish Linen Table Cloths, new bordered designs, for round or square tables, 2 x 21/2

Beautiful Sateen Comforters,

green or blue grounds; large size

English Flannelette, in a good

72 x 78. Wednesday ..... 2.89

yards. Wednesday ..... 1.98 1,000 yards Factory Cotton, a heavy weight, free from dressing, full 36 inches wide. Regularly 121/2c yard. Wednesday, yard .9 Phone direct to Linen Dept.,

Second Floor.

### Belts and Barettes for Women

(Main Floor.)

Women's Barettes, Back Combs and Side Combs, in all colors and styles, worth from 50c to \$1.00. 

500 only Belts of Leather, elastic and tinsel, all colorings and sizes. Values from 25c to \$1.25. 

Persian and Dresden Belt Lengths, in fancy colors. Clearing at, each members .5



Men's and Boys' BOOTS

900 pairs Boots, made of select ed box kip leather, Blucher style. solid leather double soles, a neat boot that will stand lots of hard usage and turn the water.

Men's sizes, 6 to 11, Wednesday ... 1.99 Boys' sizes, 1 to 5, Wednesday

1.69 Youths' sizes, 11 to 13, Wednesday ... 1.35

### RUBBERS

1,000 pairs light city weight Rubbers, bright finish, every pair guaranteed to give satisfaction. 45c; youths', 45c; misses', 35c; children's, 30c.

### Slip Covers for Furniture

The new English chintzes and cretonnes for loose covers, have just come to hand. Do not wait until the rush of the busy season to have your loose covers made—the prices are less now. and the covers will be ready when you want them. A very important item is our special showing of loose cover cretonnes and chintzes. A yard ... ... .50

### A Dollar Day in China 950 Pieces Art China

A rare chance to replenish your China Closet or Den at a minimum figure.

Bisto and Doulton Jardinvery dainty patterns, in pink, ieres, Hand-painted Vases, Fruit Bowls, 10-piece Nip-Chocolate Sets, Brush Comb Trays, 7-piece Carlsbad Fruit Sets, Doulton Rail Plates, Sugar and Cream Sets, Fern Pots, Bavarian Steins, Limoges China Plaques, etc., etc. Regular to \$4.00. Wednesday . . 1.00

See Yonge street window. No phone or mail orders.

GROCERIES CROCERIES

2,000 stone Fresh Rolled Oats, per stone 43c. Finest Sugar Cured Hams, half or whole, per lb. 17c. Choice Prunes, 3 lbs. 25c. Pure White Clover Honey, 5-lb. pail 68c. Telfer's Cream Soda Biscuits, 3-lb. box 24c. Canned Haddie, Brunswick brand, per tin 10c. Catsup, Blue Bell brand, 3 bottles 25c. Canned Corn, Old Homestead brand, 3 tins 25c. Canned Peas, per tin 11c. Carolina Rice, 3 lbs. 25c. Post Toastles, 3 packages 25c. One Car California Sunkist Oranges, per dos. 25c. 500 tins, ½, De Jong's Royal Dutch. Cocoa, while they last, 3 tims 25c, Rundell's Pure Grape Juice, pine bottle 25c.

FRESH ROASTED COPPES PER LS. 250

up to date. H. H. 38 K PROB

FOR SALE

General

Railway Institut sented Compa gestion

Because th ed an expe railway ser Board was the hearing pany yester corporation that it wou obtain exponumber of provemen He also col had awaken the case ope ing a little several rout After a si hour, the bo from Mr. Dr who will me

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LONDON The amend to the spec was rejected. The covernmen o reconstr In summ o-day, Pre here was r he opposit