

SIMPSON Store Opens 8 a.m. Closes at 5:30 p.m. H. H. Fudger, President. J. Wood, Manager. PROBS: Fair, with slightly lower temperature. **SIMPSON**

The Modern Spirit At

This in Lunch Room WEDNESDAY AFTERNOON, 3 to 5:30, Chicken Pattle, Bread and Butter, 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 for your money and the best service we can produce is the ambition of The Simpson Store.

Kimonos and Sacques Women's Suits Show Clever Tailoring

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**

Although these are new spring garments, they are admirably adapted for immediate wear. The price is particularly low, because the season is a little backward. Made of imported 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... **12.55**

WINTER COATS \$1.29
Imported Frieze Cloths, in black and brown, diagonal tweeds in black and grey stripes. Made in a number of good serviceable styles, semi-fitting or loose collar, 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 cloth, 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
A large collection of attractive models, of crisp all-wool voile, in black only. On show are several styles. Plain gored 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**

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, made from No. 1 brown mountain 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 furs, satin linings and best finishing. Regular prices \$10 to \$16. Wednesday... **5.00**

Men's Fur Gauntlet Mitts, in china dogskin, Russian calf and black Galloway; warmly fur-lined; heavy and durable leather palms; full deep cuffs. Regularly \$3.50. Wednesday... **2.00**

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

CHAUFFEURS' SERVICEABLE 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**

Norfolk Suits for Boys
Two-piece Single-breasted Norfolk Suit, with two box-pleats down front and back, belt of self material at waist, straight front, medium length 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, \$6.50; 29 to 30, \$6.00.

FAT BOYS' SUITS
The latest New York Three-button Double-breasted Style, slightly form-fitting, giving a full flare back, breast pocket, shapely lapels and correct fitting shoulders, full bloomer pants, side straps and belt loops; from a brown stripe close woven English tweed. Sizes 12 to 17 years... **8.00**
Other lines from \$9.50 to \$10.50.

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, each... **.50**

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 fleec-lined. Regularly 20c, Wednesday, Hosiery Sale price... **.12 1/2**

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 fleec-lined. Regularly 20c, Wednesday, Hosiery Sale price... **.12 1/2**

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 40c, 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 February Furniture Sale

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... **9.45**

Dressers, in white enamel with oval mirror. Regularly \$10.50, Wednesday, special... **8.40**

Dressers, in white enamel with wood trimmings. Regularly \$11.50, Wednesday, special... **8.90**

Dressers, in Mission design and finish. Regularly \$13.50, Wednesday, special... **10.40**

Dressers, massive design, early English finish. Regularly \$17.50, Wednesday, special... **13.65**

Dressers, in mahogany finish, colonial design. Regularly \$21.00, Wednesday, special... **17.40**

Dressers, with circular mirror, oak mahogany finish. Regularly \$24.50, Wednesday, special... **19.90**

Dressers, in mahogany or quartered oak finish. Regularly \$34.75, Wednesday, special... **29.75**

Dressers, in full mahogany, colonial design, with heavy oval plate mirror. Regularly \$52.00, Wednesday, special... **42.00**

Dressers, in Circassian walnut, well made and well finished. A good pattern with deep drawers and large mirrors. Regularly \$60.00, Wednesday, special... **48.70**



Men's and Boys' BOOTS

900 pairs Boots, made of selected 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... **1.69**

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. Men's, 65c; Boys', 55c; Women's, 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 Jardinieres, Hand-painted Vases, Fruit Bowls, 10-piece Nippon Chocolate Sets, Brush and 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

2,000 stone Fresh Rolled Oats, per stone 45c. Finest Sugar Cured Ham, half or whole, per lb. 17c. Choice Prunes, 3 lbs. 25c. Pure White Clover Honey, 5 lb. pail 85c. Teller's Cream Soda Biscuits, 4 lb. box 25c. Canned Eagle Brand, Brunswick brand, per tin 10c. Catsup, Blue Bell brand, 3 bottles 25c. Canned Corn, Old Home brand, 5 tin 25c. Canned Peas, per tin 11c. Carolina Rice, 3 lbs. 25c. Post Toasties, 3 packages 25c. One Car California Sun-kist Oranges, per doz. 25c. 500 tin 7c. De Jong's Royal Dutch Cocoa, white dry, 1 tin 25c. Randall's Pure Grape Juice, per bottle 25c.

FRESH ROASTED COFFEE, PER LB. 25c.

500 lbs. Fresh Roasted Coffee, in the bean, ground, per cwt. 25c. chloory, Wednesday, per lb. 25c.

A Programme in Silks

The February Black Silk Sale gives early opportunities of purchasing 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 skin-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. Wednesday... **1.44**

A \$2.00 Black Duchesse Mousseline Satin, 40 inches wide, for per yard... **1.69**

Dressy, skin-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 satin, drapes well, 42 inches 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 65c 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 values.

Embroidered Nets From Saxony and Nottingham

Fine Saxony nets in white, cream and ecru embroidered in silk or cotton, small designs in spots, floral and convention, 18 inches wide, so fashionable for yokes and half sleeves, prices per yard, 50c, 65c to \$3.00.

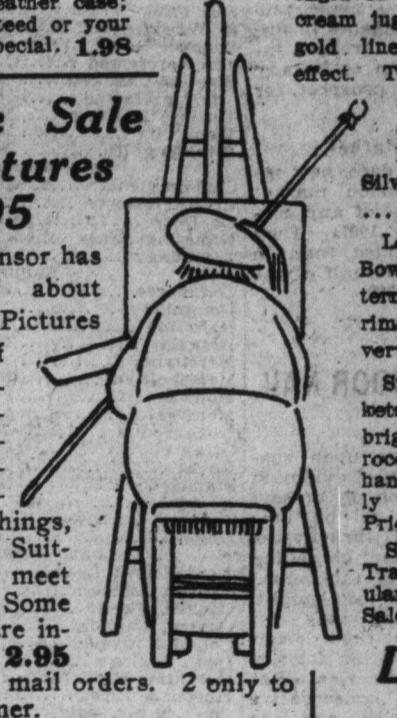
Nottingham nets, 18 inches wide, no small fancy meshes, polka dots, also tucked nets in white, cream and ecru, per yard 22c, 25c, 35c to \$1.25.

New black lace all-overs in fine guipure and embroidered nets in handsome designs, 18 inches wide (with insertions and bandings to match). Prices per yard 65c, 75c to \$5.50.

Surprise Sale of Pictures \$2.95

The stock center has "ordered out" about 200 Gallery Pictures regardless of cost. The collection will include oil paintings, water-colors, photographs, etchings, and carbons. Suitably framed to meet every taste. Some worth \$20.00 are included, at... **2.95**

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 Wednesday, per yard... **.15**

Beautiful Sateen Comforters, very dainty patterns, in pink, green or blue grounds; large size 72 x 78. Wednesday... **2.99**

English Flannelette, in a good assortment of stripes and fast colors, 33 inches wide. Wednesday, yard... **.15**

Heavy Irish Linen Table Cloths, new bordered designs, for round or square tables, 2 x 2 1/2 yards. Wednesday... **1.98**

1,000 yards Factory Cotton, a heavy weight, free from dressing, full 36 inches wide. Regularly 12 1/2c yard. Wednesday, yard... **9**

Phone direct to Linen Dept., Second Floor.

Belts and Barettes for Women

Women's Barettes, Back Combs and Side Combs, in all colors and styles, worth from 50c to \$1.00. Clearing for... **12 1/2**

500 only Belts of Leather, elastic and tinsel, all colorings and sizes. Values from 25c to \$1.25. Special, each... **.10**

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



The SIMPSON Company Limited