

SIMPSON Store Opens 8 a.m. Closes 5.30 p.m. H. H. FUDGER, President. J. WOOD, Manager

Probabilities—Strong westerly winds, mostly fair, with snowdrifts, higher temperature.

SIMPSON

To Coin Collectors

If it suddenly started to rain \$5 gold pieces there might be one man in the world running up to the observatory to find out "why," but we doubt if the astronomers would be indoors. Well, don't stop to ask why we are cutting prices in the Men's Store, get after the gold pieces and find out afterwards.



We Are Cutting Prices in the Men's Department

If you doubt this statement, come to the Store; we can prove it.

Men's Blue, Black and Fancy Worsted Suits, Regular \$15, \$16.50, \$18 and \$20. To Clear Thursday at \$10.95.

Made from imported English chevots and clay twill worsteds, in dark navy blue and black shades; also West of England fancy worsteds, greys, browns and fawns, with fancy colored thread stripes. Blue and blacks cut in single and double-breasted styles. Fancy in 3-button single-breasted sack style. Well tailored and finished with best class workmanship. Sizes 34 to 44. Thursday, \$10.95.

Boys' College Ulsters, Regular \$6.50, \$7.50, \$8.50, \$9.25 and \$10, Thursday at \$4.95.

Heavyweight Fancy Tweed Ulsters in dark brown and grey grounds. Also a few plain black chevots, cut in single and double-breasted styles with one-way military and convertible collars.

lined throughout with fine quality twill mohair linings and hair-cloth sleeve linings. Sizes 29 to 33. Thursday at \$4.95.

300 Sweater Coats for men. Some with high collars, others with no collar, but fasten at neck with two buttons and cords. These coats are made from pure wool and have fancy knitted fronts, colors are grey trimmed red, or royal blue. Regular prices \$2.50, \$3.50 and \$4.00. Thursday, \$1.95.

50 only Six-ply Sweaters, fasten down front with six buttons and cords and have high double collar. Variety of colors. Regular \$5.00. Thursday, \$2.95.

Men's Summer Balbrigan Underwear, procured from a well-known Canadian manufacturer at a very low figure. Made from a fine Egyptian cotton, finished with French neck and elastic rib cuffs and ankles. Shirts and drawers. Sizes 34 to 44. Thursday, 39c a garment.

Five Extra Special Values in Women's New 1911 Spring Style Shoes

1. Women's Boots, tan Russia calf, Blucher, high Cuban heel, new swing high toe last, short creased vamp, medium heavy sole, all sizes, 2 1/2 to 7. Thursday, \$2.49.

2. Women's Boots, selected patent colt leather, dull kid, Blucher top, round toe, military or low heel, medium heavy sole, all sizes 2 1/2 to 7. Thursday, \$2.49.

3. Women's Boots, gum-metal and velour calf leathers, Blucher, medium heel and toe, medium heavy sole for street wear, all sizes, 2 1/2 to 7. Thursday, \$2.49.

4. Women's Boots, fine kid leather, dull calf Blucher top, high New York heel, medium heavy sole, new short vamp, easy fitting, all sizes, 2 1/2 to 7. Thursday, \$2.49.

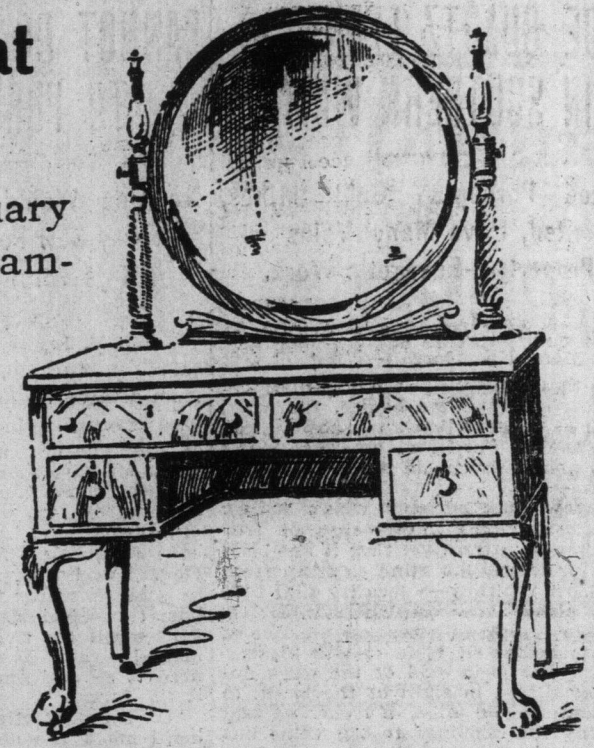
5. College Girls' Boot, gum-metal leather, Blucher, wide toe, low heel, easy fitting, medium heavy sole, all sizes, 2 1/2 to 7. Thursday, \$2.49.

Curtains and Portieres at Cut Prices

During the season we have made up many Over-Curtains and Portiere Hangings for samples and display purposes. There are velour, monk cloth, Egyptian cloth, screened linen, casement cloth, silks, etc. Many single curtains, some pairs. In a few cases there are two pairs alike; some are good as new, others show slight signs of decorative use. Should you be able to utilize any article in this offering, you will appreciate the price at which they are to be cleared. Bring measurements, as the assortment includes short, medium and long lengths. Your choice Thursday at half price.

Mahogany Furniture at Great Reduction

In a few days our February Furniture Sale closes. These samples for to-morrow's selling are illustrative of the whole sale. Here are first class solid mahogany pieces going at a price which would not be out of the way for furniture of cheap woods. Perhaps at ordinary times you are not in a position to fill your house with mahogany. This is an extraordinary time—it is the time of the sale—and mahogany and other furniture which many of us would like but, to put it bluntly, can't afford, is brought within the reach of people with moderate means.



Dressers in solid mahogany. Regular price \$117.50. February Sale ... **74.75**
 Chiffoniers, in solid mahogany. Regular price \$100.00. February Sale ... **63.50**
 Dressing Tables, in solid mahogany. Regular price \$70. February Sale ... **46.00**
 Dressers in mahogany. Regular price \$80.00. February Sale ... **64.00**

Chiffoniers, in mahogany. Regular price \$68.00. February Sale ... **55.00**
 Dressing Tables, in mahogany. Regular price \$48.00. February Sale ... **35.00**
 Chiffoniers, in mahogany. Regular price \$57.00. February Sale ... **37.00**
 Dressing Tables, in mahogany. Regular price \$35.00. February Sale ... **25.00**

Spring Suits for Tasteful Women

Look out for these examples of the new spring wear. If you can't come to the department every day, read over this short description, which is given in the hope that it will help you to choose what you want for this spring. We know that we have your exact requirement, but space forbids us to describe more than two or three suits daily.

Here are three of the latest and most effective styles, fresh from the makers this week:

Firstly, a nobby and serviceable suit of all-wool imported tweed, coat is 26 inches long, lined throughout with light shaded silk, shapely notched collar and revers, in-laid with satin, has two side pockets with breast pocket, fastens with four shaded bone buttons; skirt has front and back panel to knee line, continues with deep bias piece around bottom, headed with self strappings. This suit comes in mixtures of green, light and dark grey shades, \$25.00.

Second is a jaunty up-to-date suit, made of all-wool black and white anchored check; coat is semi-fitting back and front, lined throughout with light colored satin, seams are heavily stitched, front and back are correctly trimmed with small self-buttons, and wrist part of sleeves to match. Skirt has wide front panel to knee line, and is slightly semi-pleated on side gores to bottom of skirt, \$23.50.

Third style is a smart, stylish, new spring suit of navy, French Panama, with white hairline stripe; coat is lined throughout with satin, mannish collar and revers, has stitched overpiece, giving it a strictly tailored appearance; fastens with three metal buttons, the fashionable skirt is made with tailored lap seams, \$29.50.

Thursday Groceries

2,000 lbs. Dairy Butter, in prints, per lb. 25c.
 2,000 quart gem jars Pure Orange Marmalade, per jar 25c.
 Choice Sugar Cured Hams, half or whole, per lb. 18c.
 Edwardsburg or Beehive Table Syrup, 3lb. pail 25c.
 Salt, in 5lb. bags, 3 bags 14c.
 Quaker Oats, large package 23c.
 Maggi Soups, assorted, 6 packages 25c.
 Canned Sweet Pumpkin, 3 tins 25c.
 Telfer's Cream Soda Biscuits, 3-lb. box 25c.
 Choice Red Salmon, per tin 15c.
 One car Sun-kist Oranges, sweet and seedless, per doz. 20c.
 Finest Pot Barley, 8 lbs. 25c.
 Telephone direct to department.
 35c ASSAM TEA 28c.
 300 lbs. fine, high, full bodied Assam Tea, a 25c tea anywhere, Thursday, per pound 28c.

The Best Pen \$1.25

This pen serves here for a line of demarcation. It will serve you longer than any other fountain pen you ever had. You must draw a line between one of the "all frills" expensive pens and the cheap and nasty. This is a good, large, strong, workmanlike, unpleakable pen, with a gold nib that no ink made can corrode. It is "The Simpson Giant," \$1.25.

Pocket Diaries for 1911
 300, regular price 25c, special, 5c.
 400, regular price 35c, special, 10c.
 500, regular price 75c, special, 23c.
 200, regular price \$1.00, special, 35c.
 (Stationary Dept., Main Floor.)

Some Examples of Spring Dress and Silk Goods--2nd Floor

Standard Quality English Navy Serge, pure wool, thoroughly shrunk, 44 inches wide, 44c per yard.

Shepherd Check, English worsted finish, standard quality, various sized checks, makes perfectly, and wears for ever. 42 to 44 in. Price 44c per yard.

Bonnet's French Silk, a perfect black silk; 3,000 yards of this beautiful peau de soie, 20 in. wide, in three qualities, 75c, 88c and \$1.00 per yard.

These are just three examples picked from the hundreds that make up one of the most complete arrays of dress and silk goods in Canada. We mention them for Thursday's selling because they will be given prominence on our counters on that day.

New Spring Ribbons

Anyone walking through the main floor of the Store cannot help noticing the beautiful display of Ribbons. Well, Dame Fashion has asked for them this year, and we have laid in a stock to please the most fashionable dame in Toronto. Amongst the most favored are black and white stripes, broken Paisley stripes, peacock effects, plaids and Dresdens. The 1911 designs are quite original and most attractive. They are here in any quantity, and you only have to go and handle them to assure yourself that the quality is there, too. Here are two examples that will play an indispensable part in the spring millinery and lingerie of the well-dressed woman:

Wide Duchesse Satin, of heavy quality. We have received a shipment of 6-inch heavy quality Duchesse Satin Ribbon, of exceptional value; in all the season's best colors. Regularly worth much more than Thursday's price. Thursday, per yard 25c.

New Spring Wash Ribbons, all of pure silk, in a particularly fine weave, with a neat satin pin dot and edge, unsurpassed for beading purposes, as it washes perfectly; the colors are white, sky, pink and mauve. 1/4 in. width, price per yard 2 1/2c; 3/8 in. width, price per yard 4c; 1/2 in. width, price per yard 5 1/2c; 1 in. width, price per yard 8c.

China---Basement

98-piece Dinner Set, in genuine Carlsbad chinaware, natural color, spray design, gold lined; an artistic set at a very moderate price. Thursday \$11.91.

300 Decorated Milk Jugs, large size. To clear Thursday 12c.

100 dozen Tumblers, size 10 oz., melted edge. Regular \$1.20 dozen. Thursday 6 for 49c.

Wall Papers

There are too many broken lots in our stock, so we pass these out Thursday:

5,600 rolls Imported and Domestic Drawing Room, Dining Room, Hall, Sitting Room and Bedroom Papers, in tapestry, plain, figured and floral designs, in red, green, grey, blue, brown, tan blends. Regular to 25c, Thursday 11c; reg. 35c, Thursday 16c; reg. 50c, Thursday 24c; reg. 75c, Thursday 36c; reg. \$1.25, Thursday 63c.

Crepe Kimono Gowns \$2.25

Newly arrived Japanese Crepe Gowns, beautiful floral effects in sky, navy, cardinal, Copenhagen and mauve; the sleeves and yoke both front and back are finished with rows of stitched shirring; cuffs and fronts being finished with a band of repp in harmonizing colors. Sizes 34 to 44. Specially priced Thursday \$2.25.

Wash Goods (Second Floor.)

Indian Head Suiting, 36 in. wide, the great substitute for linen; washes and launders perfectly; pure blue, 20 1/2c, 15c, 12 1/2c.

Crum Prints, 34 in. wide, the world's best No. 1 quality only; thousands of pieces to choose from; the biggest and best stock of prints on this continent, 15c.

Fine English Print, 31 in. wide; a fine quality, beautiful ranges of colors and designs, navy, white, cadet, black, lilac, red and other colored grounds, figures, spots, stripes, sprays, etc., 12 1/2c.

Silverware Sale

Sterling Silver Salt Spoons, fancy pattern handle, gold lined bowl. Regular 25c each. Sale price 19c each.

Sterling Silver Coffee Spoons, Louis pattern handles, gold lined bowls. Reg. \$4.50 doz. Sale price 29c each.

Sterling Silver Tea Spoons, Louis pattern handles. Sale price 49c each.

Sterling Silver Napkin Rings, plain pattern, gold weight. Regular \$1.00. Sale price 49c each.

Ebony Toilet Goods

During the past few days we have passed into stock several large shipments of ebony goods from the leading manufacturers of France and Japan, and we now have one of the largest and best assorted stocks in Canada.

Women's Ebony Back Hair Brushes, 50c to \$3.50.

Women's Ebony Bonnet Whisks, 65c and 75c.

Cloth Brushes, ebony backs, \$1.00 to \$2.00.

Hat Brushes, ebony backs, 50c to \$1.00.

Ebony Handled Manicure Pieces, 35c.

Ebony Nail Buffers, 25c to 65c.

Dupont's Ring-handled Mirrors, ebony backs, French bevelled plate glass. \$1.39 to \$5, according to size.

Men's Military Brushes, 50c to \$2.50.

The Robert SIMPSON Company Limited

New Spring Linens and Staples for Thursday

Ever since the first of February we have been unpacking and arranging new goods. One of the most important showings is New Linens, the pleasure of the oldest household, as well as very newest. Our shelves and counters are loaded with beautiful new linens of all kinds. The following will give you some idea of Thursday's showing:

Satin Damask Table Linens, handsome designs for square or round tables.
Satin Damask Luncheon Appointments, spoke hemstitched or scalloped lunch cloths and serviettes in new sizes and designs.
New Fancy Linens, finest Venetian or Cluny lace, Swiss embroidery, Irish embroidered goods, etc.
New Linen Pillow Cases, plain or embroidered, extensive range.
Irish Embroidered Bed Spreads, from the most famous embroidery districts of Ireland.
Bedroom Towels, beautiful lines in buckaback, diaper and damask weaves.
New Figured Huckabacks, the most complete range ever shown in Toronto.
Hemstitched and Scalloped Table Cloths, New Dress Linens, brown Hollands, cream Hollands, white dress and blouse linens, new corded check and stripe linens.

Probabilities FOR To-morrow Heavy Showers of Hosiery with a Drop in Prices

The weather prophet is often wrong, but our hosiery buyer is always right. Hosiery will continue to pour down from stock-room to counter, at greatly reduced prices, till the end of the month. Simpson's hosiery advertises itself on sight. This has been proved over and over again, during the sale, by the return of the customer for a larger supply. These buyers did not get the same treatment as did poor Oliver Twist when he wanted more, but in all probability went away perfectly satisfied. However, don't leave it till the last day if you want a really complete selection.

Women's Imported Lisle Thread Hosiery, in large variety, plain black and colors, laces, fancy jacquard stripes and checks, reinforced heel, sole and toe. Regular 50c. Thursday ... **.29**
Women's Lisle and Cotton Hosiery, black, tan and colors, laces and fancy patterns. Regular 30c. Thursday ... **.19**
Women's Plain and Ribbed Black Cashmere Hosiery, full fashioned, English made, double spliced heel, toe and sole, fine all wool. Regular 45c. Thursday ... **.29**
Misses' Plain and Ribbed Black Cashmere, fine all wool, double spliced heel, toe and sole, full fashioned, sizes 6 to 8 1/2. Regular 35c. Thursday ... **.25**
Boys' and Girls' Heavy Worsted Stockings, all wool, ribbed, extra spliced heel, toe and sole, English made. Regular 35c. Thursday ... **.23**
Men's Plain Black Cashmere Socks, all wool. Regular 30c. Thursday, pair ... **.19**
Men's Finest Cashmere Socks, fancy patterns and colors. Regular 50c. Thursday, 3 pair ... **1.00**
Men's Imported Lisle Thread Socks, consisting of embroideries, laces, drop stitch and checks and stripes, also plain black and colors. Regular 50c. Thursday ... **.25**



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