

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS. Fine! Higher temperature.

SIMPSON

Valentine Favors From The Simpson Store

A Woman's World

Most convincing proof of women's sway is to be found in the constantly varied displays in the Simpson Store. Women demand good values—and they are here. Women expect close-pricing, hence these more than generous prices for Wednesday's selling.

Some Fabrics for Spring Lend Themselves to the Present Styles

Serges and Panamas Third Day of the Wash at Sale Prices

(Second Floor.)
The February Sale of Dress Goods is not a clearance sale. The materials sold are not "left-overs," they are purchased for this sale, and qualities cannot be beaten.

DOLLAR SERGES, 64c.
Made from the best and cleanest pure Botany yarns; dye and finish guaranteed permanent, and thoroughly shrunk and spotproof. Satisfaction guaranteed or money refunded. Width 32 inches. Colors black, navy and cream. Priced at ... 64c.
52.50 PANAMA SUITING FOR 54c.
A tried and tested cloth. These Panamas are made from fine Botany yarns, in a fine chignon weave; have a bright, lustrous finish that is guaranteed permanent; fast unfading dye; correct weight for tailored suits or dresses; black only; 54 inches wide. Yards ... 54c.

Excellent Values Crowd the Silk Sale

The New Season's Rich Black Suiting Silks, in great variety, and guaranteed qualities.
Bengaline Corded Silks, Bonnets, fanned black, 32-inch silks, heavy and rich, per yard \$1.50, \$2.00 and \$2.50.
New, black, heavy Ottoman corda, perfectly finished, 22 inch, per yard, \$2.00 and \$2.50.
C. J. Bonnet's double-faced peau de sole, in both heavy and light weights, 40 inches wide, per yard, \$2.00 and \$2.50.
44-inch, extra heavy black suiting Duchess Silk. A silk we can guarantee to give perfect satisfaction; 44 inches wide, per yard \$2.50.
New Reversible Satins, new shot silk effects, with black predominant, and the new bordered Surah Silks, 36, 40 and 44-inch respectively. Per yard, \$2.50 and \$3.00.

Skirts for Separate Wear

Women's Walking Skirts, in a wide range of styles and materials, consisting of hair-line stripes, diagonal serges, in either black and navy, invisible stripes, dark grey or navy, and black and white shepherd checks. Reduced for this sale ... 3-79
Former prices were \$7.50 and \$8.00.

Smart Dresses for Pre-Lenten Festivities

All ready for the St. Valentine's party, if you come and secure one of these dresses which have been greatly reduced in price. Materials are lingerie, pongee, toulardis, satin net and marquisette. The prices now range from \$9.25 to \$25.00.
A dress which we wish to call your attention to is of a silky chiffon with a silk ribbon trimmings, and short sleeves, trimmed to correspond. The graceful skirt is joined to the waist by a pretty lace belt. Shades canary, mauve, pink and pale blue. Was specially priced at \$19.50, now ... 15.50

WARM WINTER COATS

Of heavier cloth, in navy, black, brown, green, made in a good serviceable style, double-breasted, with clean fitting collar, plain tailored sleeves and flap pocket. Extra value for ... 3.95

Splendid New Waists

Waists of lovely Cotton Voile, in charming, lingerie effects, finely round yoke and collar, of fine val lace, the new set-in kimono sleeves is very dressy, trimmed front, back and sleeves, with banding of gurgure lace insertion. Special price ... 2.98

Smart New Shirts

Smart New Shirts, of silk striped veiling, perfectly plain, tailored, strapped seams, finished either side of box pleat, with row of linen cluny lace insertion, has soft French collar and cuffs. Special value ... 1.98

A Sale of Girls' New Spring Sample Dresses

A wide choice in the Girls' Dress department, 2nd floor, Wednesday. We secured the entire sample range of a noted maker of girls' wash dresses at our own price, and we offer nearly five hundred of them at actually less than half the price they would sell for in the regular way. No phone orders taken.
About 500 Girls' Spring Sample Dresses, for ages 2 to 8 years, many beautiful styles to choose from, made in plain colored chambrays and cambrics, check and plaid gingham, white drill, and silk mixed fabrics. All best washing colors for spring and summer wear. Regularly \$1.75 to \$2.50 each. Wednesday, choice for, each ... 95

OVERALL APRONS AND DUSTING CAPS.
A complete house cleaning suit for seventy cents, that would cost you in the regular way an even dollar. Phone orders filled.
Women's Overall Apron, with long sleeves, covers the whole dress. Fine, small, blue check gingham, back and front gathered on yoke, high neck, one inch hem on skirt, large pocket, all sizes, \$2 to 42 bust. Wednesday, each ... 39
Dusting Bonnets, made of fine print in assorted small check patterns, light or dark blue, front folded back, elastic in back of cap. Wednesday, each ... 15

You Are Personally Concerned in the Month of Hosiery Selling

Socks and stockings are universal needs, and are one of the items in the cost of living. February reductions in the Simpson Store on fine new hosiery hold out possibilities of real savings to you without sacrifice in quality or range.

- Women's Fine "Llama" Cashmere Hose, black, seamless, spliced heel, toe and sole. Special Hosiery Sale price, pair29
- Women's Plain Black Cashmere Hose, seamless, double heel, toe and sole. Regular 27c. Hosiery Sale price, Wednesday, pair19
- Women's Fine Imported Lisle Thread Hose; the lot consists of black, tan and opera shades; silk embroidered fronts, laces and fancy figured patterns. Regular 45c. Hosiery Sale price, pair39
- Women's Black Cotton Hose, imported; good quality, fast dye. Regular 20c and 25c. Hosiery Sale price12 1/2
- Boys' and Girls' Black Cashmere Ribbed Hose, seamless, double spliced heel, toe and sole; sizes 5 1/2 to 8 1/2. Regular 30c. Hosiery Sale price, Wednesday19
- Children's Cotton Stockings, imported, black, tan; all sizes 5 1/2 to 8 1/2. Regular 20c. Hosiery Sale price12 1/2
- Men's Plain Black Cashmere and Tan Merino Socks, English made. Regular 20c. Hosiery Sale price, Wednesday12 1/2
- Men's Plain Black Cashmere Socks, full-fashioned, strongly spliced heel, toe and sole. Regular 35c-40c. Hosiery Sale price, Wednesday, pair25
- Men's Lisle Thread Socks, plain black and colors, also fancy patterns, fashioned. Regular 25c. Hosiery Sale price15
- Men's Fine Imported Lisle Thread Socks, in a large variety of colors and patterns, silk embroidery, silk finished. Regular 35c and 40c. Hosiery Sale price, Wednesday, pair25



This in the Lunch Room
WEDNESDAY AFTERNOON
8 to 5.30.
Hot Buttered Toast, Raspberry Jelly,
Pot of Tea.
TEN CENTS.

Lines of Furniture Featured in the February Sale

Parlor Suites of three pieces, frames made of birch and finished mahogany, polished, plain spring seats, with upholstering of silk tapestry. February Furniture Sale 21.90
Arm Chairs and Arm Rockers, plain spring upholstered seats, with shaped arms and shell backs, mahogany polished finish. February Furniture Sale ... 6.20
Buffets, in selected quarter-cut oak, and finished rich golden, polished, oval beveled plate mirror, with leaded glass in doors, good cupboard and drawer space. February Furniture Sale ... 23.00
China Cabinets, in genuine quartered oak, and finished fumed or early English finish, carefully made, with lots of display space. February Furniture Sale ... 21.00
Dressers, made in birch mahogany veneer, in rich dull finish, heavy oval bevel plate mirror, two short drawers and two long, deep drawers; an exceptionally good pattern at a low price. February Furniture Sale ... 17.00
Dressers, in selected quartered oak and finished golden, polished, princess style, with two short and one long drawer, trimmed with wooden knobs; long oval plate mirror. February Furniture Sale 21.75

Quality goes before any other consideration in the selecting of our sale stocks. The Simpson Store is behind every piece of furniture sold by the department.

Many Cases of New York Hats on Display To-morrow

These are very smart tailored effects, introducing some novel and what promise to be the favored styles for early spring; clean-cut turbans, walking and sailor effects, in black tagel and black mohair, with white or colored trimming; beautiful changeable taffetas are shown, with flowers and fancy nacre braids. Any one of these hats can be used for present wear.

Women's Boots

600 pairs Women's Boots, button and blucher style, tan calf, patent colt and gunmetal leathers, mostly made on the new short vamp and medium high toe lasts, plain and fancy tops, New York and Cuban heels; sizes 1 to 8. Regular \$3.50. Wednesday, 2.49

Ribbons for Rapid Selling

A "quick moving" price has been put on two lines of ribbons for to-morrow. A dainty Dresden ribbon 3 1/4 in. wide in small rosebud pattern with fancy edge, in a number of delicate shades, extra value at 25c per yard. Wednesday, er yard,15
A heavy black duchesse satin ribbon, 6 inches wide, excellent for millinery. Regularly 30c per yard, Wednesday, per yard ... 19

Feather Boas

of Imported Ostrich Feather, in black, grey and black and white, 68 inches long. Special, Wednesday ... 3.28
Fashionable Flat Stoles in marabou, a select quality, in black or natural colors, with silk ends ... 5.00
Flat Ostrich Feather Stole, with silk ends ... 7.50

In the Grocery Section

3000 stone Fresh Rolled Oats, per stone. 46c; choice Side Bacon, pea-meal, half or whole, per lb. 18c; Finest Canned Corn, 3 cans 25c; Canned Peas, per tin. 15c; Choice Prunes, 3 lbs. 25c; Pure White Clover Honey, 5 lb. 25c; 66c; Talor's Cream Soda Biscuits, 5 lb. box, 24c; Edward's Evaporated Soups, tomato, white and brown, 4 packages 25c; Canned size, per dozen, 20c; Maltin's Vita Breakfast Cereal, 4 packages 25c; Finest Carolina Rice, 3 lbs. 25c; Canned Golden Wax Beans, per tin, 10c; Cans Cubes for making beef tea, 3 tins 25c.
FRESH ROASTED COFFEE, PER LB., 25c.
300 lbs. Finest Fresh Roasted Coffee, in the bean, ground pure with choicery, Wednesday, per lb. 25c.

STURDY VALUES IN Linens and Staples

(Second Floor.)
PRETTY ENGLISH GALATEAS, 16c YARD.
New navy and white, mild bine and white etc., in neat pretty stripes, best indigo dyes, very dainty suitable patterns for boys' wash blouses, men's shirts, etc., etc., 27 inches wide, Wednesday, yard16
SUPER IRISH BROWN HOLLAND, 25c YARD.
And note our width, 40 inches wide, all pure linen, extra super quality, for ladies' and children's wash dresses, etc. Only 500 yards. Wednesday, yard25
100 FINE SATIN DAMASK TABLE CLOTHS, \$1.08 EACH.
These are every thread linen of finest bleached and full satin damask, fine weave and good sturdy Scotch make, the designs are very attractive, with heavy borders all around, 2 x 2 1/2 yards. Special Wednesday, each ... 1.08
THESE HEMMED SHEETS ONLY \$1.30 PAIR.
70 x 90 inches, made from a nice, fine, plain bleached English sheeting, torn sizes, standard hems, unexcelled for wear or laundering. Per pair Wednesday, 1.30 (Phone direct to Linen Dept.)

The Men's Store

Furs at Clearing Prices
Fur Caps, in otter, seal, beaver and Persian lamb, wedge and driver shape, choice skins and well lined. Regularly \$10.00 to \$16.50. Wednesday ... 9.00
Men's Adjustable Fur Collars, in astrachan lamb, nutria beaver, Corean beaver and wallaby. Regularly \$3.50 to \$6.00. Wednesday ... 2.45
Winter Underwear That Must Go
Genuine Lamb's Down Fleece, in the natural shade, pure white lining, which is free from dirt or germs, guaranteed unshrinkable. Sizes 34 to 44. Regularly \$1. Wednesday59
Boys' All-wool Heavyweight Pull-over Sweaters, in navy blue, with white or red stripes on the collar and cuffs. Sizes 24 to 32. Regular 75c. Wednesday ... 49

OVERCOATS Heavy Winter Ones

of the better quality, and ulsters at a price which is half their value. Made from the finest English tweeds, in greys, browns and fancy stripe patterns, also some plain colors. Cut Chesterfield style, with self and velvet collars. Single and double-breasted style, with two-way convertible collars, and a few English raglans. Every garment well tailored. Regular \$21.00, \$24.00, \$28.00. Wednesday ... 15.00

MEN'S WARM CORDUROY VESTS.

Clearing vests, in fawns, browns, greens and a few fancy knit, lined with flannel, cut single-breasted style, just the kind of vest for winter wear. To clear ... 1.98
Boys' Two-piece Bloomer Suits, made from a durable English tweed, in medium shade of grey, double-breasted style, with shapely lapels, fine twill body linings, bloomers are made on the full American style, with belt loops; a good strong and natty suit for school. Wednesday, sizes 35 to 39, \$4.00; 31 to 33, \$4.50.

A wonderful value in Boys' Two-piece Double-breasted Bannockburn Tweed Suits, made with long roll lapel, 3-button style, vent in back and crease side, full bloomer pants. Wednesday, sizes 35 to 39, \$5.50; sizes 31 to 34, \$6.00.

Pickle Cruets, in colonial pattern, glass fitted in a silver-plated stand, complete with pickle tongs, base of cruet bright finished. Regular \$1.50. Silverware Sale price98
50 only, Silver-plated Combination Sugar Bowl and Spoon Holder, heavy silver-plated, in bright and satin engraved finish, complete with 12 Rogers silver-plated teaspoons, in a floral pattern. Regular \$4.50 complete. Silverware Sale price ... 2.98

The February Sale of Silver-Ware

The remarkable values given here are only typical of those that crowd the section. Quality considered, this is one of the most momentous sales of the season.
Large Silver-plated Ice Water Jug, with cover, stands about 12 inches high, in satin finish, hand engraved decorations. Regular \$6.00. Silverware Sale price ... 2.98
Bread Trays, silver-plated, in satin and burnished finish, the word "bread" engraved on centre of each tray, fancy border. Regular \$2.50. Silverware Sale price ... 1.98
Silver-plated Cake Baskets, with fancy handles and feet, bright finish, hand-engraved. Regular \$2.50. Silverware Sale price ... 1.98

Mirrors

\$4 only, British bevel plate mirrors, framed in 2 1/2 inch dark brown oak, perfect and true glass, size 22 x 28 inches. Regular price \$4.25, Wednesday, special ... 2.49
\$5 only, best British bevel plate mirrors, framed in 4 inch gilt moulding, burnished gold ornaments at corners, guaranteed glass, size 18 x 40 inches. Regular price \$7.50, Wednesday, special ... 4.95
See Queen street window.

China and Glass

500 pieces Tableware in American Pressed Glass, comprising: Cake Servers, Fruit Bowls, Coffee, Celery Holders, Syrup Jugs, Sugar and Creams, Water Jugs, etc., etc. Wednesday, half-price, 25% of Radio speeches measured most complete series of monetary, since, to ground, would the less and taction

The Robert **SIMPSON** Company Limited