

**SIMPSON**

Store Opens 8 a.m.

Closes 5.30 p.m.

H. H. FUDGER, President. J. WOOD, Manager

Probabilities

Strong easterly winds, with snow before evening; slowly rising temperature

**SIMPSON**

# For Evening Wear of Good Tone the Simpson Store is Up to Concert Pitch

## Massey Hall

seldom sees a better dressed woman than the woman who buys her evening dresses from our French Model Department. Some examples—but pay the department a visit:

**An Evening Dress**, of Liberty satin, designed in ancient gold embroidery; sash terminates with a tassel in front; the same embroidery borders the top of dress; sleeves of tiny gold lace insertion; embroidered and beaded belt; braces in gold passementerie. Regular \$150.00. Reduced to . . . 100.00

**A Charming Evening Mantle**, executed in white velvet; collar is ancient red broadcloth, embroidered with gold; borders and bands of coarse white braiding; black velvet borders. Regular \$125.00. Reduced to 75.00

**Fascinating Evening Robe**, of apricot satin; shoulders and cuffs gold embroidered; belt of dark brown velvet; pinafore tunic; corsage and skirt fastens at side. Regular \$100.00. Reduced to . . . 50.00

## A Grand Concert

of women's voices will acclaim the good quality, daintiness and cheapness of these waists when they see them. Words will fail them utterly when the reduction on those Egyptian Scarves is noted.

**50 French Model Waists**, including fine silk crepe de chene, nansou, chiffon and real lace, all beautifully designed in the most fashionable creations; most exquisite trimmings of hand embroidery, real lace motifs and insertions; one-piece kimona sleeves; low or high neck; in every conceivable shade. Regular \$12.50, \$15.00 and \$20.00. Wednesday . . . 10.00

## A Beautiful Spanish Lace or Egyptian Scarf

**47 Evening Scarves**, in colored crepe de chene, embroidered nets with deep fringe; Egyptian Scarves, in black and silver, black and gold, also cream Spanish Lace Scarves. Regular prices \$10.00 to \$37.00. Wednesday . . . 5.00 to 18.00

## Standing Room, Only

in the best of Slippers and Pumps from our Second Floor.

**430 pairs only Women's Slippers**, for afternoon or evening wear, patent colt, vici kid, satin and black suede; some have beaded vamps, some have French heels, hand-turned soles, fine workmanship, dainty styles, all sizes 2½ to 7. Regular \$2.95, \$3.50 and \$3.75. Tuesday . . . 2.49

**240 pairs Women's Slippers and Pumps**, for afternoon and evening wear, patent colt, vici kid and tan calf leathers, hand-turned soles, French, military and Cuban heels; all sizes 2½ to 7. Regular \$2.50 and \$3.00. Tuesday . . . 1.99

**180 pairs Women's Dongola One-Strap Slippers and Buskins**, Cuban and low heels, flexible hand-turned soles; all sizes. Regular \$1.25. Tuesday . . . .99



## The Items On Our Programme Are Well Chosen.

This week's Musical Festival will afford Toronto concert lovers a veritable treat. It behooves one to be in tune with the surroundings, dressed accordingly, and thoroughly au fait with the general atmosphere of good taste.

The Simpson Store is especially well qualified to provide men and women with exclusive clothes for the concert room and evening wear generally. Our departments offer a selection unsurpassed in the city, and from which the most fastidious will find no difficulty in obtaining the appropriate article even to the smallest detail.



THERE IS EVERY PROSPECT OF A CROWDED HOUSE HERE

### Correct Evening Wear for Men

**Dress Suits**, made from fine imported West of England dress worsteds, made specially for this style of suit; slightly unfinished surface, in a fast black; will not gloss, and retains its shape well; facings of heavy silk; tailored in the very best manner and splendid fitting. . . . 22.00

**Dress Vests**, fine imported silk, in handsome pearl grey shade; cut in the latest style and beautifully tailored. . . . 4.50

**Men's Evening Dress Shirts**, four-ply linen fronts and cuffs; two stud holes; open back or front. . . . 1.25 and 1.50

**Fine Austrian Dress Shirts**, with fancy pique fronts and cuffs; made coat style. 1.50

**Mufflers**, for evening dress wear, made from plain silk, plain and figured bengalines and plain satin; shaped neck; made to cover the shirt front; beautifully quilted silk lining. Special . . . . 1.50

### Charming Evening Wear for Women

Here are just three examples of the stylish Evening Dresses on the Third Floor.

**Attractive and Dainty Concert Gown**, made of fine French chiffon over foundation of soft silk, semi-low neck, outlined with messaline and fine French lace; waist is daintily trimmed with silk cord; skirt is trimmed artistically with combination of French lace; shades are ivory or sky. Price . . . . 29.00

**Stylish Opera or Concert Wraps**  
**A Really Dainty Evening Coat**, in rose color, made of imported French Venetian; large rolling collar of white Thibet fur; fastens with heavy corded ornaments; it has white silk ornamentation down the front and around bottom. Price . . . . 45.00

**Opera Cloak**, of lovely flamingo shade French broadcloth, lined throughout with white silk, deep cape collar made of black satin and novelty beaded trimmings, deep bias band around bottom, headed with piping of black satin. Price . . . . 32.00



### Wash Goods for Evening

#### Wear 2nd Floor

**20 Exquisite Robes**—These are partly made up of the finest silk chiffon, daintily embroidered by hand; colors pink with pink embroidery, green with pink, black with black, white with white, pink with yellow, pale blue or mauve embroidery. Regular \$35.00. Tuesday . . . 17.00

### After the Concert Supper

Yes, and be sure you don't spoil a nice evening with the thought that your guests might be able to pick a hole in your table. It won't harmonize. On the Second Floor you will find the most beautiful Snow White Satin Damask Table Linen. The finest tablecloths are being sold at a reduction on Tuesday. 1.65, 2.50, 3.25, 3.95 and . . . . 5.00

The Serviettes, too, perfect works of art, hand hemstitched, 15x15 inches. Tuesday, per dozen . . . 2.35 to 6.00

### Pretty Jewelry

**Pearl and Amethyst Necklaces**, 9.95 to 20.00  
**14k Pearl Sunbursts**, finest quality pearls, 25.00  
**9k Bracelets**, amethysts, pearls and fancy stones, 5.95 to 15.00  
These are from our sale at practically half price.

### Choice Cut Flowers

Not the least important thing for the concert.  
**Carnations**, per dozen . . . . 60  
**Daffodils**, per dozen . . . . 40  
**Tulips**, per dozen . . . . 40  
**Violets**, per bunch . . . . 25

## Good Music

Songs of praise will be sung by the men and women who wear these special Gloves. Notice the price.

**Women's French Glace Kid Gloves**, made from extra selected skins, mousquetaire opening at wrist, dome fasteners, perfect fitting:

12 16 20  
Button. Button. Button.  
White . . . . 2.00 2.50 3.25  
Black . . . . 2.00 2.50  
Biscuit . . . . 2.50

**Women's Long Silk Gloves**, made from very best pure silk; double-tipped fingers, mousquetaire opening at wrist; black and white; length that turns the elbow; all sizes. Pair 1.25

**Men's White Kid Gloves**, glace finish; one dome fastener, pique sewn seams; all sizes. Pair .75 and 1.00

**Men's Pure Silk Gloves**, white, one dome fastener; a perfect glove for dress wear. Pair .75 and 1.00

## Entertainment

and instruction for music lovers provided by our Book Department at prices within reach of all.

**Sir Arthur Sullivan, Life Story, Letters and Reminiscences**, by Arthur Lawrence. Published at \$2.00. Special . . . . .49

**Famous Violinists of To-day and Yesterday**, by Henry C. Lahee, beautifully illustrated throughout. Special . . . . .75

**The Organ and Its Masters**, by Henry C. Lahee. Special . . . . .75

**Famous Singers of To-day and Yesterday**, by Henry C. Lahee, illustrated throughout. Special. . . . 75

**Modern Composers of Europe**, by Arthur Elson, beautifully illustrated. Special . . . . .75

**Famous Prima Donnas**, by Lewis C. Strang, illustrated throughout. Special . . . . .75

**The Etude for February**, for every music lover . . . . .15

## All Stars

in this programme. No secondary artists employed in the production of these Music Cabinets.

**Music Cabinets**, in mahogany, dull finish, built on straight lines with moulded top. February Sale . . . . 13.75

**Music Cabinets**, in mahogany, finished dull, rounded corners and shaped legs. February Sale . . . . 15.00

**Music Cabinets**, in mahogany, dull finish, fluted posts and shaped top. February Sale . . . . 17.00

**Music Cabinets**, in mahogany, rounded front with shaped and hand-carved legs. February Sale. . 19.75

**Music Cabinets**, in mahogany, carved feet, rounded corners and fitted with double doors. February Sale price . . . . 24.75

**Music Cabinets**, in mahogany, finished dull, with rounded inlaid front. February Sale . . . . 34.75

The **SIMPSON** Company Limited