

The **SIMPSON** Company

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS. Fair and cold, becoming milder, with light falls of snow or rain.

The **SIMPSON** Company

Spring Dress Goods at Exceptional Values

On Wednesday we are having an important showing of newly arrived Spring fabrics. These include New Aberdeen Tweeds, Bannockburn Suitings, English Worsted, and West of England Serges, in an endless variety of weaves and colorings.

These fabrics are pure wool and the correct weight for early Spring wear. Width 52 to 56 inches. \$1.25 per yard.

Linens and Staples

(Second Floor Yonge Street.)

Flannelette Blankets 88c Pair.

White or grey, pink or blue borders, best quality, 54x76 inches, 200 pairs. Wednesday 88c.

Lace Trimmed Hand-drawn Centrepieces 35c.

All linen centre, with dainty hand-drawn designs, trimmed with lace all around, 30x30 inches, 280 pieces to clear, regular 60c each. Wednesday 35c.

Irish Sheer Linens 25c Yard.

36-inch Irish Sheer Linens, full bleached, for summer blouses, underwear, etc., 320 yards on sale. Wednesday 25c.

1,300 Yards Irish Glass Cloth at 7½c Yard.

23-inch Heavy Irish Glass or Tea Towelling, red or blue checks. Regular 11c and 12½c yard. Wednesday 7½c.

Heavy Semi-Bleached Irish Damask Table Linen 33c Yard.

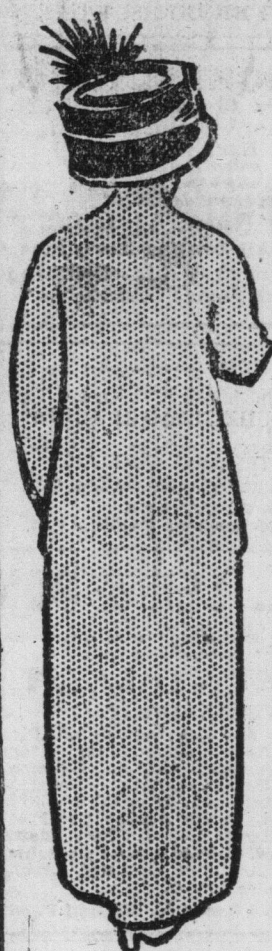
A most durable table linen, will bleach perfectly, 66 inches wide, assorted designs, only 400 yards. Wednesday 33c.

1,800 Yards Heavy Bleached Long Cloth 8½c Yard.

Yard wide, made in Manchester, pure linen finish, round even thread. Per yard Wednesday 8½c.

Fashionable Foulard Silks

New arrivals, a beautiful variety of designs and colorings. The colors are navy and green, king's blue and white, browns and white, green and black, blue with green, and a host of other colorings. Wednesday \$1.00.



Women's Coats

An Unprecedented Reduction
(Third Floor.)

Wednesday is the last day before stock-taking in this department, and we are going to clear out the remainder of the Women's Coats at about one-third their values. There are not very many, so come early.

\$7.50 Women's Coats \$3.45.

Winter Coats, of diagonal worsteds, in mid-grey tones; tweeds in mixtures of grey or brown, and imported friezes in brown. Semi-fitting or loose backs, trimmed with buttons or velvets. Regular values up to \$7.50. Wednesday \$3.45.

\$14.50 Women's Winter Coats \$5.45.

In this lot are coats made in fashionable styles, semi-fitting backs and trimmed with velvets and buttons; some are plain tailored. There is a great variety of colors. Materials are beavercloths, diagonal worsteds, and imported tweeds in mixtures. These coats were sold regularly at prices up to \$14.50. Wednesday at \$5.45.

Bargains in Waists

(Third Floor.)

100 White Shirt Waists, of heavy quality, striped pique, very smartly tailored, strictly plain style, strapped seams, finished with small kerchief, pocket, and fastens with large pearl buttons, shirt sleeve, and linen collar. Regular \$2.50. Wednesday \$1.75.

New Black Net Waists, all silk lined, dainty yoke and collar of finely tucked net; front is beautifully silk embroidered, outlined with silk lace motifs, new sleeves, kimono effect, short or full length, with guipure lace edging. Extra special \$2.95.

Embroidered Blouses and Corset Covers

(Main Floor.)

No phone or mail orders.

Lorraine or Semi-Ready Corset Covers, made of batiste, with small floral design, embroidered on back and front, finished with button-hole, scalloped edge and beading. Regular \$1.25. Wednesday 63c.

Fine Embroidered Batiste Blouse Frontings, with plain material to match, beautiful designs and quality; small floral patterns. Regular \$2.00 to \$5.00 each. Wednesday one-half price: \$2.00 for \$1.00, \$2.25 for \$1.13, \$2.50 for \$1.25, \$3.00 for \$1.50, \$5.00 for \$2.50.

WASH LACES.

Odd patterns in Wash Lace Insertions, suitable for children's and women's underwear, wash dresses, muslin or scrim curtains and dresser scarfs; widths are from ¾ inch to 2 inches. Regular 3c, 4c yard. Wednesday 10c dozen.

Embroidery Remnants in Insertions and Edgings, 4½ to 10 yards in each piece, large assortment of patterns and widths. Wednesday less than half-price.



Be Seated and Let's Talk About Furniture

Our February Sale starts to-morrow, and we would like to emphasize a few points about it that are worth thinking over:—

1. Our alliance with the best furniture manufacturers in the Dominion enables us to sell the best furniture below the prices you will find elsewhere.
2. Our clean, fresh, honest stock contains no furniture made to sell, all is made to use.
3. Our stock is complete and contains furniture for the cottage or the castle.

Dressers, in solid mahogany finished dull. Regular \$117.50. February Furniture Sale 74.75

Chiffoniers, in solid mahogany. Regular \$100. February Furniture Sale 63.50

Dressing Tables, in solid mahogany. Regular \$70.00. February Furniture Sale 46.00

Dressing Tables, in mahogany. Regular \$35. February Furniture Sale 23.00

Buffet Sideboards, in selected quarter-cut oak, finished early English. Regular \$29.50. February Furniture Sale 23.75

Sideboards, in genuine quartered oak, finished golden. Regular \$77.50. February Furniture Sale 59.00

China Cabinets, in solid quartered oak, bent glass ends, and mirror panel in back. Regular \$27.75. February Furniture Sale 23.75

Extension Tables, in selected quartered oak, golden color. Regular \$56.00. February Furniture Sale 42.00

Extension Tables, in pedestal design, with round tops, finished early English. Reg. \$22.75. February Furniture Sale 18.50

Dining Chairs, in quartered oak, with full-box seats, covered in leather. Regular, per set of six \$18.75. February Furniture Sale 15.90

Dining Chairs, in quartered oak, golden finish, with solid leather slip seats. Regular \$62.75. February Furniture Sale 49.80

China Cabinets, in solid ash, finished early English. Regular \$19.75. February Furniture Sale 14.90

Sideboards, in selected quarter-cut oak, early English finish. Regular \$72.00. February Furniture Sale 49.00

Ladies' Desks, in mahogany, finished dull. Regular \$17.50. February Furniture Sale 13.90

Ladies' Desks, in mahogany pedestal design. Regular \$33.50. February Furniture Sale 23.90

Settees, quartered oak frame and solid leather loose cushion seats, finished early English or fumed. Regular \$33.50. February Furniture Sale 28.00

Mission Chairs, in early English, with loose cushion seat and upholstered back. Reg. \$22.75. February Furniture Sale 18.60

Mission Library Table, round, early English finish. Regular \$10.75. February Furniture Sale 7.90

Library Tables, in solid oak, finished golden. Reg. \$15. February Furniture Sale 6.75

Pedestals, in mahogany finish and quartered oak. Regular \$5.00. February Furniture Sale 2.50

Parlor Tables, in mahogany, polish finish. Reg. \$8. February Furniture Sale 6.90

Brass Bedsteads, in full size, and bright finish, heavy posts, with heavy filling. Regular \$16.75. February Furniture Sale 14.40

Iron Bedsteads, in pure white enamel finish, all standard sizes. Regular \$4.75. February Furniture Sale 4.20

Iron Bedsteads, in pure white enamel finish, all standard sizes. Regular \$2.90. February Furniture Sale 2.20

Mattresses, with seagrass centre, and covered with good quality of ticking. Regular \$2.90. February Furniture Sale 2.65

Mattresses, with white cotton filling, tufted, and covered with good quality blue art ticking, full size. Regular \$9.50. February Furniture Sale 7.40

Extension Couch Bed, iron frame, easily changed from a comfortable couch to a comfortable bed; mattress tufted and covered with green denim, showing valance at front and two ends. Our special \$9.00. February Furniture Sale 8.40

Wall Paper

One-half carload of Imported Wall Papers; the broken lots of this season's selling to be cleared at once.

Regular \$1.50 Wall Paper, Wednesday 89c per roll. Regular \$1 Wall Paper, Wednesday 49c per roll. Regular 75c Wall Paper, Wednesday 39c per roll. Regular 50c Wall Paper, Wednesday 29c per roll. Regular 25c Wall Paper, Wednesday 11c per roll.

Wall Paper Dept., 5th Floor.

Customers are reminded that complaints will be adjusted more satisfactorily for them if they communicate direct with the complaint office, Main Floor, rather than take the matter up with the department concerned.

Book Dept.

500 Children's Books, Playtime Stories. Published at 25c. Special 15c each.

75 only Happy Stories for the Little Tots. Regular 23c. Special 19c.

100 "Games for All Occasions," for children. St. Valentine, Easter, Birthdays, etc. Published at 50c. Special 39c each.

The **SIMPSON** Company Limited

Big Reductions Before Stock-taking In Men's Clothes

Stock-taking comes but twice a year and offers exceptional advantages to the purchaser. Do not let the opportunity slip by.

MEN'S TWEED SUITS.

Tweed Suits, in this season's newest shades and patterns; cut in three-button single breasted sack style; carefully tailored in every way, and finished with best quality linings and trimmings. Sizes 35 to 44. Regular up to \$14. Wednesday \$7.95.

BOYS' TWEED ULSTERS.

Boys' Heavy Weight Fancy Tweed Ulsters, in dark brown and grey grounds, with fancy stripes; cut single and double breasted styles, with military and convertible collars; lined with twill mohair lining; sizes 27 to 34. Regular to \$10.00. Wednesday \$5.95.

MEN'S UNDERCLOTHES.

2,000 garments, medium weight Scotch wool, with cotton thread mixture; guaranteed unshrinkable; neatly trimmed with sateen to match, and elastic rib cuffs; drawers finished with elastic rib ankles; single and double breast. Sizes 34 to 44. Wednesday the suit 90c; each garment 47c.

HOCKEY SWEATERS.

300 Men's White Sweaters, with roll collars, for hockey players; guaranteed pure three-ply wool; good assortment of white, with different color stripes to choose from, and several small sizes, in the Y. M. C. A. colors. Regular \$2.00, for \$1.80.

FUR CAPS.

Men's Fur Caps, wedge and driver shape, in Australian beaver, nutria beaver and electric seal; well made and nicely finished. Regular \$3.00, \$3.50 and \$4.00. Wednesday \$2.29.

Men's Fur Caps, wedge and driver shapes; choice grade Persian lamb skins, glossy and rich even curl, best satin linings. Wednesday \$9.85.

Men's Otter Seal Caps, driver shape, one of the best wearing, and a good appearing cap. Regular \$15. Wednesday \$9.00.

Men's Boots

420 pairs Men's Boots, tan storm calf and black calf leathers, heavy soles, Goodyear welt soles, Blucher style; all sizes 6 to 11. Special Wednesday \$2.49.

CHILDREN'S BOOTS.

800 pairs Children's Boots, strong Dongola kid leather, Blucher style, patent toe-caps, medium heavy sole, easy fitting, long wearing; all sizes 5 to 7½ and 8 to 10½. Special price Wednesday 69c. (Telephone orders filled.)

Gloves—Main Floor

Men's Knit Wool Gloves, fancy Scotch patterns and colors; a large variety. Regular 50c. Wednesday, pair 25c.

WOMEN'S REAL FRENCH KID GLOVES.

Glance finish, two dome fasteners, gusset fingers, oversewn seams, Paris points, perfect fitting, black, white, tan, brown, grey, navy, green; all sizes. Regular \$1.00. Wednesday 59c.

WOMEN'S CASHMERE GLOVES.

Imported, finest all-wool Cashmere Gloves; some are silk lined, some fleeced, black, brown, grey, navy, green; dome fasteners; a tearing of broken lines. Regular 50c. Wednesday 19c.

RIBBED CASHMERE HOSE.

Women's Fine Imported Ribbed Cashmere Hose, made from extra quality yarn, double spliced heel, toe and sole, full fashioned; all sizes. Regular 40c. Wednesday 29c.

Genuine Oriental Rugs

(Fourth Floor.)

We are offering these magnificent rugs at prices far below the regular market price. On Wednesday it will be possible to obtain an exquisite eastern rug for the price of ordinary carpet.

The collection of these wonders on exhibition at the Simpson Store is perhaps the most select and comprehensive in Canada. Come and see it.

Antique Anatolian Mats. Regular \$5.00. Wednesday, each 2.45

Shirvan and Anatolian Rugs. Regular \$15.00 to \$20.00. Wednesday, each 8.15

Mousul, Anatolian and Serabend Rugs. Regular \$20.00 to \$30.00. Wednesday, each 11.25

Mousul and Kazak Rugs. Regular \$30.00 to \$40.00. Wednesday, each 15.25

Bokhara Rugs. Regular \$35 to \$50. Wednesday, each 18.60

China Sale

(In the Basement.)

On Wednesday many exclusive pieces from the world's most famous potteries will be placed on sale. In many cases prices will be less than half the regular.

1 Crown Derby Vase. Reg. \$300.00. Wednesday 150.00

1 Royal Worcester Vase. Reg. \$245. Wednesday 122.00

2 Crown Derby Vases. Reg. \$160. Wednesday 80.00

3 Royal Worcester Vases. Reg. \$150. Wednesday 75.00

20 pieces Royal Worcester, Crown Derby, Bernard Moore, Vases, less than half-price. Wednesday 10.00

1 Marble Statue. Regular \$95.00. Wednesday 50.00

6 Rubian Art Ware Jardinières and Pedestals, in the new Ravissant decoration. Regular \$14.20. Wednesday 7.98

9 Carlsbad China Figures and Amphora Vases, greatly under-priced for quick selling. Wednesday 4.95

Umbrellas

106 only Umbrellas for women, fine grade silk and wool tops, steel rod and frame, assorted horns, tortoise and natural wood handles, sterling silver and rolled gold mounts. Wednesday \$1.19.

Men's Silk and Wool Umbrellas; a nice selection of handles, natural woods, mission woods and horns; mounted in rolled gold and sterling silver. Wednesday \$1.69.

Wednesday's Provisions

2,000 Stone Fresh Rolled Oats, per stone, 36c. Finest Sugar Cured Ham, half or whole, per lb. 18c. 300 pails Pure White Clover Honey, 10-lb. pail, \$1.10. Canned Corn, 3 tins 25c. Finest Canned Tomatoes, per tin, 11c. California Seedless Raisins, in bulk, 3 lbs. 25c. One car California Sunkist Oranges, good size, sweet and seedless, per dozen, 25c. Canned Catsup, Canada Pride Brand, 2 tins 15c. Fancy Japan Rice, 4 lbs. 25c. Prime White Beans, 6 lbs. 25c. Teller's Cream Soda Biscuit, 3-lb. box 25c. Fancy Evaporated Peaches, per lb. 12c. Telephone direct to dept.

2 LBS. FRESH ROASTED COFFEE 39c.
200 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Wednesday, 2 lbs for 39c.