

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fuger, President.

J. Wood, Manager.

PROBS: Fair and not quite so cold.

SIMPSON

Notes That Show Progress In the February Sales at THE SIMPSON STORE

With each successive day more goods are added to the stocks, both for the big special sales and of the new goods for spring or late winter. Character is given to Tuesday by this list of generous values.

Sample Coats

Less the American Duties—For Tuesday

Made in a variety of newest materials and styles, new boucle tweeds, homespun, imported serges and reversible tweeds, a proper weight for motoring and driving. The designs are the newest, with one-sided effect, and rounded corners, either Raglan set-in sleeves, collars that can be buttoned close to throat when desired. 25 per cent. less than the regular prices. \$13.50, \$15.00, \$19.50, \$21.50, \$27.50, \$35.00. Less one-quarter for Tuesday.

MISSES' AND YOUNG GIRLS' DRESSES.

One-piece style Wool Serge Dress, with semi-low collar, outlined with plain cloth and tabs down the front, ornamented with small steel buttons. The sleeves with kimono shoulders stitched on belt of self. Joins skirt and waist; skirt fits neatly on hips to below knee line, surrounded with circular band, which continues to edge. Colors navy, cardinal and black. Regularly \$7.25. Tuesday 4.69

SPRING SKIRT MODELS.

Smart, well-tailored skirts of Panama cloth, in black and navy, six-gored, with the high waist, plain front and back panels. An inverted pleat is let in at the foot of the side-gores, self-covered buttons are used as ornaments. Tuesday 5.00

GIRLS' GREY PONYETTE COATS.

An occasion for prompt and decisive action for values such as these are as good as gone when advertised. Made of good quality material, lined throughout with broad faced sateen, single-breasted, with storm collar and trimmed with oxidized buttons. Ages 8 to 12 years. Tuesday 6.89

First Production of the New Season in the Corset Section

Before the new styles can be placed on the market it is necessary for the great modistes to decide on the general figure lines that must be supplied by the corsetiere as a foundation for their creations.

These new corsets are already arriving, not marked by any extreme changes, and including many styles for which our customers are already waiting. This for Tuesday you will welcome.

ELEGANT ROYAL WORCESTER CORSETS.

300 pairs of them, two beautiful new spring models, in fine white sateen, medium and extra long, medium or low bust, rustproof boning, double steels in front sections, four wide side steels, bust draw cord, four garters, fine lace and ribbon; sizes 18 to 26 inches. 1.25 Tuesday, per pair (Phone orders filled.)



Money Saved By Price Giving FURNITURE

This sale illustrates perfectly the best theory of departmental selling.

We would rather sell much furniture with a very small margin of profit than a little with the necessary large gain. It's a saving for you, and in the end better for us.

The prices named below are very close to cost of production, and offer rare opportunities for good buying:

Dressers, in quarter-cut oak, finished golden, Princess style, with oval bevel plate mirror. February Furniture Sale 19.75

Dressers, finished dull mahogany, colonial style, heavy British plate mirror, drawers trimmed with wooden knobs. February Furniture Sale 20.90

Dressers, in quartered oak, finished Princess style, with oval shaped bevel plate mirror. February Furniture Sale 11.75

Dressers, in hardwood, rich golden oak finish, three deep drawers and bevelled mirror. February Furniture Sale. 6.50

Dressers, in hardwood, colonial pattern, and finished mission oak, trimmings are wooden knobs, heavy square mirror. February Furniture Sale 18.40

Wooden Bedsteads, in selected quartered oak, finished rich golden, also in mahogany, in full size only, carefully made, and beautifully finished. February Furniture Sale 19.00

Chiffoniers, in mahogany, dull finish, oval plate mirror; three long deep drawers, two short drawers and cupboard. February Furniture Sale 24.75

Chiffoniers, in dull finished mahogany, full swell fronts, with wood knobs for trimmings. February Furniture Sale 27.00

Dressing Tables, in selected quarter-cut oak, dull-waxed finish, oval bevelled plate mirror, and two short moulded front drawers. February Furniture Sale 17.75

Well-Made Clothes are Your Right

Men who think it is necessary to put up with the cheaply-made, poorly-fitting garments so often taken for "money's worth," both in ready-to-wear and order suits, coats, etc., will be agreeably surprised when they have compared prices and qualities on our clothing floors. These Tuesday items are typical of our values:

Big Sale of Men's Overcoats

Made from fancy English tweeds in greys, browns and fancy patterns, grey chevrons, black beavers and Meltons, in Chesterfield style with black velvet and self collars, single breasted ulsters, with two-way convertible collars, best mohair linings, excellently tailored; every coat a big bargain.

Regular \$18.00
Tuesday Special \$20.00
\$22.50



Business Suits

Made from English and Scotch tweeds in the new two-tone brown and new patterned greys, in stripe designs, cut single-breasted, three-button style, best linings, best style and best tailoring. Sizes 36 to 44... 12.50

SMOKING JACKETS FOR PARTICULAR MEN. The Smoking Jacket is one of the important steps to perfect home comfort. The three special lines we offer Tuesday are sure to meet with your approval.

Medium weight smoking jacket in wine, brown, blue, green and fawn shades, smartly gotten up with silk frogs, reversed, plaid cuffs, collars and pockets facings, silk braided edges and perfectly tailored; sizes 36 to 44, Tuesday 6.09

One of the very newest in Smoking Jackets, made from a fawn cloth with neat stripes, silk velvet trimmed edges and pockets, silk frog and shawl collar. This jacket is particularly natty and put together by skilled workmen; sizes 36 to 44, Tuesday 8.50

Made from a genuine English metal alloy with in the following shades, wine, green, brown and grey with a faint hair-line stripe. Plaid reversed cuffs, collars and lapels and flat braided edges. One of the dressiest jackets we have to offer; sizes 36 to 44, Tuesday 14.00

Hats and Furs

Men's rough-finished Soft Hats, Trooper, Alpine and crusher shapes, grey, fawn and heather mixtures. Tuesday98

Men's Fur Driving Mitts, in calfskin, Russian lamb, and black dogskin. Regular \$3.50 Tuesday 2.19

Some Excellent Furnishings

Men's Negliges, an assortment of all styles, designs and makes included in the lot; they are broken lines from our regular stock, and included are several slightly soiled white dress and soft-fronted shirts. The lowest-priced shirt in the lot is worth \$1.00, and there are some worth much more; all sizes. To clear Tuesday69

1,000 Neckties, we have procured all the surplus stock of one of the largest neckwear factories in Canada. In the lot are the newest colors and designs for spring wear; plain or figured bengalines, Oriental or Paisley designs, Roman stripes, floral or scrolls. The shapes are wide open ends, long narrow ties for close-fitting collars, French seam, and reversibles. Regular prices would be 50c and 75c. Tuesday25

Prices in the Basement

KITCHENWARE. Covered roast pans, black Russian iron. 13 x 18 x 18, regular 75c. Tuesday59

11 x 16 x 10, regular 65c. Tuesday49

13 x 8 x 8, regular 55c. Tuesday39

Never Burn bread pans, double, Tuesday35

Never Burn drip pans, 10 x 10, Tuesday15

Drip pans, black Russian iron, 13 x 17, Tuesday17

Drip pans, black Russian iron, 7 x 14, Tuesday5

Frying pans, cool handle, 5 sides, Tuesday 95, 125, 145, 165, and18

Bread Toasters, for use on any kind of stove, toasts all over alike, regular 15c, Tuesday9

Kitchen Carving sets, two-piece, fine steel, black handles, regular 60c, Tuesday49

Kitchen Knife sets, bread, cake and paring knives, per set, Tuesday15

Sink strainers, blue enamel painted, regular 25c, Tuesday14

GROCERIES

One our Standard Granulated Sugar 17 lbs. 1.00

Finest Marmalade Oranges, good size; per dozen19

Finest Mescaline Lemons, large size, per dozen14

Lake of the Woods, Five Rose Flour, 3 1/2-bag in cotton83

California Silver Prunes, per lb.17

Finest Shelled Walnuts, per lb.32

Canned Apples, gallon size, tin 28 Pure Kettle Rendered Lard, 3 lb. pail47

Choice Picnic Hams, 6 to 8 lbs., each, per lb.12 1/2



Prepared for a Busy Day in the February Sale of Hosiery

Women's Black Silk Hose, pure thread silk half way up, with lisle thread top, heel, toe and sole, deep double width garter top, look just as well as all silk and wear better. All sizes. Black only. Regularly 75c. Hosiery sale price, Tuesday, pair59

Women's Lisle Thread Socks, the lot consists of plain black and colors, lace ankle and all-over and embroidered fronts. Regularly 30c. Hosiery sale price Tuesday. 19c, 3 pairs 55c.

Women's Plain Black Cashmere Hose, English made, full fashioned, double pointed heel, toe and sole, sizes 3 1/2 to 10, Regularly 40c. Hosiery sale price, Tuesday, pair, 29c. Women's Silk and Wool Hose, 20c. Hosiery sale price, Tuesday, pair29

English made, fashioned, fine elastic ribs, black cashmere, with contrasting silk, very pretty and splendid wearing. Regularly 75c. Hosiery sale price, Tuesday, pair49

Boys' and girls' cashmere stockings, black ribbed, full fashioned, English made, double pointed heel toe and sole, sizes 7 1/2 to 8 1/2. Regularly 40c. Hosiery sale price, Thursday25

Girls' plain black cashmere stockings seamless spliced heel, toe and sole, sizes 7 1/2 to 8 1/2, special hosiery sale price, Tuesday, 25c, 3 pairs 65c.

Children's lisle thread socks, white, with fancy tops, at least than half price; sizes 4 to 8 1/2. Regularly 20c. Hosiery sale price, Tuesday, 20c. Hosiery sale price, Tuesday, 20c.

Men's fine all-wool "Llama" Cashmere socks, black only, Llama worked in red silk, seamless, English made. Special hosiery sale price, Tuesday, pair25

Men's plain black Cashmere Hose, seamless, spliced heel, toe, and sole, sizes 19c, 3 pairs 55c.

Women's Lisle Thread Socks, plain black and colors, fancy patterns, all imported lines. Regularly 25c, and 30c, hosiery sale price, Tuesday, 19c, 3 pairs 55c.

Men's Imported Thread Silk Socks, full fashioned Lisle thread, heel, toe and sole. Regularly 50c, Hosiery sale price, Tuesday29

Black Silks Continue to Give Sale Values

We are exclusive selling agents in Canada for three of the best class of manufacturers of black silks. This may serve as a partial explanation for the undoubtedly superior quality of our silks, in both textures and dyes.

Our staff of salesmen is thoroughly experienced and will be of assistance to you in selecting. Regularly Tuesday's list is as follows:

New Black Satin De Chine, a nice satin of good dress weight, and well finished, one yard wide, per yard 1.10

Black Duchesse Mouseline, a dress satin of rich quality, very deep, full black, 36 inches wide. February sale price 1.25

Black Duchesse Patelette, heavy and closely woven, one of the best wearing silks we have, 40 inches wide. February sale, per yard 1.33

New Black Satin Mouseline, very rich and dressy, a most fashionable silk far below usual price, 40 inch. On sale 1.44

40-inch Black Duchesse Mouseline, one of the richest dress satins we have ever put on the market at this price. February sale 1.57

The new season's Black Satin Duchesse, good weighty satin, perfect in dye and finish. Regularly \$2.00 per yard, 40 inches wide. On sale 1.68

Boots and Rubbers

MEN'S BOOTS. 450 pairs of Men's Blucher Style Boots, vicl kid, patent colt and box kip leather, all guaranteed to be solid leather soles and heels. Sizes 6 to 11. Tuesday, 8 o'clock 1.99

WOMEN'S BOOTS. 400 pairs of women's boots, button and blucher styles in patent colt, run metal, vicl kid and velour calf leathers, including 60 pairs of Queen Quality and Boston Favorite samples, Cuban, military and high New York heels. Sizes 2 1/2 to 7 1/2. Regular \$2.50 and \$3.00. Tuesday, 8 o'clock 1.99

RUBBERS. 500 pairs of low rubbers, every pair guaranteed perfect, reinforced where wear comes. Tuesday's prices: Men's, .65; Boys', .55; Youth's, .45; Women's, .45; Misses', .35; Child's, .30.

Second Day of the Wash Goods Sale

These items will shadow the great values all over the section. Very fine quality double-width embroidered French voile, Swiss mull and silk striped mull, one of the greatest bargains ever offered in Toronto, big range of all the leading shades for either evening wear or for summer. Note the width, viz., 42-inch regular \$1.98 and \$2.50. Sale price17

Another big lot of dainty silk and cotton mixtures in all good shades as pink, sky, mauve, maize, black, cream, etc., and they will wash. Regular value 35c to 50c; sale price17

Mercedized brocade vesting, 38 inches wide, two rows of fine Swiss insertion at bottom, splendid for children's summer dresses, ladies waist, etc.; regular 50c and 55c; sale price23

Clearance of 60 pieces of best Scotch sephyr, the large check design in a tremendous range of colorings, 32 inches wide and don't forget the best 25c quality; sale price9

8 only magnificent chiffon silk robe lengths beautifully hand-embroidered, colors black, grey, white, pink and cream; these beautiful robes made up could not be bought at less than \$60. Special sale price 11.00

No phone or mail orders.

This in the Lunch Room

3 TO 5.30, TUESDAY. Oyster Pattie, Bread and Butter, Pot of Tea with Cream. 10 CENTS.

Linens and Staples that Call for Your Attention

(Second Floor) SHEER CORD LINENS FOR PRETTY BLOUSES. Just in from Ireland, a lot of new green bleached sheer Blousings, fine cord stripes and check effects, pure linen weft, Egyptian cotton warp. A most delightful material, 35 inches wide, Tuesday, yard, .35

LARGE SIZE BLEACHED SHEETS, These are made from a good, strong pure fine T'will Sheeting, standard hems, 3 1/2 x 2 1/2 yards. Will give excellent wear. Only about 100 pairs, Tuesday, pair 1.45

OUR NEW NAINSOOKS. We have just opened up our new Nainsooks showing everything from the stout Nainsook to the beautiful fine French Nainsooks as fine as silk. 38, 39 and 42 inches wide. Every weight and finish to select from. Special showing Tuesday, yard 10c to 75c. A famous Lancashire Nainsook, 36 inches wide. Special, Tuesday15

SATIN DAMASK TABLE NAPKINS, 24 INCHES, 24 DOZEN. Made in Ireland, bleached on the green, full satin damask, warranted all pure linen. A lot of new dainty bordered designs, 22 x 22 inches, fine closely woven Napkins. Tuesday, dozen 2.45

(Second floor.) Phone direct to Linen Dept.)

Special Values from the Gloves

Women's Cashmere and Linwood Gloves, broken lines, that must be cleared, in a variety of colors. Regularly 25c and 35c, Tuesday 19c.

Men's Heavy Leather Mittens, with wool lining, wool knit top, close fitting wrist. Regularly 50c, Tuesday 35c

Men's Tan Suede Leather Gloves, dome fastener, warm wool lined, dressy and splendid wearing. Regularly 75c, Tuesday 59c

5 Big Dinnerware Specials

40-piece Austrian China Tea Set, handsomely designed, and gold trimmed. Regularly \$10.00. Tuesday 6.25

97-piece Dinner Set, in Royal Vitreous semi-porcelain ware, splendid wearing body, with neat border decoration and gold finish. Regularly \$18.50. Tuesday 12.98

Imperial Porcelain Dinner Set of 97 pieces, by Wedgwood & Co. Regularly \$25. Tuesday 18.50

\$50.00 Bernardand Limoges China Dinner Set of 97 pieces. Tuesday special 25.00

102-piece Haviland China Dinner Set, in the famous apple blossom spray design, and gold finish. Regularly \$47.80. Tuesday 37.50

Wilton Rugs

Famous for their decorative value and everlasting wearing qualities, are one of the unusual values offered in every section of the Carpet Department during the month:

Sizes 9 x 10.6, \$28.50 and \$32.50 for 23.50

Size 9 x 12, \$32.50 and \$37.50 for 27.50

Sizes 11.3 x 12, \$42.50 and \$47.50, for 35.00

Silverware for Gifts and Home Use

50 Only Silver-plated Fruit or Cake Comports, heavily silver-plated, beautifully hand pierced design, with glass lining and star base. The height of comports about 7 1/2 inches high and 9 inches wide. Regularly \$5.00. Silverware sale price 3.95

50 Only Round Casserole Dishes, with Guernsey lining and pierced silver-plated stand, with handles and feet. The silver-plating on this casserole is of the heaviest, 5 1/2 inches high and 7 inches across. Regularly \$4.50. Silverware sale price 3.49

100 Only Pie Plates, with Guernsey lining, positively fireproof, very superior to the graniteware lining, heavy silver-plated stand, hand pierced design to match casseroles; about 9 inches wide and 2 1/2 inches high. Regularly \$3.00. Silverware sale price 1.98

100 Only Gravy and Sauce Boats, heavily plated on a German silver base; plain or fancy bead patterns; regular \$4.00; Silverware sale price 1.98

SILVER-PLATED TEA SET, \$4.99. A three-piece silver-plated tea set, including tea pot, sugar bowl and cream jug, full size, satin finished, hand-engraved, cream jug gold-lined. Regular \$7.50; Silverware sale price 4.89

See Our Window Display

The Robert SIMPSON Company Limited