The Robert SIMPSON Company Limited | Store Opens 8 a.m. | Closes at 5.30 p.m. | H. H. Fudger, President. | J. Wood, Manager. | PROBS: Strong N. to W. winds; fair and moderately cold. | The Robert SIMPSON Company Limited

This in Lunch Room
Wednesday afternoon, 3 to 5.30
Deep Apple Pie with Whipped Cream.
Pot of Tea.
Ten Cents.

Values Crown the Closing Sales at the Simpson Store

As the end of February approaches the big sales offer more and more broken lot specials and clearing prices. For all these stocks must be sold to make way for the arriving Spring Goods. Both new and passing stocks are worth seeing now.

New Elevators on the Yonge St. side are now in operation.

$25.00 Dresses for $17.95

Profits are disregarded in naming this price. It is one of those surprise values that occur only once in a long time.

The dress is a charming one-piece pattern of rich taffeta silk, made in one of the newest styles with handsome lace under cuff and on the one sided rever. The rounded yoke has a collar of fine thin net. Skirt is joined to waist with self belt, and by wide front and back panel below knee line, surrounded with self material finished at side with self silk buttons. Black and navy, 32 to 42 bust. Worth $25. Wednesday..... $17.95

Special Suits for women, Wednesday, $12.95. For Spring and Summer wear, is made from tweed mixtures in greys, tans, and greens, stylish and correct lines, neatly tailored, with stitched seams, lined throughout with silk. Skirts are the gored styles. A genuine saving at..... 12.95

40 WARM WINTER COATS.

Of imported frieze cloth, in navy, and black, and diagonal tweeds in black and grey stripes, made in a suitable style for stout or slim figures. Your choice of either semi-fitting or loose backs, velvet collar or turn-over collars of self-material. Very special values 2.95

THE LAST OF THESE COATS

Of imported Beaver Cloth in navy, green, black, and brown, smart, up-to-the-minute coats. Were special value at $15.00. Wednesday 7.95

Daily shipments of new Spring Coats, Suits, and Dresses, moderately priced. Have you seen the display on our third floor?

Voile Skirts

The stamp of correct tailoring is on these crisp, all wool black voile skirts; made with a variety of fashionable styles, plain, gored, or semi-pleated; some beautifully braided, others trimmed with silk folds, all perfect fitting. Women's sizes. Regular value from $7.50 to $10.00. Wednesday special .. 5.79

Skirts at Half

Made of striped serge, worsted, panamas, and plain serge, in a good serviceable style, and finely tailored throughout. Regular price $4.00. Wednesday 1.89

Women's Boots $1.95

1,000 pairs Women's Boots, button and Blucher styles, in all leathers and combinations of leathers, high, Cuban, military, and low matron heels, light and medium soles, every pair is guaranteed perfect in every way. Sizes 1½ to 7. Regular prices $2.45, $3.00, and $3.50. Wednesday, eight o'clock 1.95

The Men's Fur Section

Imitation Brown Buffalo Robes, best quality, heavily lined with astrachan cloth, largest size, 54 x 72. Wednesday special 5.00

Men's Fur Caps, wedge and driver styles, in Otter, Seal, and Persian Lambskin. Regular $10.00, $12.50, and $16.00. Wednesday, to clear 5.00

Cloth Caps for Men, assorted shapes, in navy blue, and black beaver, also fancy tweeds, fur-lined ear bands. Regularly 50c, 75c, and $1.00. Wednesday 25c

The $1.00 Simpson Shirt is Here

The best for everyday wear, combining comfort and quality with style, and the quiet, clear colorings characteristic of the possession of a gentleman. See the windows on Yonge Street for the style of shirt. This week $1.00

Men's Pyjamas for $1.49

Men's Pyjamas, in genuine English flannelette and Lingola cloths, for wear these are best, the designs are fancy stripes, and the colorings are blue, pink, or helio, on a white ground. Sizes 34 to 44. Regular $2.00, $2.50, and $3.00. Wednesday..... $1.49

Warner's Rustproof Corsets One Dollar

An almost unheard of Corset event. The chance to buy "Warner's" Rust-proof Corsets at a dollar a pair. Only three hundred pairs in the lot.

300 pairs of the famous "Warner's" Rust-proof Corsets, a stylish model, in fine white coutil, medium low bust, long hips, 4 garters, finest boning, with 4 wide steels, lace and ribbon trimmed, a durable and comfort-giving corset, sizes 18 to 26 inches. Wednesday, a pair ..1.00

New Shipment of Silks

Careful selection reliable, guaranteed qualities, and exceptional price values account for the superiority and excellence of our Dress Silks and Satins.

The Silks offered on Wednesday will be examples.

1,000 yards Colored Satin de Chenes and Satin Paillettes, in all the new spring shadings; also ivory. Reliable, dressy silks which we have bought much under regular values and offer on Wednesday, 36 in., 38 in., and 40 in. wide, at, per yd. $1.00

New Striped Silks, very fashionable, smart, and durable. An enormous range to select from. Prominent are grey and white, black and white, white and black, navy and white, Copenhagen and white, and two-tone grey stripe effects, 40 inches wide. Per yard 1.50

Black Duchesse Dress Satin—A highly-finished skein-dyed, deep rich black, bearing our name and guarantee, woven on the selvidge, 40 inches wide. Per yard..... 1.50

Heavy Black Honan or Raw Silks just delivered. Very heavy qualities, for motor coats, suits, etc., Lyons dyed and finished, from the best raw silks, 30 inches wide. Per yard 1.50

New Ribbons for 1912 in Our Ribbon Dept.---Main Floor

The new ribbons are being featured in the best spring millinery. Take a walk through our millinery department, and you will get inspiration for your new hat.

Among the new ribbons for the season are the Ombres, or shadow ribbons, in plain and fancy effects. These are exceptionally strong in New York and Paris. Plaids in their many effects will be greatly used. The floral effects are new; a new ribbon style is known as Cathedral, an evolution of the paisley and Orientals of last season; then there is the various ribbons with the picot edge, old fashioned, but new.

The colors this season are good, with the introduction of the new tans, new blues, and the new greens, they are very beautiful.

There will be a special display in all lines, but our fancy ribbons at 59c per yard will be specially displayed, and should be of special interest to the home and shop milliners.

Linens and Staples Attract by Prices

1,300 Yards Bleached Longcloth, 9½c Yard.

This is a most delightful medium weight long cloth, perfectly finished, and made from the best cotton, yard wide. Wednesday, per yard .. 9½c

A 23-inch Irish Glass Toweling, 8c Yard.

A strong, closely woven, perfect drying glass toweling, red checks only, only about 900 yards. Wednesday, yard 8c

1,600 Yards Heavy Factory Cotton, 8½c Yard.

Round, strong, closely woven thread, clean, and will bleach pure white, about a yard wide. Wednesday, yard 8½c

These Satin Damask Table Napkins, Only $1.83.

Ready hemmed, warranted all-linen, finest bleach satin Damask, a very serviceable line, 21 x 21 inches, only 85 dozen. Wednesday, dozen $1.83

Fine Madras Shirtings, 35c Yard.

For the particular man who likes to select his own materials, and have his shirts made for himself, we have a lot of very pretty blue and white stripes, really dressy goods. 32 inches wide. Wednesday, yard 35c

English Bleached Sheetings, 30c Yd.

Super quality English sheetings, free from dressing, linen finish, 72 inches wide, made from a strong round, fine, closely woven cotton thread, 500 yards special. Wednesday, yard 30c

Phone direct to Linen Department, Second Floor.

We Are Selling Linoleum Generously

There are only two more days of the Gigantic Annual Spring Linoleum Sale. The bargains obtainable are phenomenal—large range of designs to select from, and the qualities are our standards.

Think of a good thick, well seasoned, and well colored Scotch Linoleum at 36c a square yard, which sells regularly at 45c.

There are designs for halls, surrounds, dining-rooms, kitchens, tiles for bathrooms, and pretty clean matting and chintz effects for bedrooms at prices to suit all.

Floorcloth, 36, 45, 54, and 72 inches wide, square yard..... 26c

Scotch and Canadian Linoleum, 31c, 36c, and 39c. Regularly 39c, 45c, and 50c.

IN THE CARPET DEPARTMENT

Will be found some interesting prices. For those who require good stout English Tapestry Carpets, a splendid line in green chintz, light floral, Oriental effects, per yard 55c

A big range of good designs and colors shown in the Brussels Carpet, which is always in favor with the careful housekeeper. Specially good value, per yard 1.20

An extra quality which cannot be beaten for genuine worth, at, per yard 1.40

FOR BUYERS OF BRUSSELS AND AXMINSTER RUGS.

Rugs that are regular goods, but just the last odd rugs of certain designs which we are not repeating, are offered here at less than cost price for speedy clearance. Values extraordinary. The following Imported Scotch Axminsters—Light ground, Oriental design:

12 x 9. Regular price $65.00. Special..... 39.50

Light Chintz effect, for drawing-room or bedroom, 10.6 x 12. Regular price $30.00. Special 21.50

Soft Green Chintz, for drawing-room, 12 x 9. Regular price $33.00. Special 22.85

Two-tone rose coloring, 9 x 10.6. Regular price $40.00. Special 29.75

Beautiful Green Chintz, 10.6 x 13.6. Regular price $45.00. Special 32.75

Brussels Rugs, made up from short ends of stock carpet, offer extraordinary value. They are less than half-price—many odd sizes, some bordered, some without.

Suitings and Dress Fabrics

Novelty Scotch Suitings, in exclusive designs and colorings.

English Tweed Suitings, in smart effects for tailored suits.

West of England Suitings, in plain clerical greys and other effects.

Pencil Stripes, in fine worsteds finish. Black, navy, and cream ground. Diagonal and whipcord suitings in fine medium and wide wale.

Broadcloth Suitings, in chiffon and medium weights, rich glove finish in new spring tones.

Tussore Shantung, in soft draping qualities.

San Toy Suitings, in all-wool and silk and wool mixtures.

Shepherd Check Suitings, in a variety of designs and qualities.

Black and Navy Serges again are very popular for tailored suits. We have the finest selection in Canada.

(Dress Goods Dept., Second Floor.)

Wash Goods

White Pique, welts of all widths, including the very wide ones. These are in the soft finish so much in demand for spring and summer 20c, 25c, 30c, 35c, 50c

Printed Piques, white and colored grounds, spots, stripes, and figures 25c

"Nearsilk" Foulard. This foulard, as its name implies, is so like a silk that it is hard to tell the difference; a full range of spots, stripes and figures, on navy and black 25c

Gloves

Women's Glace Finished Kid Gloves, dome fasteners, oversewn seams, silk stitched points on back, perfect fitting, made from soft pliable skins. Black, tan, grey. Regularly 75c. Wednesday 50c

Men's Tan Cape Leather Gloves, unlined, for present wear, pique sewn seams; also tan suede gloves. Regularly $1.25. Wednesday 98c

Bathroom Fixtures

Jarvis Water Filters, commended by medical and public authorities, tested 100 per cent. pure water, installed free. If not satisfactory after first week's trial will refund purchased price. Wednesday, $14.00

Combination Glass Shelf, includes towel rail, two tumber holders, with etched tumblers, and toothbrush holder. Wednesday $3.50

Bathroom Mirrors, British bevel plate, with seamless frame, heavily nickel-plated, two sizes.

12½ inches x 20½ inches. Wednesday $6.00

14½ inches x 24½ inches. Wednesday $8.00

Bathroom Cabinets, fitted with racks and shelves, beautiful finish, white enamel. Wednesday.. $6.75
Oak. Wednesday $8.50

Combination Tumbler Holder and Soap Dish, nickel-plated, with two etched tumblers. Wednesday, $1.98

Comb and Brush Tray, nickel-plated. Wednesday $1.50

French and English Blouses

Of the Highest Class

100 models, just taken into stock this day, comprise everything that is new in style and materials, all marked for Wednesday's selling at $5.00

Plain and combined, veiled and solid effects, hand embroidered and various other ideas in ninon, crepe de chene, chiffon, lace, fine nets, and soft silks. A wonderful opportunity to replenish at, Wednesday, each..... $5.00

The Hosiery Sale With Closing Values

Women's Silk and Wool Hose, English made, spliced heel, toe, and sole. They come in black, with contrasting colors, in silk, fine elastic ribs, neat, comfortable, and splendid wearing. Regular 75c. Hosiery Sale price, Wednesday 49c

Women's Fine English Made Black Cashmere Hose, with neat silk embroidered fronts, patterns in red, white, sky. Special Hosiery Sale price. Wednesday 29c

Women's Imported Cotton Hose, the lot consists of black mercerized, with deep garter top, black with silk embroidered fronts, black with natural wool or maco sole; also lace. Regular 30c. Hosiery Sale price, Wednesday... 19c, 3 pairs 55c

Women's Fine Imported Lisle Thread Hose, all imported, plain black, tan, also fancy patterns and neat patterns in lace. Regular 40c. Hosiery Sale price, Wednesday 25c

Misses' Seamless Ribbed Cotton Stockings—Black, tan, sizes 6 to 10. Regular 20c. Wednesday 12½

Men's Plain Black Cashmere Hose, also mottled tan merino socks, seamless spliced heel, toe, and sole, fine elastic ribbed top. Regular 20c. Wednesday 12½c

Men's Black Cotton Socks, with maco sole, spliced heel, toe, and sole. Regular 20c. Wednesday 12½c

The Robert SIMPSON Company Limited

New Spring Models of "Durward" English Coats

The exclusiveness and distinction of "Durward," London, England, Coats has been so much appreciated in the past season by our most particular customers that this announcement of the arrival of the first shipment will be welcomed. We invite an early inspection of these garments. To give a satisfactory pen picture is impossible. You must see them, wear them, and you are satisfied.

The "Balamacaan," with its abundance of skirt draping, its easy, large sleeves, English collar, leather buttons, silk sleeve linings. The cloths the English fancy checked, light grey tweeds, worsted finished, brown surfaced, fancy strip. Beautiful in make. Price $26.00 and..... 28.00

The Conduit Style, single-breasted, patch pockets, leather buttons, cuffs on sleeves, from a rough Irish tweed, in very light shade of grey, English Raglan shoulders, and every English characteristic emphasized. Price 26.00

Golf Coats, in greys, greens, and fancy checked patterns. The style and comfort would enthuse the golfer and make him feel at "ome." Back of coat pleated, girded, and split, single-breasted. Price 18.00

Boys' Blouse and Russian Suits

Boys' Sailor Blouse Suits, double-breasted, with large sailor scalloped collar, trimmed with silk braid, self shield with fancy ornament, bloomer pants, with elastic bottom; material is a fine English worsted, in dark slate, indistinct stripe. A stylishly made suit for boys from 5 to 9 years old $3.95

Also a fine blue twill English worsted, cut in the same style, at $5.50

Russian Sailor Suit, made from a fancy English tweed, in the new shade of brown, is double-breast, with large sailor collar, trimmed with silk soutache, self shield, with ornament, tan leather belt at waist, flowing end tie, bloomer pants, with elastic bottom. Sizes 3½ to 5 years $5.00

Nearing the End of Furniture Sale

Dressers, in quartered oak finish, low base, with large mirror. Regularly $12.50. Last day February Furniture Sale 9.50

Dressers, in pure white enamel, with oval mirror. Regular $10.50. Last day February Furniture Sale 8.00

Dressers, in mahogany finish, colonial design. Regularly $17.75. Last day February Furniture Sale 13.45

Dressers, in mission oak finish. Regularly $13.50. Last day February Furniture Sale 10.50

Dressers, in mahogany dull finish, good drawer space and oval plate mirror. Regularly $19.50. Last day February Furniture Sale 15.00

Dressers, in selected quarter-cut oak finished, rich golden polished, Princess style, with oval beveled plate mirror. Regularly $23.50. Last day February Furniture Sale 18.00

Cheffoniers, in quartered oak finish, deep drawers and mirror plate. Regularly $7.95. Last day February Furniture Sale 6.30

Cheffoniers, in mission oak finish. Regularly $11.75. Last day February Furniture Sale 9.00

Cheffoniers, in quarter-cut oak, finished golden polished. Regularly $22.50. Last day February Furniture Sale 17.50

Buffets, in solid quarter-cut oak, mission design, finished fumed. Regularly $33.00. Last day February Furniture Sale 25.00

Buffets, in quartered oak, finished golden and fumed. Regularly $31.00 and $33.00. Last day February Furniture Sale 24.00

Combination Buffet and China Cabinets, in selected quartered oak, rich golden polished, well made, and conveniently arranged. Regularly $46.75. Last day February Furniture Sale 35.50

Dining Tables, in quarter-cut oak, finished golden, pedestal design, with round top. Regularly $23.00. Last day February Furniture Sale 17.75

Dining Tables, in solid quartered oak, rich golden polish finish. Regularly $31.50. Last day February Furniture Sale 24.00

Dining Tables, in quarter-cut oak, and finished fumed, pedestal design, with claw feet and round top. Regularly $33.00. Last day February Furniture Sale 24.75

Dining Chairs, in solid oak, finished golden, sets of 5 small chairs and 1 arm chair. Regularly $9.40. Last day February Furniture Sale.... 7.30

Silverware Sale Offers Large Economies

50 only Water Pitchers, or Closet Jugs, fancy cut glass pattern, with silver-plated rim, bright finish. Regularly $3.00. Clearing, Wednesday 1.75

50 Only Cheese Dishes, with decorated, ruby glass covers, with silver-plated dish, fancy border. Regularly $2.50. Clearing Wednesday.. 1.49

Silver-plated Cake Baskets, with fancy handles and pierced feet, finished in dull satin, hand engraved, decorated. Regularly $2.75. Clearing Wednesday 1.75

75 Only Silver-plated Bread Trays, with the word "Bread" engraved on centre of tray, fancy rococo border, tray in satin finish. Regularly $3.00. Clearing, Wednesday 1.49

25 Only Silver-plated Fruit Comports, bright finish. The comport stands about 6½ inches high and 9 inches wide, with beautiful pierced border. This is complete, with a plain glass lining and star base. Regularly $5.00. Clearing Wednesday 3.25

Grocery Items for To-morrow

2,000 Stone Fresh Rolled Oats, per stone 43c
Choice Side Bacon, half or whole, per lb 18c
Post Toasties ..... 3 packages, 25c
Canned Corn, Old Homestead Brand..... 3 tins, 25c
Canned Peas, per tin 11c
Canned Lombard Plums in heavy syrup, per tin 10c
St. Charles Milk, per tin 9c
Imported Malt Vinegar, Imperial quart bottle 20c
Choice Prunes ..... 3 lbs., 25c
Pure White Clover Honey, 5-lb. Pail 68c
Telfer's Cream Sodas, 3-lb. box 24c
One car California Sunkist Oranges, good size, sweet, and seedless, per dozen 25c
Canned Haddie, Brunswick Brand, per tin 10c
Canned Asparagus Tips, finest quality, per tin 25c

FRESH ROASTED COFFEE, PER LB., 25c.

300 lbs. Fresh Roasted Coffee in the bean, ground pure or with chicory. Wednesday, per lb. 25c