

**The Robert SIMPSON**

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS. Westerly winds; fair and moderately cold.

**The Robert SIMPSON**

**This in the Lunch Room**  
WEDNESDAY AFTERNOON,  
3 TO 5.30 P.M.  
Strawberry Short Cake,  
Pot of Tea,  
10 CENTS.

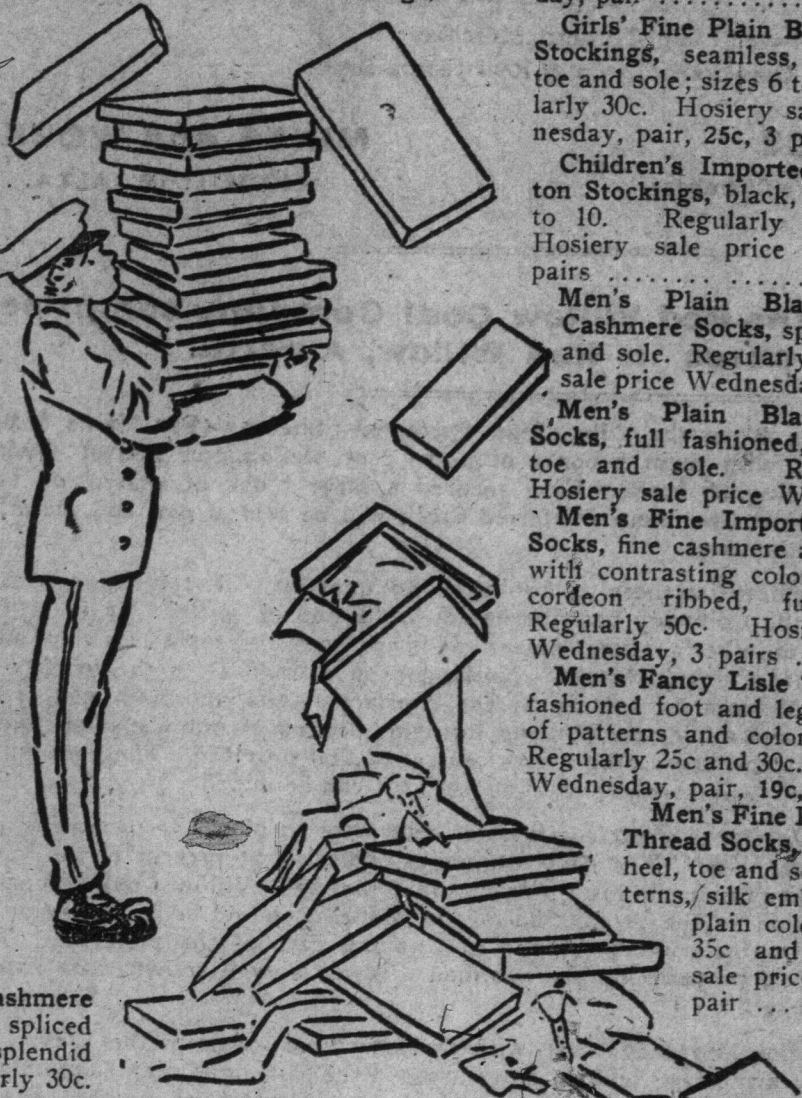
# New Goods and New Prices Invite You to The Simpson Store

## Look Out for the Hosiery Sale

The prices for Wednesday are so remarkable as to look like an accident, whereas they are the result of very careful planning. We have started out to make this sale the largest thing of its kind that we have ever engineered in the department. The values register our success.

- Women's Plain and Ribbed Black Cashmere Hose, spliced heel, toe and sole, seamless; sizes 8 1/2 to 10. Regularly 25c. Wednesday sale price 19c, 3 pair .55
- Women's Plain Black Cashmere Hose, full fashioned, double spliced heel, toe and sole. Regularly 40c, 50c. Hosiery sale price Wednesday .29
- Women's Shot Silk Hose, fine cashmere and silk, black with contrasting colors, in fine accordion ribbed, full fashioned. Regularly 75c. Hosiery sale price Wednesday .49
- Women's Fine Imported Lisle Thread Hose. The lot consists of black and a variety of colors in plain lisle; also silk embroidered fronts and allover lace and lace ankle, in black, tan and colors. Regularly 40c and 50c. Hosiery sale price Wednesday .29
- Women's Plain Black and Colored Fine Imported Lisle Thread Hose, also lace ankle, in a variety of colors. Regularly 29c and 35c. Hosiery sale price Wednesday, 19c, 3 pairs .55
- Women's Plain Black Pure Silk Ankle Hose, with fine gauze weight lisle thread garter top, spliced heel, toe and sole. Regularly 75c. Hosiery sale price Wednesday .49
- Children's Ribbed Black Cashmere Stockings, English make, double spliced heel, toe and sole, good quality, splendid wearing, sizes 4 1/2 to 8 1/2. Regularly 30c.

- Hosiery sale price Wednesday, pair, 19c, 3 pairs .55
- Children's Fine All-wool Black Cashmere Ribbed Stockings, full fashioned, double spliced heel, toe and sole; sizes 5 to 8 1/2. Regularly 40c. Hosiery sale price Wednesday, pair .25
- Girls' Fine Plain Black Cashmere Stockings, seamless, spliced heel, toe and sole; sizes 6 to 8 1/2. Regularly 30c. Hosiery sale price Wednesday, pair, 25c, 3 pairs .69
- Children's Imported Ribbed Cotton Stockings, black, tan; sizes 4 1/2 to 10. Regularly 20c and 25c. Hosiery sale price Wednesday, 3 pairs .25
- Men's Plain Black Seamless Cashmere Socks, spliced heel, toe and sole. Regularly 20c. Hosiery sale price Wednesday, pair, 12 1/2
- Men's Plain Black Cashmere Socks, full fashioned, spliced heel, toe and sole. Regularly 35c. Hosiery sale price Wednesday .25
- Men's Fine Imported Shot Silk Socks, fine cashmere and silk, black with contrasting colors, in fine accordion ribbed, full fashioned. Regularly 50c. Hosiery sale price Wednesday, 3 pairs .100
- Men's Fancy Lisle Thread Socks, fashioned foot and leg, in a variety of patterns and colors; also plain. Regularly 25c and 30c. Hosiery sale price Wednesday, pair, 19c, 3 pairs .55
- Men's Fine Imported Lisle Thread Socks, double spliced heel, toe and sole, fancy patterns, silk embroidered and plain colors, Regularly 35c and 40c. Hosiery sale price Wednesday .25



Where the stocks have been here for the allotted time you will find wonderful discounts. Where special sales are in progress you will be welcomed by real surprises in quality and value.

## Brer Groundhog Saw His Shadow

So you have the better part of six weeks of use ahead for an overcoat.

### SPECIAL SALE OF OVERCOATS.

Some of the finest overcoats in our stock will be reduced Wednesday morning. There are single-breasted Chesterfield styles, with self and black velvet collars, and single and double-breasted ulsters, with two-way convertible collars. The linings and tailoring are the best. Made from choice English tweeds, in grey, browns and fancy mixed patterns; some chevrons. Regularly \$21, \$23, \$25. To clear . . . . . 15.00

### MEN'S DRESSING GOWNS.

Some very attractive imported dressing gowns, in dark browns and red, in fancy mixed stripes. They are large, long and roomy; corded edges, pockets, and sleeves, silk mixed girdle. Excellent garments, and worth more than the clearing price . . . . . 7.50

### BOYS' WINTER OVERCOATS.

Boys' Heavy Winter Overcoats taken from our regular stock, are cut in Chesterfield and ulster styles, velvet and convertible collars, mohair and twilled linings, strong inter-trimmings and splendidly made. Sizes 29 to 32. Wednesday . . . . . 4.85

### YOUTH'S BLUE SERGE SUITS.

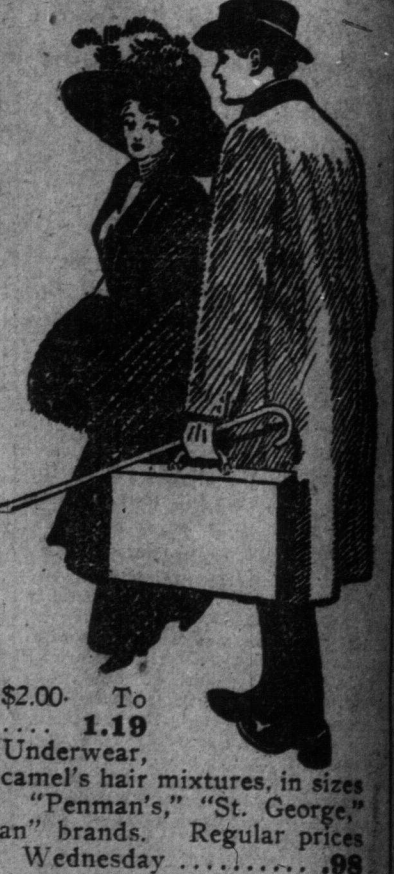
Single or double-breast. This season's new model, long neat lapels, imported English cloth, mohair linings. Single-breast vest and hip fitting trousers. Sizes 32 to 35. Wednesday . . . . . 8.50

## Underwear Prices Never Lower

Quality considered, we believe you will go far to match these values—

Men's Heavy Winter Weight Shirts, made from pure wool flannel, in dark shades of grey and tan, very strongly made, all seams being double stitched. They have a reversible collar, so that a linen collar can be worn if desired; all sizes 14 to 17. Regularly \$1.50 and \$2.00. To clear Wednesday, each . . . . . 1.19

200 garments of Men's Underwear, natural wool and wool and camel's hair mixtures, in sizes ranging up to 50 inches. "Penman's," "St. George," "Body Guard" and "Stralian" brands. Regular prices range from \$1.25 to \$2.00. Wednesday . . . . . .08



## Furs for Men Who Want Comfort

Eight Canadian Raccoon Skin Fur Coats, prime heavily furred and natural dark skins; best linings and finish; deep rolling collars; 52 in. long. Regularly \$90.00. Wednesday . . . . . 70.00

Fur Caps, wedge shape, in Australian beaver, astrachan lamb and nutria beaver. Regularly \$3.50. Wednesday . . . . . 1.95

## Travellers' Sample Coats and Others for Spring

The new Boucle tweeds, navy and black serges, are made up in coats that embody the newest ideas, such as the new one-sided effects, large, round, and square collars of contrasting material, black and white stripes trimmings, etc. Women's and misses' sizes. 50 garments, each worth twice the price. Wednesday . . . . . 10.75

**SUITS, DESIGNED FOR MISSES' WEAR.**  
Rather youthful cut suits of imported tweed mixtures, in greens, greys, and tan, having coats lined throughout with silk serge, length 25 inches, man tailored, seams and smart tailored collar inlaid with satin, bone button trim. The new gored skirt with both front and back panel. Sizes 14, 16, 18, bust 32, 34, and 36. Wednesday . . . . . 10.50

## February Black Silk Sale

is now in full swing. Two of the better silks offer extra values on Wednesday. Satin Paillette and Swiss Silk, heavy, rich, and good for wear, perfect in dye and finish, 40 in. wide. Regularly \$1.50, for . . . 1.33

Black Soft Mousseline Satin, in great demand because of its satin finish, of French manufacture, 40 in. wide. Regularly \$1.85. Wednesday . . . . . 1.57

## One of the Bargains in Swiss Flouncings

456 pieces of New Swiss flouncing, 27 and 44 inches wide, scalloped and hemstitched borders, embroidered on the Swiss in eyelet, conventional and gimpure lace design; a large assortment of beautiful patterns. Regularly 75c and \$1.25 yard. Wednesday per yard, 48c and 88c.



## Women's Boots

620 pairs Women's Boots, button and Blucher styles, in patent colt, vici kid, gun-metal, velours calf and tan Russia calf leathers, Goodyear welt, flexible, McKay and hand-turn soles; high, medium and low heels; sizes 2 1/2 to 7. Wednesday . . . 1.99

## Ribbons at 15c

Dresden Ribbon, of best quality silk, in a tiny rosebud pattern on grounds of pale pink, pale blue, pale green, lilac, white and tan, 3 1/2 inches wide, with neat picquet edge, at one-third of its regular price. Wednesday . . . . . 15

Remnants put up in big bunches, and especially ticketed, all colors, per bunch .15

Six-inch Taffeta Ribbon, for children's hair bows and hat boys, in full range of colors. Wednesday . . . . . 15

## A Day Devoted to Bedrooms in The February Furniture Sale

### FURNITURE FOR THE BEDROOM—QUALITY HIGH, PRICES LOW.

Dressers, in selected quarter-cut oak, finished golden, also in mahogany, oval or square shaped bevel plate mirror, carefully made and well finished. February Furniture Sale . . . . . 17.00

Dressers, in quartered oak, golden dull finish, colonial design, with moulded drawers and heavy oval plate mirror. February Furniture Sale . . . . . 29.75

Dressers, in golden polished quarter-cut oak, extra large size, with circular mirror, long deep drawers and claw feet. February Furniture Sale . . . . . 43.75

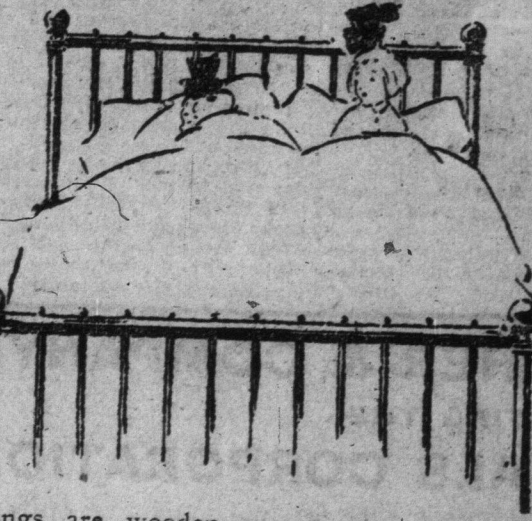
Dressing Tables, made of birch and mahogany, a neat pattern of good materials and good workmanship. February Furniture Sale . . . . . 12.40

Dressing Tables, in genuine quartered oak, heavy circular bevel plate mirror, supported with double frame, moulded drawer fronts, shaped legs and claw feet. February Furniture Sale . . . . . 25.75

Chiffoniers, in solid quarter-cut oak, showing extra large figure, rich golden polish finish, long deep drawers, trimmed with solid brass pulls. February Furniture Sale . . . . . 37.00

Chiffoniers, in mahogany finish, trimmings are wooden knobs. Three long drawers, with two short drawers and cupboard above, and oval plate mirror. February Furniture Sale . . . . . 24.75

Those who have taken the pains to investigate the Simpson Furniture Sale values have but one verdict to return—the finest furniture and the smallest prices are found here. Some of Canada's most reputable manufacturers have again earned their standing by this showing of artistic, substantial furniture, and by the prices that make February one of the two best months in the year for your furniture purchasing.



Brass Bedsteads, in bright finish, heavy upright posts, with filling equally strong. February Furniture Sale 10.40

Brass Bedsteads, with continuous posts, two inches in diameter, upright filling, evenly distributed. February Furniture Sale . . . . . 15.90

Brass Bedsteads, posts are continuous with heavy mountings, filling is closely placed, making a very desirable bed, can be had in bright or satin finishes. February Furniture Sale . . . . . 20.60

Iron Bedsteads, in pure white and light green enamel finishes, fancy scroll design, with brass spindles in both head and foot ends; in full size only. February Furniture Sale . . . . . 7.20

Iron Bedsteads, in pure white enamel finish, made in all standard sizes, heavy posts, with brass caps and rods at head and foot ends. February Furniture Sale . . . . . 4.90

Mattresses, well filled with pure white cotton, built in layers for comfort and durability, neatly tufted and covered with good strong ticking. February Furniture Sale . . . . . 7.40

"Resteeie" Mattresses, filled with silk floss, tufted and covered with fawn art ticking, light, easily turned and comfortable. February Furniture Sale . . . . . 11.50

## Wash Goods

White pique with dainty colored, printed designs, in black, navy, red, sky, etc. The popular goods will be very fashionable this season. 28 inches wide. Wednesday . . . . . 25

White Pique, but these while they are fresh, new goods just here, narrow medium, and wide; also the extra wide weis, with the soft finish, 15c, 20c, 25c, 35c, 50c, 60c.

Irish Poplin. The fine make highly mercerized, 29 inches wide, big range of colors: white, cream, pink, sky, Alice, champagne, linen, tan, brown, pearl, grey, slate, coronation blue, reseda, paddy, navy, black and red . . . . . 25

Printed bordered lawn, the newest from New York, white ground, with colored designs, special width 40 inch . . . . . 19

Dainty French muslins, pretty small designs, of leaves, rosebuds, and floral effects, in all colors. Regular 25c. . . . . 15

## New Spring Deliveries in Dress Goods

New French Coating Serges, in all the popular shades for spring wear.

New Poplins and San Toys, in every wanted shade and black, for children's nurses' or ladies' wear.

New whipcords, in black and navy, best French dye and finish, pure wool qualities, an ideal fabric for smart tailored suits.

## Excellent Buys in Whitewear

1,000 Women's Aprons, large size, in heavy white lawn, deep hem on skirt; also in heavy blue check gingham, with fancy bordered skirt, large size. Regularly 25c each. Wednesday, each . . . . . 15

**CROMPTON CORSETS FOR \$1.00.**  
Clearing 300 pairs fine Corsets, a popular and fashionable Crompton model, of heavy white coutil, medium bust; extra long skirt, finest aluminum rustproof steels, 4 wide strong side steels, 4 garters, deep lace and ribbon trim, specially suitable for medium or slight figures. Sizes 18 to 26 inches. Wednesday, a pair . . . . . 1.00

**WOMEN'S FLANNELETTE UNDERWEAR.**  
Women's Drawers, plain white or pink or striped flannelette, knicker style, elastic knee, length 25, 30, 32 inches, both styles. Wednesday, a pair . . . . . 29

## Fixtures for Your Bathroom

Brasscrafters' products, made from the best high brass, heavily nickel-plated.  
Combination Tumbler and Soap Holder, with 2 etched tumblers. Regularly \$2.35, Wednesday 1.59  
With 1 etched Tumbler. Regularly \$1.25, Wednesday . . . . . 95  
Towel Bars, 18-inch, Wednesday . . . . . 59  
Tumbler Holders, fancy pattern. Wednesday . . . . . 69

## Selected Groceries

2,000 Stone Fresh Rolled Oats, per stone . . . . . 43  
Choice Sugar Cured Hams, half or whole, per lb. 17  
Pure Prunes, 3 lbs. . . . . 25  
Pure White Clover Honey, 5-lb. pail . . . . . 48  
Canned Corn, 3 tins . . . . . 25  
Canned Peas, per tin . . . . . 11  
Teller's Cream Soda Biscuits, 3-lb. box . . . . . 24  
Maconchie's Tangerine Orange Marmalade, 1-lb. jar . . . . . 17  
One Oz California Sun-kist Oranges, good size and seedless, per dozen . . . . . 25  
Canned California Peaches, large tin . . . . . 25  
Malta Vita Breakfast Cereal, 3 packages . . . . . 25

**FRESH ROASTED COFFEE, PER LB. 25c.**  
300 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Wednesday, per lb. . . . . 25

## The New Goods are Here in the Realm of Linens and Staples

Some of the goods you are waiting for may be included in the new arrivals. Unusual qualities and generous values are numberless.

**HEAVY FACTORY COTTON, 90 YARD.**  
Unbleached or factory cotton, good sheeting weight, 36 inches wide, round even thread, and will bleach perfectly. Regular 12 1/2c yard, Wednesday . . . 9

**ENGLISH SATIN QUILTS FOR BRASS BEDS, \$2.93.**  
Fine white satin quilts, beautiful new designs, for large double beds, the bottom corners of these are cut and finished for brass beds, only 50 to clear. Wednesday, each . . . . . 2.93

**HEMMED SHEETS, \$1.28 PAIR.**  
2 x 2 1/2 yards for double beds, made from a fine, full bleached plain English sheeting, torn sizes and standard hems, linen finish, only 100 pairs. Wednesday, pair . . . . . 1.28

**HUCKABACK BEDROOM TOWELS, 3 PAIRS FOR \$1.00.**  
19 x 38 inches heavy, all linen, bleached Huckaback bedroom towels, delightful drying and great wearing towels. Special, Wednesday, 3 pairs for \$1.00

**SATIN DAMASK TABLE CLOTHS, \$2.00 EACH.**  
Only 100, six beautiful designs for round or square cornered tables, rich borders all around, 2 x 2 1/2 yards, warranted pure linen, in a perfect bleach and very fine finish, very special value. Wednesday, each . . . . . 2.00  
Phone direct to Linen Dept., second floor.

## Great Dollar Event in Rare China

1,000 pieces Art Pottery and Brics-a-Brac from the world's best potters. Comprising: Royal Nippon, Tropic Fruit Sets, Chocolate Sets, Sugar and Cream Sets, Salad Bowls, Biscuit Jars, Nut Bowls, Gibson Art Jardiniere, Royal Vienna Placques, Marble Statuary, Royal Subi Vases, Amoreque Fig-Jugs, Jardiniere, Sugar and Cream Sets, Mirror Placques, Limoges, China Placques, etc. etc. Regularly \$2.00, \$2.50 and \$4.00. Wednesday . . . . . 1.00  
(See Yonge street window.) No mail or phone orders.

The **SIMPSON** Company Limited