

The **SIMPSON** Company Limited

Store Opens 8 a.m. Closes 5.30 p.m.

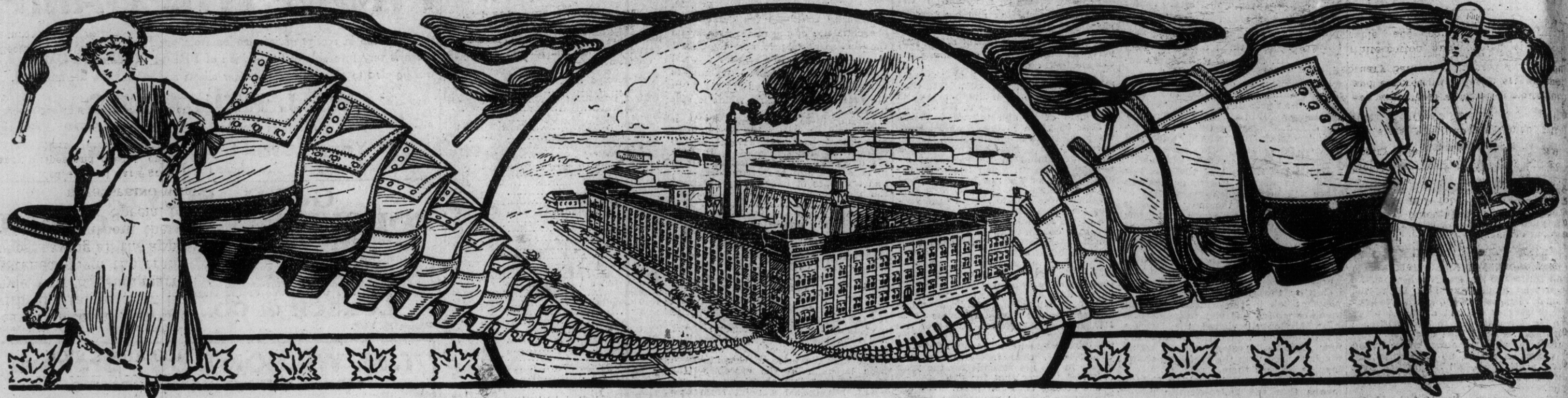
H. H. FUDGER, President. J. WOOD, Manager

Probabilities—Strong westerly winds; fair and comparatively mild.

The **SIMPSON** Company Limited

# A Clean Sweep Boot Purchase in this Factory

## We Bought Their Entire Lot of Floor Stock at a Price



**7,000 Pairs Boots for Men and Women on Sale Saturday at About Half the Regular Prices**

For style, general comfort and long wear these Boots are unquestionably the best kind to buy, they contain the finest selection of upper and sole leather stock, together with the highest grade of workmanship. A complete range of sizes to select from. Men's sizes 5½ to 11. Women's sizes 2½ to 8.

**5,000 PAIRS MEN'S CUSTOM GRADE BOOTS**, blucher style, patent colt leather with dull matt calf tops, Russet English grain calf, tan Russia calf, fine vici kid and black box calf leathers. Solid oak leather toe boxes, counters and insoles. Finest linings and trimmings. Some styles are made with "O'Sullivan's" rubber soles and "Cats' Paw" non-slip cushion rubber heels. Some of the soles are triple thick and viscolized. High-cut hunters' and prospectors' boots included. All popular lasts, all popular sizes and widths 5½ to 11. Regular prices \$3.50, \$4.00, \$4.50, \$5.00 and \$6.00. Saturday all one price.....

**2.49**

**2,000 PAIRS WOMEN'S CUSTOM GRADE BOOTS**, blucher, lace and button styles. Patent colt, fine vici kid, gunmetal and tan Russia calf leathers. Short vamp, college toe, medium pointed toe, common sense and high toe lasts. High, New York, Cuban, military and low heels. All popular sizes and widths 2½ to 8. Regular prices \$2.50, \$3.00, \$3.50, \$4.00, \$4.50 and \$5.00. Saturday all one price.....

**1.95**

No Phone or Mail Orders

### Toronto Men Know Where to Direct Strangers

Could you tell me a good place to buy clothes? Yes, take a Yonge Street car just outside and ask the conductor to put you off at Simpson's.

Here are a few of the good things that will greet the stranger on Saturday. Some of our regular customers will be surprised when they see these reductions, but, as we have intimated before, there is going to be something doing in the Men's Department.



#### MEN'S HIGH-GRADE SUITS.

Materials are imported English worsteds and tweeds, in this season's patterns; cut in single-breasted sack models; coats lined with extra quality twill mohair, fronts reinforced with thoroughly shrunk French canvas and haircloth, tailored in the best possible manner in our own workshops by expert workmen; pants stylishly cut and perfect fitting; sizes 36 to 42. Half price Saturday, \$15.00.

#### MEN'S FUR COLLAR OVERCOATS.

The shells are made from a fine quality English beaver cloth, in fast black shade, lined throughout with an Italian cloth lining, cut in double-breasted style, with Russian marmot and German otter collars, fastened down the front with barrel buttons and loops, having all the appearance and comfort of a fur-lined coat, without the weight; extra well tailored; sizes 35 to 39. Special to clear; Saturday, \$12.95.

#### BOYS' SPRING WEIGHT REEFER COATS.

In medium and dark grey, fawn and red shades, plain and with fancy stripes and checks, cut in double-breasted style with self and velvet collars. Sizes 22 to 28. Saturday at \$2.98.

Boys' English Tweed Suits in dark grey ground, with triple black stripes, cut in double-breasted style, nicely tailored, lined with good quality Italian cloth, pants bloomer style. Size 26 to 30. \$3.75. Size 31 to 34, \$4.25.

475 Men's Flannel Shirts, in shades of green or drab with stripe effects, reversible collar, pearl buttons and pocket. Regular \$2.50. Saturday, each 98c.

500 Suits Men's Pyjamas, flannelette, percale, striped chambray and zephyrs; all sizes. Regular \$1.50 and \$2.00. Saturday, per garment, \$1.19.

2000 Men's Flannelette Nightrobes, we guarantee the workmanship. Regular \$1.00. Saturday, 69c.

**\$125.00 MEN'S FUR-LINED COATS, SATURDAY FOR \$69.50.** 5 coats only, 3 have mink linings; sizes 38, 40 and 42, and 2 are beaver lined; size 39 and 40; all are trimmed with fine Canadian otter, collars, lapel and shawl style fur, custom tailored shells of black beaver. Saturday, for \$69.50.

Men's Derby Hats, samples of the new spring shapes, fine quality English fur felt and very reliable maker, mostly black, some browns and fawns. Regular prices \$2.00 and \$2.50. Saturday, special, \$1.00.

### Dress Goods and Silks From Over the Seas

A great assortment from which to select. Months ago our buyers made their choice of materials absolutely new for 1911. Here are a few examples of new materials.

Scotch Bannockburn Suitings, in the new grey, brown and green mixtures.

Smart Grey Suitings for tailored suits.

Fashionable Black and White Check Worsteds.

Hair Line Suitings, black and white and blue and white.

Smart Heather Mixtures Scotch Suitings.

Fashionable West of England Suitings, serges in those lovely shades of blues, mailue blues, king's blues and soldier blues.

#### Silks

New Foulard Silks in the fashionable blues.

Fashionable Mousseline Duchesse Silks, in the emery shade, and for smart tailored suits.

Black Rajah Shantung.

Black Silk Cord.

Rich Duchesse Satin De Chines, in new shades.

Rich Charmeuse Duchesse Silks, in pale pink, new blues and tans.

#### Wash Goods

Every year, we are told that washable fabrics seem more beautiful than ever, and this year the goods certainly bear out that impression. We are making a special showing of the new goods, of which the following are samples:

Swiss Muslins, plain and figured, in a variety of designs, 3 tone polka dots, plain dots, embroidered figures, in musline and voile weave. From 25c to \$1.98.

New Mercerized Brocade Vestings, pure bleach. 25c, 20c, 15c.

India Linen and Persian Lawns, 32 inches wide. Special value. From 12c to 50c.

### Silverware Sale

50 Salad Bowls and Servers, English semi-porcelain bowls, blue and white and assorted floral decorations, English silver plate rim and servers, handles to match bowls. Regular \$4.00 and \$4.50. Saturday \$2.98.

25 Silver-Plated Bake or Pudding Dishes, satin and bright finish, rococo border, white enameled pudding dish. Regular \$4.00. Saturday \$2.98.

80 Silver-Plated Fern Pots, fancy openwork band, fancy feet, earthenware lining. Regular \$2.75. Saturday \$1.89.

25 Table Mirrors, silver-plated rim and feet, 8 inches diameter. Regular \$3.50. Saturday \$1.98.

75 Children's Cups, silver-plated, satin finish, engraved, gold lined. Regular 75c. Saturday 39c.

### Book Department

J. Fenimore Cooper's Works, 32 volumes in the set, bound in cloth, with engraved frontispiece and two-color title page. Originally published at \$20. Special price \$10.75.

#### Just Published

"The New Machiavelli," by H. G. Wells. Regular \$1.25. Saturday, \$1.10.

"The Root of Evil," by Thomas Dixon. Regular \$1.25. Saturday, \$1.10.

"How Leslie Loved," by Anne Warner. Regular \$1.25. Saturday, \$1.10.

"The Broad Highway," by Jeffery Farnol. Regular \$1.25. Saturday, \$1.10.

"When God Laughs," by Jack London. Regular \$1.25. Our price, \$1.10.

### China in Basement

97-piece Dinner Sets, in English semi-porcelain ware, good wearing body, in a neat floral decoration, all pieces full sized, a great big bargain. Saturday, special, \$4.95.

300 pieces Fancy China, comprising Tobacco Jars, Rill Plates, Cake Plates, Tankards, Jugs, Trinket Stands, Salad Bowls, Hand-Painted Plates, Teapots, Vases, etc. Saturday, special, 65c.

### Fresh Cut Flowers

Violets, or Valley, per bunch, 25c. Daffodils, double and single, per dozen, 35c.

Caranations, per dozen, 35c and 60c.

Hyacinths and Fern Pans, each 40c. (Phone direct to dept.)

### Wall Papers

New Bedroom Papers, 5c to \$1.00 per roll.

New Dining-room and Hall Papers, 10c to \$1.50 per roll.

New Parlor and Sitting-room Papers, 15c to \$2.50 per roll.

#### SATURDAY SPECIALS.

4500 rolls Imported and Domestic Parlors, Halls, Dining-rooms, Bedrooms, good assortment colorings. Regular to 15c, Saturday, 7c; regular to 25c, Saturday, 14c; regular to 50c, Saturday, 24c; regular to 75c, Saturday, 37c.

(Our new Wall Paper Department, Fifth Floor.)

### Toilet Dept.

120 dozen Sweet Cream Toilet Soap (3 cakes in box, reg. 15c; Saturday, per box, 9c. Veloute Face Powder, white or flesh, 20c size; Saturday, 10c. Oakley's Corylopsis of Japan Talcum Powder, reg. 20c; Saturday, 2 for 25c. Witch Hazel Cream, reg. 25c; Saturday, 15c. Dr. Charles' Flesh Food, reg. 50c, 30c. Houbigant's Rice Powder, reg. 20c; Saturday, 2 for 25c. Progress Skin Food, reg. \$1.50; Saturday, \$1.18; Simpson's Old Brown Winding Soap, per dozen, 9c. Phone direct to Toilet Department.

### Groceries

2000 lbs. Fresh Creamery Butter, White Clover brand, per lb., 30c; cut loaf sugar, 4 lbs., 25c; Toasted Corn Flakes, 3 pkgs.; Canned Fruit, in quart gem jars, Raspberries, Strawberries, Cherries, Peaches, Pears, Plums and Pineapple, per jar, 24c. Baker's Cocoa, 4-lb. tin, 22c. Maconochie's Pickles, mixed, chow and walnuts, pint bottle, 22c; one case California Sunkist Oranges, good sized, sweet and seedless, per dozen, 25c; French Peas, per tin, 12c; Aymer's Honey Dew Corn, per tin, 10c; rich red Salmon, Nimpkish brand, per tin, 18c; Clark's Pork and Beans, in chili sauce, large tin, 10c; Fancy Mixed Biscuits, 2 lbs., 25c.

### Furniture Well Worth Looking Into

The only trouble is that the February Sale has only three more days to run, and, like the young gentleman depicted here, you must take immediate advantage of your opportunity. Our furniture will bear standing on or inside examination.

Turn your back on all old broken pieces; the doors of economy are wide open, and from these few illustrations of the good things within you may take your choice. You (and our little friend here, if he doesn't lie on his back) will then get a comfortable bed to sleep on.



Brass Bedsteads, in bright and satin finishes, heavy upright posts, with filling equally strong; in full size only. February Sale... 24.00

Brass Bedsteads, in bright finish, full size, 2-inch upright posts, with upright fillings. February Sale... 14.05

Iron Bedsteads, in pure white enamel finish, continuous posts with scroll filling, made in 4 ft. and 4 ft. 6 in. widths only. February Sale... 8.40

Iron Bedsteads, pure white enamel finish, heavily built, brass rods, caps and turned spindles, at head and foot ends. February Sale... 7.60

Iron Bedsteads, in white enamel, heavy posts, with seven upright fillings and brass trimmings. February Sale... 3.95

Iron Bedsteads, in all standard sizes, white enamel finish, with brass caps, made strong and durable. February Sale... 1.99

Mattresses, with hair centre and a heavy layer of pure white cotton on each side, neatly tufted, and covered with fancy art ticking, made in all standard sizes. February Sale... 13.00

Mattresses, well filled with white cotton, and covered with good strong blue art ticking, durable and comfortable. February Sale... 7.40

Mattresses, filled with curled African fibre and layer of felt at top and bottom, ticking a striped floral pattern. February Sale... 4.90

Mattresses, with seagrass centre and layer of jute on both sides, tufted and covered with a good strong ticking. February Sale... 2.45

Bed Springs, woven wire fabric, with iron frame, well supported, made in all standard sizes. February Sale... 2.60

Bed Springs, frames made of thoroughly seasoned hardwood with triple weave, closely woven steel wire mesh. February Sale... 3.45

Pillows, well filled with thoroughly renovated feathers, free from quills, size 21 x 27. February Sale, per pair... 2.35

Pillows, well filled and covered with good fawn art ticking, size 20 x 26. February Sale, per pair... 1.20

The **SIMPSON** Company Limited