

The Robert SIMPSON Company Limited

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS.—

Moderate winds; fair and cold.

The Robert SIMPSON Company Limited



A Big Drop Here

(Third Floor.)

Unfortunate accident in the Women's Department. The balance of stocks have been badly hurt by persistent inroads of our customers and pushed all over the place by a premeditated onslaught of the New Spring Goods. The Prices have tumbled down; that is where the Big Drop comes in. We deliver your parcels for you.

WOMEN'S UNDERWEAR.

(Third Floor.)

Vests and Drawers, fine ribbed white cotton, medium heavy. Vests high neck, long sleeves, button front. Drawers ankle length, in both styles. Sizes 32 to 38 bust measure. Saturday, each 25c.

Women's Queen Quality Vests and Drawers, medium, heavy fine white ribbed wool, unshrinkable. Vests high neck, long sleeves, button front. Drawers are ankle length, in both styles. Sizes 32 to 38 bust, Saturday, each 75c; sizes 40 to 44 bust, each \$1.00.

Women's Summer Vests, fine white ribbed cotton, low neck, short or no sleeves, crocheted edges, run with tapes. Sizes 32 to 38 bust. Saturday, each 15c.

Women's Pen-Angle Vests and Drawers, fine, plain natural wool, guaranteed unshrinkable. Vests high neck, long sleeves, button front. Drawers to match, ankle length, both styles. Sizes 32 to 44 bust measure. Saturday, all sizes \$1.00 each.

Women's Night Dresses, fine, plain pink flannelette, two Mother Hubbard styles, round yokes, trimmed with tucks and silk embroidery insertion, silk embroidered ruffles on neck and cuffs. Sizes 32 to 42 bust measure. Regular prices \$1.25 and \$1.50 each. Saturday, each 95c.

Women's Drawers, fine, plain pink flannelette, knicker style, with elastic at knee; lengths 30, 32, 34 inches; for women of 32 to 40 bust measure, both styles. Saturday, a pair 22c.

Children's Suits---3rd Floor

There will be a special selling in the Children's Section on Saturday.

Girls' Imported Suits, of broadcloth, vicunas, serges and tweeds. The coats are double or single breasted; some are semi-fitting, others plain backs; smartly trimmed with strappings of self material; the skirts are plain gored; colors are navy, brown, green, black, rose and amethyst. Ages 4 to 12 years. Regular \$7.50 to \$12.00. Saturday half-price.

Girls' Serge Coats, in stripe effect, light weight; colors cardinal, navy and green; have shawl collar, inlaid with plain material, and trimmed with black and gold braid; double breasted, and lined across shoulder with self material; fancy patch pocket. Ages 6 to 12 years. Regular \$6.95. Saturday \$3.95.

75 Misses' Skirts, of English chevrons, in black and navy; made in a variety of styles, mostly pleated, with yoke effect, and trimmed with strappings of self and buttons; front lengths are 28, 29 and 30 in. Regular \$2.95 and \$3.45. Saturday \$1.19.

WOMEN'S ONE-PIECE DRESSES.

Imported French serge and all-wool cashmere, pointed or round yoke of cream net, or fancy lace, outlined with silk cord or self strappings; front of waist trimmed with silk cord design; others plainly tailored, with silk pipings; skirts are pleated, gored and banded effects; colors are wine, black, navy, cadet, grey and light tan. Regular \$15.75 and \$18.50. Saturday \$8.95.

Imported Waists

(Third Floor.)

100 French Waists, of fine mull, all hand-made, lovely fine tucking, forms yoke effect, double knife pleated frill, extends down front, shaped, tucked piece on shoulder, turn over tab on collar and cuffs; all beautifully hand embroidered, in dainty colors of sky, mauve and tan; also some all white. Regular \$8.50. Saturday \$2.95.

Wash Goods Dept.

(Second Floor.)

White Victoria Lawn, 40-inch, pure bleach, very fine quality, 20 pieces only. Regular 15c. Special 8c.

60 pieces Scotch Chambray, colors linen, green, ox-blood, tan, wine, mauve and brown; ginghams in various colors, stripes and checks of different widths and sizes; all 31 in. wide. Regularly 15c. Special 7c.

Muslins, satin finished, mostly striped and spot foulard effects, various colors. Regularly 15c. Special 7c.

Dress Goods

(Second Floor.)

Every day we are putting the newly arrived dress materials on view, and there is only one word that describes them, "beautiful." There is just one thing to do, come and see them. They include the best French blacks, new San Toy and bengaline, cord suitings, 50c to \$1.25 a yard and silk striped taffetas, in charming designs, at 65c, 75c and 85c.

New Melrose Suiting, a fine dust-resisting fabric, well adapted for tailored suits or dresses, 48 in., \$1.00.

A new range of Black All-wool Voiles, in fine, medium and coarse meshes; made from best selected yarns; beautiful crisp finish, in all qualities, from 50c to \$1.50.

Silks, Worthy of Your Notice

A special shipment of the fashionable black and colored wide width silks. These silks are made by the best European workmen.

Rich Duchesse Paillettes, 36 inches wide, 97c.

Black Duchesse de Chine, 40 inches wide. Specially fine weave, \$1.38.

Black Duchesse Mousseline, 40 inches wide, the newest in dress silks, \$1.78.

Beautiful Charmeuse Duchesse Mousseline, 40 inches, splendid rich silk for dresses, \$2.00.

A special sale of new Silk Satin de Chine, for evening and street wear, coral, sea shell, pale blues, new yellows, new greens and all the newest shades, 36 in. wide. Saturday selling \$1.19.

Millinery

50 Between-season Trimmed Hats. These hats are made on advance models, and at the same time can be worn at any season of the year. From the showing may be picked some pretty mourning hats. The trimming is very artistic, and the color effect throughout very charming. Saturday \$4.50.



Artistic, Clean-looking, Comfortable Bedroom Furniture at the Simpson Sale

Prices at our February Furniture Sale afford every opportunity for having The Bedroom "Just So."

It is nice to begin and to end the day in the pleasantest room that our artistic senses and our purses are capable of creating.

One cannot discuss this Holy of Holies very much, or even advise, for the personal element is bound to prevail. We can, however, show you a perfect selection of bedroom furniture at prices, which, considering the high quality and sound character of our stock, will be found astoundingly low. For example:

Dressers, in genuine quartered oak and in mahogany, an exceptionally good design. February Sale 17.50

Chiffoniers in quarter-cut oak, and in mahogany, long deep drawers. February Sale 18.00

Dressing Tables, in selected quartered oak and in mahogany, square or oval shaped bevel plate mirrors. February Sale 12.00

Wood Bedsteads, quarter cut oak, and in mahogany, full size and well made. February Sale 19.75

Brass Bedsteads, with heavy posts and upright fillers, in satin and bright finishes. February Sale 24.60

Iron Bedsteads, in pure white enamel finish, brass rod and heavy caps, with turned brass spindles in head and foot end. February Sale 7.60

Woven wire Bed Springs, iron frame, with closely woven steel wire mesh, well supported. February Sale 2.60

Woven wire Bed Springs, frames made of thoroughly seasoned hardwood, with closely woven triple weave, steel wire fabric. February Sale 2.45

Mattresses filled with white cotton, and covered with good quality blue art ticking, all standard sizes. February Sale 7.40

Pillows, well filled with thoroughly renovated feathers and covering a fancy blue art ticking. February Sale 2.70

Toilet Goods

(Main Floor.)

Simpson's With Hazel Cream, 25c size. Saturday 15c.

Veloute Face Powder, white or flesh, regular 20c. Saturday 10c.

Taylor's Castile Soap, large 2-lb. bars. Saturday 17c.

100 only Manicure Sets, regular 75c. Saturday 35c.

(Phone direct to Toilet Department.)

Silverware Sale Bargains

(Main Floor.)

\$3.00 Nut Bowls, \$3.00 Fern Pots, \$3.00 Pie Plates, \$3.25 Bread Trays, \$3.25 Chocolate Pots, \$3.00 Dessert Sets (cream and sugar), \$3.00 Breakfast Fruits, \$2.50 Card Receivers, \$3.00 Cake Baskets, \$3.00 Butter Dishes. Saturday one price, \$1.98.

Strawberries and Cream.

On Saturday afternoon, from 3 p.m. to 5.30, Ice Cream with Fresh Florida Strawberries, in the Lunch Room, 10c.

Saturday Provisions

(Basement.)

2,000 lbs. Fresh Creamery Butter, White Clover brand, per lb., 30c.

Toasted Corn Flakes, 3 packages 25c.

Canned Fruit, raspberries, strawberries, cherries, peaches, plums and pears, quart gem jar 25c.

Cut Loaf Sugar, 4 lbs. 25c.

One car California Sunkist Oranges, good size, sweet and seedless, per dozen, 25c.

Imported French Peas, per tin, 12c.

Aylmer Honey Dew Corn, per tin, 10c.

Clark's Pork and Beans, in chili sauce, large tin 10c.

Rich Red Salmon, Nimpkish brand, per tin, 18c.

Finest Queen Olives, 12 oz. bottle, 25c.

Pure White Clover Honey, section, 25c.

300 lbs. Fresh Peel Cake, per lb., 15c.

Book Department

Saturday affords an excellent opportunity for the discerning reader to replenish the library and obtain excellent copies of standard books at a reasonable price.

1,000 books, including such well known libraries as the Collins Home Library; standard writers, Dickens, Thomas Carlyle, Oliver Wendell Holmes, George Eliot, Charles Lamb. The Youths' Library, a splendid assortment of books, suitable for boys and girls; a few only of the titles: Ben Hur, by Lew Wallace; Old Jack, by W. H. G. Kingston; The Vicar of Wakefield, by Oliver Goldsmith; Robinson Crusoe, by Daniel Defoe; John Halifax Gentleman, by Mrs. Craik. The regular value of these books is up to 25c each. Saturday special 13c each, or 2 for 25c.

See our large variety of Valentines on view in this department.

2,000 Pairs Women's and Men's Boots.

Sale on Saturday

(Second Floor.)

These boots were bought in the Montreal market "at a price." The ordinary value is up to \$5.00 per pair. Saturday price, women's \$2.49, men's \$2.95.



Women's Boots

1,000 pairs Women's Boots, Blucher, lace and button styles, patent colt, patent kid, velours calf, gun metal, tan Russia calf, and vici kid leathers; all sizes, 2 1/2 to 7 1/2; worth \$3.00 to \$5.00. On sale Saturday 2.49

Men's Goodyear Welts

1,000 pairs Men's Boots, every pair Goodyear welted, box calf, tan Russia calf and gun metal leathers, some leather-lined, some triple thick soles. All are Blucher style, easy fitting. Sizes 5 to 11. Regular prices to \$5. On sale Saturday 2.95



Seasonable Men's Wear

Money well spent is money saved, and certainly here is a chance to spend \$20 to the very best advantage. An overcoat next winter equal to one of these now priced at \$19.75 will cost you \$35.00. Old Winter will give you more than one opportunity of appreciating it this season, too. This is not the only Saturday bargain. Read on.

HIGH GRADE OVERCOATS.

These are best overcoats we handle; many of them are made up in our own workrooms from material imported for our custom tailoring department, and are all hand tailored. A number of the finest American models are included, consisting of medium and light grey and brown fancy coatings, also Oxford and black chevrons and kersey, beautifully tailored, sizes 36 to 44. Regular up to \$35. Saturday at \$19.75.

Extra quality West of England Suits, in this season's newest shades and patterns, including medium and dark grey and brown grounds, with self and faint fancy thread stripes, cut in the correct 3-button single-breasted sack style, finely tailored, best quality linings and trimmings, sizes 36 to 42. Regular to \$24. Saturday, \$14.95.

Boys' and Youths' Heavyweight Ulsters, English tweeds in brown and grey grounds, fancy colored stripes, cut single and double breasted styles, with one-way military and convertible collars, lined throughout with will mohair lining, splendidly tailored and perfect fitting, sizes 28 to 34. Regular to \$10. Saturday, \$5.89.

Boys' Two-piece Suits, new mixed grey shades, double breasted style, full and boxy, with close fitting collars, pants braided style, made full and roomy, fastened with strap and buckle at knee, nicely tailored in every way. Sizes 26 to 33. Saturday \$10.00.

FUR-LINED OVERCOATS.

14 Men's Fur-lined Coats, fine black English beaver cloth shells, expertly tailored and splendidly fitting garment, lined throughout with No. 1 Canadian muskrat, choice other collars, regular \$55 and \$65. Saturday \$39.75.

HATS.

600 Men's New, Up-to-date Hats, English fur felt, and in correct copies of American styles, extra well trimmed and finished, black and brown. Regular \$2.50, Saturday \$1.00.

SPECIAL IN MEN'S UNDERWEAR.

1,500 garments of men's best quality Underwear. Wolsey, Britannia, Penmans and other well known makers. There are heavy weight Wolsey, Britannia heavy weights, some with double-breast and back. All sizes. Regular \$1.25, \$1.50, \$2.00 and \$2.50. Saturday, 95c.

(No Phone or Mail Orders.)

400 Suits of Men's Pyjamas, cotton and flannelette, broken lines from our regular stock, best material only used in the manufacture of these pyjamas, some with frogs and military collars, others quite plain. Sizes 34 to 42. Regular \$2.00, \$2.50 and \$3.00. Saturday, \$1.49.

Saturday Wall Paper Sale

IMPORTED PAPERS AT HALF PRICES.

Imported Hall, Dining, or Drawing Room Papers, good colorings. Regular to 75c. Saturday 37c

Regular to 50c. Saturday 24c

Bedroom and Sitting Room Papers, good colorings. Regular to 35c. Saturday 17c

Regular to 25c. Saturday 11c



Gloves for Men and Women at Less Than Half Price

There is a golden opportunity on Saturday to replenish your stock of gloves at less than half price. The only fault to be found with these advertised is that they are taking up a certain amount of space wanted for new arrivals.

Women's Long Kid Gloves, 8, 12 and 16 button lengths, suede undressed kid, grey mode, tan, brown; broken lines, but all sizes in the lot. French made from French skins, mousquetaire opening at wrist. Regular \$1.50, \$2.00. Saturday, pair, 75c.

(Cannot promise to fill phone or mail orders.)

Women's Cashmere Gloves. This is a very fine imported silk lined and unlined glove, black, tan and grey; made in all sizes. Regular 50c. Saturday, 19c.

Men's Woolen Gloves. Fancy Scotch patterns and colors, finished fingers, close fitting, elastic wrist. Regular 50c. Saturday, 19c.

Women's Ribbed Black Cashmere Hose, English made, full-fashioned, double spliced heel, toe and sole, fine soft and elastic; all sizes. Regular 40c. Saturday, 29c.

Misses' and Children's Plain Black Cashmere Hose, double spliced heel, toe and sole; sizes 4 1/2 to 3 1/2. Regular 25c, 30c. Saturday, 19c.

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