

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS: Fair and cold.

SIMPSON

Opening the New Week Fittingly at The Simpson Store

The Spring Modes Are Here

In Women's Suits and Coats
Whipcord serges, tweeds and mixtures, new and charming conceptions that are the first shoots in the garden of spring, are displayed to advantage on our third floor.

Every price is reasonable.

WOMEN'S EVENING DRESSES.

For theatre, opera and social occasions offer rare opportunities for the selection of a dress in the newest style. Many of them copied from imported models.

Dress Dept., 3rd Floor.
MISSIE'S ONE-PIECE DRESS SPECIAL VALUE FOR \$5.98

A limited number of these dresses, in blue and stripe mixtures, show square collar effects, but lined with silk and small buttons, short sleeves, with under cuff of cream net lace and collar and yoke to match; medium high waist and skirt with front and back panels and seams, neatly stitched. Sizes 14, 16 and 18. Monday 5.98

Black Chiffon Panama

A beautiful fine weave of very even texture, from a leading French maker, guaranteed to contain the finest grade wool only. A full black that we guarantee permanent and unfading, 54 in. wide. This cloth is good value for \$1 per yard. Monday 84



The Great Sale of Black Silks Opens Monday

The gratifying experience of the former February silk events has seemed to warrant our giving considerable thought to the arranging of this sale. Come prepared to find a most unusual display and extraordinary pricing.

New silks from Como, Italy, Zurich, Switzerland, and Lyons, France, all specially purchased and guaranteed the best yarn dye blacks, silks we can recommend for beauty and reliability.

C. J. Bonnet Black French Peau de Soie, double faced silk, every yard stamped and guaranteed not to cut, 21 inches wide. Regular \$1.25, Feb. sale93

A 36-inch black satin paillette and black satin de chine, two splendid wearing silks, deep blacks, nicely finished, one yard wide, Feb. sale, per yard97

New Black Mousseline satin, 38

inches wide, \$1.10 per yard. A very dressy satin in medium weight, fine even weave, yarn died a perfect black, 36 inch 1.10

New satin-finished paillette, a paillette, heavy and close in weave, with a merveilleux finish, recommended for wear, 32 inches wide. Regular \$1.50, per yard 1.28

Black Duchesse Mousseline, the new satin finished silk, skein dyed, rich beautiful deep black, 40 inches wide, on sale 1.44

Extra heavy quality Mousseline Duchesse, 40 inches wide, a silk we recommend for beauty and wearing qualities. 600 yards only, on sale 1.57

Fixtures for Lighting Extremely Low

On Fifth Floor.

8-light Electrolier, with 12-in. brushed-brass pan fitted with shades, complete. Regularly, \$4.00. Monday 4.60

Dining-room Dome in Art Glass Amber of green, fully fringed, fitted for gas or electric light. Regularly, \$18.00. Monday 12.50

Clearance of Electric Portables. 20 lamps, fitted, completed and wired, all values to \$30.00. Monday 18.50

Clearance of gas portables complete, with shades, burners and mantles. Value to \$10.00. Monday all at 4.69

2-light Electrolier in Brushed-Brass or Rich-Gilt finish, with shades complete. Reg. 4.00. Monday 2.75

Choice of 6 patterns in 2-light gas fixtures, complete with shades. Reg. 3.50. Monday, all at 2.49

Lindsay or Weibach upright lights burner, mantle and globe. Reg. 75c. Monday 50

China and Glass Afford Savings

Table Tumblers, in fine blown glass. Monday, per doz. 49

Solid Brass Candlesticks, English make, pillar shape. Regularly \$1.50 pair. Monday, pair 97

Engraved Glass Water Jugs, useful size, Fern pattern. Monday 23

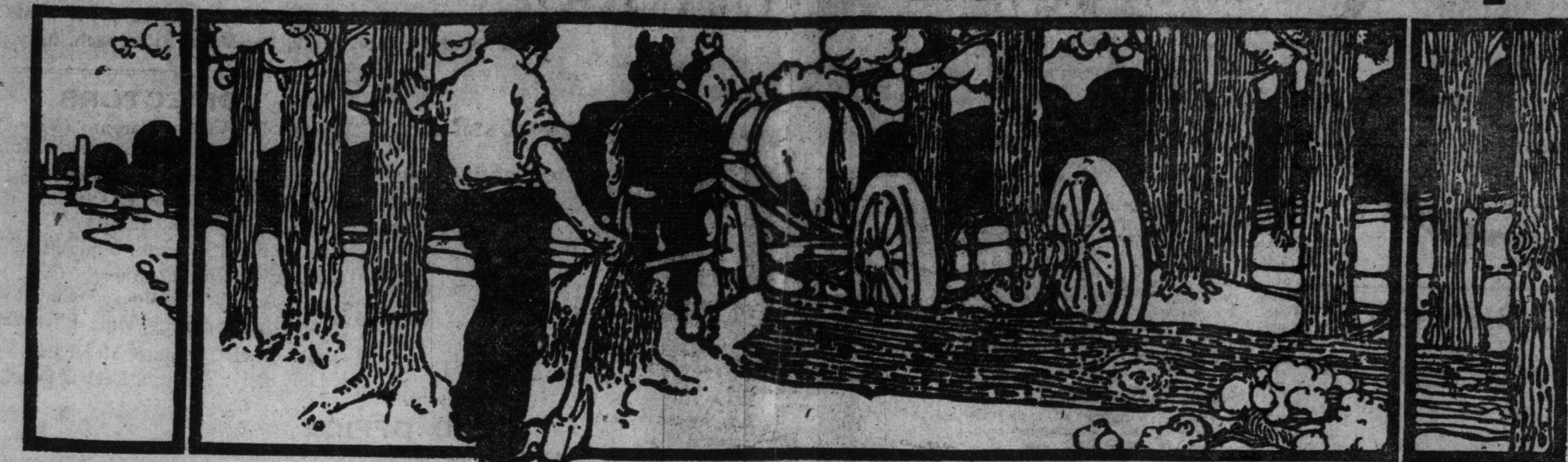
Strong Porcelain Kitchen Bowls, all sizes. While they last 35

Majolica Jardinieres, good assortment of colors, embossed shape. Monday 10

Decorated Cuspidors, in German China. Regularly 85c. Monday 23

Salad Bowls, floral design, scalloped edge. Monday 10

10-piece Toilet Sets, in Royal Doulton ware, in the new Dresden shapes, and beautiful effective coloring. Monday, special 5.25



Hats of Shot Silk

Promise to be very fashionable for early spring wear. Two cases of them will be displayed in our millinery department on Monday. Beautiful camelion effects, in ruby and green, gold and green, brown and green, purple and green, and blue and tan, are shown, made up on the new spring models.

Moderate prices rule everywhere.

The February Furniture Sale Develops New Interests for the Coming Week

Obedient the laws of progress, the sale opens the new week with augmented values on goods which themselves could not be bettered. All classes of furniture, in endlessly varied periods and materials, give ample opportunity for the matching of pieces you already own, or for the beginning of the correct furnishing of your home in any style.

Monday's programme of special pricing is liberal and comprehensive.

Dressers, in quarter-cut oak, finished rich golden color. Regularly \$48.50. February Furniture Sale 39.00

Dressers, in quartered oak, full swell front and heavy mirror. Regularly \$54.75. February Furniture Sale 43.40

Dressers, in crotch walnut, colonial design, with oval bevel plate mirror. Regularly \$60.00. February Furniture Sale 47.60

Dressers, in selected quarter-cut oak, rich golden finish, large size bevel British plate mirror. Regularly \$62.00 and \$54.00. February Furniture Sale 49.00

Chiffoniers, in mahogany with crotch mahogany fronts. Regularly \$76.00. February Furniture Sale 59.00

Sideboards, in mahogany finish, large mirror, good cupboard and drawer space. Regularly \$32.00. February Furniture Sale 22.00

Sideboards, in selected quarter-cut oak, fumed finish, extra large size. Regularly \$71.00. February Furniture Sale 45.00

China Cabinets, in mahogany finish, lots of display space. Regularly \$23.00. February Furniture Sale 13.50

China Cabinets, in selected oak, early English finish. Regularly \$32.00. February Furniture Sale 22.90

Dining Chairs, in mahogany with leather upholstered seats. Regularly \$45.00. February Furniture Sale 33.00

Dining Chairs, in mahogany finish, leather seats. Sets of 6 small chairs and 1 arm chair. Regularly \$23.50. February Furniture Sale 22.00



Hardware Prices Make Monday the Basement Day

7,200 Thermometers, regularly \$25, 55c, and 45c. Monday, each 15

Tinware. Griswold Food Choppers, with self sharpening blades, unbreakable, cut perfectly, all vegetables and meats, four extra cutters, regularly \$15.00. Monday 95

Galvanized Banners, flat bottomed, sizes 8 and 9, with covers, regularly \$10.00. Monday 60

Tin Boilers, hand made, flat copper bottom, sizes 8 and 9, with covers, regularly \$13.50. Monday 93

Oval Footbaths or Rinsing Tubs. Galvanized, regularly 40c. Monday 33

Tin Footbaths, regular 30c. Monday 23

Mrs. Vrooman's Sink Strainers, keep hands and sink clean, with patent attachment, regularly 25c. Monday 14

Androok Toasters, toast four slices at once, and all over alike, 16c. Monday 9

Galvanized Tubs, with wing attachments, three sizes, Monday, 59c, 69c, and 79c. 53

(Phone direct to Tinware Dept.)

Steel Scoop Shovels, long handle for snow or furnace, regularly 45c. Monday 29

Happy Medium Buck Saws, regularly 50c. Monday 39

Chopping Axes, regularly \$1.00. Monday 53

Ice Scrapers, regular 25c. Monday 19

The Victor Boot

Is a "Simpson" production of which we're proud. Shoe men acknowledge that the "Victor" has no superior and few equals. With a wonderful range of styles, we can please the man who wants a new shoe style every time he buys shoes, or the man who, having found a satisfactory model, sticks to it. New styles now ready.

Toques in Varied Styles

Children's Wool Toques, long style, fine quality of yarn, medium and heavy weight, colors white, scarlet, navy, black, cardinal and grey; also some with striped borders. Regularly 35c, 39c and 45c. Monday 25

"Young Canada" Matched Sets, of fine wool, toque, sash, and mitts; colors scarlet, navy, white and cardinal. Monday, special 75

BABY CARRIAGE OR SLEIGH ROBE.

Pocket style, fine Iceland sheepskin, long, silky fur, white felt lined, large size. Regularly \$5.00. Monday 2.69

Excellent Suits for Business

Made from English tweeds, in plain grey and fancy mixed patterns; these suits are cut single-breasted, three-button style, with very neat fitting collar, excellent wearing linings; tailored in the very best manner. Sizes 36 to 44. Monday 10.50

Some grey and browns, in fancy mixed patterns, cut in the very newest three-button single-breasted saque style, with linings, splendid mohair, and tailoring of the best. Sizes 36 to 44. Monday 13.50

Suits for Exacting Men

One of the finest to be had anywhere in this suit in almost plain black and brown mixed, made in single-breasted, three-button style. The very finest mohair linings, and the very best tailoring go to its making. Sizes 36 to 44 25.00

This in the Lunch Room
Monday Afternoon, 3 to 5.30 p.m.
Home-made Apple Pie, with Ice Cream.
Pot of Tea.
TEN CENTS.

Usters for Boys

Are More than Comfortable

The price denotes how anxious we are to reduce our ulster stock, and the value we have to offer Monday will meet with your approval. The newest kind of ulsters, with convertible collars, and single or double breast, made from the very best English and Scotch tweeds or black cheviot, in Chesterfield overcoat, in ulsters, are medium greys and browns, or smart Scotch effects. Each ulster is trimmed well, and tailored by skilled workmen. Sizes 29 to 34. Regularly \$10.50, \$11.50, \$12, \$13 and \$14.50. Monday 7.45

Men's Combinations

Wolsley brand, in heavy weights, also several odd lines of other makes, some double-breasted, all sizes in the lot. Regularly \$4.00, \$4.50 and \$5.50. Monday 2.98

HEAVY-WEIGHT SWEATERS

Some double body, with roll or button necks, are plain ribbed knit, well finished, and will give satisfactory wear; medium and large sizes. Regularly \$1.50 and \$2.00. Monday to clear99

The Boys' Gloves

In tan suede leather, wool lined, with-dome fastener to fit ages 8 to 10; in cape leather, tan shades to fit ages 2 and 3, wool lined, with dome fastener. Regularly 75c. Monday, pair 49

MEN'S GENUINE HORSE-HIDE GLOVES

Wool lined, have draw-string at the wrist; also pigskin gloves, wool lined, with draw-string wrist. Regularly 85c. Monday 69

Remarkable Values to Sell Odd Pairs

Final after stock-taking clearings, include such items as the following for Monday:

2-TONE GREEN WILTON RUGS.

11 only, Trellis centre, ribbon border, in four sizes. 6.9 x 9.0, regular \$22.50, clearing price \$15.00. 6.9 x 10.8, regular \$26.50, clearing price 18.50. 9.0 x 12.6, regular \$32.50, clearing price 23.50. 9.0 x 12.0, regular \$37.50, clearing price 27.50.

IMPORTED HEAVY QUALITY AXMINSTER RUGS.

2 only, tan ground, medallion centres, size 9 x 12. Regular \$46.00, clearing price 27.50

SEAMLESS WOOLBACK AXMINSTER RUGS.

3 only, light chints coloring, size 12 x 9. Regular \$65.00, clearing price 39.50

ONE HEAVY WOOLBACK SEAMLESS AXMINSTER RUG.

Light oriental design and coloring, size 12 x 9. Regular \$66.00, clearing price 39.50

ONE HEAVY WOOLBACK SEAMLESS AXMINSTER RUG.

Green ground, Oriental design, 12 x 9. Regular \$66.00, clearing price 39.50

ONE EXTRA HEAVY TEMPLETON SEAMLESS RUG.

Size 9 x 10.6, plain blue green centre with line border. Regular \$45.00, clearing price 22.50

Also two-tone red line border, 9x12. Regular \$55.00. Clearing price 37.50

TWO SEAMLESS AXMINSTER RUGS.

Suitable for bedroom. Size 9 x 10.6. Regular \$22.50, clearing price \$15.00; and 9 x 12, regular \$25.00, clearing price 18.50

THREE TEMPLETON'S SEAMLESS AXMINSTER RUGS.

Medallion centres, green chints borders. Size 9 x 12. Regular \$83. Clearing price 22.55

Groceries for Monday

Finest Gold Dust Cornmeal, per stone 35
Choice Picnic Hams, 6 to 8 lbs. each, per lb. 12 1/2
2,000 tins Canned Corn, per tin 3

(Only three tins to a customer.)
Quaker Oats, 3 packages 23
Campbell's Condensed Soup, 2 tins 25
Upton's Marmalade, 6-lb. pail 49

White Beans, 6 lbs. 23
St. Charles Milk, per tin 9
English Marmalade, 6-lb. pail 49

Ivory or Silver Glass Sarsaparilla, 6-lb. tin 53
Old Dutch Cleanser, 3 tins 23
Powdered Ammonia, 3 packages 23

Sunlight and Surprise Soap, 6 cakes 23
Taylor's Borax Soap, 6 cakes 23
6-LB. PURE CELONA TEA, \$1.15.
1,000 lbs. of Pure Celona Tea, of uniform quality and fine flavor. Monday 5 lbs. 1.15

The **SIMPSON** Company Limited