

The Robert SIMPSON Company Limited

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. E. Fudger, President.

J. Wood, Manager.

PROBS:

Fresh S.W. to S. winds; fair and comparatively mild.

The Robert SIMPSON Company Limited



Women's One-Piece Dresses for Afternoon or Evening Wear---Nearly Half-Price

Materials are nets, messaline and taffeta silks, also foulards and silks in shot effects. Nets are trimmed with lace insertion and tucks; shades are white and ecru. Messalines, taffetas and shot silks have collars and yoke of net lace, some silk cord trimmings and finely tucked; colors are navy, tan, black, also shaded effects. Silk foulards daintily ornamented with lace and tucked nets; colors are black and white, also variety of shades. Only 65 dresses altogether, which were sold regularly at prices ranging from \$15.75 to \$25.00. Monday's price \$13.95.

Beautiful Paris Dresses for Girls Half-Price

These charming Dresses for girls come to us direct from Paris and London, and are designed by world-famous modistes. We are offering all our winter styles on Monday at exactly Half our marked prices. Phone orders filled.

There are many fashionable styles in silk velvets, fine French Henrietta, cashmere and serge, and in pure pongee silk; handsomely trimmed with silk braids, buttons and satin folds; nearly all are fitted with either silk gimps or slips; all the best colors; sizes 6 to 18 years. Regular \$12.00 to \$20.00 each. Monday \$6.00 to \$10.00.

A Great Day for Housekeepers

In the Linen Department.

70-inch English Factory Sheetings, good, heavy, strong, unbleached or factory sheetings, will bleach perfectly; 70 in. wide. Only 600 yards. Monday, yard 19c.

Bleached Satin Damask Table Cloths, 2 x 2 1/2 yards, every thread linen; new designs, for round or square tables; designs have heavy border. Monday, each \$2.00.

Irish Brown Hollands, wide widths, super quality, pure linen, 39 to 40 inches wide; beautiful finish for summer dresses or boys' wash suits. Monday, yard 22c.

Beautiful New Shirts, stripes, checks, etc., in great variety, fine English Oxfords, warranted fast colors; 28 inches wide. Monday, yard 15c.

Scotch Blankets, white, all pure wool, finished single, 68 x 86 inches, for full double beds, pink or blue borders. 100 pairs only. Monday, pair \$4.95.

Nainsook, 42 in. wide, beautiful underwear nainsook, ready for the needle, best English manufacture. Monday, yard 12 1/2 c.

Curtains at Worth While Prices

600 pairs of Nottingham Lace Curtains, 50 to 60 in. wide, 3 1/2 yards long, excellent designs. Regular up to \$2.50. Monday, per pair \$1.48.

350 pairs of Nottingham Lace Curtains, 50 to 60 in. wide, 3 1/2 yards long, new designs, and the very finest quality. Regular \$2.50 and \$3.00. Monday, per pair \$1.98.

Swiss Applique Curtains, 52 in. wide, 3 1/2 yards long; neat designs, on fine, strong net. Regular \$3.00 to \$4.00. Monday, per pair \$2.48.

LINOLEUM

4,800 yards of extra heavy Scotch Printed Linoleum, in new block, floral, tile and parquet patterns. Regular 45c and 50c. Monday, per square yard 33c.

(No phone or mail orders.)

Women's Boots You Have Waited for

We beg to announce that we have just passed into stock three thousand six hundred pairs Queen Quality 1911 Model Boots, in all popular sizes and widths.

4.00 4.50 5.00 5.50 RUBBER BOOTS.

100 pairs Women's or Boys' Knee Rubber Boots, corrugated sole, rubber heels, black wool lined, guaranteed first grade rubber. Sizes 2 1/2 to 8. Manufacturer's price \$2.50, Monday \$1.99. Misses' and youths', sizes 11 to 2, Monday \$1.89. Children's, sizes 6 to 10 1/2, Monday \$1.69.

120 pairs Stocking Overs (a combination stocking and rubber); colors red and black. Sizes 11 to 2, Monday \$1.09; sizes 7 to 10 1/2, Monday 99c.

(Phone orders filled.)

A Suggestion to the Well-Dressed Woman

from the Waist Department

On Monday there will be on view an exclusive showing of Net Waists. We suggest that you pay the department a visit. Unique prices, and the fact that you are a discriminating woman, will sell these waists.

There are six different examples to choose from at \$2.95 on Monday.

Trimnings--Main Floor

There is a fascinating display of appliques and borderings in Persian effects; 100 designs in gold, silver and steel, at from 35c to \$2.50 per yard; also ten widths and designs, in rare Crystal Bandings, at 35c to \$1.50 per yard.

The Fancy Needlework counters, too, will undoubtedly claim your attention. The cambric nightdresses and corset covers are works of art.

A Wealth of Spring Wash Fabrics

(Second Floor.)

All the new arrivals are on view in this Department. Come and see them while the ranges are complete, for a more truly beautiful collection of organdies, lawns, marquettes and voiles was never seen in Toronto. This year everything points to the fact that these materials will be even more popular than before, and our experts have chosen goods that are absolutely the newest, with designs specially adaptable to coming styles. Here are a few examples that will be favorites:--

Scotch Zephyr and Chambrays for summer dresses, 31 inches wide, large and medium stylish tartan checks, also plain colors. Special value, 25c.

White mercerized brocade vesting beautiful designs in good washing qualities, will retain its lustre after repeated washings. Monday, 25c, 20c, 15c.

40-inch Bordered Batiste, the latest novelty in bordered goods. Plain and fancy spot effect with deep border diminishing upwards, pink, sky, mauve and Alice, 29c.

New French Printed Organdy, a hundred designs to choose from, some on white, others on colored grounds; color combinations innumerable, 29c.

French designs of moderate price, a big range of floral designs in dainty colors, 20c.

Dress Goods You Want At Prices You Can Pay On Monday

Spring never came without the serge tailor-made. Fashions may come and go, but the serge tailor-made goes on forever, thank goodness, for there is nothing to really take its place.

"The Admiralty" is the best English serge made. Sea water or hot soda water won't intimidate it, it won't even blush or turn pale. There is no shrinking away about "The Admiralty," it will face the matter out without a cringe. It is at your service at the following prices: 50 in., \$1.00; 52 in., \$1.25; 54 in., \$1.50; 56 in., \$2.00.

Pencil Striped Panama, 1,500 yards. You won't require it all, but if you see it you will have your share. It is of lustrous finish, in fine chiffon weave. Pretty color combinations, 42 and 44 inches wide. Regularly \$1.00, Monday, 65c per yard.

Gentlemen

unaccustomed to public speaking, as I am, I feel it incumbent upon me to make these few remarks. This list of boys' and men's clothes is worthy of your most careful attention. Read it carefully; Mark your requirements; and Learn that the Simpson Store will treat you well.

Men's New Body Guard Underwear, spring weight, natural wool; guaranteed underwear, that does not irritate the skin; extra quality, \$1.25 and 75c.

850 Boys' Heavy Sweater Coats, some with collars; all made from pure wool, and woven with fancy fronts; a good variety of colors. Regular \$1.50, Monday 89c.

Boys' New Spring Negliges, in a splendid assortment of colors and fancy stripes, full size bodies to these. Monday, all sizes, 50c.

Boys' English Tweed Suits, in handsome grey patterns, showing stripe effects; cut from the latest double-breasted American models, slightly conforming to the figure, with close fitting collars; pants bloomer style; sizes 26 to 33. Monday \$8.00.

Extra Quality Two-piece Suits, made from an imported English worsted, in grey ground, showing a self stripe; cut from the latest double-breasted models; lined with twill mohair lining; sizes 26 to 34. Monday \$9.50.

Boys' Reeler Coats, spring weight, made from English covert cloth, fancy worsteds and tweeds, in grey and brown grounds; some plain and others with colored stripe and checks; cut in double-breasted style, with self and velvet collars; sizes 22 to 30. Regular to \$6.00. Monday \$2.98.



Boots, 1911 Victors

75 cases "Victor Boots" for men, in all styles and leathers, just passed into stock. Prices--\$4.00, \$4.50, \$5.00.

Silverware Sale

On Monday there is a great flat silver opportunity. 7,000 pieces Rogers' celebrated silver-plated tableware, "Eagle" brand, as follows:--

- Tea Spoons, regular \$3.00 dozen. Monday, each, 19c. Dessert Spoons, regular \$4.75. Monday, each, 29c. Table Spoons, regular \$5.75 dozen, Monday, each, 32c. Dessert Forks, regular \$4.75 dozen, Monday, each, 29c. Table Forks, regular \$5.75 dozen, Monday, each, 32c. Soup Spoons, regular \$6.00 dozen, Monday, each, 39c. Fruit Forks and Butter Picks, regular 35c and 50c each. Monday, 10c. Sugar Shells, regular 50c, Monday, 19c each. Pickle Forks, regular 50c, Monday, 19c. Butter Knives, regular 50c, Monday, 25c. Oyster Forks, regular 50c, Monday, 25c. Bread and Butter Spreaders, regular 50c, Monday, 25c. Cold Meat Forks, small size, regular 50c, Monday, 25c. Sugar Sifters, regular 65c, Monday, 29c each. Jelly Spoons, regular 75c, Monday, 29c each. Cream Ladles, regular 75c, Monday, 39c.

For St. Valentine's Day

A Special Offer in the Picture Gallery (6th Floor.) "HER GIFT."

On Monday we offer 100 copies of this beautiful picture, so appropriate at this season.

They have been framed to our special order with charming effect. The same picture is selling in New York for \$6.00. Special on Monday, \$3.95.

(No phone or mail orders--one only to each customer.) Valentines, a fine selection from 1c to \$1.00. (Main Floor.) Postals, 6 for 5c; 2c each, 3c each, and 5c each.

Groceries

Finest Gold-Dust Corn Meal, per stone, 30c. Prime White Beans, 6 lbs., 25c. Choice Picnic Hams, 6 to 8 lbs. each, per lb., 15c. Upton's Marmalade, 5 lb. pail, 45c. Finest Pot Barley, 8 lbs., 25c. Canned Apples, gallon S tin, 27c. Choice Evaporated Apricots, per lb., 16c. Ivory or Silver Gloss Starch 6 lb. tin, 55c. Old Dutch Cleanser, 3 tins, 25c. Powdered Ammonia, 3 packages, 25c. Sunlight Soap, 6 cakes 27c. Surprise Soap, 6 cakes 27c. Telephone direct to department.

5 LBS. PURE CELONA TEA \$1.10.

1,000 lbs. Pure Celona Tea, of uniform quality, and fine flavor, black or mixed, Monday, 5 lbs., \$1.10.

Hosiery--Sales of Good Repute--Furniture



The Hosiery Sale is now in full swing. Get into the swing, too, if you haven't done so. One kind of hosiery for all, and that is the very best.

Women's Pure Silk Hose, best quality thread silk, medium and gauze weight. Lisle heel, toe and sole. Manufacturers' seconds, but for wear and appearance they are as good as firsts. Black, white and colors. Regular \$2.50. Monday \$1.49.

Women's Lisle Thread Hose, finest imported goods in plain lisle, silk embroidered fronts, lace ankle and heel, toe and sole, all fancy colors; also fancy Jacquard patterns. Regular 30c. Monday, 35c, 3 pair \$1.00.

Women's Silk and Wool Hose, two-tone colorings, elastic ribbed, full fashioned, English made, double spliced heel, toe and sole. Regular 75c. Monday, 49c.

Women's Plain Black Cashmere Hose, seamless, double spliced heel, toe and sole, all wool, English made. Regular 35c. Monday, 25c.

Misses' Ribbed Black Cashmere Stockings, seamless, double knit heel, toe and sole, sizes 6 1/2 and 8 1/2. Regular 20c. Monday, 19c, 3 pairs \$1.00.

Men's Plain and Ribbed Black Cashmere Socks, English made, seamless, extra spliced heel, toe and sole. Regular 25c. Monday, 3 pairs \$1.00.

Men's Cashmere Socks, English made, full fashioned, with silk embroidered fronts. Regular 30c. Monday, 25c.

Men's Lisle Thread Socks, imported German made, black colors and fancy patterns. Regular 25c. Monday, 15c.

Men's Imported Lisle Thread Socks, color checks and stripes, silk embroidered and lace. Regular 25-40, Monday, 25c.

Men's and Women's Fur-lined Gloves, left over from our winter stock, best English makes, mocha leathers with best fur linings. Regular up to \$5.00. Monday, 1.95.

Boys' Fur Lined, to age 12. Regular \$2.00. Monday, pair \$1.19.

Cannot promise to fill phone or mail orders.

It is not necessary to pay "fancy prices" for good substantial furniture. Fine furniture is produced in this country as cheaply as anywhere on earth.

This list for Monday does not contain high priced articles, but the kind that every household needs. Our February Sale comprises pieces ranging from the modest dollar to three big figures, and it is partly on account of this great scope that the semi-annual Simpson sales have established for themselves a reputation which has come to stay, and a popularity evidenced by the number of eager buyers attending them.

Dressers, in quartered oak finish, three drawers, with mirror toilet. February Sale \$6.45.

Chiffoniers, in quartered oak finish, has five deep drawers. February Sale \$5.40.

Sliding Bed Couches, has green denim mattress with valance at two ends and in front. February Sale \$4.40.

Tables, in genuine quartered oak and mahogany finish. February Sale \$3.45.

Kitchen Cabinets, in hard maple, finished natural. February Sale \$12.95.

Solid Hardwood Chairs, in golden finish. February Sale \$3.75.

Hardwood Chairs, with fancy turned spindles, finished golden. February Sale \$5.95.

Chairs, solid wood seated, with heavy wide top slat. February Sale \$6.65.

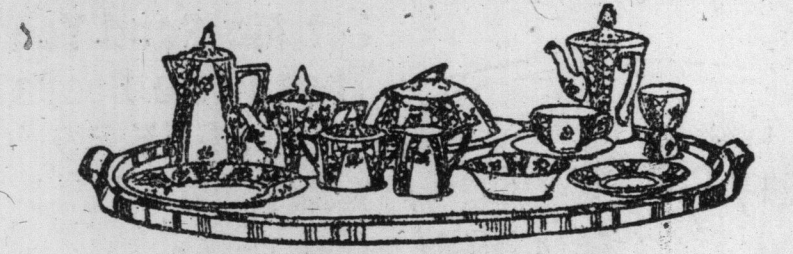
Arm Rocking Chairs, golden finish strongly made and comfortable. February Sale \$1.95.

Tabourette Stands, in solid hardwood, finished golden. February Sale \$1.69.

Hardwood Tables, in quarter cut oak finish. February Sale \$1.59.



Monday's Basement Sale. Great Reductions on China, Kitchen Ware, Bathroom and Electric Fixtures



Monday is China Day

A visit to our China Department, which can boast of a beautiful and comprehensive stock, is well worth while.

- 200 Dinner Plates, key brand, gold decoration. Monday \$8. 1,500 Cups and Saucers, key brand decoration, gold lined. Monday \$6. No phone or mail orders. 2,000 Plates, breakfast, soup, tea, bread and butter, key decoration, gold trimmed. While they last, \$5. Monday \$4.50. Meat Platters, 12", Monday \$2.50. Sauce Tureens and Covers, \$2. Monday \$1.50. 97 Piece Dining Sets, high-grade, English semi-porcelain. Monday \$8.98. 100 China Tea Sets, beautiful floral decorations, gold trimmed. A 1.98. 100 China Tea Sets, beautiful floral decorations, gold trimmed. A 1.98. Luncheon China Dinner Sets, rich floral spray decoration, six sets only. Monday \$25.00. 10 Toilet Sets, full size 10 piece set, full rim basin, neat floral 2.98 design. Monday, special \$2.50. 100 China Caspadores, Regu. \$25. Monday \$19.95. German Fine China Tea Sets, Regular \$18.50, Monday \$9.25. Table Tumblers, rich cut glass, with neat design. Regular \$4.00. Monday \$3.00. 200 Pint Jugs, clear glassware. \$9. Monday \$7.00. Stand Lamp, complete. Monday \$3.99. 500 Berry or Salad Bowls, assorted designs and sizes, worth up to \$1.25. Monday, to clear, \$1.00. No phone or mail orders. Brass Kettle on stand. Regular \$4.75. Monday, special \$2.95.

Items for the Laundry

- Potts' Iron Handles, regular 10c. Monday \$7. Clothes pins, 6 doz., regular 10c. Monday \$7. 50 feet galvanized wire clotheslines, reg. 20c. Monday \$14. 100 feet galvanized wire clotheslines, reg. 30c. Monday \$20. Globe washboards, reg. 25c. Monday \$14. 50 feet all metal clothesline, reg. 20c. Monday \$14. Oval rinsing tubs, galvanized \$29. Oval rinsing tubs, tin \$19. Monday (from boilers) (copper bottom) sizes 8 or 8 1/2. Regular up to \$14.5. Monday \$9.99.

Hardware

- Happy Medium Buck Saws, good cutting, adjustable, frame, reg. 50c. Monday \$39. 5,000 Nail Sets, arranged on point, all sizes, regular 15c. Monday \$10. Axi and Tool Sets, with coconino handle and ten steel tools. \$39. Special Monday \$29. Free and Tool Sets, with apple wood handle, ten steel tools. \$33. Special Monday \$29.

Bathroom Fixtures

- These fixtures are nickel-plated, on brass, and beautifully finished. 50c Toilet Paper Holders, Monday \$35. 40c Soap Holders, Monday \$29. 30c Combination Glass and Tooth Holders, Monday \$49. \$2.25 Combination Soap and Glass Holders, Monday \$1.98. \$1.25 Combination Soap and Glass Towel Bars, Special Monday \$39. 40c and 50c. \$15 Shower Baths, Monday \$12.75.

Kitchenware, etc.

- 200 Galvanized Tubs, strong will not rust, for laundry use, side handle. Monday \$42. 125 Wash Boilers, galvanized, flat bottom, covers to fit, sizes 8 and 9. Monday \$77. 1,000 Galvanized Pails, regular 20c. Monday \$15. Granite Cereal Cookers and rice boilers, regular 65c. Monday \$39. Arm Rocking Chairs, golden finish, strongly made and comfortable. February Sale \$1.95. Tabourette Stands, in solid hardwood, finished golden. February Sale \$1.69. Hardwood Tables, in quarter cut oak finish. February Sale \$1.59. Lanterns, best make, with brass burners \$69. Iron Heaters, holds set of irons, regular 25c. Monday \$17. 1,000 Bake Plates, round and deep, granite. Monday \$4. Mrs. Potts' Irons, three irons, stand and handle, polished, regular \$1. Monday \$78. Nickel-plated sets, regular \$11.5. Monday \$9.

Clothes Baskets, willow. Monday special, 50c, 60c and 70c.

- Splint, Monday, any size, 19c. Don't phone or mail. Graniteware, a first-class stock, embracing all kitchen require- \$10. Brass Pans, self-heating, black steel, round or oval, regular \$39. Round, regular 50c. Monday \$29.

Gas and Electric Light Specials

- Special Two Light Gas Fixture, complete with burners and globe, regular \$2.00. Monday \$1.29. Special Hall Pendant, with inverted burner, mantle, and red or green fringed globe, regular \$2.50. Monday \$1.69. Rich Gift Gas Fixture, with inverted burners, mantles and globes complete-- \$2.50. 2-light Monday \$2.50. 3-light Monday \$3.50. Genuine Welbach Upright Burner, with mantle and Q globe, regular 75c. Monday \$59. "Rational" Upright Light, with mantle and Q globe complete, regular 50c. Monday \$39.

30 only Brushed Brass Domes, 16 inch square, red and green, or amber art glass, fitted for gas or electric light, as illustrated, regular \$12.00. Monday \$8.89.



- "Rational" Inverted Light, with mantle and all or half-frosted globe, regular 60c. Monday \$49. "Lindsay Wizard" Upright Gas Mantles, regular 20c. Monday two for \$25. "Star" Upright Gas Mantles, good quality, Monday \$10. "Rational" Inverted Gas Mantles, reg. 15c. Monday \$10. White Q Upright Globes, or Half-frosted Inverted Globes, reg. 15c. Monday \$10.

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