

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS: S.W. to N.W. winds; turning colder.

SIMPSON

New Simpson Stocks that Picture Coming Styles



FURS FIT FOR A PRINCESS

There is no greater lover of beautiful furs than the Princess Patricia. In the above sketch of the Princess, that was made in the Metropolitan Museum, New York, the beautiful fox set is shown, which was so much admired in the American Metropolis.

The vogue in fox sets is nowhere exemplified in a better manner than in our new Fur Department on the Third Floor.

Make a point of seeing these new styles to-morrow.

Handsome Silver Pointed Sitka Fox Set, a Paris model. Stole large, two-skin effect, finished with flexible heads and natural brushes. Muff, two-skin, new rug shape, finished to match stole. Nile green satin and chiffon linings. Regular price \$147.50. Sale price, \$120.00.

Model Set in Black Arctic Fox, combined. Stole has two skins coming well over shoulder and down back. Muff, two-skin, rug shape, tailored to match stole. Both are finished with natural brushes and flexible heads. Regular \$150.00. Sale price, \$120.00.

Very Stylish Windsor Scarf of Arctic Fox, lengths 110 inches, width 10 inches, made with three strands, and finished with six natural brushes, cream satin and chiffon lining. Regular \$110.00. Sale price, \$75.00.

Handsome Set of Hudson Bay Sable, wide six-skin stole, finished with two heads at back, fronts finished with natural tails and paws. Muff extra large, pillow shape, containing ten skins, finished with two rows of natural tails and paws. Regular price \$380.00. Sale price, \$295.00.

SCOTCH MOLE SETS UNDERPRICED

10 a Handsome Scotch Mole Sets, scarf and muff. Scarf 100 inches long, 14 inches wide. Muff large, bolster shape, 16x19 inches, lined with soft silk to match. Sale price, per set, \$60.00.

Warm Underwear for Women or Children

Save seventeen cents each on Women's Winter Vests, and a third of the usual cost of girls' combinations. We are making room for new spring lines that are already arriving.

Women's Vests, Watson's Unshrinkable, natural wool and cotton mixture, heavy ribbed, high neck, long sleeves, button front. Sizes 22 to 36 only. Regular price 80c each. Thursday, clearing at, each, 50c.

Girls' Combinations, heavy ribbed wool and cotton mixture, white or natural color, high neck, long sleeves, ankle length, button front, fine warm quality. Sizes 2 to 12 years. Regularly, according to size, 85c to \$1.25 each. Thursday, each, 50c to 75c.

Women's Coat Sweaters

Only one color left in these splendid Sweater Coats, accounts for the next-to-half-price they will be marked for quick selling to-morrow.

Clearing Women's Coat Sweaters, several handsome styles in cardinal color only. V. neck, 2 pockets, pearl buttons; lengths 28 to 31 inches. Sizes 22 to 42 bust. Regular prices \$4.00 to \$5.00 each. Thursday, each, \$2.50.

Elegant La Diva Corsets

These Beautiful Corsets are offered Thursday at just half their regular prices. There are only four sizes left, and ladies interested are advised to order early.

108 pairs only, La Diva Corsets, a magnificent model in fine French coutil, color white, medium low bust, extra long and stylish skirt, 6 suspended web garters, finest rustproof boning, 4 wide side straps, embroidery and ribbon trimmed. Sizes 20, 21, 22, and 23 inches only. Regularly \$5.00. Thursday, a pair, \$2.50.

50 Black Hats at \$3.50 Each

Most of these are of taffeta or peau de soie and others are of black silk velvet. Every one is good style, and would be marked in the regular way at \$5.00, \$6.00, or \$6.50 each. Thursday, \$3.50.

ST. VALENTINE

See our special display of St. Valentine's Table Decorations on Main Floor. Special invitation note paper, from 15c per quire. Envelopes to match, 15c per packet. Dennison's Stickers, Hearts, and Cupids, each, per pkt. 10c. Table Napkins, 5c per doz., or 35c per 100. Valentine Postals, 7 for 5c, 2 for 25c, and 3 for 5c. Valentines in large variety from 5c to 35c each.

This in the Lunch Room

To-morrow afternoon 3 to 5.30 p.m.

Cold Ham, Potato Salad, Bread Buttered, Pot of Tea. Ten Cents.

On the Third Floor

New Coats Suits and Dresses

New Coats, made of grey mixed Boucle tweed, with a black hair-line stripe and blue flake; made in an attractive style, with stitched strappings of self material at waist line. The large collar with deep rever front is effectively outlined with navy and white striped material. Blain tailored sleeves, with deep cuffs, trimmed to correspond with collar. Priced \$14.50.

New Spring Coats, made of imported serge in navy and black, show a plain tailored style, with semi-fitting back, single-breasted front, and tailored collar with pointed rever, overlaid with black and white or navy and white striped material. Tailored sleeves, stitched at seam to give cuff effects. Patch pockets with tab of self. An exceptional coat at this price. \$11.50.

Chic Suit, made of fashionable tweed mixtures in tones of grey, blue, or tan, have coats lined throughout with silk serge. An inlay of novelty velvet and black satin imparts a touch of elegance to the fashionable large rever collar. Has self-covered buttons on cuffs and collar, and slash pockets. The envelope shaped skirt, with high waist line, fastens down back at left side. Special value, \$19.50.

Women's and Misses' Dance or Party Dresses

Made of ivory sheen chiffon, have a princess silk underslip; daintily designed yoke, made of pink, Nile, or pale blue chiffon, outlined with lace insertion, and tiny pearl bead trimmings; short sleeves; skirt, joined to waist with shirred belt, hangs gracefully to knee line, which has a deep circular fold continued to bottom with flounce; regularly \$18.50. Thursday Sale, \$9.98.

House Dresses

Of chambray, percale, sky or tan, tucked front with centre box pleat, white, detachable collar of embroidered muslin. Sizes 38 to 44. Thursday, 75c. (No phone or mail orders.)

New "Halcyon Messaline Petticoats, 1.95

New Petticoats, of black "Halcyon Messaline," very neat, three-sectional flounce trimmed with stitched strappings and rows of pin tucks; also dust ruffle. Lengths 38 to 42. Priced for Thursday, \$1.95.



The Robert SIMPSON Company Limited

Opening Days of the Hosiery Sale

To-day is the first day of our Half-Yearly Hosiery Sale—"the Sale with a reputation behind it." But so tremendous is this new stock coming in, that to-morrow will reveal just as much new merchandise and just as many new values as to-day.

People who have attended this Sale before will remember how well it paid them to buy at this Sale time—all the Hosiery they'd need for the next six months. Such values as the following are certainly rarely met with at any other season.

Women's Plain Black Cashmere Hose, seamless, double spliced heel, toe, and sole, English made. Regular 35c. Hosiery Sale price Thursday, 25c.

Women's Imported "Llama" Cashmere Hose—"Llama" in red silk at top, seamless, double-spliced heel, toe, and sole. Special Hosiery Sale price, Thursday, 25c.

Women's Silk Hose, Pure thread silk foot with little thread garter top, double spliced heel, toe, and sole, black only, gauge weight. Regular 75c. Thursday Hosiery Sale price, 55c.

Boys' and Girls' Fine All-wool Black Cashmere Ribbed Stockings, Seamless with spliced heel, toe, and sole. Sizes 5 1/2 to 8 1/2. Regular 25c and 30c. Hosiery Sale price Thursday, pair, 19c.

Ribbed, double spliced heel, toe, and sole. Full fashioned. Sizes 5 1/2 to 8 1/2. Regular 40c. Hosiery Sale price Thursday, pair, 25c.

Men's Fine "Llama" Cashmere Socks, Fine black all-wool, seamless, "Llama" in red silk at top, double spliced heel, toe, and sole. Regular 35c. Hosiery Sale price Thursday, pair, 25c.

Men's Heavy All-wool Black Worsted Ribbed Socks, Made from bright even yarn, warm and splendid wearing. Regular 35c. Hosiery Sale price Thursday, pair, 25c.

Men's Fine Imported Lisle Thread Socks, A large variety of kinds, patterns, and colors. All sizes. Regular 30c. Hosiery Sale price Thursday, pair, 15c.

Men's Fine Imported Lisle Thread Socks, Finest embroidery patterns and plain colors, full fashioned, double spliced heel, toe, and sole. Regular 35c and 45c. Hosiery Sale price, 25c.

Overshoes and Rubbers

1,000 pairs bright finished city-weight rubbers, net lined, corrugated soles and heels. Thursday.

Men's, 65c; Boys', 55c; Women's, 45c; Youths', 45c; Misses', 55c; Childs', 35c.

Overshoes

Five Jersey waterproof overshoes, best quality corrugated soles, reinforced heels. Thursday.

Men's one buckle, extra light, \$1.50

Men's one buckle, heavy, 1.25

Men's two buckle, high top, 1.75

Men's three buckle, extra high top, 2.25

Women's button style overshoes, 1.75

Women's two buckle overshoes, 1.50

New Silks and Dress Goods Just In

No more welcome news for women will be read in to-day's papers than this announcement that our new stock of Silk and Dress Goods is coming in very rapidly, and that to-morrow there will be many novelties on view that many women would like to "see first."

Here are just a few "notes" from the Dress Goods Department that will give you an idea of what you may expect to see to-morrow.

New Cream Serge Suitings from the best English and French makers.

New Scotch and English Suitings in a variety of designs and color blendings.

New Fencil Stripes and Hairline, in cream ground with black stripes, navy with white stripes, black with white stripes.

English Worsted Suitings in all the newest designs, a very popular suiting for early spring wear.

New Broadcloth Suitings in rich suade and pason finish, correct weight for tailored suits.

Whipcord Suitings guaranteed qualities, very smart and serviceable, thoroughly shrunken.

Black and navy West of England Suiting Serges; the finest assortment in Canada to choose from in fine, medium, and coarse twills.

New Reversible Suitings.

New Bordered Suitings.

In the Silk Department

Big shipment of C. J. Bonnet's famed Black Silks and Satins, specially priced for Thursday. C. J. Bonnet's black double-faced Peau De Soie, a silk that is guaranteed to give perfect satisfaction in wear—in two qualities: 20 inches wide, reg. 85c for 75c per yard; 21 inches wide, reg. \$1.25 for 85c.

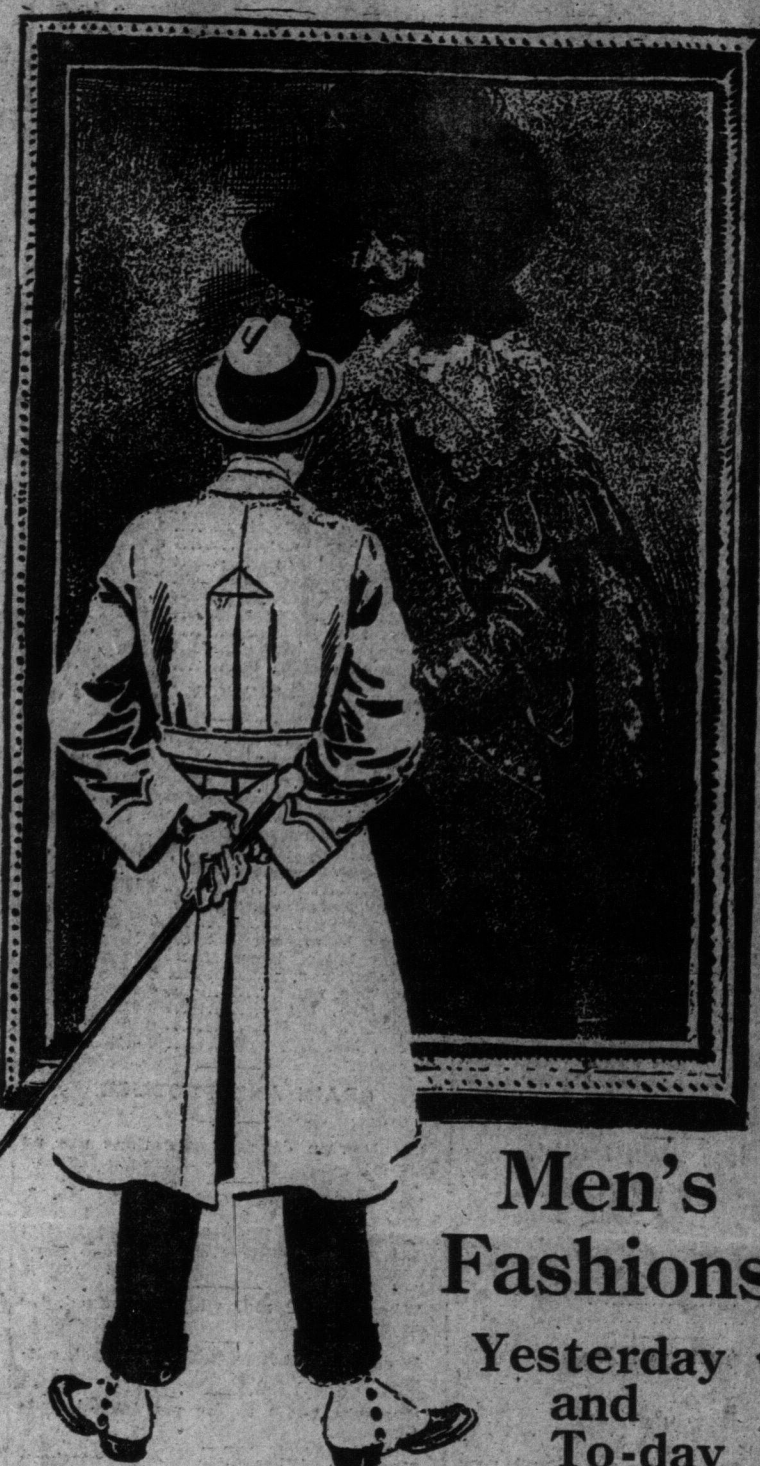
C. J. Bonnet's new Mouseline-de-Nice, an entirely new and perfect finished dress satin, very rich black 40 inches wide, per yard 1.69.

Bonnet's famed black Bengaline Cord Silks, for suits and coats, 32 inches wide, 120 yards only. On sale Thursday, per yard, 1.50.

Special showing of Bonnet's new Fleur-de-Lis Black Dress Silks, that have the weight and wearing qualities of a Peau de Soie, with a soft charmeuse finish, 40 inches wide. Per yard, 2.50.

New Black Meteor Satins, new Black Duchesse Mousselines, French Crepe Vervellous, etc., etc. Grand showing of new high-class silks.

350 yards Black Paillette, Black Satin de Chene, and rich black Messaline, all 35 inches wide, to be cleared Thursday. Regular \$1.25, for, per yard, 94c.



Men's Fashions

Yesterday and To-day

For the dandies of a bygone age, there was hardly any limit to the fashion of self-adornment. But to-day, the way a man may dress is comparatively constrained; he must depend, for all "effect," upon good materials and good conservative "cut."

These are just the two characteristics for which our store for men is best known, and there have never been better examples of what we aim at than the Blue Suits offered here for to-morrow.

A man's wardrobe is not complete without a blue serge suit. Blue and black English serge suits, cut single-breasted, three-button style, close fitting collar, mohair linings. Every suit carefully tailored, very best style and perfect fitting. To clear Thursday at—

Men's and Youths' Blue Suits, an exceptionally good wearing English cheviot cloth with slightly rough surface, in a guaranteed blue. Cut single-breasted style, perfectly tailored, good fitting, with mohair linings. Sizes 32 to 44. \$12.00.

Men's and Youths' Blue Worsted Suits—A fine twill worsted cloth, smooth finish, English make, guaranteed indigo dye, very attractive and neatly fitting. Single-breasted, three-button style. Good wearing mohair linings. Best tailoring. Sizes 32 to 44. Thursday, \$15.00.

Men's and Youths' Blue Cheviot Suits, Made from a fine English cheviot cloth with slightly rough surface, in a guaranteed blue. Cut single-breasted style to close with three buttons. Fit, finish, and style the very best. Sizes 32 to 44. \$15.00.

Men's Fine Blue Suits. The finest material in men's better quality suits is a blue and black English cheviot cloth, cut in the very latest single-breasted, three-button style. Best linings, and guaranteed to give entire satisfaction. Sizes 32 to 44. \$15.00.

Boys' Russian Suits. Cut on the very latest 1912 model, in a double-breasted style with long roll lapel, self-shield with fancy ornate, leather belt, and bloomer pants. An exceptionally smart style for boys from 2 to 7 years. The cloth is a dark grey tweed. Thursday, \$3.00.

Boys' American Blue Russian Suits. One of the smartest styles for the little fellows. The cloth is a fine twilled blue, long roll lapel, bloomer pants, and white cord trimmings. Special value. Thursday, sizes 2 to 7 years, \$4.50.

Men's Sweater Coats and Underwear

Sweater Coats, made of pure wool, in the plain knit style, with an extra high storm collar of double wool, fastens across neck with three loops and white pearl buttons of good quality. Plain grey and grey with cardinal trimmings only. Regularly \$3.00. To clear Thursday, \$2.19.

Pure Scotch Wool and English Merino Underwear—shirts and drawers—natural shade, heavy and medium weights, shirt sizes 34 to 42, drawers in sizes 22, 24, and 36 only. Regular 60c, 75c, and \$1.00. Thursday, to clear, 39c.

Men's Fur Coats and Collars

25 Fur Coats, in black China dogskin and mountain bear, heavy, prime fur, black quilted Italian cloth linings, striped sleeve linings, leather shields, etc. Coats worth \$22.50. Thursday, \$16.00.

Persian Lamb Adjustable Collars, buttons on to coat, large, full size, rich, glossy, even curl, satin lined. Regularly \$13.50 and \$15.00. Thursday, \$10.00.

WASH GOODS

Swiss Silk-striped Mull, in two designs, give special values. An exquisite material for evening or summer wear. Black, pink, white, sky, mauve, pale green, etc. Note the width, 40 inches. Regularly \$1.98, Thursday, 94c.

Black and White Check Suiting, also a few fancy stripes, fast colors. Regularly 25c. Thursday, 11c.

Striped and Checked Gingham, all the staple checks, and many novelties, pretty designs and colorings. Regularly 12 1/2c. Thursday, 6c.

White Cross Bar Muslin, spots and stripes, many of these worth 20c per yard, Thursday, 10c.

No Phone or Mail Orders.