

The Robert SIMPSON Company Limited

Store Opens 8 a.m.

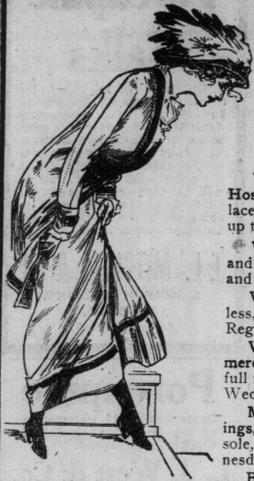
Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS: Northwesterly winds; fair and cold.

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Last Week of the Hosiery Sale

Hosiery has been very much in evidence lately; couldn't be otherwise with our streets so many inches deep in slush, and so many disturbances on the sidewalks. There is a great satisfaction in being able to feel confident that every item of one's dress, whether exposed to public view or not, is immaculate. Hosiery that will be a credit to you is on sale during the month at prices that are a credit to us.

- Women's Imported Lisle Thread Hose, consisting of plain black and colors, laces and fancy Jacquard patterns, values up to 50c. Wednesday.....**.25**
- Women's Black Cotton Hose, fleeced and plain, also fancy spots. Regular 20c and 25c. Wednesday.....**.12½**
- Women's Black Cashmere Hose, seamless, double spliced heel, toe and sole. Regular 25c. Wednesday.....**.20**
- Women's Ribbed All-wool Black Cashmere, double spliced heel, toe and sole, full fashioned, fine and soft. Regular 45c. Wednesday, pair.....**.29**
- Misses' Ribbed Black Cashmere Stockings, English made, spliced heel, toe and sole, sizes 6 to 8½. Regular 25c. Wednesday, pair, 19c.....**.3 pairs .50**
- Boys' and Girls' Heavy All-wool Black

- Worsted Stockings, English made, splendid wearing. Regular 35c. Wednesday, pair.....**.23**
- Infants' Lisle Thread Socks, with fancy checked and striped tops, some are silk embroidered. Regular 25c. Wednesday, pair.....**.12½**
- Infants' Leggings and Bootsocks, all-wool, white, cardinal. Regular 25c. Wednesday, pair.....**.12½**
- Men's Fancy Lisle Thread Socks, in a large variety of patterns, consisting of silk embroidered laces, clocked; also plain lises in black and colors. Regular 50c. Wednesday.....**.25**
- Men's Fancy Cashmere Socks, silk embroidered, stripes, checks and embroidered clocks. Regular 50c. Wednesday, 35c.....**.3 pairs 1.00**

Turn Your Attention to the Men's Department

Five minutes' attention to these five items may save you a five-dollar bill. It is a big asset to be able to say the right thing at the right time; it is equally as important to you to be able to buy the right thing at the right place at the right price. Our Men's Tailoring, Suiting and Furnishing Departments afford you the opportunity.

A Special Bargain—\$19.50 Men's Fur Coats \$9.00

22 Men's Mountain Bear and China Dogskin Fur Coats, No. 1 skins, dense fur and well lined, 50 inches long, warm and serviceable coat for rough and heavy wear. Regular price \$19.50. Wednesday, reduced to.....**9.00**

Men's Chesterfield Overcoats, single breasted, made from black English chevrons and meltons, nicely tailored and lined throughout with will mohair lining. Sizes 36 to 44. Regular to \$18.00. Wednesday.....**9.95**

Boys' Chesterfield Overcoats

Black Cheviot Frieze, single-breasted, also Oxford grey chevits, in double-breasted college styles. Sizes 29 to 34. Regular to \$6.50. Wednesday.....**2.98**

4,000 Men's Duck Shirts, extra large in the body, reversible collar, pocket, in white, tan and grey. Wednesday.....**.75**

Another Extra Special Line

2,000 Neglige Shirts, for men, in a great variety of patterns and colors, some slightly counter soiled. Regular 75c and \$1.00. Wednesday.....**.59**



The Spring Styles of "Merode" Underwear

For Women Have Arrived Women who know "Merode" Underwear will be interested in this announcement. Those who don't know "Merode" should lose no time in making its acquaintance. "Merode" is the highest art in underwear manufacture, and every garment is guaranteed to give perfect satisfaction to the wearer. Each piece of "Merode" underwear is finished by hand with silk crochet edges.

Phone orders promptly filled. Women's "Merode" Vests, spring weight, fine white ribbed cotton or lisle thread, high neck, long or short sleeves; and low neck, short or no sleeves, trimmed with hand crochet silk edges, silk ribbon draws; sizes 32 to 38 bust, 75c. 40 to 44 bust, 90c each.

Women's "Merode" Drawers, fine ribbed white lisle thread, knee length, both styles, with or without waist band; sizes 32 to 38, 75c. Sizes 40 to 44, 90c pair.

Women's "Merode" Combinations, fine white lisle thread, ribbed, high neck, long or short sleeves, and low neck, short or no sleeves, knee or ankle length, button front, hand crochet, silk finished; sizes 32 to 38 bust, \$1.25. Sizes 40 to 44 bust, \$1.75.

Women's "Merode" Corset Covers, fine ribbed white lisle thread, high neck, long sleeves, hand crochet, silk finished, pearl buttons; sizes 32 to 38 bust, 75c. Sizes 40 to 44 bust, 90c.

Wednesday's Offer in Silverware Sale

Butter Dishes, Fern Pots, Bread Boards, Table Mirrors, Cake Baskets, Nut Bowls, Dessert Sets, Breakfast Cruets, Syrup Jars, Oak Butter Dishes. Regular \$3.00 and \$3.50. Wednesday **\$1.98**.

Women's Boots

Special Wednesday \$2.29

750 pairs Women's Boots, fine selected patent colt leather, with dull calf and black cloth, blucher and button tops, also black vici kid leather with dull calf blucher tops, patent toe caps, medium heavy soles, high New York, Cuban, military and low heels; all sizes 2½ to 7. Worth \$2.75, \$3.00 and \$3.50. Special Wednesday, \$2.29.

Brand New 1911 Spring Model Shoes, Our Strong \$4.00 Line.

- 1—Women's Boots, patent colt, dull calf blucher top, welt, Cuban heel, \$4.00.
- 2—Women's Boots, patent colt, dull calf button top, welt, Cuban heel, \$4.00.
- 3—Women's Boots, fine vici kid, dull calf blucher top, welt, Cuban heel, \$4.00.
- 4—Women's Boots, fine vici kid, lace style, welt, military heel, \$4.00.
- 5—Women's Boots, patent kid, dull calf blucher top, flexible turn, Cuban heel, \$4.00.
- 6—Women's Boots, fine vici kid, dull calf button top, flexible turn, Cuban heel, \$4.00.
- 7—Women's Boots, fine vici kid, lace style, flexible turn sole, low heel, \$4.00.
- 8—Women's Boots, fine vici kid, button style, flexible turn sole, low heel, \$4.00.

New Crepe Sacques

New Dressing Sacques of Serpentine Crepe, sky, navy, black or cardinal; has yoke effect of stitched shirring, front and back; sleeves and fronts finished with a fancy figured border in harmonizing colors; sizes 34 to 44. Special 98c.

Silk Piano Drapes

In the Fancy Needlework, Main Floor.

PRICES HALVED.

300 Richly Embroidered Gilt and Silk Piano Drapes, in every wanted tone and color, several designs to choose from, regular \$1.00 and \$1.25. Wednesday 59c.

1,000 Linen Cushion Tops, nicely embroidered, in white or colored spray designs, considerably less than half price. Wednesday 10c each.

DECIDE

The time has come when you must decide on what you are going to wear this spring. The Simpson Store offers such an array of the newest and most fashionable goods that it may be somewhat difficult to make an off-hand selection.

If you buy here you may rest assured that you have obtained the best that the markets offered for 1911.

Thousands of Toronto women have already enthused over our display. If you have not seen it, let us remind you that our departments are ready for your visit, with a seasonable showing, which has never been excelled in Canada.



Restful Furniture from the 5th Floor

There is just another week of our February Sale, so get in on the Fifth Floor as soon as possible. Here are six examples of furniture, about which your first remark will be: "That looks comfortable"; your second: "That is comfortable"; your third: "How reasonable!"

Davenport, upholstered all over, covering of green denim, plain spring seat, with tufted back. February Sale.....**\$56.00**

Davenport, mahogany show-wood frame, with hand carved feet, covering of denim, with high tufted back. February Sale.....**\$49.50**

Davenport, heavy colonial design, with scroll top, well upholstered, covering of moire silk. February Sale.....**\$59.00**

Bedroom Sofa Couches, plain or tufted,

spring seats, covering of green denim, made durable and comfortable. February Sale.....**\$40.00**

Mission Settees, frames made of selected quarter-cut oak, finished, fumed or early English, loose cushion, solid leather seat. February Sale.....**\$28.00**

Mission Couches, in early English finish, solid quartered oak frames, with genuine Spanish leather upholstery. February Sale.....**\$45.00**

Spring Dresses, Coats and Skirts

Worth Seeing and Worth Buying

One of the best styles of Women's One-piece Dresses is of an extra fine quality French serge; waist is exceedingly smart, and is neatly trimmed front and back with narrow silk pipings, and has dainty yoke of gold or silver tinsel, full length sleeve, trimmed with pipings to match waist; the skirt has the fashionable side panel front, with narrow inverted side gores, edged with pipings; colors are olive, navy and light tan. Price \$17.50.

Women's Smart Spring Coats of imported tweeds, in grey and black check, with overcheck effects; mannish collar, with long revers, faced with black satin; strictly tailored sleeves, trimmed with self covered buttons; neat patch pockets, with flap buttoned down; coat is single breasted, and fastens down front with fancy grey buttons. Price is \$16.50.

Women's Separate Skirts

A Couple of Smart Up-to-date Styles at \$5.00.

One is of a fine quality Panama, in navy and black; is made in the fashionable gored style, with stitched-on gores; fastens to left side front, and has habit back. The other is of all-wool cheviot serge, in black and navy; is also a plain gored style, with panel effect front and back; fastens to left side of back panel. You can have choice of either of these styles Wednesday at \$5.00.

Blouse Dept.

NINON, CHIFFON and MARQUETTE BLOUSES

We show on Wednesday morning 51 model blouses in the above materials; there are no two alike, so choice is infinite; black, ivory, and really all the popular colors are represented. These are all from a maker who supplies the highest class West End London houses, and are true types of prevailing fashion. Special prices for Wednesday, \$10.00 and \$12.50.

Long Suede Gloves Will be Worn this Year

Women's Long Undressed Suede Finished French Kid Gloves; a clearing lot from a large manufacturer; there are black, tan, brown, grey, mode, from 12 to 20 button lengths, mousquetaire opening at wrist; all sizes. Regular \$2, \$2.50. On sale Wednesday, pair 89c.

Buy Wash Goods Now and Make them Up

Rosebud Batiste—A fine quality, with lovely printed designs of figures, sprays and flowers, in pink, sky, mauve, etc.; also in polka dots, 12½c.

Iroquois Batiste, 29 inches wide, a very fine quality, with very dainty designs; all the leading color combinations, 15c.

Ramony Batiste—Another favorite quality for spring and summer dresses, a hundred different designs to choose from; pink, sky, mauve, yellow and other combinations of colors, with or without borders, 20c.

Superior Batiste—The richest and daintiest designing ever shown, from the small pink "tippet" daisy to the bold and handsome "four de lils" and the richest of color combinations, Special, 29c.

Groceries

2,000 stone Fresh Rolled Oats, per stone 35c.

4,000 tins Canned Tomatoes, Belleville Brand, only 3 tins to customer, per tin 10c.

Canned Corn, 3 tins 25c.

Pure White Clover Honey, 10-lb. pail \$1.10.

California Canned Yellow Peaches, large tin 25c.

Choice Side Bacon, peameal, half or whole, per lb. 20c.

Canned Asparagus, Happy Vale Brand, large tin 30c.

Knovah Custard Powder, 3 packages 25c.

Malta Vita Breakfast Cereal, 3 packages 25c.

Finest Split Peas, 8 lbs. 25c.

Aunt Sally's Pancake Flour, 3 packages 25c.

Deep Sea Cod Stake, per tin 15c.

Telephone direct to Dept.

2 LBS. FRESH ROASTED COFFEE 39c.

300 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Wednesday, 2 lbs. for 39c.



Here are Some of the New Dress Goods and Silks

It is a shame to try and describe these goods in print. They absolutely demand your personal inspection.

- Silk Striped Voiles
- Silk Striped Taffeta
- "Permo" Suitings
- Panama Suitings
- 42 in. to 54 in. wide.
- All Wool Voiles
- Silk Warp Henriettas
- San Toys and Poplins
- Novelty Fabrics
- 50c to \$2.00 per yard.

New Ivory Silks

- New Ivory Satin de Chine, 40 inches.....**\$1.25**
- Ivory Satin Paillettes, 40 inches.....**\$1.25**
- Ivory Dresden Mousse, line, 40 in. wide, \$1.50.
- Ivory Mandoline Silk, 40 in. wide, \$2.00.
- Ivory Mouseline Duchesse, 40 in. wide, \$2.50 to \$4.

Sale of Lace Robes Coats and Paris Garniture at 1-3 and 1-4 Regular Prices—Main Floor, Wednesday

These goods are all perfectly new, having all been purchased in Paris and London during January, the reason of the extraordinary price being the fact that they are mostly sample garments, which the manufacturer has now finished with for the season. 100 garments all at \$9.50 each.

The goods are too varied to describe fully, but they consist principally of exquisite lace robes, in white, ivory and black; some choice examples of colored sequin robes, renaissance and heavy silk embroidered coats and mantillas, also garnitures in colored and black beads. Regular prices \$22.50, \$25, \$27.50, \$30, \$35 and \$39.50. Your choice Wednesday \$9.50. See examples in window on Tuesday.

Millinery---230 Sample Spring Hats

This seems a peculiar time to talk about cutting prices of spring goods, but here is a genuine cut, hence a big bargain. When we are making up our catalogues for spring the manufacturers in Europe and New York send us samples of new goods to guide us in our illustrations. Naturally every hat is in good style. We have finished with them now, and you may get them on Wednesday at 20 per cent. off marked prices.



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