

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS: Light local snowfall but mostly fair and comparatively mild.

SIMPSON

Moderate Priced Suits for Women and Misses

Women's Suits, made of imported English serge; coat silk-lined, semi-fitting back and front; skirt cut on new design, neatly gored; colors navy and black. Sizes 32 to 42. Price **10.98**

Women's Silk-lined Panama Suits, cut on fashionable lines, semi-fitting back and front; skirt in a shapely gored style; colors navy, tan and black; sizes 32 to 42. Price **10.98**

Misses' Suits, made of imported tweed, in dark and light greys; coat silk-lined, notch collar, slash pockets; new gored skirts; very chic appearance; sizes 14, 16, 18. Price **Saturday \$10.98**

Elegant Glove-Fitting Corsets

360 pairs Thomson's Corsets 3 fashionable this season's models, fine white batiste medium, low or girle top bust, long and extra long skirts, 4 garters, finest rustproof boning, wide side steel, lace and ribbon, some have draw cords in bust, size 18 to 26 inches. Saturday a pair **\$1.25**

Phone orders taken.
WOMEN'S WHITEWEAR FOR SATURDAY.
Dainty garments in the famous Simpson quality of white wear remarkably low priced for Saturday selling. Order by phone if you cannot get to the store.

Dorothy Corset Covers, fine nainsook, full front with fitted back, trimmed with fine lace, run with ribbon, sizes 32 to 42 bust. Saturday each **.25**

Cleaning several handsome styles of fine Petticoats, fine cotton or nainsook, deep embroidery, heading and ribbon dust ruffles, length 38 to 44 inches, regular prices \$2.75 to \$4.00 each. Saturday each **\$1.95**

Nightdresses, of fine soft nainsook, high neck, long sleeves, yoke trimmed with 13 small tucks and 4 rows embroidery insertion, embroidery ruffle in neck and cuffs, pearl buttons, size 32 to 42 bust, regular price \$1.00 each. Saturday each **.75**

Wonderful Waists for Saturday

A clearance of 500 Net Waists, all silk lined and thoroughly well made, designs and colors are numerous, including white, ecru, navy, brown and a liberal assortment of black. All sizes in the lot. Regularly \$1.95, \$2.25 and \$2.50. Saturday, to clear **1.29**

50 only, assorted sizes of a really beautiful imported White Voile Waist, short sleeves, elaborately trimmed with cluny insertion, which also comprises the whole yoke and down front, interspersed with broad strappings of pink and sky mesaline. Regularly \$3.98, Saturday **1.99**

Tailored Neckwear for Women

IN EMBROIDERED COLLARS AND OUTING STOCKS.

Lounge Collar, made of soft pique, a smart shirt-waist collar. All sizes. Each **.25**

Embroidered Laundered Collar, in pretty open-work and blind patterns. All new designs, 1 1/2, 2, 2 1/4, 2 1/2 inches. Sizes 12 1/2 to 15 inches. Each 12 1/2, 15c, 20c to 50c.

Byron Collar, plain or embroidered. A semi-low style so becoming for house dresses. Each 25c, 35c and 50c.

Plain Laundered Collars, 1 1/2, 2, 2 1/4 inches deep. All sizes. Each **.12 1/2**

New Neck Frillings, in net, chiffon, lisle; also soft folded chiffon, with gold or silver folds, and large assortment of colored frillings. All the newest New York styles. Prices, per yard, 15c to 90c.

Pleated Net Frillings on narrow muslin bands, so fashionable for half-sleeves and collars, in white, cream, black and ecru. Prices, per yard, 25c, 35c to \$1.50.

New Millinery

Many cases are coming in from Paris, London and New York, with novelties in shapes and trimmings. Just now there is an splendid showing of changeable silk hats, and hats of black braid, all smartly trimmed for present use. One special at **3.50**

Two 8 o'clock Millinery Specials

60 only, Handsome Willow Plumes, in black only. Every one double tied and very heavy, made to be mounted on hats in the new way. We are going to sell them at a between season prices. Would sell regularly at \$7.50, Saturday **4.95**

20 dozen New Fluffy Marabou Mounts, in white, sky, pink, prim, rose, or black. Would sell regularly at 75c, Saturday **.39**

The Newest of Dress Silks Shown Tomorrow

Further shipments of the season's Dress Silks and Satins, new black French Silks, with a rich and beautiful charmeuse finish, in the better qualities, \$3.00, \$4.00, and \$5.00 per yard. Also new colored Dress Silks, in Liberty and shot effects, original and exclusive designs in foulards and Dresden silks.

Saturday's "Specials." Colored satins de chene, in every wanted shade, also in ivory and black. 36 inches wide. Regularly \$1.35. Saturday 1-19

Black Duchesse Mousseline, 40 inches wide. A silk that for richness, quality, and durability cannot be equalled at the price. Per yard **1.44**

The new Liberty Duchesse Satins, a wide range of these fashionable silks, rich and perfect colorings, 40 inches wide. Per yard **2.00**

Beautiful color combinations in new shot silk effects in rich mousseline Duchesse satins, 40 inches wide. Per yard, \$2.00 and \$2.50.

Saturday at Simpson's

For some time the week-end sales have been gradually becoming a feature of the Simpson store. Not only are the new goods displayed with special care, but in almost every line some exceptional pricing is done to add immediate interest. You are welcome whether buying or merely observing, and in either case we will extend every courtesy within our power.

Other Simpson announcements will be found elsewhere in this paper.

During alterations please use the four new standard-plunger elevators on the Richmond street side of the building, which give quick service to all floors.



Most Important Event of the Year in Beautiful Imported Hosiery

Women's Fine Imported "Llama" Cashmere Hose, black, spliced heel, toe and sole. Extra special Hosiery Sale price Saturday 45c, 3 pairs 1.19

Women's Fine All-wool Black Cashmere Hose, English made, full fashioned. Regularly 40c. Hosiery Sale price Saturday **.29**

Women's Fine Imported Lisle Thread Tights, black and a variety of colors, all sizes. Regularly \$2.00. Hosiery Sale price Saturday **1.25**

Women's Silk Boot Hose, pure silk half way up, top fine lisle thread, with garter, with lisle thread sole, heel and toe, black. Regularly 75c. Hosiery Sale price Saturday **.59**

Women's Fine Imported Lisle Thread Hose, plain black and colors, laces and silk embroidered fronts. Regularly 50c. Hosiery Sale price Saturday **.29**

Boys' and Girls' Black Cashmere Ribbed Stockings, all-wool, sizes 5 1/2 to 10. Regularly 39c. Hosiery Sale price Saturday **.25**

Girls' Plain Black or Tan Cashmere Stockings, seamless, with spliced heel, toe and sole, sizes 6 to 8 1/2. Regularly 35c. Saturday 3 pairs **.69**

Children's Lisle Thread Socks, white with fancy colored tops, sizes 4 to 8 1/2. Regularly 20c. Saturday 3 pairs **.25**

Men's Silk Socks, black and colors,

lisle thread sole, heel and toe, light weight for dress. Regularly 50c. Hosiery Sale price Saturday **.29**

Men's Lisle Thread Socks, plain black, tan and fancy patterns, all imported. Regularly 29c. Hosiery Sale price Saturday 19c, 3 pairs **.55**

Men's Plain Black Cashmere Socks, English made, some full fashioned and some seamless, with red spliced heel, toe and sole. Regularly 39c. Hosiery Sale price Saturday **.25**

Men's Plain Black Cashmere Socks, seamless, spliced heel, toe and sole, English made, fine and soft. Regularly 29c. Hosiery Sale price Saturday 19c, 3 pairs **.55**

Guiding Prices from the Big Silverware Sale

Silver-plated Tea Spoons, Rogers quality. Special, each **.12**

Silver-plated Dessert Spoons and Forks, fancy patterns. Special . **.19**

Silver-plated Table Spoons and Forks. Special **.19**

Louis XV. pattern silver-plated Butter Knives. Special **.19**

Silver-plated Comports, fancy pierced border. Regularly \$3.00. Special **1.98**

Silver-plated Bon Bon Baskets, with fancy pierced border and handle. Regularly \$3.00, special **1.98**

Silver-plated Fern Pots, in 5 and 7 inch size. Your choice of four patterns, plain or fancy pierced designs, beautifully finished. Regularly \$4.00. Special **2.75**

Display of New Spring Suitings

New shades, new weaves, new designs. We are pleased to announce further shipments of high class suitings that include, New Bannockburn, from Scotland in the newest color combination for spring, English Worsted from the best Yorkshire Mills in plain twills, hairline stripes and other designs, English Tweed Suitings in a fine range of designs and color blendings, Cream Serges and Cream Ground with contrasting stripes, the popular suitings for spring wear, New French Austrian Broadcloths in rich sedan and glove finish always correct for smart tailored suits.

West of England Serge Suitings in black and navy, in fine medium and whipcord twills, etc.

A BIG SALE OF MEDIUM PRICED FASHIONABLE DRESS GOODS.
4000 yards of black navy and cream, all pure wool English Serges. These cloths are made from specially selected pure yarns thoroughly scoured and are guaranteed soap shrunk. Just the right weight for early spring wear. 46 inches wide, regularly 75c yard. Saturday .55

70 x 70 inches for double beds, covered with pretty English Cambric in new patterns, stitched designs, filled with white fluffy cotton filling, only 100, at each Saturday **\$1.35**

REVERSIBLE COMFORTERS \$1.38
70 x 70 inches for double beds, covered with pretty English Cambric in new patterns, stitched designs, filled with white fluffy cotton filling, only 100, at each Saturday **\$1.35**

Phone direct to Linen Dept., second floor.

Toilet Goods Specials

Kerkoff's Djer Kiss Perfume, and Sachet Powder, Saturday, \$1.00 per ounce.

Houbigant's Rice Powder, in flesh white, regular value 20c, Saturday 2 for 25c.

Bentrovat's Cold Cream, regularly 25c, Saturday **.16**

Simpson's Old Brown Windsor Soap, Special, per dozen **.10**

Bourjois Face Powder, regular value 40c, Saturday **.29**

Bee Toilet Soap, regular value 50c per dozen, Saturday, per dozen **.29**

Phone direct to Toilet Dept.

This in the Lunch Room

SATURDAY AFTERNOON, 3 to 5.30.

Apple Pie with Ice Cream
Pot of Tea.

TEN CENTS.

There Are Many Grades of Linens & Staples, but—

You can always rely on Simpson qualities to equal anything else offered at the money. These are extra values.

READY MADE BLEACHED SHEETS \$1.55 PAIR.
2 x 2 1/2 yards, double bed size, made from fine closely woven plain English Sheeting, torn sizes, standard hems, 100 pairs, on Saturday, pair **\$1.55**

A BEAUTIFUL SPOKE HEM-STITCHED DAMASK TABLE CLOTH \$2.48
All pure linen finest bleached and full satin Damask spoke hem-stitched all around, pretty, new bordered designs, lightweight fine quality 66 x 86 inches, each Saturday **\$2.48**

A SUPERIOR ENGLISH LONG CLOTH AT 10c YARD.
Made from selected long fibre cotton, bleached carefully and finished for the needle, yard wide, for under garments, night gowns, etc. Saturday yard **.10**

REVERSIBLE COMFORTERS \$1.38
70 x 70 inches for double beds, covered with pretty English Cambric in new patterns, stitched designs, filled with white fluffy cotton filling, only 100, at each Saturday **\$1.35**

Phone direct to Linen Dept., second floor.

Sale of Boots-To-Morrow

Another big special purchase of high grade boots will be sold to-morrow at less than manufacturer's cost.

It's the old story of factory over-production, and The Robert Simpson Co., ready cash. No quantity is too great, but the quality and price must be right. See Yonge street windows and be as early as possible.

WOMEN'S HIGH GRADE BOOTS, \$2.49.
2,800 pairs Women's Boots, the leathers are gun-metal, tan Russia calf, patent colt, vic kid, and velours calf, made on the newest and most popular lasts, button and Blucher styles, dull matt calf, velvet, black cloth and fancy uppers, light, medium and heavy soles, New York, Cuban and low heels. Sizes 2 1/2 to 7. A, B, C, D and E widths. Regularly \$3.50, \$4.00 and \$4.50 values. Saturday **2.49**

MEN'S GOODYEAR WELTED BOOTS \$2.95.
1,700 pairs Men's Boots, button and Blucher styles, tan Russia calf, gunmetal, patent colt, vic kid and box calf leathers, single, double and triple thick Goodyear welted soles, some are leather lined, some have the new short vamp and high toe, all are perfect in every way. Sizes 5 to 11. Regularly \$3.50, \$4.00 and \$4.50 values. Saturday **2.95**

A Clearing of Men's Heavy Overcoats

We put on sale Saturday morning a large number of Heavy Winter Overcoats, made from new greys, browns and fancy mixed tweeds, black raw edge English meltons. They are made single-breasted Chesterfield style, with velvet collars, also some with self collars; some ulsters with two-way convertible collar; mohair linings and very best tailoring. All high-grade coats, worth twice, and in many cases more, **13.95** than twice the price. Saturday

Men's Suits
In grey and brown, mixed fancy striped English tweeds, good wearing quality, good style single-breasted three-button jackets, fine mohair linings, carefully tailored. Sizes 36 to 44 **13.50**

English Tweeds, in plain greys and some very fine Bannockburn tweeds, in plain greys; cut single-breasted three-button style, mohair linings and carefully tailored. Sizes 36 to 44 **15.00**

Some of our very finest Suits, in the new spring shade, blue-grey with neat hairline stripes, cut single-breasted three-button style, mohair linings, very best tailoring. Sizes 36 to 44 **20.00**

Winter Underwear Values
1,000 Garments, including natural, Scotch or lamb's wool shirts and drawers, flat knit, elastic rib, fleece lined or wool and cotton mixtures, double-breasted, double-breast and double-back, or single-breasted styles in the lot. The average price of these goods is \$1.25, there are lots worth as high as \$2.00. No phone or mail orders. Plenty of salesman for eight o'clock business. All sizes in the lot. Regularly 75c to \$2.00. To clear Saturday, per garment, 50c. See Yonge street window.

50 Extra Heavy Sweater Coats, in grey with red trimmings, and a few white coats with either grey, maroon, tan or Royal blue trimmings. Every one a great bargain. All sizes. Regularly \$5.00, \$5.50 and \$6.00, Saturday **3.95**

Men's Hats and Furs
Derby Hats, English fur felt, new shape, low crown and wide brim, in black only. Saturday, special **1.00**

Men's Boys' and Children's Wool Toggles, large assortment of plain colors or with striped borders. Regularly 25c, 29c 39c 45c, Saturday bargain **.10**

Fur Caps, wedge shape, in otter, Persian lamb, seal and beaver. Choice skins and well lined. Regularly \$10.00, Saturday **5.00**

Canadian Raccoon Skin Fur Coats, dark heavy fur, large skins, best quilted linings, deep rolling collars; 52 inches long. Regularly \$75.00, Saturday **55.00**

6 Canadian Muskrat-lined Coats, dark heavy fur, collars of prime muskrat, black beaver cloth shells, custom tailored and best trimmings. Regularly \$50.00, Saturday **59.00**

Books for Saturday
Copyright Novels, published at \$1.50, Saturday 50c each. A few of the titles are: "Burning Daylight," by Jack London, "Essence of Honey-moon," by H. Perry Robinson, "A Portentous History," by A. Tennyson, and "Drummond's Vocation," by Mark Ryce.

Special Saturday, 35c Book Dept. Main Floor. Assorted Toy Books, published at 20c and 25c. Sale price Saturday, each **.10**

Hide and Seek Series, Regularly 10c. Clearing Saturday, each **.5**

"Cows from the Country," published at 25c and 30c. Special Saturday, each **.19**

"Red Hen Series," Regularly 30c. Saturday, each **.18**

"Country Series," published at 25c each. Special Saturday, two for **.35**

Fine China & Glass Are Your Right
These prices make it easy and acquire the grades you like.

Tumblers in rich cut glass, deep cutting, brilliant color, Regularly \$1.00 doz., Saturday, doz. **4.50**

Combination Dinner and Tea Service in Carved China, with natural floral decoration, all gold trimmings and Kermdis shape Tea-Cups. Saturday Special, \$18.25

795 pieces Fancy China, useful and decorative, consisting of Wall Plaques, Fruit Sets, Salad Bowls, Wedgwood Jugs, Cups and Saucers, Royal Art Jardiniere, Amphora Vases, Teapots, Vases, Bavarian Steins, Sugar and Cream Sets, Chop Plates, Rail Plates, Syrup Jugs, Harmlade Pots, etc. etc., Regularly to \$2.50, Saturday, to clear at **.75**

Basement Hardware

Carpenters' Bench Axes, size 3, Saturday **.65**

Carpenters' Claw Hammers, bell face, Regularly 45c, Saturday **.33**

Chopping Axes, Regularly 85c, Saturday **.69**

Razors, Simpson Special, Sheffield steel, hollow ground, white or black, \$1.50 value, Saturday **.59**

Favorite and Alert Hockey Skates, perfect temper steel, heavily nicked, an ideal skate for hockey or pleasure, Regularly \$2.00 per pair, Saturday **1.50**

Three-story Cake Tins, round or square, solid or loose bottom, per set, Saturday **2.25**

Tin Cuspliders, plain colors, gold band, 2 sizes, Saturday **.10 and .15**

Bread Boards, engraved, bread, 3 sizes, Saturday **.39 49 and 69**

Edibles of Special Merit

2,000 lbs Fresh Creamery Butter, White Clover brand, per lb 40c

Toasted Corn Flakes, 3 packages **25c**

Canned Fruit, raspberries, strawberries, cherries, peaches, plums and pears, per tin **15c**

One Car California Sun-kist Oranges, good size, sweet and seedless, per dozen **25c**

Choice Red Salmon, per tin **25c**

Loaf Sugar, 3 1/2 lbs. **25c**

Canned Corn, 3 tins **25c**

Imported French Peas, per tin **11c**

Clark's Pork and Beans, in Chili sauce, per tin **10c**

California Seeded Raisins, package **25c**

Maconochies Pickles, mixed, chow and walnut, pint bottle **25c**

500 lbs. Fresh Peel Cake, per lb **15c**

Candy, Simpson's Special Chocolates, and Bon Bons, in 1 lb boxes, 30c quality, per box **20c**

The Robert SIMPSON Company Limited