

SIMPSON

Store Opens 8 a.m. Closes 5.30 p.m.

H. H. Fudger, President, J. Wood, Manager.

Probabilities: Light local snowfalls becoming colder.

SIMPSON

Lots of New Spring Goods Saturday

Your week-end visit to this store will take on new interest tomorrow, if you have time to look at our advance showing of Spring importations in several departments, notably Silks and Dress Goods, Millinery, Embroideries and Fancy Linens.

Spring Dress Goods Showing on Saturday

New Black Suitings and Dress Goods, new tweeds in stripes, checks and mixture effects, new pencil striped suitings, Panama suitings, cream striped suitings, West of England navy serges, broadcloth suitings, San Toy suitings, silk and wool fabrics, black and white shepherd checks, silk striped taffetas, sheer draping fabrics. This is one of the most comprehensive and complete stocks of dress goods and suitings ever shown in Canada.

New Spring Silks Arriving

Beautiful importations of Swiss messaline duchesse, Swiss messaline duchesse paillette and duchesse mousseline have just reached the department. The new and fashionable shades are in evidence. Saturday prices \$1.19 to \$2.00 per yard. Width 36 to 40 inches.

Satin de Chine, satin mousseline, duchesse, Swiss paillette, rich, unfading black, guaranteed to give the best of wear, 36 to 40 inches, a yard, \$1.50.

Black satin duchesse, black satin mousseline, black mousseline duchesse, all pure silk, rich, satin finish, the most charming silks ever shown, Simpson's quality, 40-inch. Per yard, \$2.00.

Linen Opportunity

Our Linen Department are getting in their new fancy linens, so soiled pieces, odd pieces, odd lots, about 300 pieces in all, will be cleared on Saturday. Pillow Shams, Dresser Scarfs, Tray Cloths, 5 o'Clock Tea Covers, Centre-pieces, etc. French, Cluny, fine Venetian, Irish embroidery and hand-drawn work. Regular to \$4.50 each. Saturday, 98c.

(No mail or phone orders.)

M'Hiary Before the Season Seductive Styles for Early Spring

Several cases of Early Spring Hats have just arrived from Europe and New York. They come in a big variety of hand-made effects, in the new Naere and Ranie braids, showing the new Spring colorings, on shapes that are sure to be much favored. Prices from \$2.50 to \$3.50.

NEW SILK HATS.

About 40 new Silk Hats have been made up in our workrooms, in black or colored silk, mostly in the new turban effects. Saturday, \$4.50.

\$10,000 Worth of Fresh Embroideries

SALE ON SATURDAY.

These Embroideries are new, crisp, clean and fresh, in hundreds of patterns, all widths, and all qualities necessary for infants' clothes, brides' trousseaux and Spring lingerie generally. On Saturday there is a special sale of Swiss flouncings, cambrie flouncings, nainsook flouncings and all-over embroideries, at half the regular selling value.

Swiss Flouncings, 18 and 27 inches wide, in small "Baby" patterns; also guipure and floral patterns for lingerie dresses. Sale price, per yard, 27c, 33c, 38c to 68c.

Swiss and Nainsook, all-over embroideries, 22 inches wide, in pretty open guipure effects; also small "Baby" designs in blind and eyelet. Sale price Saturday, 98c per yard.

Cambrie, Nainsook and Swiss Embroideries (with insertions to match in 1, 2 and 3 widths), an immense variety of patterns, widths from 1 inch to 9 inches. Saturday, 5c, 7c, 8c, 9c to 19c.

Stylish Corsets

You would expect to pay a dollar or more a pair for these Corsets in the regular way. Every pair is right to the minute in style, strong and durable. Phone orders filled. 600 pairs to sell.

Crompton model, fine white cotton, medium bust, long skirt, rust-proof boning, with four wide side stays, lace and ribbon trimming, four elastic garters; a very durable and comfortable corset; sizes 18 to 28 inches. Saturday, a pair, 75c.

Clearing Little Girls' Coats on Saturday

Keep the kiddies warm, and save doctors' bills. The price of one of these handsome, warm coats would not go far towards paying one.

Little Girls' Heavy Winter Coats, all-wool frieze or cheviot serge, lined to waist with wool flannel or throughout with sateen and interlining, trimmed with velvet collar, cuffs and narrow braid, or with narrow soutache braid; colors bright red, navy and Copenhagen blue; sizes for 1, 2, 3, 4, 5 years. Regular \$3.75 to \$4.75. Saturday, \$1.50.

Underwear at Exceptional Values

All sizes of the famous Pen-Angle Underwear for Women at one dollar per garment; also heavy white cotton vests or drawers for twenty-five cents each. Both exceptional value. Phone orders filled.

Women's Winter Vests and Drawers, heavy ribbed white cotton, vests high neck, long sleeves, button front; drawers full length, ankle length; sizes 22 to 38. Saturday, 25c.

Women's Pen-Angle Vests and Drawers, fine plain natural wool; vests high neck, long sleeves, button front, shaped; drawers come ankle length in both styles; sizes 32 to 46 bust measure. Saturday, all sizes, \$1.00 each.

Children's Vests and Drawers and fleece-lined Waists, clearing all the counter-soiled pieces, vests high neck, long sleeves, closed or button fronts; drawers whole length, colors white or natural ribbed wool, and wool and cotton mixture; waists are heavy fleeced in white or natural colors; all sizes, 2 to 12 years, in the lot; waists in odd size only. Saturday, about half-price.

Wash Belts and Belt-ing Worth Noticing

New Embroidery Wash Belts, in white, black and white, with pearl buckle, at 25c, 35c, 50c and 75c.

A new range of Wash Beltings, in white, black and white, and blue. Per yard, 15c, 20c, 25c, 35c, 50c and 65c.

Crepe Kimono Sacques Saturday 98c

Kimono Dressing Sacques, of extra quality crepe, in attractive Oriental patterns, sky, mauve, and ivory grounds; fronts and wide kimono sleeves are edged with band of silk. Saturday, 98c.

Three Lovely Waists

Fine Pongee Silk Shirt Waists, in natural color only, Gibson pleat over shoulder, centre box pleat, fastens with small brass buttons, short sleeves, turn-back cuffs, turn-down collar; also kerchief pocket, piped with faintly pale blue silk; sizes 32 to 42. Special, Saturday, \$2.95.

New York Lingerie Waists, of fine mull, whole front is composed of finest pin tucking, beautiful hand embroidery in eyelet and shadow designs, and fine German Val lace insertion, dainty tucking in back, shaped collar and cuff sleeves, lace insertion trimmed. \$5.00 waist, Saturday, \$3.95.

100 White Waists of fine mull, dainty front of Swiss embroidery, panel lace edged, clusters of fine tucking, rows of lace insertion between, dainty full-length sleeves, lace collar, gimp tucking in back, and fastens invisibly with small pearl buttons. \$2.00 waist, Saturday, \$1.59.

Best Scotch Gingham and Zephyrs, in beautiful plain colors and large fancy checks, which are so fashionable. 25c.

New English Prints, 31 inches wide, all colors. Special value, 12 1/2c.

850 Men's Work Shirts, odd lines left over after a good Winter's selling. There are black and white drills with double breast, engineers' shirts, English Oxfords and several other kinds of work shirts, all sizes. Regular to \$1.00. Saturday, 59c.



The February Sale of Furniture

goes merrily on. Judging from last Saturday's selling, numbers of Toronto home-lovers must during the week have experienced many a thrill of satisfaction over their first appreciation of new furniture good to look upon.

We know that before another week has elapsed dozens of to-morrow's customers will be contented in the comfortable depths of the Easy Chairs now on the Fifth Floor.

Saturday is the best day for both of you to come and choose. Be assured that we are ready for you, and can fill every requirement in the way of good furniture.

Dressers, in selected quarter-cut oak, rich golden color, also in mahogany, toilet in oval or square shape, good drawer space. February Sale 17.50

Chiffoniers, in genuine quartered oak, golden polished finish, also in mahogany polished or dull, brass pulls or wooden knobs. February Sale 18.00

Brass Bedsteads, with heavy upright posts and filling, satin and bright finishes, in 4 feet 6 inches widths only. February Sale. \$4.60

Iron Bedsteads, in pure white enamel, heavy posts with filling equally strong, brass rail, turned spindle and caps at head and foot. February Sale 7.90

Mattresses, filled with pure white cotton, tufted and covered with neat pattern, blue art ticking. February Sale 7.40

Mattresses, with hair centre and heavy layer of cotton on each side. February Sale 13.75

Sliding Bed Couches, A comfortable couch by day easily extended to a comfortable bed for night. February Sale 8.40

Davenport Beds, solid oak ends in various finishes, upholstering of good quality, black pattern velour. February Sale 21.90

Dining Tables, in quarter-cut oak, golden finish, highly polished, pedestal design with round top, 44 inches. February Sale 49.60

Dining Chairs, in solid oak, golden polished finish, box seats upholstered in genuine leather; sets of 4 side chairs and 1 arm chair. February Sale 18.40

Buffet Sideboards, in selected quarter-cut oak, finished golden, good drawer and cupboard space and long mirror. February Sale 24.75

Couches, with quarter-cut oak frame, tufted, heavy roll head and covered with an extra good quality of art leather. February Sale 14.75

Parlor Suite of three pieces, birch frames, finished mahogany, highly polished, plain upholstered seats, with tufted backs. February Sale 32.00

Of Interest to Men

At this time of the year our Men's Department is offering clothing at ridiculously low figures. The incoming goods have to find a place, however, and those who take advantage of the between-season prices will get clothes of the best quality and finish. It pays to lay in a supply well ahead of immediate requirements; one cannot have too many serviceable articles of clothing.

19 Men's Fur-lined Coats, fine imported black English beaver cloth shells, expertly tailored; lined, including sleeves, with choice Canadian Spring muskrat skins. Canadian otter shawl collars. Regular \$75.00 coats. Saturday, \$47.50.

Men's Derby or Stiff Hats, new and dressy styles, in fine quality English felt, manufacturers' samples, 1 dozen of each style, mostly black, a few fawn and light browns. Regular \$2.00 and \$2.50. Saturday, \$1.00.

Chesterfield Overcoats, made from extra quality English black meltons, fancy tweeds, kersey and vicuna cloths, in this season's brown and drab patterns, cut from the American models in single-breasted Chesterfield styles, hand-moulded shoulders and lapels, black velvet collars, tailored in the best possible manner. Sizes 35 to 44. Regular to \$32. Saturday, \$18.00.

MEN'S FANCY TWEED ULSTERS. Fine quality imported tweed ulsterings, in newest colorings and patterns, single and double-breasted models, military and convertible collars, extra well tailored and finished, with best quality linings and trimmings. Sizes 36 to 44. Regular to \$26. Saturday, \$12.95.

BOYS' AND YOUTHS' COLLEGE ULSTERS. Fancy tweeds, grey and brown mixed grounds, self and fancy stripes, cut from the latest single and double-breasted models; with military and convertible collars, nicely tailored, and lined with best linings. Sizes 28 to 34. Regular to \$10. Saturday, \$5.99.

1,200 Garments, Men's Natural Wool Underwear, in heavy and medium weights, shirts are double-breasted, and several drawers have a double back. All sizes in the lot. Regular \$1.50. Saturday, 98c.

Men's Neglige Shirts, new Spring-patterns. Saturday, \$1.00.

850 Men's Work Shirts, odd lines left over after a good Winter's selling. There are black and white drills with double breast, engineers' shirts, English Oxfords and several other kinds of work shirts, all sizes. Regular to \$1.00. Saturday, 59c.

Girls' Coats at Special Saturday Prices

Girls' Serviceable Coats of kersey cloths and all-wool serges, green, cardinal and brown, deep, turn-over collars and fancy patch pockets. Some are lined to waist with self material, others are lined across shoulders, double-breasted fronts; sizes are 6 to 12 years. Regularly up to \$5.25. Saturday, \$2.25.

A little lot of Little Girls' Coats in sizes 4, 6 and 8 years only. Materials are fine beaver-cloths, serges and corduroy. Some are lined throughout, others lined to waist. Deep turn-over collars, double-breasted. Colors are navy, brown, green and grey. Regular from \$6.00 to \$8.00. Saturday, \$4.45.

WOMEN'S SEPARATE SKIRTS. Broken sizes of a number of our best selling styles in great variety. Pleated and trimmed with silk strappings or buttons. Some are semi-pleated, with button trimmings. Colors are black, navy and brown. Special for Saturday, \$4.95.

Stylish Full Length Coats of imported English tweeds in dark mixture. Semi-fitted backs, single-breasted fronts, deep shawl collar of in-laid velvet, ornamented with self strapping and buttons. Regular \$9.25. Saturday, \$5.95.

WOMEN'S DRESSES. Clearance sale of Women's One-piece Dresses, of a very fine quality French serge, in black, wine, navy and light tan, yoke and collar of net lace; some have front of waist trimmed with silk cord design, others trimmed with silk pipings, semi-pleated and banded skirts. Regular \$15.75 and \$18.50. Saturday, \$8.95.

SMALL WOMEN'S AND MISSES' SUITS. These are made of imported vicunas, in green and brown, also of Scotch tweeds, in mixtures; coats are lined with English sateen, single or double-breasted styles, pleated and plain skirts; only 45 suits altogether. Regular \$12.50. Saturday, \$4.69.

Boot and Shoe Fargrins

WOMEN'S BOOTS, 8 O'CLOCK, \$2.49. 550 pairs Women's Boots, made on the new short vamp, easy-fitting last; tan, Russia calf, patent colt, gummetal and vic kid; have dull matt calf uppers; all made in the Blucher style, with military Cuban and New York heels; newest 1911 models just passed into stock; sizes 2 1/2 to 7. Saturday, 8 o'clock, \$2.49.

MEN'S BOOTS, \$2.95. 680 pairs Men's Goodyear-welted Boots, in four styles, a glazed colt (not patent), light single sole boot for dress wear, dull top, Blucher style; a medium-sole box calf boot for business wear, duck lined, Blucher; a medium weight box calf boot, double sole, leather lined, and a heavy storm calf boot, leather lined, bellows tongue; triple thick soles from toe to heel; all sizes in each style, 5 1/2 to 11. Worth \$4.00, \$4.50 and \$5.00. Saturday, 8 o'clock, \$2.95.

The February Hosiery Sale



Our Hosiery is lined up all ready for Saturday's rush. There will be a rush, for people know that hosiery bought at Simpson's Sale has lasted from season to season: that it is the best; and the price makes it worth while to even wait for the Sale.

Saturday's bargains consist of silk, Lisle thread, silk and cashmere, and cashmere hose for men and women, made by reputed factories. The high quality is apparent, and there will be a large selection, conveniently arranged on the hosiery counters, Main Floor.

Women's Imported Pure Silk Hose, double spliced heel, toe and sole, gauze weight, black, cream and colors. Regular \$1.00. Hosiery Sale, Saturday, 75c.

Women's Imported Lisle Thread Hose, all high-class in quality and style, silk embroidered laces, also plain black and colors. Regular 50c and 60c. Hosiery Sale, Saturday, 35c, 3 pairs \$1.00.

Women's Lisle Thread Hose, large variety in silk embroidered laces, in black, white and colors; also plain in black and colors. Regular 45c. Hosiery Sale, 29c.

Women's Plain Black "Llama Cashmere Hose," double spliced heel, toe and sole. Hosiery Sale, Saturday, special, 29c.

Women's Plain and Ribbed Cashmere Hose, English made, full fashioned, double spliced heel, toe and sole. Regular 50c. Saturday, 29c.

Women's Plain Black Cashmere Seamless Hose, double spliced heel, toe and sole, soft and fine. Regular 35c. Sale price, Saturday, 25c.

Misses' Plain and Ribbed Black Cashmere Stockings, full fashioned, double spliced heel, toe and sole; sizes 6 1/2 to 8 1/2. Saturday, 19c, 3 pairs 50c.

Boys' and Girls' Ribbed Black Cashmere Stockings, seamless, double spliced heel, toe and sole. Regular 30c. Saturday, 19c, 3 pairs 50c.

Men's English Silk Cashmere, Two-tone Shot Silk Socks, fine elastic rib, dressy and splendid wearing. Regular 50c. Hosiery Sale, Saturday, pair, 35c, 3 pairs \$1.00.

Men's Plain Black Cashmere Socks, fashioned and seamless. Regular 30c. Hosiery Sale, Saturday, 19c.

Men's Lisle Thread Socks, fancy patterns and colors, silk embroidered and laces. Regular 30c. Saturday, 19c.

Men's Finest Quality Lisle Thread Socks, newest patterns and colors, silk embroidered fronts and plains. Regular 50c. Saturday, 35c, 3 pairs \$1.00.

Women's Glace Kid Gloves, made from good quality skins, wrist length, two dome fasteners, silk points, oversewn seams; all sizes; in black, tan. Regular 75c. Saturday, 49c.

Women's Fine Cashmere Gloves, broken lines, in silk lined and unlined. Regular 50c. Saturday, 19c.

The **SIMPSON** Company Limited
The Robert