The Robert SIMPSON Company Limited | Store Opens 8 a.m. | Closes at 5.30 p.m. | H. H. Fudger, President. | J. Wood, Manager. | OBS.: Fine and very cold to-day; moderating on Sunday | The Robert SIMPSON Company Limited

Famous Brands of Dress Goods Low Priced

CLAY TWILL SUITING SERGE, NAVY, BLACK AND CREAM ONLY.

In the west wing of our spacious Dress Goods Department, James street section, where you get the best north-west light to judge the quality you purchase, and to select the desired shade, we offer one of the best values in suitings ever given by this store. This particulars fabric is undoubtedly fashion's favorite to-day, for the popular tailored suit. Purchased from one of the best English makers of clay twill worsted serge suitings. Guaranteed by the maker and guaranteed by this store absolutely pure wool, thoroughly shrunk and unspottable, a thoroughly tried and tested cloth, 52 inches wide. Regularly $1.00 per yard. Monday ... .74

Mail and phone orders filled

The Simpson Store

The greatest asset of any business is the good-will of the public—your good-will. The Simpson Store is run on the principle of mutual benefit, and seeks your approval in every price and branch of service. Let this page be the introduction

The February Sale of Hosiery

has new interests for every day, as the goods flow in to take the place of each day's clearings.

The unusual quality and huge selection are features that back up the splendid pricing to make a sale not equalled in the past year.

Women's fine all wool "Llama" Cashmere Hose, English made, double spliced heel, toe and sole. Sizes 8½ to 10. Regular value 50c. Hosiery sale price, Monday, 3 pairs **1.19**

Women's plain black Cashmere Hose, seamless, spliced heel, toe and sole, English made. Regular 30c, Hosiery Sale price, Monday .... **.19**

Women's Lisle Thread Hose, all imported goods, the lot consists of plain black, tan and colors. Laces, silk embroidered and fancy patterns. Regular 50c, Hosiery Sale price, Monday ... ... **.29**

Women's Lisle Thread Hose, in a great variety of kinds, colors and patterns, also black cotton, with natural wool sole. Regular 30c, Hosiery Sale price, Monday, 19c, 3 pairs ... ... **.55**

Girls' and Boys' Black Ribbed Cashmere Stockings, seamless, spliced heel, toe and sole. Sizes 5½ to 8½. Regular 30c, Hosiery Sale price, Monday, pair, 19c; 3 pairs ... ... **.55**

Children's Cotton Stockings, tan, black. Regular 25c, sizes 5½ to 8½. Monday Hosiery sale price ... ... **.12½**

Men's fine imported Silk and Wool Socks, fine elastic rib, black, with contrasting colors, in silk. Regular 50c, Hosiery Sale price, Monday, 35c; 3 pairs **1.00**

Men's fine imported Lisle Thread Socks, plain black and colors, silk embroidered, and fancy patterns. Regular 40c, Hosiery Sale price, Monday, pair ... ... **.25**

A Week of Very Special Pricing in Wash Goods

Monday's Program

Thousands of yards of underbought muslins and other wash goods cleared from the biggest wholesale importer in Canada.

We start a week's sharp selling of these wonderful goods on Monday, and a glance at the following items will give you an idea of the big advantage to be had by paying us a visit. Provide for your summer wants right now, get real sewing done before the spring and summer tempts you outside.

In addition to these bargains all our New Spring Wash Goods are on show. See these on Second Floor.

2,300 yards Pretty Printed French Organdy, exquisite designs for summer wear, full range of colors. Regular value 35c. Sale price .15

A big quantity Plain Colored Suiting of various kinds, ducks, French linen finish suitings, diagonal weaves, etc., in a full range of colors. Regularly 15c to 30c. Sale price ... ...