

SIMPSON

Store Opens 8 a.m.

Closes 5.30 p.m.

H. H. FUDGER, President. J. WOOD, Manager

Probabilities

Strong winds and gales from northwest and north; decidedly cold, with snow.

SIMPSON

The Coming of Spring

New Dress Goods and Silks

New Bordered Delaines

"A comprehensive assortment of New All-wool Bordered Delaines," quite inadequately describes our stock. We believe it to be the most comprehensive in Canada. The designs this season are more varied than ever; the new stripes, spots and floral designs have beautiful borders that contrast, yet harmonize in the most fascinating way.

These Delaines are 31 in. wide, and sell at 50c per yard.

Two-toned Diagonal Suiting

This is an all-wool fabric, deservedly popular for tailored suits, coats or skirts; just the weight for spring wear, in black and white, blue and white, grey and white, and other combinations. Width 52 inches, \$1.25 per yard.

SILKS

Special Silk Foulards, in spot, stripe or floral designs, 20 inches wide, 75c.

Cheaney's Showerproof Foulards, in all the latest designs and colorings, 23 in. wide, \$1.00.

36-in. and 40-in. wide Foulards; to appreciate these silks see them. 36-in. and 40-in. wide, \$1.25, \$1.50.

Fashionable Wash Goods

(Second Floor).

Fashion is pointing to the sheer goods. Everything of a light nature, such as Persian lawns, marquisettes, voiles, printed muslins, etc., will be in great demand. We have made great preparations and are ready. The pick of the European and American markets have arrived.

Swiss Marquisette, 31 inches wide, in the following shades: Ivory, pink, sky, turquoise, mauve, black, bisque, tan and maize, 30c.

Persian Lawn and India Linen, complete ranges of these two favorites; 31 in. wide. Prices 12½c to 60c.

Mercerized Swiss Voiles, hand embroidered, 48 inches wide, in various effects, pink, sky, mauve, black, etc., \$1.98.

New Bordered Batiste, 40 inches wide, absolutely new designs, large at bottom of hem, graduating smaller, pink, sky, mauve and black, 29c.

Crepe Kimono Gowns

Women's New Kimono Gowns, of plain serpentine crepe, in sky, navy, cardinal or black; yoke is shirred front and back; cut generously full, and made with wide kimono sleeves; tastefully trimmed with a fancy figured border, in harmonizing shades. Sizes 34 to 44. Special \$1.49.



Rapid Movement of Hosiery

The February Hosiery Sale has so far been a Sale of Quick Movement.

The quantity of our purchases made it possible for us to place them on our counters at a figure low enough to ensure a rapid exit, and the quality has ensured the enthusiastic appreciation of our customers.

Be sure that you are on the right side of the fence, there is a little danger that you may be too late for what you want. Do not get impaled on the picket of procrastination.

Women's Pure Silk Hose, imported, plain colors and opera shades. Regular \$1.00, \$1.25. Hosiery sale price, Tuesday, 75c. Tuesday, 75c. Women's Finest Little Thread Hose, consisting of silk embroidered lace, fancy patterns and plain black guaze lace, also black lace with black cashmere sole. Regular 50c and 60c. Tuesday, 35c, 3 pairs \$1.00. Women's Black "Llama" Cashmere Hose, seamless, double spliced heel, toe and sole; all sizes. Special, Tuesday, 25c. Women's Ribbed Black Cashmere Hose, English made, double spliced heel, toe and sole. Regular 30c. Tuesday, 25c. Boys' and Girls' Heavy Wool Stockings for school and play, strong and warm; sizes 6 to 9. Regular 30c. Tuesday, 3 pairs, 85c. Girls' Ribbed Lisle and Cotton Stockings, German made, extra double spliced heel, toe and sole. Black and colors. Regular 25c. Tuesday, 15c. Infants' Leggings, all wool, white or cardinal. Regular 35c. Tuesday, 25c. Men's Black Cashmere Socks, plain, spliced heel, toe and sole. Regular 20c. Tuesday, 12½c. Men's Black Lisle and Cotton Socks, double spliced heel, toe and sole. Tuesday, pair, 25c. Men's Lisle and Cotton Socks, plain, black, tan and colors, fancy patterns, and silk embroidered. Regular 25c. Tuesday, 15c. Boys' Black Leather Gaiter Socks, Glove and Mittens, fringed cuff, wool lined, for skating and hockey. Regular 75c. Tuesday, 40c.



At the Simpson Store

New Spring Suits for Women

These are arriving daily. New customers are arriving daily, too, anxious to see them, to try them on. Seeing is believing that all we claim for them is true. They are being taken away by dozens, and the new ideas embodied are being assimilated and carried out at home, by hosts of customers, who recognize the fact that the latest and the very best models for the coming season are on view in our showrooms. Don't be left out. Here are particulars of two exceptionals for to-morrow's selling:

A New Spring Suit of very fine quality French Serge, in navy and black. Coat is 26 inches long, lined throughout with silk, a smart effect is given by the new rounded wide collar, inlaid with rich satin and edged with silk braid; lower part of coat is trimmed with braid to match collar, skirt has full length panel down front, and side gores are slightly pleated, fastens to left side at back panel. Special, \$21.00.

Another Suit of fine weave serge, in navy, metal and grey shades. Coat is semi-fitting both front and back, and is silk lined throughout; shapely notched collar, neatly stitched seams, fastens with novelty black buttons, the fashionable skirt with narrow side pleats, \$17.50.

Waist Dept.

We are showing Tuesday the most delightful lot of overslips or jumpers that have come from Paris, and to make it the more inviting they have all been marked at the uniform price of \$10.00.

21 pairs Model Over Blouses, of nylon and marquisette, in black, navy, tan, cream, Bleriot blue and various other colors, all elaborately trimmed with white porcelain and Persian beadings. These little garments bear the hall mark of the "Rue de la Paix," and our customers are indeed fortunate who secure one at \$10.00.

Sale of Fashionable French Tunics

These are just secured by our buyer in Paris at terms which enable us to sell them at one-half and one-third the regular prices. In fact, we are selling them in Toronto to-day at less than Paris prices. There are just 53 of these garments. We can only describe a few of them, but the window on Yonge Street will give some idea of this special offer:

One Black Net Tunic, literally covered with heavy old silver rattail and embroidery. Regular price \$45. Tuesday \$19.50.

One Black Net Tunic, with heavy gold embroidery and Persian motifs, regular \$29.50. Tuesday \$19.50.

One Black Net, with heavy padded Persian embroidery, outlined with small beads to tone, regular \$49.50. Tuesday \$19.50.

One Black Tunic, with superb design of dark Persian bugle beads, regular \$49.50. Tuesday \$19.50.

One White Net, with massive design of Persian beads, a truly magnificent garment, regular \$49.50. Tuesday \$19.50.

Three White Silk Embroidered Tunics, with delightful designs of running sprays and flowers, regular \$35.00, \$35.00 and \$45.00. Tuesday \$19.50.

Beside the other Tunics, there are some sample lace coats and robes that could not be sold regularly for less than \$50.00 each. All one price Tuesday, \$19.50.



Flood Time for Furniture

Shakespeare did not say:

"There is a sale in the furniture department at Simpson's, which, taken at its flood, leads on to greater economies," but we do emphatically say so.

Now is Flood Time; there will be no famine; our intake was properly located when we bought furniture:

Parlor Suites of 3 pieces, Louis XVI. design, frames made of solid mahogany, with the upholstery of sign of good quality, with upholstered green denim. February sale price \$100.00. February sale price, \$75.00.

Parlor Suites, in solid mahogany, finished dull design, Louis XV. details of which are carefully carried out. February sale price, \$100.00. February sale price, \$75.00.

Three-piece Parlor Suites, Hep-plewhite design, frames made of solid mahogany, upholstered seat, only in green denim. February sale price, \$75.00. February sale price, \$50.00.

Fire-side Arm Rocking Chairs, covering of denim, with mahogany hand-carved frames. February sale price, \$20.00. February sale price, \$15.00.

Sets of Two Pieces, large settee and large arm chair, a clever design of good quality, with upholstering of green silk plush. February sale price, \$12.75. February sale price, \$9.50.

Arm Rocking Chairs, in solid mahogany, an old-fashioned design, strongly made and comfortable. February sale price, \$12.75. February sale price, \$9.50.

Arm Chairs and Arm Rockers, in solid mahogany, finished dull spindle back, with shaped saddle seat. February sale price, \$8.50. February sale price, \$6.50.

Arm Rocking Chairs, in mahogany, with high flat spindle back and solid wood seat. February sale price, \$15.00. February sale price, \$10.00.

Doomsday Coming

For Part of the Men's Store

Managers of our men's departments are very apprehensive of something going to happen to a big slice of their selling space by reason of contemplated improvements in the building, as soon as spring weather comes. You'll say that is quite panicky when you read this column with news of prices of good-as-gold clothing cut in two for Tuesday's customers.

\$50.00 CANADIAN COONSKIN FUR COATS FOR \$25.00.

9 Only Men's Fine-Grade Raccoon Skin Fur Coats, closely furled, medium dark skins, deep storm collars, shawl style, specially well lined and finished, full 50 inches long; sizes 40, 42, 44, 46, 48 breast measure. Tuesday your choice of any coat in this lot at less than the actual cost of the raw skins. Only 19 coats. Regular price \$50.00. Half-price Tuesday, 25.00.

Note these seasonable young men's suits, worth sixty per cent. more than Tuesday's price. Think of TWO swell fancy waistcoats for the price of one. Trousers good enough for anybody, correct cut and suitable for Sundays or week days, for less than two dollars a pair.

YOUTHS' WORSTED SUITS. REGULAR PRICE \$10.50. TO CLEAR TUESDAY AT \$6.50.

Youths' English Fancy Worsteds, in a rich dark ground, with neat self and fancy stripes, cut in the popular double-breasted style, nicely tailored and finished with best quality linings and trimmings. Size 33 to 35. To clear Tuesday at, 6.50.

MEN'S FANCY VESTS. REGULAR PRICES \$2.25, \$2.50, \$3.00 AND \$3.50. TO CLEAR TUESDAY AT \$1.49.

Men's English Corduroy and Fancy Knit Vests, in assorted green, grey, blue, brown and fawn shades, plain and with fancy stripes and silk spots; cut 5-button single-breasted style; sizes 36 to 44. To clear Tuesday at, 1.49.

MEN'S FANCY WORSTED PANTS. REGULAR PRICES \$2.75, \$3.00 AND \$3.50. TO CLEAR TUESDAY AT \$1.98.

Men's Durable English Worsteds, in assorted neat dark stripe patterns, well tailored and perfect fitting. Sizes 31 to 42 in waist. To clear Tuesday at, 1.98.

A men's underwear clearance at forty-seven cents per garment means that you'll put off the worn and mended woollens you were trying to make last out the winter, you'll have three months' comfort and safety between now and the twenty-fourth of May, and if you're quick about it and get here near 8 o'clock Tuesday, you'll have three sets to start next winter with for the price of one.

1500 Garments of Men's Scotch Wool Underwear, broken lines of our regular stock, including "Penman's Double-Breast and Back," "Britannia Scotch Wool," some with double-breast and back; also "St. George Brand," double-breast; all sizes to 44 in the lot; regular prices 75c, \$1.25 and \$1.50. Tuesday, per garment, 47c.

2000 Men's Neck Ties, in several different shapes and designs. Clearing out a lot of oddments to make room for new spring goods. Come early for best selection; regular 39c, 50c and 75c. Tuesday, each, 25c.

The SIMPSON Company Limited