

Store Opens at 8.30 a.m. The Robert Simpson Company, Limited Store Closes at 5.30 p.m.



The Secret of Good Shopping
 It's the secret of quick thinking, is it not? When you see the daily list for the ensuing day's selling you must digest its message at once.
 Here you have it without any confusing frills of needless description—a simple statement of facts which is backed by the whole store.
 Do your thinking quickly and be here early to select things the best suited to your needs.

Men's \$18.00, \$20.00, \$22.00 Suits to Clear \$15.00

A Clearing Sale of Tweed and Worsted Suits. These are broken lines from our regular stock, and are made from splendid quality English tweeds and worsteds in greys, browns and fancy mixed patterns. The style is single-breasted three-button frock of the newest design, perfect in every detail, and made by experienced tailors. The linings are fine will mohair, that will give satisfaction. Sizes 36 to 44. Clearing price **15.00**

MEN'S TWEED AND WORSTED TROUSERS AT \$1.75.

Made from extra quality English tweeds and worsteds, in greys and browns, in stripe designs. They are neatly tailored in good style, and will give splendid satisfaction. Special price **1.75**

MEN'S BLUE WORSTED TROUSERS AT \$3.00.

Made from a choice blue worsted cloth in a medium twill, one that will give good wear. The trousers are well tailored and have five pockets, belt straps, and stitched raised seams. Sizes 32 to 44. Price **3.00**

BOYS' SMART DOUBLE-BREADED SUITS.

Neatly designed in the new spring style, with full-cut bloomer pants. Made from a grey striped English tweed. Well tailored and lined with best-wearing twilled linings. Sizes 26 to 30, \$4.50. Sizes 31 to 34, \$5.00.

BOYS' GOLDEN BROWN AND BLUE CORDUROY SUITS.

Sailor Russian and military Russian styles, with elastic-bottom bloomers. Made from English velvet corduroy, neatly designed, with sailor and military collars, belt, and fancy braid trimmings. Splendid-fitting suits. Sizes 21 to 26. Thursday **5.00**

\$75.00 Muskrat-Lined Coats, Thursday \$46

Nine only Men's Fur-lined Coats, Persian lamb and otter collars, shells of fine black beaver, lined with choice Canadian spring muskrat skins, dark, full-furred and well matched. Thursday **46.00**

Six only Men's Fur-lined Coats, lined with choicest grade Russian black rat, otter and Persian lamb collars. Regularly \$125.00. Thursday **62.50**

Men's Winter Weight Combinations

135 Suits only of Men's English Natural Wool Combinations and Tiger brand elastic rib styles; an opportunity to buy underwear at less than cost price. Nothing wrong with the finish or the quality, but we need the space. Sizes in the lot 34 to 44. Regularly \$2.75, \$3.00, \$3.50 and \$4.00. Thursday, to clear **1.79**

250 Men's Work Shirts, in pure wool flannels, tweed, military flannel, Ceylon flannel and striped cambrics. Not all sizes in any of these lines, but in the lot all sizes, 14 to 18. Regularly \$1.25, \$1.50, \$1.75 and \$2.00. Thursday to clear, each **95**

Men's Strong Tan Duck Shirts and Plain Blue Chambray Shirts, with turn-down attached collar, pocket, double sewn seams, extra large body; well made and good value at one dollar. All sizes, 14 to 18. Regularly \$1.00. Thursday **75**

(Main Floor.)

Black Silks Predominate

Our Paris representative cables us that black is decided favorite in silk fabrics in that leading mart of fashion.

OUR CUSTOMERS CAN RELY ON EVERY PURCHASE.

Among the season's newest black weaves are: Black Silk Crepe Broches, Black Silk Crepe Ripples, Silk Moire Velours, Satin Moire Brocades, Beautiful Shadow Moires, Charming Charmeuse Crepes, in plain and flowered effects; New Silk Bengaline, from Bonnet, in fine, medium and large cords; Black Suiting Silks and Satins.

NEW BLACK DRESS SATINS.

Showing a "creped" effect, a special finishing process, now adapted by the "Fashion," with many exclusive novelties in black—on display Wednesday, Second Floor.

Black and Navy Serge Suitings

The popularity of the serge suit increases season after season. Never before has there been such a demand for these tailoring fabrics, and we have never had such a fine collection in every known weave and finish.

Best of English serges, in fine, medium and heavy twills. Mill finish West of England serges, in semi-chenille finish. Cheviots in fine and medium twills. English College serges, splendid wearing qualities. Men's Cloth-finished serges, the best tailoring serges made, always retain their shape.

Wide Wale and Diagonal Suitings, for dressy suits and separate coats.

NEW WHIPCORD SUITINGS.

New Gabardine Suitings, in fine twill effects. New Bedford Cord Suitings, in light and dark navys and blacks. We are offering three special values of above at \$1.50, \$2.00 and \$2.50 per yard. 54 to 58 inches wide. Guaranteed pure wool, fast blues and blacks, London shrunk and unspottable.

(Second Floor.)

Women's Tailored Suit for Spring

Modish Suits, with bolero coats, have deep collars of Chinese patterned silk crepe; some have kimono, others in robes. The color of the collars are repeated in the Oriental buttons, flaring tiered skirts give the fashionable width to the hips; materials include velvets, pebbles, diagonal cords, checks in fancy weaves and serges. Among the colors are mahogany, wine, bottle and sapphire green, Copenhagen, navy, black tango. Prices \$18.50, \$22.50, \$25.00 to \$45.00.

Pretty Taffeta Suits, from \$35.00 to \$75.00.

DRESSES FOR PARTY WEAR.

A showing of new spring styles in crepe de chine, messaline, charmeuse silk and taffeta. Something new arrives every day. Inexpensive models showing the new Quaker collar, cuffs and soft vest of white chiffon, broad sash girdles, large bows at the back, and other models showing trimmings of marabou or rosettes. Colors yellow, pink, mauve, blue and white. Prices \$12.75, \$15.00, \$17.50 to \$25.00.

WASH DRESSES.

Those That Are Slightly Soiled Now Clearing at \$2.95.

Suitable for present wear. A variety of styles in ratines, linsens and Bedford cords, in tan, pink, blue, white and natural shades. Values \$4.50, \$5.00 to \$6.00. Thursday clearance **2.95**

(Third Floor.)

14-k Sunbursts

14 real fine pearls and real pearl centers, safety clasp and pendant at \$1.00. Regularly \$1.50. Thursday clearance **95c**

The same sunburst, as advertised above, with genuine diamond center and fine real pearl border, Thursday 12.95. 500 odd rings sold, cleared.

500 "long" imitation pearls, 25c each. Thursday clearance **25c**

Parlarian fish scale pearls, 48 inches long. Thursday **30**

(Main Floor.)

Girls' Sample Dresses Half Price

Sample dresses from a famous European maker. Hundreds of charming styles to choose from. Come tomorrow.

A Thursday sale of nearly 800 sample dresses for girls of ages 2 to 12 years, consisting of newest spring styles in colored velvets, serges, cashmeres, satens, delaines, etc., also in white velvets, lawns and milles, beautifully trimmed. Not more than 4 of any one style. Thursday, Half Price.

CLEARING WOMEN'S BRASSIERES.

Three Brassieres we are replacing with newer spring styles are marked down for quick selling Thursday. Phone orders filled.

Women's Brasieres clearing 3 styles, "Hand" and "Nature's Rival" makes. Deep ribbon run, broderie fin. Crossover or button back short bonnet in each section. Sizes 32 to 46 bust measure. Regularly \$1.00 to \$2.00 each. Thursday, each **75c**

\$4.00 LA DIVA CORSETS FOR \$2.50 PAIR.

A charming new spring model of the famous "La Diva" Corsets, will be offered at a dollar and a half a pair less than its usual price. Consult Miss O'Connor, of New York, about La Diva Corsets.

A special offer of two hundred pairs of beautiful La Diva Corsets, in one of the newest spring models, fine brocaded white batiste, the new, very low bust, non-skirt, with 6 fine suspenders, no side steels, rust-proof throughout. Dainty trim of lace and ribbon. Sizes 18 to 26 inches. Regularly \$4.00. Thursday special sale pair **2.50**

Rush Prices on Heavy Gum Rubber Boots

We have too many Rubbers and Rubber Boots in some styles and will clear them to-morrow at less than factory cost price. Telephone orders filled.

CHILDREN'S RUBBERS, 35c.

Regulation and high storm front styles, every pair guaranteed to give satisfactory wear. Sizes 3 to 9. Thursday, rush price **35c**

Misses', sizes 11 to 2. Thursday, rush price **45**

MEN'S RUBBERS, 50c.

Reinforced corrugated soles, medium weight, sizes 6 to 12. Regularly 75c. Thursday, rush price **50**

YOUTHS' RUBBERS, 40c.

Bright finished, best quality, every pair perfect, sizes 11 to 13. Regularly 59c. Thursday, rush price **40**

LEATHER TOP RUBBER BOOTS, \$1.95.

Men's best quality snap-proof rubber boots, with eight-inch leather tops, rolled edge soles, solid rubber heels. Leather laces with each pair. Sizes 6 to 13. Regularly \$3.35. Thursday, rush price **1.95**

HEAVY GUM RUBBER BOOTS, \$1.85.

First grade Para gum rubber boots, strongly reinforced rolled edge rubber soles, solid rubber heels, two buckle and three eyelet styles. For teamsters, railwaymen, motormen, etc. Sizes 6 to 12. Regularly \$3.35. Thursday, rush price **1.85**

BOYS' LEATHER-LINED BOOTS, \$2.39.

Strong school boots for boys, made from strong box kip leather, in laced Blucher style on neat, full-fitting lasts, solid leather double soles. Sizes 1 to 5. Thursday **2.39**

(Second Floor.)

China and Glass

102-PIECE ROYAL AUSTRIAN CHINA, \$22.50. Pretty maroon band and rose decoration, full 102-piece dinner service. Regular price \$31.50. Thursday for **22.50**

THEODORE HAVILAND DINNER SERVICE, \$49.50.

French Limoges china, from the potteries of the famous Theodore Haviland. Pretty fern decoration, with burnished gold handles. Regular price \$62.00. Thursday, special **49.50**

52-PIECE DINNER SET OF DISHES, \$3.29.

Best English porcelain, pure white body, hard overglaze, Canton blue spray decoration with border of festoons. A pretty, useful set of 52 pieces. Specially priced for Thursday **3.29**

PINK ROSE DINNER SET, \$9.29.

A pretty pattern and border of roses on best grade white English semi-porcelain, with brilliant, hard overglaze; 97 pieces. Regular price \$13.50. Thursday special at **9.29**

BISHOP & STONIER DINNER SET, \$9.95.

Best grade English porcelain, with border design of pale blue rope pattern; brilliant, beautiful white ware; 97-piece set. Regular price \$15.00. Thursday **9.95**

BRIDAL ROSE DINNER SET, \$16.95.

Best Austrian china is this well-known design. It is a stock pattern and pieces may be replaced at any time. Thursday, special **16.95**

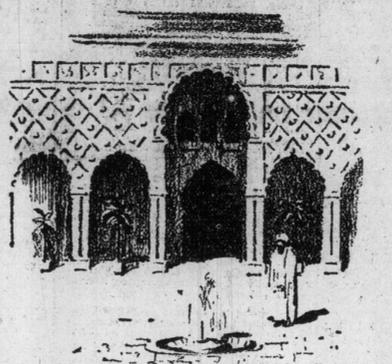
CUT GLASS SPECIALS.

Cut Glass Water Bottles, deep cutting on pure white blanks. Regular price \$4.00. Thursday **1.95**

CUT GLASS WATER JUGS, \$3.95. TUMBLERS TO MATCH, HALF DOZEN, \$2.49.

Beautiful, heavy ware; deep cutting; handsome designs. Regularly \$5.00 for the Jug. Tumblers to match. HALF DOZEN CUT GLASS TUMBLERS FOR \$1.50. First-rate quality and good design. Regularly \$4.50 per dozen. Thursday, the half dozen **1.50**

(Basement.)



Three Days Special Featuring of Fine Wilton Rugs In the February House Furnishing Sale

The largest assortment we have ever offered at reduced prices. Sizes for all rooms, halls, etc. Styles in Oriental, self-color, conventional, etc.

SPECIAL BARGAIN.

9.0 x 12.0 size, for dining-rooms, drawing-rooms, living-rooms, etc. \$33.49, \$38.49, \$36.49, \$38.49, \$34.49, \$42.49, \$32.49, \$24.49, \$33.49.

11.3 x 12.0, \$39.75 and \$46.75.

In the 9.0 x 10.6 size, one of the most useful bargains at \$29.49, \$22.49, \$28.49, \$32.49, \$39.49.

6.9 x 10.6, \$18.29, \$19.29 and \$22.29.

6.0 x 9.0 and 6.9 x 9.0, \$12.79, \$18.79, \$15.49, \$16.79 and \$28.79.

ENGLISH AXMINSTER RUGS AT \$1.95 EACH.

Wonderful value is shown in these rugs, which come in a variety of Oriental designs and chintz styles, with fringed ends, size 27 x 54. February Sale price, each **1.95**

Good quality Printed Linoleums, choice of lots of bright, new, clean goods, for kitchen, bath, sitting-rooms, etc. Special February value, square yard, 33c and 43c.

SIX ONLY IMPORTED SEAMLESS AXMINSTER RUGS IN TWO DESIGNS ONLY FOR \$16.00 EACH.

This is the sixteenth day, \$16.00 special—one Oriental design, the other a floral chintz, 8.30 Thursday for six only, each **16.00**

(Third Floor.)

The February Drapery and Curtain Sale

Free Making of Draperies Continues for This Week Only. Half-price on All Upholstering Work. This Offer Continues to Saturday.

FRENCH PRINTED REPPS, 78c YARD.

A new shipment just arrived of richly colored French prints, finest quality, fast colors, 32 inches wide, effective hangings, slip covers and light upholstery. Sale price, yard **78c**

SCOTCH MADRAS MUSLIN.

Dainty and serviceable, is never out of fashion for bedroom windows, spreads, etc., in cream and white shades, 40 to 54 inches wide. There are four tables very specially priced for this sale at 19c, 28c, 44c and 66c yard.

25c AND 30c ART SATEENS, 19c YARD.

For curtains, comforters, screen fillings, etc., pretty designs and color combinations. Sale price, yard **19**

SWISS MUSLIN AND SILKOLINES, 14c YARD.

Dainty silkolines and Swiss muslins, striped and floral effects, 28 inches wide, fast colors, for bedroom and living-room uses. Sale price, yard **14**

RICH BUNGALOW NETS, 14c YARD.

Window nets, a large variety to select from, 36 inch to 44 inch wide, in Arabie, Ivory and white shades, buy now for future needs. Sale price, yard **14**

ENGLISH CRETONNES, 19c YARD.

Surprising value in fast colored chintzes and cretonnes, 32 inches wide, in light and dark colors, for bedroom and living-room uses. Sale price, yard **19**

English cretonnes, a wonderful display at a wonderfully low price. Sale price, yard **12c**

Handsome bungalow nets, in open mesh and barred designs, 50 inches wide, usual value 55c to \$1.00, yard. Sale price, yard **57**

50c English cretonnes, 32 inches wide, a very serviceable quality, in dainty designs and pretty colorings. Sale price, yard **39**

(Fourth Floor.)

Spring Tonics Paper Towels on Sale

Antacid and Blood Purifiers.

Aver's Sarsaparilla **75**

Dr. Williams' Pink Pills **75**

Clark's Blood Mixture **1.00**

Fairbank's Sarsaparilla **75**

Fairbank's Colery Compound **75**

Bristol's Sarsaparilla **75**

Northrop & Lyman's Vegetable Sarsaparilla **75**

Head Sarsaparilla **75**

Burdock Blood Purifier **75**

Pinkham's Blood Purifier **75**

Morden's Burdock and Sarsaparilla **50**

Dick's Wholesome Sarsaparilla **50**

Neal's Spring Tonic **50**

Sarsaparilla Colery Service and Blood Purifier **1.00**

Morden's Iron and Quinine Tonic **25**

(Main Floor.)

Paper Towels, guaranteed 200 towels to each roll. Per roll **35**

Special Price for Quantities—10,000 Paper Towels. **15.50**

Towel Fixtures, 50c and \$1.00 each.

(Toilet Goods Dept.—Main Floor.)

Basement Sale Items

Ball Bearing Clothes Wringer, with rubber rolls, guaranteed for one year. Wringer has cog wheels covered, tub clamps and adjusting screws. Thursday **4.00**

Laundry Stove, of heavy cast metal with flat top, fluted fire pot, two No. 9 covers, most substantially built. Thursday **5.00**

Galvanized Laundry Boiler, strong make, for size 8 or 9 stove. Thursday **4.00**

Gas plates, with powerful heating burners, each having a separate tap, reliable make. Thursday **35**

1-Burner size. Thursday **1.10**

2-Burner size. Thursday **1.10**

Wood Chopping Axes, with medium long handles, cast steel heads, best make. Thursday **50**

Aluminaum Sewing Machine Double Bore for cooking, all kinds of breakfast food, rice, cereals and custard. Use full family size. Thursday **1.25**

Glass Castors for pianos, or beds, at prices for Thursday, per set of 4, 45c and 50c.

Glass Bedstead Castors, Thursday **40**

Insulated Glass Castors, Thursday **40**

Steel Ball Revolving Bed and Furniture Castors, will not scratch hardwood floors.

Screw Castors, according to size, per set of 4, at prices, 75c, \$1.00, \$1.25 and \$1.45.

Socket Castors, according to size, per set of 4, at prices, \$1.25, \$1.50 and \$1.65.

Steel Shovels, with long wooden handle, strong make. Special for Thursday, each **15**

Clothes Line Pulleys, 4-inch wheel, for Thursday, japanned, 25c; galvanized, 35c. (Basement.)

Warm Wool Blankets

Scotch Shetland grey blankets. These are all pure wool and thoroughly scoured and shrunk. Beautifully finished, with a close even weave, 8 lbs. Size 68 x 88 inches. Regularly \$8.00. Special Thursday, a pair **6.45**

10 YARDS OF BLEACHED COTTON FOR \$1.00

Bleached—English, longcloth, heavy quality, 56 inches wide. Special Thursday, 10 yards for **1.00**

SEE THESE TABLE CLOTHS AT \$2.50.

Beautiful all-linen Irish and Scotch satin damask table cloths. In handsome designs, bordered all round. Size 2 x 2 1/2 yards. Special Thursday **2.50**

Horrockses' Flannelette, in a splendid range of stripes, width 33 inches. Special Thursday, yd. 15

Fancy printed chintz bed spreads, in pretty colorings and designs on white grounds. Large size 70 x 90 inches. Special Thursday **1.35**

New crimped Japanese matting, soft fine finish, 30 inches wide, an ideal fabric for making ladies' and children's dainty undergarments. On sale cotton counter, per yd. 30

Stationery

Gage's Kid Finish Note, combined box, containing 24 sheets, high quality notelets, with envelopes to match. Per box **30**

Lady's size, containing 24 sheets, with envelopes to match. Per box **35**

Gentleman's size, containing 24 sheets, with envelopes to match. Per box **45**

King's Court Linen Note Paper, fashionable size, white, per pkt. of 120 sheets **25**

Envelopes to match, special cut flap, well-gummed, per 100 **20**

Queen's Court Initial Note Paper, 24 sheets, fine linen note, embossed in gold, with envelopes to match. A box **19**

Mayfair Initial Correspondence Cabinet, contains 24 high-grade correspondence cards, square corners, fashionable size, with envelopes to match. A box **25**

(Main Floor.)

Groceries

2,000 lbs. Dairy Butter, in prints, per lb. **25**

Finest Sugar-cured Ham, half, for 25 **1.25**

Edwardsburg or Beehive Syrup, per gallon **1.25**

Salt in 5-lb. bags, 5 lbs. each **14**

Greenmount 2 packages, per case **45**

Upson's Malted Wheat, per sack **45**

Canned Yellow Peas, in heavy cans, 2 lbs. each **25**

Maggi-Soups, assorted, 6 packages, per case **35**

Choice Red Salmon, 2 lbs. each, in a Canned Shredded Pineapples, regular size, 2 lbs. each **25**

California Prunes, 5 lbs. each **25**

Finest Per Barley, 5 lbs. each **25**

500 lbs. Fresh Green Peas, 5 lbs. each **25**

Choice White Beans, 5 lbs. each **25**

Fresh Flaked Wheat, per stone **45**

Best Bouldon Chives, 5 boxes **25**

English Marrowfat, per package **25**

Canned Apples, Gallons, per tin **25**

Choice Butter, in bulk, per lb. **25**

Finest Featherstir Coconut, per lb. 15