

The SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS. Northernly winds; cold and clear.

The SIMPSON

Hosiery, Furniture, Silverware, Wall Paper and Curtain Sales at Simpson's. Bargains



The Hosiery Sale

In the olden days stockings meant wool and work. The method of manufacture is a little different nowadays, but the wool and workmanship count for everything in the production of the first-class article just the same. Our Hosiery Sale has a reputation in Toronto which has been built up by careful buying from factories noted for good wool and workmanship. And we will not lose that reputation in February, 1911. The English, French and German factories cannot judge their year's sales to a nicety, and our expert buyers come along, cash in hand, and snap up any excess at great reductions; hence our sale prices. Remember, that only overmakes of first quality are touched.

Women's Plain and Ribbed Black Cashmere Hose, English made, full fashioned, spliced heel, toe and sole. Regular 45c and 50c. Sale price Wednesday **29c**

Women's Plain Black "Llama" Cashmere Hose, soft and fine, double spliced heel, toe and sole. Special sale price Wednesday **29c**

Women's Imported Lisle Thread Hose, all the newest things in silk embroidered laces and plain, in all colors. Regular 50c. Sale price Wednesday **29c**

Women's Imported Lisle Thread Hose, very best quality, newest patterns in embroidered laces and plain black or white, and a big variety of colorings. Regular 50c and 60c. Sale price Wednesday 3 pair **\$1.00**

Misses' Ribbed Black Cashmere Stockings, seamless, double spliced heel, toe and sole. Regular 30c, sizes 6½ to 8½. Sale **19c**, 3 pairs **50c**

Misses' Plain and Ribbed Black Cashmere Hose, full fashioned, double spliced heel, toe and sole, sizes 6½ to 8½. Regular 40c. Sale price **25c**

Men's Plain Black Cashmere Socks, English made, double spliced heel, toe and sole. Regular 35c. Sale price **19c**

Men's Imported Shot Silk and Cashmere Socks, elastic ribbed, two-toned colorings, very dressy and good wearing, full fashioned. Reg. 50c. Sale **35c**, 3 pairs **\$1.00**

Men's Heavy Black Worsted Socks, English made, soft, bright yarn, spliced heel, toe and sole. Reg. 35c. Sale price **23c**

Men's Imported Lisle Thread Socks, plain black and fancy colors and patterns. Reg. 25c. Sale price Wednesday **15c**

Men's Imported Lisle Thread Socks, black, tan and all plain colors, also silk embroidered fronts. Regular 40c. Sale price Wednesday **25c**

Men's Clothes, Much Below Real Value

Fine Quality English Tweed Suits, greys and browns, with fancy colored stripes, cut 3-button single breasted sack style, splendidly tailored and lined throughout. Sizes 36 to 44. Regular to **6.45** \$12.00. Wednesday at

Men's English Corduroy Vests, in blue, grey, green, fawn and brown shades; also a few dark fancy knit vests, flannel lined, sizes 36 to 44. Regular to \$2.50. Wednesday **1.49**

Boys' Heavy Weight Tweed Overcoats, in neat patterns, double-breasted Russian style, black velvet collars, sizes 20 to 23. Regular to \$3.50. Wednesday at

2,500 Men's New Spring Neglige Shirts, a splendid assortment of colorings and designs. Size of body guaranteed and made from good quality materials. Special Wednesday **.49**

425 Suits Men's Pyjamas, flangola, flannelette, cashmerette, Ceylon flannel, French percales and American cottons. All odd lines from our stock and include weights for all seasons. Sizes in the lot 34 to 46. Regular \$2.00, \$2.50 and \$3.00. Wednesday, **1.49** suit

(Phone and Mail Orders Filled if Possible.)



Men's Fur Caps, in electric seal, nutria beaver, heaver, opossum, etc., wedge and some driver shapes. Regular \$3.00 to \$4.00. Wednesday **2.19**

Men's Persian Lamb Caps, wedge shape, No. 1 skins, even glossy curls and best satin linings. Regular up to \$12.50. Wednesday **8.95**

Men's Seal Caps, driver shape, best finish, slip bands, adjustable peak. Regular \$12.00. Wednesday **7.50**

Women's High Class Suits

These Suits were late deliveries. These are up-to-date styles and high-grade cloths; imported New York and French models; every one is lined throughout with either silk or satin, and all are perfectly tailored; sizes are 32 to 42; as these are mostly individual suits sizes are assorted.

10 only Women's Cloth Suits, in various colors and in tweed mixtures. Regular \$25 to \$37.50. Wednesday **\$18.50**.

9 only Women's Model Suits, in black and a variety of shades. Regular \$40 to \$52. Wednesday **\$23.50**.

6 only Women's High-class Velvet Suits, in colors of brown, grey, blue and black. Regular \$27.50 to \$40.00. Wednesday **\$19.50**.

New Dress Goods

Bannockburn Tweeds, in variety of lovely colors; a hard wearing suiting, in rough finish; all pure wool qualities, thoroughly shrunk; 54 in. wide, \$1.00 per yard.

Silky Striped Taffeta

1,500 yards Silk Striped Taffeta, fine French make and finish; a fine range of new spring shades and a variety of designs; all pure wool, soft draping fabric, new blues, tans, browns, greys, greys, ivory and black. 42 inches wide, 65c.

Silks Just Arrived

Cheney's Waterproof Foulard Silks. We are showing the newest designs and colorings; the patterns were never so pretty, and the colorings defy description; floral designs. Wednesday's selling, \$1.00, \$1.25.

A shipment of high-class Dress Silk, consisting of 36-in. duchesse Swiss paillette, \$1.19. 36-in. duchesse satins de chine, \$1.19. 40-in. duchesse mousselines, \$1.50. 40-in. new charmeuse, \$2.00. These are in all the latest colorings.

The Silverware Sale

(Main Floor.)

\$2.50 to \$5.00. Wednesday \$1.98.

500 pieces, including Nut Bowls, Chocolate Pots, Dessert Sets, Card Receivers, Cake Baskets, Bread Trays, Pie Plates, Breakfast Cruets, Fern Pots, Muffin Dishes, Biscuit Jars, Butter Dishes, Teapots, Trays, Flower Vases. Regular to \$5.00. Wednesday one price **1.98**

The Curtain Sale

(Fourth Floor.)

Here are a few examples of economies in this sale on Wednesday:

400 Pairs of Nottingham Curtains, 3¼ yards long, 50 to 60 inches wide, new and effective designs. Regular \$2.00. Wednesday **1.38**

360 Pairs of Finest Nottingham Lace Curtains, designs and quality could not be improved on. Regular \$2.50 and \$3.00. Wednesday **1.98**

210 Pairs of Swiss and Fancy Net Curtains, 3 and 3½ yards long, 50 inches wide, latest in design and particularly attractive. Regular \$3.00 and \$3.50. Wednesday **2.38**

90 Pairs of Fine Swiss Curtains, 3¼ yards long, a dozen designs which cannot be surpassed by goods costing twice the price. **3.38**

The Wallpaper Sale

(Fifth Floor.)

Now is the accepted time to paper your rooms. Take advantage of the big reductions for clearing first grade papers. An imported car lot will be sold at less than half-price. Any room may be artistically papered from this lot. Colors are so varied that we would have to enumerate them all. Regular 50c, 65c and 75c. Wednesday **24c**

Women's Coat Sweaters and Toques

Reduced in Price. Women's Coat Sweaters, heavy fancy knitted wool, V neck, two side pockets, fastened with pearl buttons, colors red, navy, white or grey; length about 29 inches; sizes 32 to 42 bust measure. Wednesday, each, **\$3.50**.

Misses' Toques, our best quality fine honeycomb knitted wool, large size, all colors; regular 50c. Wednesday 25c.

Misses' Chest Protectors, round shape, high reversible collar, double thickness, heavy honeycomb knit wool; colors white or cardinal. Regular 50c. Wednesday 25c.

HERE IS WONDERFUL CORSET VALUE.

Wednesday is the day for corsets. If you require corsets and would like to save half of the price do not miss the opportunity. This is a special purchase of high-class corsets on which we saved money. (Phone orders filled.)

300 pairs, Crompton Corsets, model 1,112, a stylish corset in fine heavy white cotton, medium bust, extra long skirt, 4 garters, deep lace run with ribbon, finest rust-proof steel, 4 wide side steels; sizes 18 to 26 inches. Wednesday \$1.00 a pair.

Wash Goods

More slaughter in the Muslin Department. Dainty Voiles, with fancy silk stripe, for spring and summer dresses. All colors, 28 inches wide. Regularly 35c. Special 17c.

Anderson's Celebrated Scotch Ginghams and Zephyrs, beautiful designs, various colors. Regular 15c and 19c. Special 9c. (No phone or mail orders.)

Linens and Staples

(Second Floor.)

Large Glass Towels, 18x36 inches, hemmed ready to use, lettered "Glass," red or blue borders. Wednesday 2 for 25c.

Horrockses Long Cloth, 36 inches wide, one of Horrockses most famous makes, pure linen finish, close weave, 500 yards only, 13c. (Phone direct to Linen Dept.)

Large Bleached Sheets, 2¼x3 yards, for large double beds, made from superior bleached sheetings, only 50 pairs. Regular \$2.75 pair. Wednesday **\$1.95**.

Spoke Hemstitched Hardanger Dresser Scarfs, heavy, silver bleached, all linen, 18x54 inches. Wednesday 45c.

Semi-Bleached Irish Damask Table Linen, 66 inches wide, assorted designs, hard wearing table linen. Wednesday 38c yard.

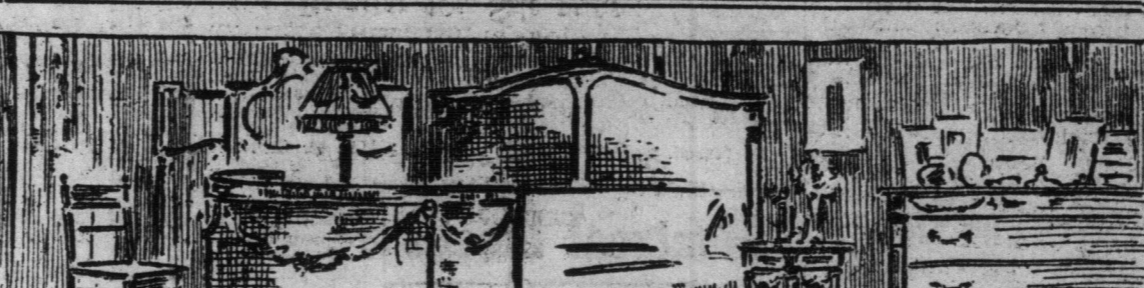
Silk Petticoats

15 only Silk Petticoats, imported models, only one of a style, elaborately designed in combinations of black with white, in satin stripe taffeta, merveilleux and heavy brocaded silks, trimmed with fine laces and insertion. Regular \$15.00 to \$45.00. Wednesday **\$9.85**. (No Phone or Mail Orders.)

Fancy Needlework

(Main Floor.)

25 dozen Real Lace Battenberg Runners, with plain centre, in the one-piece style, size 18 x 50. Regular value 7c. Wednesday 8 a. m., **39c** each.



The Furniture Sale

This sale emphasizes the fact that it is not necessary to pay fancy prices for furniture that is a lasting ornament to any room. Wednesday offers you extraordinary value for money in Bedroom Furniture. A visit to the Fifth Floor is convincing.

Dressers, in selected quarter-cut oak, rich golden finish, highly polished. Regular \$62.00. Furniture Sale **48.00**

Dressers, in quartered oak, has serpentine front and heavy shaped British bevel plate mirror. Regular \$60.00. February Sale **46.00**

Dressers, in solid mahogany, large colonial design, with oval plate mirror. Regular \$117.50. February Sale **74.75**

Chiffoniers, in mahogany, carved posts and claw feet, with round shaped mirror. Regular \$57.00. Furniture Sale **37.00**

Chiffoniers, in mahogany, finished natural, shaped mirror, or neatly hand carved toilet. Regular \$57.00. February Sale **39.50**

Chiffoniers, in Circassian walnut, extra large size, of good design. Regular \$81.50. Furniture Sale **58.75**

Chiffoniers, in solid mahogany, heavy colonial design. Regular \$100.00. Furniture Sale **63.50**

Dressing Tables, in oval mahogany, colonial design, with oval mirror. Regular \$70.00. Furniture Sale **46.00**

Dressing Tables, in mahogany, a good pattern, at an extremely low price. Regular \$35.00. Furniture Sale **23.00**

Dressers, in mahogany, has richly carved toilet and shaped front. Regular \$80.00. Furniture Sale **64.00**

Chiffoniers, in quartered oak, golden finish, full swell front, with oval mirror. Regular \$30.00. Furniture Sale **24.90**

Chiffoniers, in walnut, finished dull, a very neat design, well made. Regular \$32.00. Furniture Sale **23.75**

Sample House Dresses and Wrappers Half Price

A manufacturer's clearing of Sample House Dresses and Wrappers, all perfectly new garments, designed for this spring, chambrays, percales and ginghams, in stripes, checks and plain colors. Size 36 only. 75c to \$2.95.

Indispensable for the Household

200 Folding Clothes Horses, 4 feet, 9 drying rails, upright style. Regular 65c. Wednesday 33c.

1,000 Round Graters, 3 size cuttings, large 15c size, strong make, bright retinned finish. Wednesday each 5c.

5,000 Heather Sink Scrub Brushes, regular at 5c each. Wednesday 2 for 5c.

100 only Enamel Steel Teapots, sold at 85c. Special Wednesday, all sizes, 43c. (No phone or mail orders for Tea Pots.)

200 Floor Brooms, fibre mixture, black and white, with handle. Regular 50c. Wednesday for 39c.

200 Stair Brushes, good strong corn whisk, 29c. Wednesday 19c.

China

200 pieces Fancy Chinaware. Doulton Jugs, Wedgwood Tea Cups and Saucers, Milk Sets, Egg Cruets, Sugar and Cream Sets, Tobacco Jars, Vases, Teapots. Special Wednesday 79c.

Dinner Sets, complete dinner and tea service for 12 people, beautiful English ware, dainty decorations. Wednesday \$9.25.

Venetian Glassware, handled bon bons. To clear Wednesday 49c.

Boots and Slippers

(Second Floor.)

SCHOOL BOOTS.

300 pairs Children's School Boots, Blucher, fine, strong Doulton kid leather, patent toe caps, heavy sole, spring heel, wide fitting, 8 to 10½. Wednesday 79c. (Phone orders filled.)

BLACK CALF BOOTS.

300 pairs Black Calf Blucher Boots, solid, strong, reliable, easy fitting, long wearing, heavy solid oak sole leather. Men's, all sizes 6 to 11, worth \$2.75. Wednesday \$1.99. Boys', all sizes 1 to 5, worth \$2.00. Wednesday \$1.69. Youths', all sizes 11 to 13, worth \$1.50. Wednesday \$1.35. (Phone orders filled.)

WOMEN'S SLIPPERS.

180 pairs Women's Slippers for house wear and afternoon wear, patent colt and kid leathers, one strap, Cuban heel, all sizes 4 to 6½. Regular value \$1.99. Wednesday \$1.29.

Groceries

2,000 stone Fresh Rolled Oats, per stone, 36c. Pure White Clover Honey, 5-lb. pail, 64c. Choice Side Bacon, per meal, half or whole, per lb., 20c. Pure Strawberry Jam, Simcoe Brand, 12-oz. jar, 14c. One ca. California Sunkist Oranges, good size and seedless, per dozen, 25c. Finest Split Peas, 5 lbs., 25c. Finest California Yellow Peaches, in heavy syrup, large tin, 25c. Telfer's Cream Soda Biscuit, 3-lb. box, 25c. Finest Canned Corn, 3 tins, 25c. Canned Tomatoes, per tin, 11c. Post Toasties, 3 packages, 25c. Imported Malt Vinegar, imperial quart, bottle, 20c. Telephone direct to department.

2 LBS. FRESH ROASTED COFFEE, 39c.

300 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Wednesday, 2 lbs for 39c.

The SIMPSON Company Limited