

The **SIMPSON** Store

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS: Light snowfalls; stationary or higher temperature.

The **SIMPSON** Store

# THE HOME IS THE CENTRE OF ATTENTION AT The Simpson Store

The Great Semi-annual House Furnishing Sale is again in motion, gathering strength for a month of special selling unequalled in the history of the store.

All the good taste and good judgment, for which the Simpson Store is famous, are shown in the displays of furniture and accessories. February will have a new significance when you have seen the opportunities it brings.



## The Second Day of the Furniture Sale Made Memorable by Bargains

There are few homes in Toronto that will not find one or more items of timely interest in the bargain list for Friday. At the same time see that you receive an introduction to the handsome special goods of the Sale itself, from which these bargains are selected for special pricing.

**Iron Bedsteads**, in pure white enamel finish, in all standard sizes. Regularly \$2.45. February Friday bargain 1.79

**Iron Bedsteads**, in pure white enamel finish, made strong and durable, brass rods and caps at both head and foot end. Regularly \$3.95, February Friday bargain 2.99

**Mattresses**, well filled with seagrass centre, with heavy layer of jute on top and bottom. Regularly \$3.45, February Friday bargain 2.79

**Mattresses**, well filled with all new cotton, neatly tufted and covered with good strong ticking. Regularly \$7. February Friday bargain 5.20

**Pillows**, filled with thoroughly renovated No. 1 goose feathers. Regularly \$4.00 per pair, February Friday bargain 2.99

**Brass Bedsteads**, in bright and combination finishes, heavily made in full-size only. Regularly \$28.75, February Friday bargain 17.90

**Dining Tables**, in selected oak, rich golden finish, pedestal design. Regularly \$19.90, February Friday bargain 13.60

**Buffets**, in genuine quartered oak, finished, fumed, good drawer and cupboard space, with large mirror. Regularly \$33.75, February Friday bargain 22.40

**Dining Chairs**, in solid quarter-cut oak, finished golden, with leather upholstered seats; sets of 5 small chairs and one arm chair. Regularly \$21.00, February Friday bargain 14.60

**Book Stands**, in solid oak, finished golden or early English. Regularly \$4.75, February Friday bargain 1.95

## A Varied List of Footwear

**100 pairs Men's Arctic Felt Boots**, flexible leather soles, buckles up like an overshoe, very warm and comfortable; sizes 6 to 11. Regular \$1.50, Friday, half-price 75c

**300 pairs Women's Boots**, button and Blucher styles, tan Russia calf, patent colt and Dongola kid leathers, including 90 pairs high-grade samples; sizes 2 1/2 to 8. Regular values to \$4.00. Friday half-price 1.99

**360 pairs Children's Boots**, Dongola kid leather, Blucher style, patent toe-cap, spring heel, sizes 5 to 10 1/2. Regular value \$1.00, Friday .79

**1,000 pairs Boots**, selected strong box kip leather, made in the popular Blucher style, solid leather soles and heels.

**Men's**, sizes 6 to 11, Friday 1.99

**Boys'**, sizes 1 to 5, Friday 1.69

**Youths'**, sizes 11 to 13, Friday 1.35

## GROCERIES

**Choice Family Flour**, 4-bag, 56c; Currants, cleaned, 8 lbs. 25c; Valencia Raisins, 8 lbs. 25c; Yellow Cooking Sugar, 9 lbs. 50c; Perfection Baking Powder, 2 tins 25c; Canada Cornstarch, package 7c; Pure Kernel Rendered Lard, per lb. 15c; New Orleans Molasses, Cherry Grove brand, 2 1/2 lb. tin 10c; Canned Sweet Pumpkin, 3 tins 25c; Finest Creamery Butter, 1-lb. print 35c; Pearl Tapioca, 3 lbs. 25c; Choice Rangoon Rice, 6 1/2-lb. 25c; Finest Canned Corn, 3 tins 25c; 500 Pickled Shoulders of Pork, lean and mild, 6 to 8 lbs. each, per lb. 31c.

**2 1/2-LBS. CELONA TEA**, 50c.

**A blend of India and Ceylon Tea**, one ton Friday, black or mixed. 2 1/2-lbs. 55c

## Friday in the Silver-ware Sale

The distinctly higher class of the wares included in this sale give extra value to the extraordinary bargains on this Friday list.

**PIECES OF ROGERS' SILVER PLATE**  
 Berry Spoons, Helena pattern; one of our stock patterns in which we can supply all the pieces and complete flatware sets. Regularly \$1.50, Friday 95c

**Cold Meat Forks**, Helena pattern, in lined box. Regularly \$1.00, Friday 75c

**Sugar Tongs**, medium sizes, in fancy patterns. Regularly 75c, Friday 39c

**Fern Dishes**, hand pierced designs, in burnished and satin finish, fancy feet, complete with earthenware lining. Regularly \$2.00, Friday 1.49

**Three dishes** in the beaded pattern, detachable handle, allowing the cover to be used as an extra dish. Regularly \$5.00, Friday 3.95

**Bread Trays**, in bright and satin finish, fancy roocco border, with the word Bread hand engraved in centre of tray. Regularly \$3.00, Friday 2.39

**Charcut Jars** in fancy cut glass patterns with heavy silver plated lids, bright finish. Regularly \$3.00, Friday 1.95

## Handkerchiefs

**Women's Irish Linen Handkerchiefs**, 1/4-inch hem, regularly 10c each, Friday 2 for 12

**Children's Picture Handkerchiefs**, also white linen, hem-stitch borders, special, Friday, 6 for 15

**EMBROIDERIES**  
 27-inch Swiss flouncings for children's dresses and kimono blouses, very effective openwork and floral design, scalloped edges, regularly 35c, Friday bargain 19c

**Cambrie Corset Cover Embroideries**, new patterns, good quality of cambric, regularly 19c, Friday bargain 12c

## Hosiery Values

**Infants and Children's Leggings and Booties**, fancy knit wool, English made, broken lines from regular stock in white and red, sizes 3 months to 3 years inclusive; all sizes, regularly 25c and 35c, Friday 19c

**Women's and Boys Heavy Black All Wool Ribbed Stockings**, spliced heel, toe and sole; sizes 8 to 10, Friday bargain 23c

## Large China Values

**China Egg Cups**, gold band decoration, regular 25c dozen, Friday bargain, dozen 19c

**Slop Jars**, with cover and folding wider handles, in three floral designs, red, blue and green, regular \$1.75, Friday bargain 95c

**Covered Vegetable Dishes**, regular 75c, Friday bargain 55c

**57-piece Dinner Set**, in Wedgwood Imperial porcelain ware, rich cream body glaze, regular \$25, Friday bargain 17.50

**Covered Syrup Jugs**, in American pressed glass, regular 25c, Friday bargain 23c

**Bargain Table** at 5c—Bowls, Tea Cups and Saucers, plates, Mugs, etc.

**Vinegar Bottles** in rich cut glass, ware, regular \$2, Friday bargain 95c

## Bargain Linens and Staples

**300 PAIRS HEMMED UNBLEACHED SHEETS**, 88c PAIR.  
 70 x 90 inches, good sturdy sheets will bleach pure white, torn edges, standard hems. Regularly \$1.25 Friday 85c

**900 YARDS ENGLISH FLANNEL**, 32 inch, assorted pretty stripes, fast colors, stout weave. Friday yard 5 1/2c

**66.00 ALL-OVER LACE BED SPREADS**, \$2.95.  
 Only 50 all-over Nottingham lace, self designs, for large double beds, selling in Linen Dept. Regular \$6.00 each, Friday 2.95

**ENGLISH LONGCLOTH 12 YARDS** FOR \$1.00.  
 Medium weight, bleached English Longcloth, makes splendid under-sheets, 35 inches wide. 100 lengths (Second Floor)

**to clear Friday, 12 yards for... 1.00**

**200 COMFORTERS FOR DOUBLE BEDS** AT \$1.25 EACH.  
 About 2 x 2 yards, white fluffy cotton filling, English Cambric coverings, good designs, reversible, strongly made. Friday clearing each 1.25

**25c FINE SHIRTINGS, 15c YARD.**  
 A lot of odd pieces in English cambrics, zephyrs, etc., for fine shirts for men and boys, fast colors, pretty stripes, 600 yards only, regular 25c yard, Friday 15c

**100 SETS TABLE LINEN** AT \$3.99 PER SET.  
 One table cloth, 70 x 85 inches, and dozen 22 x 22-inch napkins to match, stout make, and finely woven, all pure linen, full satin damask, finest bleach, assorted new bordered designs. Per set, Friday 3.99

## One Thousand English Cocoa Fibre Mats

Stock-taking compels us to rush these out and we present these most extraordinary values:

Size	Quality	A	B
14 x 24	48	.57	
16 x 27	59	.69	
18 x 30	72	.86	
20 x 33	90	1.08	
22 x 36	109	1.17	
24 x 39	128	1.53	
26 x 42	149	1.75	
28 x 45	204	2.04	
30 x 48	233	2.33	

## Spring Suit of Venetian Cloth Friday Bargain at \$9.75

Its elegant lines make this a most attractive suit; its coat lined throughout with silk serge; the new square collar effect, and deep rolling rever; bone buttons, and tailored sleeves, are all in correct style; skirts are gored, with tailored stitched seams; colors in this lot are navy, brown, grey and light navy; sizes 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38. Regularly \$13.50. Friday bargain 9.75

**WOMEN'S WALKING SKIRTS.**  
 Some plain gored, and semi-pleated styles, some neatly braided and others ornamented with buttons. Materials are striped worsteds, serges, and panamas, in black and navy, Friday bargain 2.95

**GIRL'S WINTER COATS \$8.95.**  
 Grey ponyette coat, single-breasted with large sailor collar and turn back cuffs, trimmed with narrow braid, and

oxidized buttons, lined throughout with broadened satin, sizes 6 to 14 years; regularly \$11.00 and \$12.00, Friday bargain 8.95

**WOMEN'S WINTER COATS \$8.95.**  
 Grey and black diagonal tweeds, brown and black frieze cloths and dark tweed mixtures, made in a number of good styles with semi-fitting or loose back buttoned up to throat; turnover collar or with attached collar of self material, Friday bargain 8.49

## Superb Values in the White-wear Section

**Girls' Aviation Caps**, hand crocheted wool, roll edge, run with satin ribbon; colors white, navy or cardinal; for ages 4 to 12 years. Regularly \$1.00 each, Friday bargain 50c

**Girls' School Dresses**, of fine printed cashmerette, navy blue or brown, with white dot pattern, trimmed with pipings and covered buttons, pleated skirt with deep hem, sizes for ages 6 to 14 years. Regularly \$1.50 and \$1.75. Friday bargain, all sizes 75c

**Girls' Dresses**—A splendid style in extra navy blue serge, thoroughly shrunken before making, pretty kimono style with pipings of red cloth, pleated skirt, sizes 6, 8, 10 years only. Regularly \$4.35 to \$5.00 each, Friday bargain 2.95

## INFANTS WEAR BARGAINS.

**Infants' Sacques**, heavy Elderdown flannel, silk bound edges, ribbon ties, colors—cardinal and dark red. Sizes, 3 months to 2 years. Regular 35c each, Friday bargain 19c

**Infants' Coats**, cream, all-wool poplin, deep cape, handsomely trimmed with silk embroidery, silk ties, lined with white flannel-ette. Sizes, for 8 months to 2 1/2 years. Regular \$3.50 each, Friday bargain 1.75

## GIRLS' AND INFANTS' COAT SWEATERS.

Clearing all the small-balances of lines and counter-handled sweater coats for infants, little girls up to 12 years, all colors, about 200 in the lot, to be cleared Friday at Half Price.

## EXTRA SPECIAL CORSET BARGAIN.

**600 pairs of Beautiful Royale Corsets**, in the new low bust model in white coull, extra long and stylish, 6 fine garters, fine rust-proof boning, 4 wide side steels, deep lace and ribbon trim, sizes 18 to 26 inches. Regular price \$1.50 a pair, Friday bargain, pair .95

## WOMEN'S AND GIRLS' UNDERWEAR.

**Women's Union Suits**, "St. Margaret's brand," medium weight, fine soft ribbed cotton, high neck, long or short sleeves, ankle length or low neck, short sleeves, knee length, color white, beautifully made and finished. Sizes 32 to 40 bust. Regular \$1.35 each, Friday bargain, a suit .59

## Blanket Robes

**Longing Robes of fine French Blanketing**, floral patterns, green, red, navy and helle, sailor collar, cuffs, and fronts trimmed with messaline silk. Sizes in the lot 34 to 44. Regularly \$6.00, Friday bargain 3.49

## Popular Priced Dresses in the Paris Model Department

**Forty smart Morning Dresses**, in blue, green, mauve, cardinal, king's blue, corse, black and fawn, away above the ordinary in style, fit and finish.

**Morning Gown of navy blue serge**, trimmed with touches of apple green, regularly \$35.00, Friday 15.00

**Morning Gown of elephant grey ladies' cloth**, trimmed with soutache braid, in same complexion, yoke of Venice lace, regularly \$35, on Friday 15.00

## Waists Worthy of Mention

**Wash Waists**, of lawn, vesting, and linene, in splendid tailored styles or embroidery and lace trimmed, short or long sleeves; are oddments and broken sizes from good selling lines. Regularly \$1.00 and \$1.25. Friday 59c

**Dainty Lingerie Blouse**, of all-over eyelet embroidery; short sleeve is set in with Cluny lace insertion; the low neck is trimmed with lace and Swiss embroidery motifs. Regularly \$3.00, Friday 1.75

## English and French Panamas for 53c

**All-wool Panamas**, in medium weave, splendid wearing qualities, specially adapted for tailored suits or dresses. Comes in a full range of shades. 46in. wide. Regularly 75c per yard. Friday bargain .53

## Silks for Friday

**Plain and fancy Beau de Sole Dress Silks** of guaranteed qualities in all the new shades, sky, mauve, maize, reseda, myrtle, Paddy, navy, brown, tan, ivory, and black, etc., also a big range of black and white, white and black stripes and plin checks, including black and white, brown and white, check, chiffon taffetas in three size checks. Regularly 60c, Friday bargain, per yard 37c

**Shantung Pongee**, a pure raw silk in natural color only, bright knobby weave, guaranteed quality, will launder perfectly; excellent for dresses and children's wear; 34 inches wide. Regular 75c, Friday bargain 50c

## Millinery for Small Children

**Bonnets**, fresh from the boxes, beautiful made of silk, plushes, velvets and furs, and having chiffon and silk lace ruchings, colors black silk, silk velvets, black furs, white velvets, white cordes, silk and white plush, brown and cardinal silk and velvet, navy silk, navy velvet, and plushes. All are silk lined and come in sizes 13 to 16.

\$1.00 and \$1.50 values, Friday 25c

\$1.50 and \$2.50 values, Friday 50c

(None of these goods can be exchanged.)

## Leather Goods and Belts

**Belt Lengths** of fancy Dresden and Persian effects and colorings, to be cleared at less than cost. Regularly 50c, Friday 12 1/2c

**100 Women's Real Leather Hand Bags**, in tan only, lined throughout, leather covered frames, strap handles and gilt fittings, each bag fitted with inside coin purse. Friday bargain .98

The **SIMPSON** Company Limited