

SIMPSON'S GREAT LIST OF ITEMS FOR TODAY

Fashion Tips to Women Serge Dresses Are Again Vogue for Spring

—and the new models are novel indeed. Navy, of course, predominates; there are some shown in fawn, reseda and mauve, besides black. The coat dress, very much belted, and others both short and long waisted models, are fashionable dresses that we have stocked. Prices, \$20.00 upwards.

The Odd Spring Coat

It is almost impossible to dispense with an extra coat during early spring, especially with coats so attractive as they are now. Snug and smart, yet they dutifully fulfil their calling. Jersey, gabardine, velour, poplin, dyed in apple green, jade, strawberry, sand and citron, are made up in delightful belted styles. At the following prices 27.50, 30.00, 35.00

Tailored Spring Suits

Our new season's goods include vast numbers of individual models, made from the beautiful new fabrics for spring, and made by the leading New York tailors. There are special models for stout figures and special models for very small figures, as well as those to fit women with average figures. Prices, 25.00 to 125.00

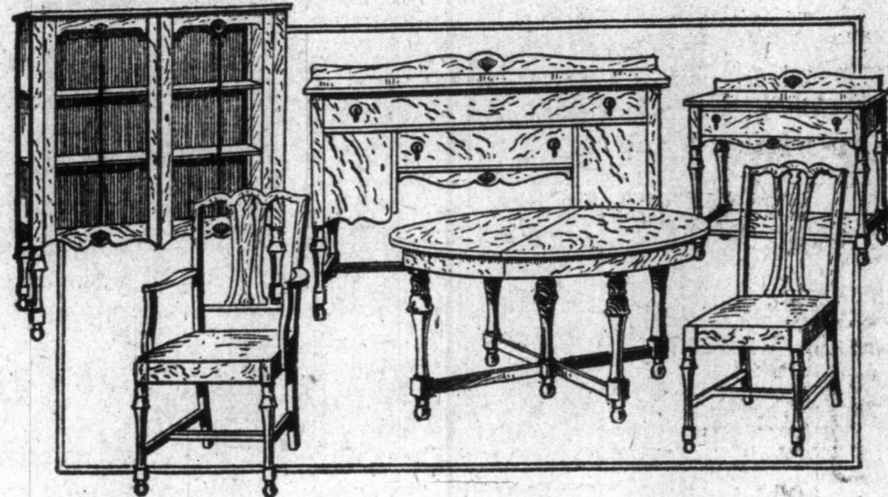
This Handsome William and Mary Dining Suite is One of the Prize Values of Our February Furniture Sale

and it can be bought through the Homelovers' Club, as can anything else in our Furniture, Rug, Drapery, Linen, China and Silverware Departments. Part cash, and the balance arranged.

The Regular Value is \$198.00.

February Sale Price is Only \$131.50

It was sheer good luck that got us these nine sets (we have only the nine) at the low price that makes this offer possible. No need to go into the details of the purchase, but we did get a bargain, and now nine of our customers may benefit by the deal we made.



It's a 10-piece suite, designed exactly as illustrated. Buffet, extension table, china cabinet, side table and chairs, made of genuine quarter-cut oak in Jacobean fumed finish. The buffet has a 60-inch case, good cupboard and drawer space. The extension table has oval top, 60 x 48 inches, 8-ft. when extended. The chairs have panel backs, box frames, slip seats, upholstered in genuine leather. This suite will be sold complete only. February Sale price 131.50

Get the Boy a Coat!



Two Splendid Values Today Boys' Suits \$4.95, Coats \$3.95

The suits are the popular Norfolk style, the kind that boys like best. Made of neat stripe and check pattern tweeds, in grey and brown shades. Coats have patch pockets and sewn-on belts; the pants are in bloomer style and lined throughout. Sizes 25 to 34, for boys 7 to 16 years. Thursday 4.95

The Overcoats are for little fellows of 3 to 7 years. They are smart Russian and junior ulster styles, made of brown and grey tweeds. Some have convertible collar and belted back; others have lay-down collar with loose back and belt all around. Regular \$5.00, \$6.00 and \$7.00 coats, for 3.95

Beginning a Week's Sale of Nainsooks and Longcloths at less than mill prices

When you can buy first-class merchandise by the yard for less than we can buy the same qualities for by the case from the mill, you know that you are getting the maximum of good value—and that is exactly what you can do.

We offer the people of Toronto 100,000 yards of Longcloths, Madapolams, Nainsooks, etc., at lower prices than we can ourselves buy them for now at the mills. They are all perfect goods, perfect in quality, finish and bleach.

In addition to the above-named goods there will be huge quantities of sheets, sheetings, pillow cottons, pillow cases and flannelettes—all of which, in view of existing market conditions, are priced remarkably low. A representative list follows.

- 45-inch Madapolam, clearing, yard 15c
- A fine bleached cotton, wide width, 45 inches, which cuts to great advantage. Per yard 15
- Nainsook, fine quality, 36 inches wide, cut needle finish, per yard 12 1/2c. Better quality, per yard, 15c.
- Convent Cloth, 40 inches wide, a trifle heavier than nainsook, a splendid quality for women's and children's faintly undergarments. Per yard 22
- Bleached English Longcloth, a good general purpose longcloth, 36 inches wide. Per yard, 12 1/2c. Better quality, per yard, 16c.
- Fully Bleached Longcloth, medium weight, 36 inches wide. Done up in 12-yard lengths. Specially priced at length 1.65
- Bleached Sheetting, in plain even weave, a good serviceable quality that will stand lots of wear, 70 inches wide. Per yard 26
- Bleached Sheetting, twilled weave, 63 inches wide, for three-quarter beds. Per yard 32
- Plain Pillow Cotton, 44 inches wide, medium weight. Per yard 20

Other Furniture Specials

- \$20.00 Set of Dining-room Chairs, golden oak, leather, pad seats. Sale price 14.50
- \$24.50 Set of Dining-room Chairs, quarter-cut oak, slip seats, in genuine leather. Sale price, 18.95
- \$25.75 Set of Dining-room Chairs, quarter-cut oak, seats upholstered in genuine leather. Sale price, 19.15
- \$30.00 Set of Dining-room Chairs, solid quarter-cut oak, golden finish only, Colonial design, movable seats, upholstered in genuine leather. Sale price 22.95
- \$36.50 Set of Dining-room Chairs, solid quarter-cut oak, fumed finish only, upholstered backs and slip seats, covered in genuine leather. Sale price 24.95
- \$15.50 Buffet, maple, fumed oak finish, plate mirror in back. Sale price 12.95
- \$40.00 Buffet, fumed oak finish only, Colonial design, large beveled plate mirror in back, 52-inch base. Sale price 29.50
- \$44.00 Buffet, genuine quarter-cut oak, fumed finish, heavy plank top. Sale price 35.00
- \$7.00 Baking Cabinets, base of maple, natural finish, white top, deep divided flour bin and cutlery drawer. Sale price 5.65
- Kitchen Cupboard, elm, golden finish, base has deep cupboard and cutlery drawer. Top has two glass doors, with shelves. 12.75
- \$19.00 Brass Beds, heavy two-inch posts, five fillers, double galleries at head and foot. Sale price. 15.95
- \$27.50 Brass Beds, heavy two-inch posts, five fillers, special satin ribbon finish. Sale price 23.95
- \$5.00 Spring, all metal frame, spring heavy closely-woven wire fabric, with heavy cable supports, rope edge. Sale price 3.95
- Pillows, mixed feathers, encased in good grade of ticking. Sale price, a pair95
- \$5.00 Parlor Tables, birch mahogany-finished frames, shaped top, shelves and legs. Sale price, 3.75
- \$30.00 Library Tables, solid quartered oak, Jacobean design and finish, cane panels, bookracks at each end. Sale price 24.00
- \$7.50 Parlor Chairs and Rockers to match, birch mahogany finished frames, spring seats. Sale price, 3.95
- \$24.50 Parlor Suites, birch mahogany finish, panel backs, spring seats, upholstered in mixed tapestry. Sale price 14.25

A Bargain in Scrims
800 yards of good quality Ecru Scrims, one yard wide, with pretty hemstitched borders. A yard 12 1/2

An Exceptionally Attractive Offer of Axminster Rugs—SECONDS

The imperfections in these rugs will not affect their wearing quality—if there were any doubt on this point we would not offer them to you. But you know that the slightest imperfection makes an article inadmissible among regular merchandise. That is why we got this lot of rugs at big discount, and that is why you can get them at the following prices:

- Size 4.6 x 7.6. Extra special 8.75
- Size 6.9 x 9.0. Extra special 13.75
- Size 9.0 x 9.0. Extra special 19.50
- Size 9.0 x 10.6. Extra special 21.50
- Size 9.0 x 12.0. Extra special 24.00
- Size 11.3 x 12.0. Extra special 31.95

Special Value in Rag Rugs

Only 200 Rag Rugs in an entirely new design and very pretty assortment of chintz colorings with plain borders, in mauve, grey, rose, cream, blue and fawn mixtures.

- Size 27 x 54 inches. Regular \$2.25. Special 1.55
- Size 36 x 63 inches. Regular \$3.95. Special 2.95

Novelty Rugs in Platted Felt

Special offer in small rugs with mats to match. Made from cuttings of heavy quality felt, in mixed colors and in a quality that will give real hard wear. Suitable for bedroom, hall, den or bathroom. Size 24 x 48 inches, regular \$1.25. Thursday special, 89c; 18 x 33 inches, regular 75c, for .59

Tapestry Carpets On Sale at 85c

English and Scotch Tapestry Carpets, in two-tone colorings, green, brown or fawn; also Oriental patterns in mixed colorings, bodies and stairs. Thursday special, yard85

Japanese Mats 15c

500 fine quality Japanese Straw Mats, in plain color with small woven figure. Size 27 x 54 inches. Thursday special, each15

Special Values in Household Hardware

- Universal Food Choppers, a very superior make; cuts meats, fruits and vegetables, coarse, medium and fine, as required; 72 only. Thursday, each 1.39
- Universal Coffee Mills, all steel, grinds coffee any size required. To buy coffee in small quantities, as needed preserves the strength; 72 only of these reliable Universal mills to sell Thursday at, each85
- Children's Snow Shoes, japanned steel, Thursday15
- Bath Seats, white enamelled seat, adjustable steel ends, fits any size bath, Thursday59
- Bathroom Mirrors, white enamelled frame, plate glass mirrors; size 19 x 14. Plain, Thursday 1.25
- Bevelled, Thursday 1.50
- Solid Alcohol Stoves are a great convenience in every home, office, room, automobile, camp; collapsible frame, with tin of alcohol. Thursday 2.95
- Complete with covered kettle39
- Eppo Alcohol, per tin at10
- Canuck Bread Makers, mixes and kneads dough in three minutes. 4-leaf size, Thursday at 1.98
- 8-leaf size, Thursday at 2.25
- The Daisy Dustless Ash Sifter, galvanized iron, separates the ashes from the coal quickly and easily, pays for itself in a very short time. Thursday98
- Galvanized Iron Ash Barrels, with wood protected slats on sides, complete with cover. Thursday, 2.75
- Sidewalk Scrapers, for ice and snow, long handle, Thursday. 2.50

"Simpson's Special" A Line of Moderately Priced Boots of Durable Leathers and Fashionable Lasts

The man wanting good style and good wear combined, at a moderate price, will find this popular price range meets his every need for street or dress wear. Made in five different leathers on several toe styles, including cushion insole:

Simpson's Special Wide Tread Blucher
Made of gunmetal calf with dull top, blucher style, extra wide last, semi-round toe style, heavy Goodyear welt soles, military heels. Sizes 6 to 11. Price 4.50

Simpson's Special Velour Calf Straight Lace

Fine grade velour calf with dull calf top, plain lace style, neat straight last with perforated toecap, medium weight Goodyear welt soles, low heels. Sizes 5 1/2 to 10. Per pair 4.50

Boys' Rubbers Thursday Special at 54c

500 pairs of Boys' Plain Rubbers, heavy corrugated soles, full toe, wide heel. All new goods. Sizes 13 to 5. Regular 65c per pair. Thursday, pair 54

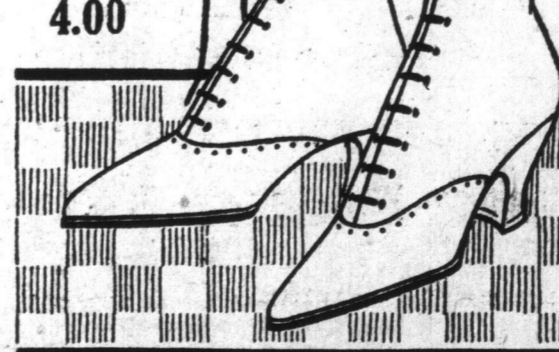
Diamond Lavalieres \$8.95

This collection consists of some of the newest designs in white gold, with dainty hand-assembled pierced lattice work and seed pearl decorations, each set with a fine brilliant cut diamond. Regular prices \$12.00 to \$15.00. Thursday, at 8.95

"Countess" and "Classic" Boots for Women

"Countess" Patent Colt Dress Boot, plain toe, 8 1/2 inches high, velvet tops, light weight soles and leather spool heels. Black velvet top, comes in button or lace; blue and brown, lace only. Price. 4.50

"Classic" Patent Colt, Black Cloth Top Button Walking Boot, perforated straight tip, Goodyear welt sole. Leather spool heel. A very neat fitting boot. At 4.00



Cameo Pendants

This offering includes oval and pear-shaped, hand-cut cameos, set in distinctive mountings of 14k gold, pearl set, and 14k chain. Our regular prices are \$8.00, \$10.00, \$11.00 and \$14.00. On sale Thursday at 5.95

New Spring Wall Papers for Home Decoration

Extra Special for Today

1,000 Rolls; fourteen different patterns and colorings. Dainty bedroom stripes, shadow and chambray treatments. Regular 20c and 25c. Clearing 8.30 Thursday, single roll. 7

Cut-Out Borders. Floral designs, including large variety of widths and colorings. Suitable to use with stripe papers on bedrooms. Regular 15c yard. Thursday Sale price, yard 2 (Cut Out Free of Charge.)

Foliage Tapestry Paper for Halls and Living-rooms, new tan and grey shadings. Wall paper special Thursday, single roll. 20

18-inch Border to match. Thursday, at per yard 10

Heavy Silk Drawing-room Papers—Pastel shades of green, canary, blue, pink and champagne; 24 inches wide. Three designs suitable for small and medium-sized rooms. Special Thursday, a single roll 1.00

Decorate Now Before the Rush

Our staff of skillful workmen is ready for Spring. Upon request a man will call and give you suggestions and estimates.

Picture Framing Special
On Thursday we will frame pictures up to 16 x 20 inches in size in a choice of 1 1/2-inch oak moulding, in brown, black, weathered or Flemish, suitable for diplomas, photos, photographs or calendar subjects. Complete with glass and back, for 1.00

The **SIMPSON** Company Limited