

Telephone Main 7841

Store Opens 8:30 a.m.

Closes at 5:30 p.m.

Open All Day Saturday

Market Adel. 6100

Tremendous Buying Opportunities
Daily in the Furniture Sale

The Robert SIMPSON Company Limited

Breakfast in the Palm Room. Fresh
Fruit, Fragrant Coffee, White Napery

If You Seek Good Towels

You Will Find Satisfaction Here

The splashing of water, the refreshment of soap—and the scrubbing of a good towel. The world begins the day in the same way each morning. And the towel is not the least part of the programme.

Good texture, absorbent nature and reliable material are the requisites if it is to measure up to the expectation of the guest, as well as yourself. Our Towel Department, Fourth Floor, has a splendid assortment of them in various patterns and types.

White Irish Linen-Huck Towels, well made,—shadow scroll design. Per pair, **\$3.00 to \$3.95.**

Coarse Linen Towels, with rough finish, to promote circulation.

Fine Turkish Bath Towels, white with pictured effects. Prices, **\$3.00 to \$4.50.**

Christy Turkish Towels, made by Christy of Manchester. Prices, **\$1.50 to \$3.50** per pair.

Simpson's—Fourth Floor.



New Spring Millinery

Styles Portraying the Mode, Yet Moderately Priced
Now on Display in the French Room

To a select little group of high-class tailored models from New York our designers have added a charming collection of unusually smart hats, forming an advance showing of exceptional attractiveness.

Gleaming straws and trimmings give evidence that hats are destined to "shine" this season. Lisere, lacquered until it glitters, and bright porcupine braids combine with circled satins or lustrous taffetas.

A Celluloid Sheen

Then, as if such brightness were not sufficient, almost every hat is adorned with glistening strands of cellophane, the new braid with a celluloid sheen. So pliable is this wonderful new material that it is worked up into the most striking ornaments and knots imaginable, as well as being shown in all-over effects on the silk or in cunning brim-edges.

Black Shares Exceptional Favor

—but many smart models are seen in nigger, navy and taupe. A few lovely designs are also carried out in the new "Maeterlinck" blue, named for the famous author who inspired it through his beautiful drama, "The Bluebird."

The modest prices range from \$16.50 to \$22.50.

Simpson's—Second Floor



A Show of Spring Suitings

Featuring Particularly Heavy Serges,
Gabardines and Wool Jerseys

Men's Cloth-Finished Serge, popular for women's better suits. Soft finish that does not gloss in wear, thoroughly soap shrunk. Fast navy and black. Yard, **\$6.50, \$7.50** and **\$8.50.**

Fine Worsted Serge Imported direct from the west of England. Guaranteed all-wool qualities, noted for splendid wear. Indigo, marine and deep blacks. 54 inches wide. Yard, **\$4.00, \$5.00** and **\$5.50.**

Suiting Gabardines In fine twill finish. Guaranteed to keep their shape. Men's wear or indigo, navy and black. Yard, **\$6.50, \$7.50** and **\$8.50.**

Men's Finish Cheviot Serge Guaranteed all-wool, fine finish. 56 inches wide. Dark navy and black. Yard **6.00**

Wool Jersey In greater demand than ever before. Wide color range. Yard, **\$5.50** and **\$6.50.**

Embroidered Wool Jerseys Immensely fashionable, showing all the wanted shades, beautifully embroidered in black silk in rich scroll and floral effects. Yard **8.50**

Also Embroidered Serges New designs just received in lovely chiffon finish. Guaranteed fast navy and thoroughly soap-shrunk. 52 inches wide. Yard, **\$7.50** and **\$8.50.**

Simpson's—Second Floor.

Sale! 2,000 Yards College Serge, \$2.18 Yard All-wool British serge. 42 inches wide. Medium or dark navy, and black. \$2.50 quality. On sale on the Main Floor. Today, yard **2.18**

Simpson's—Main Floor



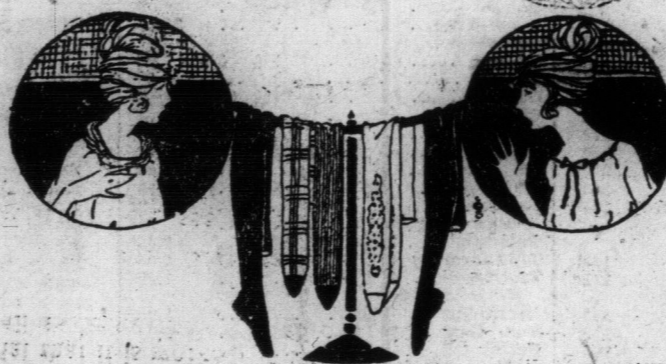
A Silk Cord Girdle

Completes the Spring
Fröck Nicely

Wonderful effects in cord or braided patterns, finished with stunning drop or tassel. In black, navy, taupe or nigger. Also exquisite metallic effects in antique, steel, silver and gold. Priced from **\$2.00 to \$4.50.**

Slip-On Veils with elastic. Plain hexagon mesh, in black, nigger, navy and taupe. Today, 3 for **\$5**

Simpson's—Main Floor.



One Chance in All the Year for Hosiery

High Quality, Low Prices, for Men, Women and Children

This long-looked-for annual event has arrived! Today, we launch the greatest February Hosiery Sale in our history—greatest in variety, quality and economy. Because we bought this merchandise nearly a year ago, the sale prices, in many cases, will be away below today's market values.

Women and men with an eye for smart style at a money-saving price—mothers of rough-and-tumble boys or wee daughters who "run through" their stockings in the shortest possible time—will do well to stock up for the whole season in this wonderful hosiery event.

Cashmere, silk, lisle thread and cotton, garnered from the best looms of England, Canada and United States. Some are "seconds," but with very slight defects.

Women's Silk Hose, \$2.39 Pair

12-strand thread silk, closely woven, in full-fashioned or seamless finish. Special purchase of travellers' samples, including clox, stripes, loox and drop stitch patterns. Various sizes. No Phone Orders. Values up to \$4.00. Hosiery Sale, today **2.39**

Women's \$3.00 Silk Hose, \$2.35

12-strand pure thread silk of "Niagara" brand, with mercerized lisle thread top. Black and white. Also some fibre and silk mixtures, drop stitch stockings, in black, white, cordovan, navy and gray. Lisle thread top. All sizes in the lot. \$3.00 value. February Hosiery Sale 2.35

Women's Silk Hose, \$1.59

Mill Seconds of \$2.25 quality. Thread silk stockings with ribbed lisle top. Slight defects, not in the silk. Sizes 8 1/2 to 10. February Hosiery Sale **1.59**

Women's \$1.50 Silk Hose, \$1.10

Strong fibre silk boot hose with high, seamless silk leg. Cotton double garter welt. Sizes 8 1/2 to 10. Black, brown and white. February Hosiery Sale **1.10**

For Children

Children's "Princess" Stockings, 49c Ribbed lisle thread, mill seconds of 75c quality. Closely-knitted, with one-and-one ribbed leg. White, black and tan. Sizes 8 to 12. February Hosiery Sale **49c**

Children's Cashmere Stockings, 65c Seconds of 75c to \$1.25 quality. Fine one-and-one ribbed leg and plain foot. Black and white. Sizes 4 to 8 1/2. No Phone Orders. February Hosiery Sale **65c**

Men's \$1.00 Cashmere Socks, 69c Plain cashmere of good weight, in fine weave, and seamless. Black only. Sizes 10 to 12. February Hosiery Sale **69c**

Simpson's—Main Floor.

Men's Silk-Plated Socks, 50c

Closely knitted and seamless. Black, white and colors. All sizes. Usual 75c value. February Hosiery Sale **50c**

Women's Silk Hose at \$1.29

Seconds of \$2.00 quality, in fine, close weave. Seamless. Sizes 8 1/2 to 10. February Hosiery Sale **1.29**

Women's Artificial Silk Hose, 79c

Seconds of \$1.25 quality. Some with slight defects, but not in the silk. Black, white and colors. All sizes. February Hosiery Sale **79c**

Women's \$5.50 Silk Hose, \$4.95

Full fashioned pure thread silk of beautiful quality. Extra fine lisle thread, garter welt. Black with self floral embroidery and black with white self-embroidered clox. All sizes. Regularly \$5.50. February Hosiery Sale **4.95**

Women's \$3.50 Cashmere Hose, \$2.95

Silk and wool cashmere in good weight, closely knitted. Black and gray, black and navy and black and brown. All sizes. February Hosiery Sale **2.95**

Women's Cashmere Hose at \$1.59

All-wool. Seconds of \$2.25 quality. Black only. Sizes 8 1/2 to 10. February Hosiery Sale **1.59**

Women's Union Cashmere Hose, 69c

Seconds of \$1.00 grade, in black yarn of good weight and quality. Seamless. Sizes 8 1/2 to 10. February Hosiery Sale **69c**

Women's Lisle Thread Hose, 79c

"Mercury" mercerized lisle thread hose. Seconds of \$1.00 quality in smooth, firm finish. Deep double garter welt. Black, navy, cordovan, putty, pearl, pink, gray and tan. February Hosiery Sale **79c**

The Best of Blankets

Including Our Special
Scottish Importations

Rupert Brooke spoke of the "rough kiss of blankets" as one of the chief delights life held. But blankets now are of a soft, fleecy texture, that induce slumber through their comfort qualities, as well as through the warmth they generate.

Simpson's blankets have long been recognized because of the sterling quality incorporated in them. There are blankets of wool, direct from Scotland, pure Scottish wool with a fine, smooth finish. The standard Canadian and American weaves of cotton and wool are found here also, high-grade and popular as to price and material. You should become acquainted with our Blanket Department.

Scotch Wool Blankets, per pair, **\$22.50 to \$38.50.**
Cotton and Wool weave, per pair, **\$10.95 to \$26.00.**
Baby Blankets, from **\$1.65 to \$5.00** each.

Simpson's—Fourth Floor.



Spring Silks Are on Parade

For You in Our Silk Department
A Most Enjoyable Sight

Silk signifies Spring, whether in the far East or in Toronto. Colorings and patterns reflect the break-up of Winter's grip and the light-heartedness of the new season. New silks are arriving regularly and a shopping tour through our Department will be a happy experience.

Some Early Arrivals

Crepeon Silk Crepe Satin. An elegant fabric for evening wear, in soft satin finish. Colors, Italian yellow, cantillon, ocean blue, orchid, evening gray, sweet pea, etc. 40 inches wide. Yard **5.50**

New Printed Georgette Crepes

Wonderful all-over designs in large flower clusters and rare Oriental effects on taupe, navy, nigger, Jap blue, copenhagen and black. 40 inches wide. Priced from **\$5.50 to \$8.50.**

Silk Crepe de Chine

Extra weighty qualities from French, Swiss and Jap makers. Newest street shades, also pastel tones for evening. 40 inches wide. Yard **4.50**

Plaids, Stripes and Checks

In a veritable legion of wonderful new color-combinations are here—also shadow plaids in shot effects. Featured in taffetas, chiffons and satin taffeta mixtures. Yard, **\$2.95 to \$6.50.**

Exquisite Baronet Satins

Have exceeded the designer's fondest dreams in wealth of color and variety of design. New mottled effects, block designs, large spots and broken checks, as well as a host of plain tones, are here. 40 inches wide. Yard **7.50**

Men's Lincoln Hats \$5.00

Smartest shapes, in grays, brown, greens, black and navy. Black stiff hats, in small, medium and full crown styles. Today **5.00**
Leeds Soft Felt Hats. Flat and slightly curled brim styles, in shades of gray, green and brown. Today **4.00**
Warm caps for rough weather, which have inside bands that come down over the ears. Assorted patterns. One, four and eight-piece top styles. Today **.95**



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