

### Ending a Record Silk Season

**WITH RECORD VALUES.**

Every section has contributed towards making Tuesday's values supreme.

The richest silks and satins, in colors. Splendid ranges in fancy silk unions and French marquisettes. Partisan colorings; "silk-satins," the new "charmeuse-duchesse," soft draping mousselines, satin-messalines and many others. \$1.50 and \$2.00 values, sale price ..... 1.15

**BLACK SATIN DUCHESSE.**

39 inches wide. A fully guaranteed quality, superior dye. Good value at \$1.50. Tuesday for ..... 1.10

**BLACK SATIN MOUSSELINES.**

35 and 40 inch, two of the finest grade dress satins. A bright and a medium finish. Regularly \$1.55. On sale ..... 1.35

**REAL "HOLLOW-CUT" CORD VELVETS**

In ranges that afford good choice. Regularly \$1.25 and \$1.50. Tuesday ..... .79

**ABOUT 800 YARDS OF 32-INCH AND 27-INCH VELVETEEN CORDS.**

Serviceable dress cords for spring, in the popular colors. Regularly 85c. Tuesday ..... 45

**WHITE AND IVORY JAPANESE HABUTAI SILKS.**

One yard wide. Regularly 65c. Tuesday 44

**DRESS SILKS.**

Stripes, checks and plain colors, in tamolines and neat de soles. Tuesday ..... .32

### Simpsonize Your Spending

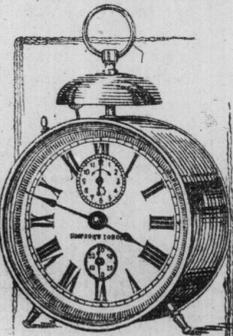
Madam, will you forgive our impertinence if we ask whether or not you have the reputation of being "a good manager"? Are you known among your acquaintances as a person who can do a lot with a very little? Here is part of a letter from a mother, who was a good manager, to her newly-married daughter. It may be letting you into a secret:

"After supper your father used to hand me half the evening paper, and it was generally the part with the most ads. and the least news—that's what I thought then. I began to read the ads. of the big stores in a haphazard way, feeling that there probably was nothing there I wanted; often I would find something I needed, at a reduced price—but that was not so very important, for as you know I was never crazy about hunting bargains. No, the thing I noticed was that the more of these ads. I read, the more information I got, and as a consequence the more my taste improved—my ideas of dress, of styles, of furnishing, all began to develop. Then by comparing one ad. with another, I acquired ideas of value that are not possessed by one woman out of a dozen. The result is that every purchase I have to make now is backed up by what you might almost call "expert opinions." Of course, now, if you want to do this, your ad. reading must be systematic—but I don't know anything that pays such big rewards as a quarter of an hour—that's all it means)—fifteen minutes' careful ad. reading each evening—that's what has made people call me 'a good manager.'"

Now, Madam, while 1914 is still young, won't you begin to profit by such an experience? You can begin to-night to systemize, or rather, Simpsonize, your spending, by reading this page through with care. Then you will have started to make yourself "a good manager."

**\$1.00 Alarm Clocks 64c**

1,000 Alarm Clocks, 4-inch dial, extra loud alarm, lever attachment to stop bell ringing; nickel case, fitted with a reliable movement, and fully guaranteed for one year. Regularly \$1.00. Tuesday ..... .64



## NEWS OF A BUSY WEEK

Successful selling, like successful shopping, is a matter of planning. It is just as necessary for us to lay out ahead of the day a programme of values as it is for you to decide what you need in your home. Because we have planned well and carefully, valued our goods closely, and named very low prices, we are confident of a good week of business and advise you to come early in the week for the best shopping.

### The Second Famous Painting "COLUMBUS AT SALAMANCA"

(DUMOND, PARIS SALON, 1903.)

is now on view on the fourth floor, Yonge street side. Full of powerful character drawing, illusive color handling and historic interest, this painting is classed among the finest in America. Shown here by courtesy of John Wanamaker, of Philadelphia.

### Hats for Skating and Out-of-Door Sports Tuesday Special \$1.00

Double shipment of our order makes our stock too heavy at this season, so for Tuesday we offer all these \$2.00 and \$2.50 lines for a rush sale at, each..... 1.00

### Sample Dresses \$6.95

VALUES \$12.50 TO \$17.50.

Clearing velvets, satins, Bedford cords and serges, in a wide variety of styles, showing the latest touches; colors navy, black, brown, tan, Copenhagen and cream. Extra special value **6.95**

**NEW SAMPLE SPRING SUITS.**

A wide selection now offered in these attractive models, designed by the best New York designers, in serges, cords, checks and sponge cloths; exclusive styles to suit the individual; colors terra cotta, mahogany, Copenhagen, navy, tan and black. Your inspection is cordially invited. Prices \$25.00, \$27.50 to \$35.00.

**NEW SPRING STYLES IN SEPARATE SKIRTS.**

Suitable for present wear, in a wide range of chic styles, including peg top, two and three tier effects and pretty over-drapes, plaids with monkey jacket to correspond, come in all the new fabrics, raines, black and white checks, poplins, crepes, Bedford cords, serges, silk, poplins and moires. Prices ranging from \$6.50 to \$13.50.

**FASHIONABLE WINTER COATS, \$5.95.**

Regularly \$12.50 to \$18.50.

Only 50 coats in the collection, and all in the popular fabrics and styles for this season. Materials include curl cloths, in mahogany, green and taupe, imported tweeds in the newest patterns and diagonal cloths. Fashionable models with the new sleeves and yokes. Smart sports coats. Suitable styles for misses or women. A big snap at \$5.95

### Drug Items of Saving

Morden's Tasteless Preparation of Cod Liver Oil, containing extract of Malt, Syrup of Hypophosphites and Wild Cherry. 18-ounce bottles ..... 75

Morden's Syrup White Pine with Tar, 3-ounce bottles ..... 20

Morden's Syrup Linseed and Turpentine ..... 20

Pure Norwegian Cod Liver Oil, 16-ounce bottles, 40¢; 18-ounce bottles, 45¢; 24-ounce bottles, 50¢.

Squibb's finest Olive Oil, 4-oz. size, 25¢; 8-oz. size, 50¢.

Morden's Emulsion of Cod Liver Oil with Hypophosphites of Lime and Soda, freshly prepared, full sized bottles ..... 20

### Fine Stationery

100 Sheets Popeline Francaise Note Paper, fashionable size, white linen. Special price ..... 19

75 Popeline Francaise Envelopes, white linen, deep flap. Special price ..... 19

3 Quire Kings Court White Linen Note Paper, packet ..... 25

25 Envelopes to match, package of 25 ..... 5

Queen's Court Initial Paperette, handsomely decorated box, containing 24 sheets white linen note paper, cards, fine lined cards, embossed envelopes to match, a box ..... 19

Mayfair Initial Correspondence Cards, fine lined cards, embossed initial in gold, with envelopes to match. A box ..... 25

Simpson's Umbra Writing Pad, ruled or plain, small size, each, 5¢; large size, each, 10¢.

### Warm Slippers and Rubbers at Special Prices

**RIBBON-TRIMMED SLIPPERS, 50c.**

Finest quality all-wool black felt, ribbon trimmed around top, and silk pom-pom on vamp; soft, flexible leather soles; cushion heel; sizes 3 to 6 only. Tuesday special ..... 50

**MEN'S SLIPPERS, 85c.**

Genuine imported camel hair House Slippers, the warmest slipper made; flexible leather soles; sizes 6 to 11. Tuesday ..... 85

**CHILDREN'S \$1.25 WHITE LEG-GINGS, 49c.**

Finest quality white French felt, white kid facings, and foot strap; to fit from 6 months to 4 years of age. Regularly \$1.25. Tuesday special ..... 49

**CHILDREN'S BOOTS, 89c.**

"Mother Hubbard" and "Tetrauit" brands, in button and laced styles; fine chocolate kid and black dongola kid, with patent toe-caps; made on neat, easy-fitting lasts; medium weight; flexible, hand-turned and McKay sewn soles; sizes 2 1/2 to 10 1/2. Regularly \$1.00 and \$1.25. Tuesday ..... 89

**COSY HOUSE SLIPPERS FOR WOMEN AND CHILDREN.**

Thick, fleecy, Arctic cloth, with neat turn-down collar, and little pom-poms on vamp; flexible leather soles:

Women's, sizes 3 to 7. Tuesday ..... 65

Misses', sizes 11 to 2. Friday ..... 55

Children's, sizes 7 to 10. Tuesday ..... 45

Infants', sizes 3 to 6. Tuesday ..... 35

**RUBBERS.**

Light, city weight; bright finish:

Men's, sizes 6 to 12 ..... 69

Boys', sizes 1 to 5 ..... 59

Youths', sizes 9 to 13 ..... 49

Misses' high front, storm style: Sizes 11 to 2 ..... 47

Sizes 3 to 10 1/2 ..... 35

Telephone orders filled.

### The Blouse Shop CREPE DE CHINE AND BROCADED SILKS.

What better materials could one desire for a smart blouse? And then the designs, how deliciously slouchy, with their "Raglan" or drop shoulder, and the open-throated and "Medici" ruffled fronts, so becoming and so in accord with the best present tendencies. We are showing tomorrow a smart assemblage of styles in ivory, tan, champagne, cerise and mustard, cadet and sky, pink and rose, eau de nil and chateau green. Tuesday \$3.95 and \$5.00.

### In Men's Wear CEYLON FLANNEL SHIRTS

Made by a popular Canadian manufacturer. Stripe designs in the newest shades. Separate double collar with patent fasteners. A few plain grey shirts in the lot. All sizes 14 to 17. Regularly \$1.50. Tuesday ..... 1.25

### 150 BLACK CARDIGAN JACKETS.

Splendid quality yarn, closely woven, two pockets, edges and pockets bound with strong mohair braid. Sizes for small, medium and large men. Regularly \$2.00. Tuesday ..... 1.39

### 300 DOZEN OF GENUINE AUSTRIAN LINEN COLLARS.

In the most popular shapes, widths and sizes. Tuesday, 2 for ..... 25

### MEN'S HEAVIEST WEIGHT GENUINE LAMBSWOOL FLEECE UNDERWEAR.

450 garments, shirts and drawers, light grey shell with a pure white fleece lining, the very best procurable, with a reduction of 25 per cent. All sizes, 34 to 44. Regularly \$1.00. Tuesday ..... 75

### Embroideries

**FOR SPECIAL SELLING**

27-inch Swiss Flouncings, a dozen or more patterns to choose from, at 53c, 48c and 23c.

Corset Cover Embroideries, blind and open work designs. Per yard, 18c and 22c.

### January Sale of Handkerchiefs

Women's Lawn Handkerchiefs, 6 for 25c.

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Women's Lawn Handkerchiefs, 10 for 25c.

Men's Linen Handkerchiefs, 4 for 25c.

Men's Lawn Handkerchiefs, 5 for 25c.

Men's Lawn Handkerchiefs, 4 for 25c.

Men's Lawn Initial Handkerchiefs, 4 for 25c.

Girls' Lawn Initial Handkerchiefs, 6 for 15c.

## In the January Whitewear Sale

Nightgowns, fine white cotton, slip-over style; neck and sleeves finished with lace edging; silk draw ribbon in neck; lengths 56, 58, 60 inches. Regularly 75c. Tuesday ..... 50

Princess Slips, fine nainsook; yoke front and back, and flounce of handsome embroidery; silk draw ribbon in neck; sizes 34 to 42 bust. Regularly \$2.50. Tuesday ..... 1.85

Underskirts, fine nainsook; deep flounce, trimmed with wide embroidery and Val. lace insertions and edges; sizes 38 to 42 inches. Regularly \$2.25. Tuesday ..... 1.25

Corset Covers, fine nainsook; deep yoke of fine embroidery and Val. lace insertions and edges; sizes 34 to 42 bust. Regularly 65c. Tuesday ..... 47

Drawers, fine nainsook; ruffles of fine embroidery and lace; beautiful qualities; lengths 23 to 27 inches. Regularly \$1.25 and \$1.50. Tuesday ..... 75

Clearing a lot of Girls' and Women's Toques, in heavy knit fine wool; wide range of plain and combination colors. Regularly 50c and 75c. Tuesday ..... 25

**\$4.00 TO \$5.00 GIRLS' DRESSES, \$1.95.**

Clearing left-overs of several styles in Winter Dresses, in plain and corded velvets and serges; all from our regular stock; well made; perfect fitting garments; not all sizes in any one style, but sizes 6 to 14 years in the lot. Regularly \$4.00, \$4.50 and \$5.00. Tuesday to clear ..... 1.95

**85c TO \$1.50 VESTS OR DRAWERS, 59c.**

Women's Vests or Drawers, heavy or fine ribbed pure wool, white or natural; vests high neck, long sleeves; drawers ankle length, in both styles; sizes 32 to 38 bust. Regularly 85c to \$1.50. Tuesday, to clear ..... 59

### Men's Black Beaver Fur Collar Overcoats

REGULARLY \$18.75, ON SALE TUESDAY AT \$11.75.

30 coats only in the lot, made from a good quality English beaver cloth, in black, cut double-breasted, with roll shawl Persian collar, lined with fine, glossy curl cloth, imitation of Persian lamb, interlined to the bottom with rubber, finished with barrel buttons and frog fasteners; a dressy and comfortable coat, with all the appearance of a fur-lined garment. Sizes 36 to 44. To clear Tuesday ..... 11.75

### MEN'S TWEED SUITS.

An assorted lot of patterns, in strong, serviceable English and Canadian tweeds. Dark greys and browns, with neat stripe and some check patterns, cut in single-breasted sack style, lined with fine twilled mohair linings. Regularly \$8.50, \$9.00 and \$10.00. To clear Tuesday at ..... 6.95

### BOYS' SMART JUNIOR ULSTERS FOR \$3.75.

A special value Ulster, made from English tweed of medium grey stripe pattern; double-breasted style, with collar buttoning up to chin; all-around belt, and serge linings. Sizes 23 to 28. Tuesday ..... 3.75

### BOYS' BLUE SERGE RUSSIAN SUITS FOR \$2.49.

Standing military collar and belt; bloomer pants; English navy blue serge. Sizes 2 1/2 to 6 years. Tuesday ..... 2.49

### House Dresses \$1

Women's and Misses' House Dresses, in gingham and percales; sky, navy or grey; round neck, with stitched down collar, in plain color, or plain V neck. Sizes 34 to 44 and 16, 18 and 20 years. Tuesday ..... 1.00

### KNIT TOP PETTICOATS, \$1.50.

Black only, close fitting top, with elastic waist band; flounce of guaranteed "Egyptine," trimmed with pin tucking, narrow frill and underpiece. Sizes 36 to 42. Tuesday ..... 1.50

### Men's Aviator Caps

Made from finest all-wool material, Scotch manufacture, in colors grey, navy, tan and brown, with diced bands, and warm felt lining. \$1.00 value. Tuesday ..... .50

### MEN'S SIBERIAN DOG-SKIN FUR COATS.

Made from choicest full-furred skins; best quality farmer's satin lining, and well finished. Regularly \$25.00. Tuesday for ..... 15.00

### Parlor Furniture at Low Prices to Clear

Parlor Chairs, in mahogany finish, polished bright; the seat is upholstered and covered in silk tapestry. Regularly \$6.90. Special Tuesday ..... 5.99

Parlor Chairs, in mahogany finish; these chairs have wide shaped back, and covered in silk tapestry. Regularly \$12.35. Special Tuesday ..... 10.85

Parlor Chairs, in mahogany finish; have neatly shaped arms and legs, and upholstered spring seat, covered in high-grade silk tapestry. Regularly \$13.00. Special Tuesday ..... 11.75

Parlor Divans, in mahogany finish; the arm and back is neatly shaped, and covered; have well upholstered spring seat, covered in silk tapestry. Regularly \$14.00. Special Tuesday ..... 11.90

Parlor Suites, in mahogany finish, consisting of settee, arm chair and arm rocker; have finely shaped panel backs, and well upholstered seats, covered in silk tapestry. Regularly \$30.00. Special ..... 25.00

Parlor Suites, in rich mahogany finish, consisting of settee, arm chair and arm rocker; the spring seats are finely upholstered, and the backs are neatly tufted. Regularly \$51.80. Special ..... 40.00

### Hosiery and Gloves

Children's All-wool Ribbed Black Cashmere Hose, one and one ribbed, soft fine yarn, extra close-weave, good weight, spliced heel, toe and sole. Sizes 6 to 8 1/2. Special Tuesday ..... .29

Women's and Children's All-wool Worsted Hose, seamless, heavy weight, soft bright yarn, closely knitted, spliced heel, toe and sole. Regularly 35c. Tuesday ..... .29

Women's Long Kid Gloves, mousquetaire seam, dome fasteners, oversewn seam, neat self stitching, soft, pliable skin, white only. Tuesday, 12-button length ..... 1.00

Women's Long Woolen Gloves and Mittens, heavy ribbed finish, extra soft yarn, closely-knitted, long wide cuff; great range of shades. Tuesday ..... .50

### Clearing of White Bed Quilts

White Crochet Bed Spreads, woven in good designs, fringed all round with corners cut, suitable for brass or iron beds. Large size, 77 x 87 inches. Regularly \$2.50. Sale price Thursday ..... 1.88

### SAXONY BLANKETS GREATLY REDUCED

White Blankets, made from the finest quality of pure Saxony wool, closely woven and evenly napped, with pink or blue borders; weight 8 lbs. Size 68 x 88. Regularly \$7.20 pair. Sale price Tuesday, pair ..... 5.33

### COTTONS REDUCED FOR QUICK SELLING

Fine English Nainsook, with a sheer needle finish, width 36 inches. Done up in 12-yard lengths. Regularly \$2.40. Sale price Tuesday, 12 yards for ..... 1.75

### FAMOUS TIMES LONGCLOTH.

A good general purpose cotton, 36 inches. Sale price Tuesday, yard ..... .12

### LARGE SHEETS \$1.48 PAIR.

Plain Bleached Sheets, heavy quality. Size 76 x 90. Sale price Tuesday, pair ..... 1.48

### WHITE FLANNELS 2 1/2c YARD.

White Saxony Flannel, with a nice soft finish, 37 inches wide. Sale price Tuesday, yard ..... .3 1/2

### BATH TOWELS 48c PAIR.

Large Heavy Brown Linen Turkish Bath Towels, with a good close pile. Sale price Tuesday, pair ..... .48

### Toric Glasses

(DEEP CURVED.)

Any eyes fitted. Regularly \$4.50 to \$7.00. Tuesday ..... 3.50

No extra charges on this sale, which means that in many cases the saving will be considerable.

Toric Lenses are the highest attainment of optical science. Fit over the eyes and give perfect vision at all angles. Better lenses cannot be obtained. Tuesday the price to everyone ..... 3.50 (Second Floor.)

### Tourist Trunks \$5.95

Strong, canvas-covered Tourist Trunks, with hardwood slats, sheet iron bottom, outside straps, full lining, two trays. 32-inch, \$5.95; 34-inch, \$6.65; 36-inch, \$8.95.

### Framed Pictures

Hand Colored Photographs, landscapes and figure panel subjects, beautifully hand colored; for parlor and living-rooms; hand ornamented gilt frames ..... 4.95

### Ivory Toilet Goods Half-Price

We have a small accumulation of odd pieces that have been left over from the Christmas selling, both French and English ivory. These are all marked down to half price to effect speedy clearance. No phone or mail orders—Toilet Goods Department.

### Cut Glass Water Tumblers

**TUESDAY \$1.50 THE HALF DOZEN**

50 dozen Cut Glass Water Glasses, full size, first grade, pure white blanks. Regularly \$4.50 per doz. Tuesday, per 1/2-dozen ..... 1.50

### 50c WHITE CHINA, 15c.

5 dozen White China Vases, an opportunity for china painters. Regularly up to 80c. To close out Tuesday ..... 15

### SPECIAL TABLE OF JAPANESE CHINA AT 15c.

A whole table display of Japanese China, Bon Bons, Spoon Trays, Mayonaise Dishes, Flower Dishes, etc. Regularly up to 35c. Tuesday ..... 15

### 50c MAYONAISE DISHES, 25c.

Hand decorated Japanese China Mayonaise Dishes. Very pretty shape and latest decoration. Regularly 50c. Tuesday ..... 25

### 25c GERMAN VASE, 15c.

4 dozen only Brown Tinted German Vases, with fancy cluster decoration. 8 inches high. Regularly 25c. Tuesday, each ..... 15

### ODD LINES OF DINNERWARE AT PRICES TO CLEAR OUT.

Vegetable Dishes, 40c; Meat Plates, 30c, 40c and 50c; Dinner Plates, 30c and 40c; Breakfast Plates, 20c; Tea Plates, 7c; Bread and Butter Plates, 7c; Gray Boats, 10c and 20c; Blue and Green Decorations.

### GROCERIES

One Car Standard Granulated Sugar, in 20-lb. cotton bags, per bag ..... .90

Ogden's Royal Household Flour, 4-bag ..... .80

Choice Picnic Ham, 6 to 8 lbs, each, per lb. ..... .16

Finest Canned Corn or Peas, 5 lbs ..... .25

Finest Canned Tomatoes, 5 lbs ..... .25

Pure Kettle Rendered Lard, 5-lb. pail ..... .54

Imported Butter, 5-lb. pail ..... .54

Imperial qt. bottle ..... .25

Choice Red Salmon, Cook of the North, 1 lb. ..... .15

E. D. Smith's pure Orange Marmalade, 1-lb. jar ..... .15

500 lbs. Fresh Apple Blossom Biscuits, 2 lbs. ..... .25

Fancy Japan Biscuits, 2 lbs. ..... .25

Pure Gold Quick Tapioca, 2 lbs. ..... .25

Chocolate and Custard, 2 lbs. ..... .25

der. 2 packages ..... .10

Finest Meringue, 2 lbs. ..... .10

Edward's Soups, Tomato, white and brown, 6 packages, assorted ..... .25

Best Self-Rising Flour, assorted, 4 packages ..... .25

Hallax Codfish, 2-lb. ..... .25

### OLIVY SECTION (Main Floor and Basement.)

1,000 lbs. Imported Red and Yellow Currants, fruit flavored, per lb. ..... 1.00

Olivy's Imported Fruit Flavors, per lb. ..... .10

Fry's Imported Fruit Flavors, per lb. ..... .10

Special, 3 for 1.00