

STORE HOURS: Store Opens at 8.30 a.m. Store Closes at 5.30 p.m.

The Robert Simpson Company, Limited

Grocery Telephone, Adelaide 6100. All Other Departments, Main 7641



New goods, boundless stocks, prices for the week only, and demonstrations of how to drape the patterns and use the new materials. These are features of SEWING WEEK, which ends next Wednesday. Make out your list at once and check up the savings you can make from this list for Saturday.

New Dress Goods and Silks

WOOL ARMURES, CREPES AND CASIMERES in a range of new shades. Regularly 75c. Sewing Week Sale, per yard 55c
BLACK DRESS FABRICS
New weaves in guaranteed fast raven blacks. Sewing Week Sale 75c
ENGLISH SERGES AND DIAGONALS
Soap shrunk, most of the staple shades. Sewing Week Sale, per yard 55c
NEW BROADCLOTH SUITINGS
Two charming qualities and weights for suits and dresses; shades include sand, pansy purple, taupe, African brown, grey, Belgian blue and battleship grey, navy and black; fast dye and spotproof rich satin finish. Saturday \$1.50
MIRROR BROADCLOTHS
In weights for suits, evening wraps; new shades and full range of patterns. Saturday, per yard \$2.00
NEW COVERT SUITINGS
Including sand and putty shades; also a range of the more staple shades; 52 and 54 inches wide; two qualities. Saturday, per yard, \$1.50 and \$2.00.
FANCY WOOLLEN SUITINGS
From the famous wools of England. Saturday, per yard, \$1.50 to \$2.50.
GABARDINE SUITINGS
Plain and creped weaves; smart and durable, for tailored suits; new tones, including navy and black. Saturday, \$1.50 to \$2.50 yard.
New Silk Crepes and Crepes de Chine, New Silk Mince, New Fulle Silks, plain and shot effects; New Bengaline Cord, in black, from G. J. Bonnet.
New Spring Satins—Charmeuse, Grenadine, Duchesse, Silk-Satin, Crepe-Satine and other kindred weaves, in beautiful shadings. Featuring the three most popular shades for Spring, Belgian blue, Russian green, battleship grey.
New striped Silks—Taffeta, Paillette, Duchesse and Popsy-Willow, in spring effects.
Natural Shantung Silks—34 inches wide. Regularly 50c. On sale 44c
200 Yards Ivory and Black Habutai Silk, one yard wide. On sale 52c
Black Satin Duchesse, 36 to 39 inches wide; standard 1 1/2 qualities. Saturday \$1.25

The Wash Goods

36-inch Monoplane Flannels, 5.50 a.m. yard, 9c
28-inch Reed Cloth, Regularly 25c. Saturday 11 1/2c
40-inch Rico Cloth, white with floral pattern. Per yard 30c
40-inch Voles, white and colored grounds, with floral designs. Per yard 25c
24-inch Voles, pink, mauve, blue and cream grounds; also white with floral pattern. Per yard 25c
40-inch Sand Shade Voile, with dots of green, blue, brown and black. Per yard 90c
38-inch Embroidered Voles and Marquisette, white only. Per yard 30c
38-inch Fancy Stripes and Cross-bar Muslins, white only. Per yard 25c

Sewing Week Notion Specials

Coats' Thread, the most reliable thread you can buy; black or white; all sizes. Sewing Week, 40c per dozen 45c
Sewing Silk, 350-yard spools; black only. Regularly 25c. Sewing Week 19c
Basting Cotton, 1,000-yard spools; sizes 38 and 40; white only. Regularly 10c. Sewing Week, 7c; three for 20c
Featherbone—Twill covered featherbone; black or white. Regularly 30 yard. Sewing Week, 60c per dozen 70c
Waist Belting, two inches wide; black or white. Regularly 10c. Sewing Week, per yard 5c
Girdle Belting, bonded, four inches wide; black or white. Regularly 12 1/2c yard. Sewing Week, per yard 10c
Collar Flares, silk covered, Gladstone and Tango style; black or white. Regularly 10c. Sewing Week, per yard 7c
Safety Pins, electro-plated pins two dozen assorted on card. Regularly two dozen 5c. Sewing Week, four dozen 5c

The New "Debutante" Ruche

The latest New York idea in Women's Neckwear, smart and most becoming.
"Debutante" Ruchings, in white chiffon, box-pleated, finished with 1-inch black velvet ribbon. Saturday, per yard, 50c and 75c.
"Debutante" Ruchings of chiffon, fine accordion pleating, also box pleating effects, 2 to 4 inches deep, in all white, white and black and all black. Saturday, per yard, 25c, 35c to \$1.25.
"Debutante" Ruching, of white silk mechin, double accordion or knife pleating, 2 to 4 inches wide. Saturday, per yard, 50c to 75c.
"Debutante" Ruching, of white sheer Organdy or plain Brussels net, knife pleated, in white, white with black, 4 inches deep, for collars and turn-back cuffs. Saturday, per yard, 35c, 50c to 75c.
"Debutante" Ruchings, of chiffon or silk mechin, pleated or box-pleated, finished with 1-inch black velvet band, in all white or white and black. Saturday, per yard, 50c, 75c and \$1.00.

Saturday is a Day of Bargains

From Boots to Pins, from Silks to Candy, every department has spread of its best at exceptional prices for tomorrow. Come early and be first to choose from the savings we offer you.

Saturday Clean-Up Sale Superior Boots and Rubbers

This Saturday's boot program involves a thorough readjustment of our stocks, being a clearing of all sorts of winter goods where sizes and style ranges are a little broken. Remember, the early customers have a wider field for choice. Plenty of good values for all day.

- 3500 Pairs Men's Boots, button and lace, gunmetal calf, tan and black winter calf, vici kid, box calf and patent colt leathers; Good-year welt soles; widths C to E. Regularly \$4.00 to \$6.00. Saturday 2.95
No Mail Orders. See Window Display.
- WOMEN'S BOOTS.
2500 pairs, exclusive and conservative styles; new button and lace patterns; all uppers are cut from selected gunmetal calf, suede calf, patent colt and vici kid; the tops are dull leather, black and colored fabric combinations; new sand and putty shades in the lot; 250 pairs of Nurses' Cushion Sole Boots and 400 pairs of samples in the lot; widths A to EE, and sizes 1 1/2 to 7 in the range. Regularly priced \$4.00, \$4.50, \$5.00 and \$6.00. Saturday 2.49
No Mail Orders. See Window Display.
- 800 PAIRS BOYS' BOOTS.
Goodyear Welt and New Method McKay-Made Boots, button and lace, gunmetal calf, tan willow calf, patent colt and box calf; sizes 13 to 5. Regularly \$3.00 to \$4.00. Saturday 2.49
- BIG GIRLS' "CLASSIC" BOOTS.
Six lines, vici kid, button and lace, patent colt lace, gunmetal button and lace and gunmetal calf button with cloth tops; all sizes 11 to 2. Saturday 2.45
- RUBBERS FOR SATURDAY'S SALE.
Women's City Rubbers, high and low heels; all sizes 45c
Misses' Rubbers, low heels 38c
Children's Rubbers, low heels 35c
Men's City Rubbers, all sizes 59c
Child's Knee Rubber Boots, sizes 5 to 10 1.59
Men's Hip Rubber Boots, all sizes, Saturday 4.00
Men's High Rubber Boots, all sizes, Saturday 3.99
Men's Knee Rubber Boots, all sizes, Saturday 2.99
Boys' Heavy Gum Boots, all sizes, Saturday 2.75
Youth's Heavy Gum Boots, all sizes, Saturday 2.25
Men's Light City Knee Rubber Boots, all sizes, Saturday 2.99
Men's Leather Top Rubber Boots, sizes 6, 7, 8, 10 and 11, Saturday 1.99
Men's Three Eyelet Rubber Boots, all sizes, Saturday 1.69
Men's Two-buckle Rubber Boots, all sizes 1.79
Boys' One-buckle Rubber Boots, all sizes, Saturday 1.29
No Mail Orders for Rubbers.

News of Today's Selling

This is 49-cent day in many departments of the Store.
Apply today for membership in the Home Owners' Furnishing Club.
Many Specials in the February House Furnishings Sale.
Bargain Day Values in Boots.
Serviceable Tweed Suits for Men, \$7.95.
Bargains in Women's Dresses, Suits and Pants.
Other items given herewith in detail are for Saturday's Selling.

"Opera" and "Fashion" Blouses

These names have acquired a distinct value with Toronto women through their repeated success, season after season; each new set of designs maintaining the standard set by the previous season's productions. We now have a comprehensive showing for the coming season.

- "Fashion" Lingerie Blouses at 1.95, 2.95, 3.95, 5.00 and 5.95
- "Opera" Lingerie Blouses at 2.95, 3.95, 5.00, 6.50, 7.50 to 12.50

These showings are exclusive for Toronto.

Linens and Staples on Sale Saturday

- Nainsook, 12 Yards for \$1.35—"Wabasso" Nainsook, a splendid underwear fabric, 38 inches wide. Saturday, 12 yards for 1.59
- "Duro" Oxfords, a range of plain colorings and stripes, will replace garment if material fades. Yard 25c
- Twill Longcloth, very serviceable, 36 inches wide. Saturday, yard 15c
- "Niagara" Nainsook, 42 inches wide, Saturday, 12 yards for 1.69
- Bleached English Sheets, splendid washing and wearing quality, hemmed ends, size 70 x 90 inches. Saturday, pair 1.49
- White Crochet Quilts, hemmed ends, size 12 x 37 inches. Special, Saturday 1.48
- Large Turkish Towels, plain white or stripes. Special Saturday, pair 49c
- Guest Towels, huckaback, spoke hem, attached hem. Saturday, pair 50c
- Old-Fashioned Brown Holland Linen, 38 inches wide. Saturday, yard 23c

Two Lots of Dresses \$9.95 and \$6.95

Regularly \$18.50, \$27.50, \$35.50 Afternoon and Evening Dresses, \$9.95—Silk crepes, duchesse and charmeuse, embroidered chiffon and brocaded crepes; rose, navy, black, sky, lemon and green; only one dress of a kind; for misses or women. Saturday 9.95

DRESSES FOR MISSES AND WOMEN, \$6.95.
Regularly \$15.00, \$18.50, \$21.50, in voiles, taffetas, charmeuse and wool serges; black, navy and black and white stripes; tulle, over-draped and other skirts, with dressy waists, with short or long sleeves, and vests of lace or flowered silks. Saturday 6.95

Women's Suits \$4.95 and \$7.50

At \$4.95—38 Suits, for spring wear; gabardines, serges and fancy weaves, in gray, taupe, tan, fawn, green, black and navy; a number of styles; some have coats with belts or belt effects; skirts with yoke and flare; others have coats with pleated backs and belts, and plain tailored skirts; trimmed with buttons to match, or with contrasting, to match collars and cuffs. Sizes 16 to 38. Saturday 4.95

AT \$7.50, 75 SUITS, EXACTLY HALF-PRICE.
Of navy or black imported serges; some are high-waisted, with plain tailored skirts; others with plain-tailored coats have braid and button trimmings; sizes 16 to 42. Regularly \$15.00. Saturday 7.50

Girls' Spring Wash Dresses

Clearing 117 Girls' Dresses, made in fine heavy cotton Oxford suiting, white with medium blue check, white pique collar, cuffs and waist band, buttoned down whole front; large pearl buttons; a beautiful spring dress. Sizes 6 to 14 years. Regularly \$2.35 each. Saturday, each 1.39

Whitewear, Corsets, Underwear, Aprons

- Overall Aprons, plain cambric, in navy, cadet or gray; wide fancy colored band trimming; pipings and covered buttons, pocket, buttons in back. Regularly 75c. Saturday 43c
- Combinations, corset cover and drawers in one; nainsook, embroidery trimmed, bindings, run with silk ribbon across bust and in drawers; sizes 32 to 42 bust. Regularly \$1.75 each. Saturday, each 87c
- Women's Nightdresses, the white crepe, requires no ironing after laundering; two handsome lace and ribbon trimmed styles; short sleeves, slip-over neck; sizes 32 to 42 bust. Saturday, each 89c
- Creighton Corsets, a charming new model, in strong, fine white batiste, medium bust and medium long, four garters, satin trimmed top, bust draw cords, finest rustproof boning; a very popular shape; sizes 19 to 28 inches. Regularly \$1.25 a pair. Saturday, a pair 89c
- Women's Vests, "Health Brand," spring weight, white wool and cotton mixture, low neck, short sleeves, crocheted edges, with draw tapes, sizes 32 to 40 bust. Regularly 55c and 65c each. Saturday, each 23c
- \$1.50 FLANNELETTE KIMONOS, 55c.
Heavy flannelette, in dainty floral patterns; navy, Copenhagen, cardinal and gray; empire style with drop shoulders; collar, cuffs and belt of rep; sizes 34 to 44. Regularly \$1.50. On sale Saturday 55c
- HOUSE DRESSES, 60c.
Women's House Dresses, of striped percale, in light blue, navy and mauve with white, also gray and white striped gingham, and round necks, some with roll collars, fitted skirts, some waist line; sizes 14 to 44. Saturday 63c

Apply at Once for Membership in The Home Owners' Furnishing Club Ask about terms and arrangements at the Headquarters, Fourth Floor

The Robert Simpson Company, Limited



A Rainy-Day Outfit for the Boy for \$4.00

100 "Master Rain Beau" Outfits, to fit boys four to sixteen years of age, consisting of a tawn paramatta coat and a hat to match of the same material, soft-water, sty; the coat is cut long and roomy with plain pockets and lined with fancy plaid; seams are sewn and taped; guaranteed waterproof. Saturday 4.00
Boys' Two-piece Suits, \$3.75—An advance shipment of medium weight spring suits. Materials were selected early last fall and made up during the quiet season for early spring selling.
450 Suits in the Lot of English and Canadian tweeds, in medium brown and fawn shades; also light gray mixtures, in stripe and check patterns. Cut in the latest spring style, single-breasted Norfolk with yoke and fancy plaids. Some with plain fronts and patch pockets; bloomers cut full. Regularly \$4.00, \$7.00 and \$8.00 quantities. Sizes 28 to 38. Saturday 2.49
Boys' Tweed Bloomer Pants—Light and medium gray, brown and fancy mixtures, cut loose and roomy, buckle at the knee; sizes 28 to 34. Saturday 2.49
Boys' and Youth's Overcoats, \$5.00—Regularly \$8.00 to \$12.00 Broken lines, cut along from regular stocks; blue and brown, checked, tan, plain and fancy tweeds, made up in double-breasted styles with shawl or convertible collars. Sizes 28 to 38. Saturday 2.49

135 Suits for Men at \$15.00

Regularly \$20.00, \$22.00 and \$24.00, English all-wool worsted cloth in browns and greys, with small stripes and check patterns, single-breasted single coats, with natural wide shoulders, slightly flaring to the form and in the correct length, best mohair linings, sizes 34 to 44. To clear 15.00
MEN'S \$15.00, \$18.00 and \$20.00 OVERCOATS TO CLEAR AT \$12.50
45 only, fashionable double-breasted overcoats, with two-way convertible collars; Balmuccia, young men's shirts, body-fitting coats, some with self collar in notch style and some with shawl collar, made from good English brown and gray tweeds and blue chinocilla, sizes 34 to 44. To clear 12.50
Worsted Trousers, made from serviceable English trousering, in good shades of gray, in narrow stripe patterns, sizes 32 to 40, waist \$3.00 and \$3.50. To clear 1.50

Men's Furnishings

- 178 SWEATER COATS
In heavy and extra heavy fancy, plain and chain weaves, variety and storm collars, some V neck styles. Several colors. Sizes 34 to 44. Regularly \$25.00, \$35.00, \$40.00 and \$70.00. Saturday 15.00
No Mail or "Phone Orders.
- MEN'S UNDERWEAR.
English, natural and Scotch wools, also Fenelon's, St. George, Strallan and other makes. Heavy, extra heavy and mid-weights for early spring wear. All sizes to 44. Regularly \$1.00, \$1.25, \$1.50 and \$2.00. Saturday, garment 50c
- LARGE SHAPE NECKWEAR.
Made from the 50c quality, finest stripes and mixtures; light, medium and dark colorings. Saturday, 4 for 2.00
- In the Hosiery Sale
Women's "Pen-Angle" Brand Plain Black Cashmere Hosiery; seamless; perfect finish; extra fine yarn; three-ply heel, toe and sole; sizes 8 1/2 to 10. Extra value, Saturday, 36c, 2 pairs 39c
Women's Pure Thread Silk Hosiery, in black only; deep lisle thread top; double garter web; in sizes 8 1/2 to 10. Value, Saturday, 2 pairs \$1.10, pair 55c
Women's Out-size Width Pure Thread Silk Hosiery; extra wide leg; lisle thread top; black and white; sizes 8 1/2 to 10. Value, Saturday, 2 pairs 55c
Boys' and Girls' All-wool Cashmere Ribbed Black Hosiery, with double knee, also plain black cashmere; extra fine weave; sizes 6 to 14. Splendid value, Saturday 25c
Infants' "Little Darling" Pure Wool Cashmere Stockings; fine rib; colored silk heel and toe; tan, sky, pink, cream and black; ages 4 months to 4 years. Exceptional value, Saturday 25c
Men's Plain Black Cashmere Socks; seamless foot; closing fitting ribbed top; good weight and wearing; sizes 9 1/2 to 11; black, tan and gray. Saturday 45c

Two Glove Specials

Women's Real French Kid Gloves, made in Grenoble, France, workmanship and finish the best, 2 dome fasteners, gusset fingers; black, tan and white; sizes 5 1/2 to 7 1/2; worth \$1.00. Saturday 75c
Women's Wash Chamousette Gloves, made in France, natural and white, gray and tan, 2 dome fasteners, perfect finish; sizes 5 1/2 to 7 1/2. Special value Saturday 25c

Telephone Tonight for Groceries, 5.30 to 10 o'Clock, for Early Delivery Saturday

- TELEPHONE DIRECT TO DEPARTMENT, ADELAIDE 6100.
2,000 lbs. Fresh Creamy Butter, White Clover Brand. Per lb. 25c
Toasted Cornflakes, 2 packages 25c
Clark's Pork and Beans, in Chili Sauce, large tin 11c
Lorif Sugar, 3 lbs. 25c
Choice Side Bacon, Ingraham Brand, pecanized, sliced, per lb. 25c
Finest Canned Beans, Rosebud Brand, per tin 14c
California Canned Asparagus Tips, per tin 24c
Shirley's Marmalade, 2-lb. Jar 25c
Finest Canned Lobster, 1/2-lb. tin 25c
Finest Canned Corn, Peas or Tomatoes, 3 tins 25c
Maconochie's Pickles, mixed and chow, pint bottle 15c
Finest Canned Fruit, raspberries, strawberries and cherries, per tin 15c
Finest Canned Peaches, regularly 18c, per tin 15c
300 packages Peak Brand's Shortbread, in 1-lb. packages, regularly 90c, package 25c
Gorton's H. P. Sauce, bottle 25c
Crosse's Fish Brand Sardines, 2 tins 25c
One car Choice California Sunken Oranges, sweet and seedless, per dozen 25c
Choice Grapefruit, good size, 5 for 25c
Finest Malted Grapes, per lb. 18c, 1 lb. 25c
Choice Olives, stuffed or plain, bottle 15c
500 lbs. Fresh Fruit Cake, per lb. 15c
Fancy Mixed Biscuits, 2 lbs. 25c
- FRESH ROASTED COFFEE, PER LB. 27c.
1,000 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Saturday, per lb. 27c
- CANDY.
500 lbs. Toasted Marshmallows. Regularly 30c. Per lb. 25c
1,000 lbs. Licorice Allsorts. Per lb. 25c
1,000 lbs. Simpson's Special, an assortment of chocolates, creams, caramels and bon-bons. Per lb. 25c
- FLOWERS.
1,500 Dahodias, fresh cut, Regularly 40c. Saturday, dozen 25c
500 Tulips, assorted colors, choice stock, dozen 25c
500 Narcissus, paper white, dozen 25c
Fresh Cut Carnations, dozen 50c
Roses, assorted colors, dozen 1.00