

Telephone Main 7841

Store Opens 8:30 a.m.

Closes at 5:30 p.m.

Open All Day Saturday

Market Adel. 6100

**Sale Opportunities**  
 Your special requirements in various lines will be economically fulfilled in the Silverware Sale, the Furniture Sale, and the Hosiery Sale, now under way.

# The Robert SIMPSON Company Limited

**Afternoon Tea**  
 A pleasant restful conclusion to a busy afternoon's shopping may be enjoyed in the seclusion of the Palm Room. Dainty service—well-brewed tea.

## A Boy and His Clothing

Are Not Soon Parted If Discriminating Parents Select From Our Carefully-Chosen Assortment of Suits

More disintegrating factors concentrate their attack on a boy's suit than on any other garment worn by humanity. The abandon with which the boy plunges into his work or his pastime is largely responsible for this. The occasion is the thing with him; the state of his clothes is quite secondary.



But not so with his mother. She desires his clothing to be of a texture that will allow the mending needle a little leisure, and which will whisk into a presentable shape without much trouble.

In our Boys' Clothing Department, suits that measure up to these qualifications will be found in variety.

### Medium Priced Suits at \$18.50

A three-buttoned single-breasted model, tailored from a good quality blue cheviot, with gray hair-line stripes. Has slash pockets, all-around loose belt and is well-lined throughout.

Bloomers are cut full; side, hip and watch pockets, belt loops and governor fasteners.

Sizes 31 to 34—13 to 16 years.

### A Nice Style at \$16.50

A neatly tailored suit, made up from a medium weight tweed, in a fancy effect.

The style is two-button single-breasted, plain pockets and all-around detachable belt.

Bloomers are strongly made, having side, hip and watch pockets, belt loops and governor fasteners.

Sizes 31 to 34—13 to 16 years.

## New Fabrics for New Modes

Exquisite Silken Weaves of Simpson Quality and Exclusive Embroidered Fabrics

In answer to the call of the new modes we have garnered into our famous Silks and Dress Goods Department fashionable fabrics that will create them, from the world's greatest looms.

Exquisite silken weaves that glory in radiance of color and exclusiveness of design—wonderful woollen or silk and woolen materials, especially adapted to the "gracefulness" that dominates the mode and eminently smart, one and all expressing the unsurpassed quality that has made Simpson's one of the leading fabric shops on the continent.

Below we have merely listed a number of the most favored fabrics. To see them will be to understand their beauty and appreciate their value.

### The Craze for Embroidered Fabrics

—is not in the least surprising when one views the handsome and exclusive designs embroidered on favored fabrics, which we are now showing for spring. Besides, 'tis the simplest thing imaginable to fashion a stunning frock or suit without any need for thought as regards the trimmings and finishings. The embroidery, by the way, is in black silk on the favored shades of such fabrics as:

Silk and Wool Faile Poplin  
 Silk and Wool Satin Theresa  
 Silk and Wool Crepe Ondine

All-Wool Trico Jersey  
 Fine Chiffon Serges  
 All-Wool Tricotine

## Ideal Aluminum Ware

An Offer Herewith of Great Advantage to Housekeepers Desiring Ease and Utility in the Kitchen

No need to sound the praises of aluminum kitchenware to the modern housekeeper. Full well she knows the added ease of handling because of their lightness—the added attractiveness and brightness their shining surfaces give to her kitchen—the freedom from burnt or scorched food that follows their daily use. There is splendid value here:

5-quart teakettle—4-quart covered saucepan—7-quart preserving kettle—2-quart double boiler—2-quart lipped saucepan—6-cup teapot—bread or cake pan and 2 pie plates.

NOTE: We prepay delivery charges to any station within 100 miles of Toronto.



## H.L.C. Combats H.C.L.

The High Cost of Living has no friends in any community. Every householder cherishes a deep-seated longing for an opportunity to deliver one shrewd and mighty blow that will destroy its influence forever and bring things back to normal. And yet there are remedies for the H.C.L.

One of the chief of these is the H.L.C. A method, a system, an organization, call it what you will, it robs the H.C.L. of a vast lot of its unpleasantness. It takes the harshness out of high prices. It makes buying easy, because it relieves the drain on the pocketbook.

The home-maker who allies herself with the H.L.C. is enabled to purchase the major commodities, in the way of furniture and furnishings, on a deferred payment plan. She is enabled to have in her home the special suite, or rug, or portieres she has long desired. From the time of the initial payment she enjoys the full value of the total sum she plans to expend. A great boon, indeed.

What is this powerful ally, this H.L.C.? you ask. It is the HOME-LOVERS' CLUB; a large Club and a popular one, and one which invites your membership. Hundreds are now combating the H.C.L. through its instrumentality. Join now and share the advantages of Simpson's great Furniture Sale which is under way.

Particulars may be had from the Secretary, Fourth Floor.

Simpson's—Fourth Floor.

## Expert Sewing Course

Presenting a Marvelous Opportunity to the Women of Toronto

Under the direction of Mrs. Juditha Blackburn, an authority of national reputation and inventor of the Blackburn System of Cutting and Designing, a four weeks' course in Dress-making (12 complete lessons), commencing February 23rd, will be held in our Lunch Room, Sixth Floor.

To acquaint women with the splendid nature of the course, we extend an invitation to be present at the following Free Introductory Lectures:

Wednesday, February 18th, at 2.45 p.m.

Thursday, February 19th, at 2.45 p.m.

Friday, February 20th, at 2.45 p.m.

Enroll at once at Exchange Bureau, Main Floor—only \$2.00. No extra charge.



## Nice Kitchens Have Pyrex

Because While Designed Primarily For Cooking It is Also Attractive for Table Use

Although the fame of the "Pyrex" Cooking Ware has long been noised abroad among housewives, there may still exist women who would know the reason of its increasing popularity.

"Pyrex" Cooking Ware is constructed from a thick fire-proof glass. It is transparent—and isn't that a genuine boon when one loves to have things done to a turn throughout? Moreover, it is attractive enough for table use—a point that means a considerable saving of time, labor and dishes.

It is worth a special trip to the China Department to see our 11-piece set of "Pyrex" Cooking Ware—you will want it at once and will find it worth many times its moderate price of \$9.00 in comfort and convenience.

"Pyrex" Covered Casseroles from \$2.00 to \$3.00.

Pie Plates, \$1.25 and \$1.50.

## Winter Tests the Motor Car

And so We Have on Hand an Abundant Supply of Economical But Reliable Sundries and Accessories

The hard frozen breaks in the roadbed, the long cold hours of waiting at the curb, the innumerable little twists and turns of winter driving make a heavy demand on the car. It is the season when the tires "go West," when the old spark plug gives out with a gasp, and the little accessories must be renewed.

It is to your interest to know that our Motor Accessory Department in the Basement can equip you thoroughly and economically. You may secure your favorite tire from us; reliable, power-getting spark plugs; locks that defy the sneak thief, and chains that will lift you out of the deepest drift. All of the most needed equipment may be secured here, quickly and satisfactorily. Note the unusual value represented in these reduced figures:

- Mirrors—oval, oblong and round, adjustable to any angle. Black enamel finish. Today ..... 1.98
- Clover Leaf Tires—30 x 3 1/2, guaranteed 4,000 miles. Today ..... 15.95
- Inner Tubes—30 x 3 1/2, guaranteed. Today ..... 2.69
- Tire Covers, made of black enamel drill leather. Weather, sun and oil-proof. 30 x 3 1/2 size. Today ..... 2.49
- Running Board Mats, size 8 x 1 1/2, all-rubber. Today ..... 1.25
- Klaxon Horns, a hand-operated safety signal. Horizontal and vertical push rod. Today ..... 5.19
- Niagara Two-Cylinder Hand Pump, black enamel finish. Today ..... 2.98
- Champion X Spark Plug, 1/2-inch size; fits nearly all makes of cars. Today ..... .69
- Reliable Hot Shot Battery for Ford cars. Today ..... 2.49
- Castene—gives you 30 per cent. more mileage and eliminates formation of carbon. Box of 100 tablets, today ..... 1.25



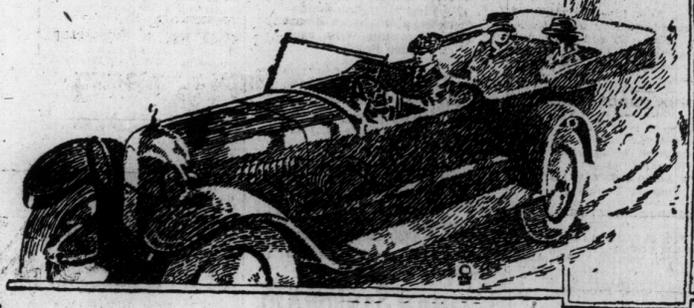
## Zane Grey's New Novel

Hundreds will rejoice to know that the latest work of this master painter of the West is now in our bookstalls. It has the Zane Grey touch from cover to cover. A delicate, idealistic Eastern girl; a sad, silent woodsman; intrigue, horses, kidnapping, mountain lion hunting, romance long-deferred, but all the more entrancing, and wrapped about everything the mysterious big country atmosphere that this novelist portrays so vividly. Those who love Grey will revel in "The Man of the Forest." Price ..... 2.00

## Finding God In Literature

Those who have had the pleasure of hearing Dr. Trevor Davies analyzing from the pulpit the works of modern and contemporary writers, and extracting from them the spiritual truths they contain, will have great pleasure in reading his book on the same subject. It is a restrained scholarly survey, with the acknowledged purpose of showing that the spirit of Christianity permeates certain writings which in the ordinary perusal would not appear to convey such a suggestion.

"Spiritual Voices in Modern Literature" is additionally appreciated because it is the product of a Canadian preacher who recently received signal honors for his ability. The steady demand for it is proving its popularity. Price ..... 1.75



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