

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 7841

Women's Flannellette Nightdresses
400 only, white flannellette, high neck, long sleeves, trimmed with ruffles, pearl buttons. Lengths 56, 58, 60 inches. \$5 to 40 bust. Regularly \$1.00. On sale 8.30 a.m. Thursday . . . 50

Longcloth 7 1/2 c
Bleached English Longcloth; a good, serviceable cloth; 36 inches wide. Regularly 10c yard. On sale at 8.30 a.m. Thursday, per yard . . . 7 1/2 c

WINTER AND HIS CENTURY

One hundred of the shortest days and longest nights of our winter season have passed already. February may give us the "cold shoulder" once or twice more, but ten hours of sunshine per day will soon put that welcome spring feeling into the air. There are many signs of spring here in the Store—new garments, new millinery, new fabrics, new veils and veilings. Also some special inducements for an early start Thursday morning. We're ready at 8.30.

Women's Hosiery
Women's "Pan-Angle" Plain Black Cashmere Hosiery, manufacturer's throw-outs, seamless, winter weights, yards are extra fine, knitted close and elastic; three-ply heel, toe and sole; sizes 8 1/2 to 10; the regular 50c quality. Thursday, 8.30 special . . . 25

Men's Hosiery
Men's Finest Quality Plain Black Cashmere Socks, English make, seamless foot, strong arm yoke, close weave, deep ribbed elastic top, spliced heel, toe and sole; sizes 9 1/2 to 11; the regular 12c quality. Thursday, 8.30 special . . . 12 1/2 c

HERE are the New Veils and Veilings

Never more dainty and charming than they are this season, featuring the big veil favored by the millinery styles of the moment.

Hat shapes are small and medium, adapted to the use of the draped veil effects. Such types when combined with the new flowing veils, are especially effective.

Among the new effects are the fine soft filot, hexagon and hair-line meshes, decorated with square or coin spots; bordered veils of velvet and chenille are well represented in our new showings. The Great Novelty is the so-called Parasol Veil, a huge circular veil thrown over the hat so that it falls in equal ripples on all sides, with a border of velvet ribbon to make it drape properly. During the past week we have received from Paris and New York these newest veils and veilings. In the ribbon border veils are these combinations: Black with black border, black with white border, white with black border, brown with brown border, and with sand border. These show in all the new meshes, including a large range of filot mesh, and sell at 75c, \$1.00, \$1.25, \$1.50 and \$2.00. Ribbon Bordered Veilings and Chenille Bordered Veilings, by the yard, 25c, 35c, 40c, 50c, 75c, 85c and \$1.00.

Millinery Samples From New York

Rarely does such a varied assortment of good millinery come into Toronto, for there are only one or two of a kind among this big lot. They include the early styles in satin or satin and braid combinations. All the new colors are shown, many being in the fashionable sand shade and black. We feel sure that at the prices at which these are offered they will quickly find purchasers, so come early. Prices, \$1.50, \$2.00, \$2.25 to \$5.50.

Women's Lighter Weight Underwear

We have just completed the range of lighter weight undergarments for women, for late winter and early spring wear. Qualities to suit every need and purse.

Vests and Drawers, in white, light weight, pure wool. Finest English makes. Drawers both styles, knee length; sizes 34 to 42 bust. Thursday special . . . 1.25

Vests, in white Swiss ribbed, medium weight silk and wool mixture, low neck, short or no sleeves; sizes 34 to 40. Thursday special 65

Vests and Drawers, the famous "Watson" make, in a fine ribbed white cotton, high neck, long sleeves, button front. Drawers ankle length, open or closed. Sizes 32 to 38 bust, 65c, 40 to 42 bust 55c.

Women's Combinations, medium weight flat knit, pure white wool, unshrinkable, knee length; sizes 32 to 42 bust. Thursday 2.00

Vests for Extra Large Women, finest Swiss ribbed white wool, high neck, long sleeves, button front, epoch edging on neck, run with silk ribbon. A good medium weight, unshrinkable garment. Size 44 bust. Thursday special . . . 1.00

Vests and Drawers, "Crescent" brand, cream ribbed cotton, soft wool finish. Drawers ankle length, open and closed styles. Sizes 34 to 42 bust. Price 35

\$8 to \$10 Coats \$4.49

A Sale for Misses and Women.

All wool fancy tweeds, blanket cloth, zibeline and coatings; new mid-winter cape coats, Balmaeans, Russian and ulster styles, in good range of shades of brown, navy, gray and Copenhagen; also plaids, checks and mixtures. Regularly \$8.00 and \$10.00. Thursday, clearing at 4.49

Suits to Clear at \$2.75.

In tweeds and serges of dark and light gray, brown, tan, black and navy; a variety of styles; most of the coats satin lined, and skirts flaring; sizes 34 to 40. Prices were \$10.00 to \$12.50. Thursday 2.75

2500 Pairs Rubbers on Bargain

Women's City Rubbers, storm and ordinary styles, high and low heels. Sizes 2 1/2 to 7. Thursday, 45c. Misses' Rubbers, sizes 11 to 2. Thursday, 38c. Children's Rubbers, sizes 8 to 10 1/2, Thursday, 35c.

Women's Light Gossamer Knee Rubber Boots, watered silk effect. Sizes 2 1/2 to 7. Thursday, \$1.99. Misses' sizes 11 to 2. Thursday, \$1.79. Children's sizes 6 to 10 1/2, Thursday, \$1.49.

Men's City Rubbers, medium weight, corrugated soles, reinforced heels. Sizes 6 to 12. Thursday, 50c. Boys' sizes 1 to 5. Thursday, 55c. Youths' sizes 11 to 13. Thursday, 49c.

Best Knee Rubber Boots, heavy double vulcanized red rubber soles. Sizes 6 to 11. Thursday, \$2.99. Boys' sizes, black soles, 1 to 5. Thursday, \$2.75. Youths' sizes, black soles, 11 to 13. Thursday, \$2.49.

Men's Hip Rubber Boots, with strap to fasten to belt, heavy double soles. Sizes 6 to 11. Thursday 4.69.

Men's Thigh Boots, sizes 6 to 11. Thursday 3.99.

Men's 3-Eyelet Snagproof Rubber Boots, belted tongues. Sizes 6 to 11. Thursday 1.89

Men's 2-Buckle Gum Rubber Boots, extra high cut, solid rubber heels. Sizes 6 to 11. Thursday 1.79

Sheepskin Socks for rubber boots; men's sizes. Thursday 75

Waterproof Jersey and Cashmere Overshoes, with heavy fleece linings:

Women's buckle and button styles 1.25
Misses' buckle and button styles 1.15
Child's buckle and button styles 99
Men's 2-buckle style 1.99
Men's 1-buckle style 1.19
Boys' 1-buckle style 1.09
Youths' 1-buckle style 89
Men's storm cut, high fronts and backs . . . 84
Men's storm cut, high fronts and backs . . . 1.19
All sizes in every line. Phone orders filled.

"Ro'ale" Corsets \$1.50

Just 300 pairs, new, stylish model, medium bust, long skirt, rustproof boning, 4 garters; sizes 19 to 26 inches. Regularly \$2.50. 8.30 a.m. Thursday 1.50

"BIEN JOLIE" Corsets and Brassieres

You are reminded that a New York corset modiste will be in attendance here during this week and next, to give free consultations and advice about the new spring corset styles, particularly the latest "Bien Jolie" creations.

These corsets and Brassieres are favorites because of their excellent design and quality. Appointments for fittings can be made by phone, letter, or in person at our Corset Department.

14 Beautiful New Spring Models, "Bien Jolie" Corsets, for all figures, \$6.00 to \$12.00 a pair.

8 Handsome Styles "Bien Jolie" Brassieres, all figures, 75c to \$4.50 each.

News of Today's Selling

The February Sale of House Furnishings offers new inducements. Special Corset Demonstration. Sale of Distinctive Boots. The Hosiery Sale. Attractive new materials for spring. Men's \$12.00 Black Melton Overcoats, \$7.95.

Other items described in full herewith are for Thursday's Selling.

PARTY CASES AT 79c

REGULARLY \$2.25, \$3.50, \$4.00 AND \$5.00.

720 only, covered with crushed morocco, Vichette pin and crepe grain leathers; leather handles and secure clasps; linings of corded or moire silk; full nickel or gilt fitting, comprising memo pad, scent bottle, salve box, mirror and purse; most of them black. 8.30 a.m., Thursday, each . . . 79



Delightful New Spring Fabrics

Lovely colors and weaves in silks and woollen goods are offered Thursday.

"Raven" Black Charmeuse Satins; 40 to 44 inches wide, \$1.50, \$2.00, \$2.50 and \$3.50 per yard.

Black Crepe Charmeuse, an all-silk crepe back, satin, soft, subdued finish; 42 in. / Special at, per yard 2.50

Black Chiffon Taffetas, greatly in demand for flare effects; soft, lustrous black, with rich sheen, from one of the best French makers, \$1.50, \$2.00 and \$2.50 per yard.

Dull Black Silks for Mourning, peau velours, peau de soies, armures, ripple crepes, crepes de chine, and paillettes.

Black Suiting Silks and Satins, silk moires in profusion, bengalines, failles, coeles, silk-satins and satin duchesse.

1,000 yards of Black Satin Mouseline, 36 inches wide; one of our recommended numbers. Regularly \$1.33. Thursday, per yard 1.10

Of Silk and Wool

Stunning new weaves and textures, in the new spring shades, with prices arranged to please even the economizing student of fashion.

Silk and Wool Fleur-de-Poplin, 96c yard. You would think them pure silk. By the introduction of wool a most durable fabric is produced, showing all the newest spring shades. Thursday, per yard . . . 36

Silk and Wool Eolienne, \$1.00 in new spring shades, for party or street dresses; greens, tans, browns, purples, grays, blue, navy, and black. Thursday, per yard 1.00

Silk and Wool Crepe Cord and Poplin de Chine, \$1.50; Belgian blue, African brown, tans, battleship gray, etc. Thursday, per yard 1.50

Silk and Wool Auresa Corda, \$2.00 yard; in weights, for dresses and spring suits; a splendid range of shades. Thursday, per yard 2.00

New Crepe Moire de Chine, \$2.50 yard; two weights, for spring and summer suits and dresses; all the new shades. Thursday, per yard 2.50

The February Sales of Housefurnishings

Unimaginable variety—with values above anything you will perhaps see again for some time. Could there be greater inducements to buying now than these?

New Lace Curtains

From Switzerland, marked for our Drapery Sale, we have there, at prices that represent extreme savings on each pair. They show a variety of beautiful patterns, new and distinctive.

Ivory Duchesse Curtains for the Reception Room, a very delicate lace, beautiful curtain in a soft shade of ivory, to be used with shadow cloth or damask over-curtain, 3 yards long. Per pair . . . 12.50

Fine Irish Point Curtains at \$5.29 per pair. Just twelve patterns, 3 yards long, 46, 48 and 50 inches wide, in white or ivory, some very pleasing patterns. Regularly \$7.50 and \$8.00 per pair, for . . . 5.29

Irish Point Curtains, per pair, \$3.95. Very effective, good quality of Brussels net, applied on Swiss muslin, 3 yards long, 45 inches wide. Regularly \$5.00 per pair. February Sale price, per pair . . . 3.95

Lacet Arabian Curtains at \$2.00 per pair for the living-room or dining-room; they come in a warm Arab shade, \$3.00. Dainty English Lace Curtains, fish net curtains with plain centre and delicate lace border, 2 1/2 yards long, 46 inches wide, white only, curtains for the upstairs rooms . . . 2.19

Novelty Serim Curtains, white, with pretty lace and insertion trimming; all are all length, 2 1/2 to 2 3/4 yards long; very effective and serviceable. February Sale price 5.00

Dainty English Lace Curtains, fish net curtains with plain centre and delicate lace border, 2 1/2 yards long, 46 inches wide, white only, curtains for the upstairs rooms . . . 2.19

Very Inexpensive Rugs

JAPANESE MATTING RUGS AT 95c.
Size 8 ft. x 6 ft., a good quality; colors woven through; reds, blues and greens. Regularly \$1.50. Thursday . . . 95

SCOTCH TAPESTRY RUGS, \$7.75.
Sizes 9 ft. x 9 ft. and 9 ft. x 10 ft. 6 in.; in many different styles and colors. Big values, Thursday, each . . . 7.75

7 1/2 x 10 1/2 AND 9 x 9 JAPANESE ORIENT RUGS, \$4.75.
A wonderful appearance is obtained in these very inexpensive rugs; bold Oriental medallion designs in greens, reds and tans; suitable for sitting-rooms and bedrooms. Bargain price Thursday, each 4.75

SEAMLESS-IMPORTED WOOL AND FIBRE RUGS, \$4.75.
A very good quality, in several good medallion designs; size 6 ft. x 9 ft. Regularly \$6.95. Thursday 4.75

Another quality, size 8 ft. x 8 in. x 10 ft. 6 in. Regularly \$6.50. Thursday 4.75

5,000 YARDS STAIR OILCLOTH, 14 TO 19c YARD.
A splendid clearing line of the always needed Stair Oilcloths, most of them slightly misprinted on the surface, but otherwise perfect; in good colors:

Canvas back quality, 18 in. wide, special Thursday . . . 11
Canvas back quality, 22 1/2 in. wide, special Thursday . . . 13
Painted back quality, 18 in. wide, special Thursday . . . 14 1/2
Painted back quality, 22 1/2 in. wide, special Thursday . . . 16 1/2
Painted back quality, 27 in. wide, special Thursday . . . 19

In the Furniture

Parlor Suite, mahogany finish, settee, arm chair and arm rocker, in silk tapestry. Regularly \$25.00. February Sale price 13.95

Parlor Suite, mahogany, covered in silk tapestry. Regularly \$37.00. February Sale price 24.00

Parlor Suite, solid mahogany, "Adam" design, settee, arm chair and arm rocker covered in striped silk material. Regularly \$60.00. February Sale price 39.95

50 only, Brass Bedsteads, heavy two-inch posts, all standard sizes. Regularly \$10.50 6.15

50 only, Brass Bedsteads, have heavy two-inch continuous posts, all sizes. Regularly \$13.90 . . . 11.95

50 only, Brass Bedsteads, heavy two-inch posts and two-inch top rails, all sizes. Regularly \$24.75. February Sale price 13.95

Iron Bedsteads, white enamel, brass knobs, all sizes. Regularly \$3.00. February Sale price 1.95

Iron Bedsteads, white enamel, have brass caps, top rails and upright all sizes. Regularly \$5.25 3.95

Mattress, sanitary corded sea-grass, layer of jute felt at both sides, all sizes. Regularly \$3.00 1.95

Mattress, all pure cotton felt, all standard sizes. Regularly \$7.50. February Sale price 4.15

Mattress, pure cotton felt. Regularly \$8.00. Sale price 4.95

Mattress, all cotton felt. Regularly \$9.75. February Sale 7.55

Extension Bed Couch of angle steel, springs of woven steel wire, helical springs at both ends, cotton felt mattress, denim, with valance.

Bed Spring, steel tube frame, woven steel wire spring, all sizes. Regularly \$19.00. February Sale . . . 13.95

Bed Spring, knifed dried hardwood oak, turned or golden-rose with strong woven steel wire. Regularly \$2.00. February Sale . . . 1.45

Bed Spring, steel tube frame, woven steel wire spring, all sizes. Regularly \$19.00. February Sale . . . 13.95

Buffet, golden oak, mirror at back, top 48 x 22 inches. Regularly \$32.00. February Sale 19.75

Buffet, "Colonial Design," quarter-cut oak, turned or golden-rose with 48 x 22 inches. Regularly \$31.00. February Sale price 18.75

Dining-room Chairs, quarter-cut oak, turned or golden-rose with seats in genuine leather, five side and one arm chair. Regularly \$17.50. February Sale price 12.85

Dining-room Chairs, quarter-cut oak, turned or golden-rose with seats in leather, five side and one arm chair. Regularly \$24.75. February Sale price 17.90

Dining-room Chairs, "Colonial Design," five small and one arm chair, genuine leather seats. Regularly \$25.75. February Sale . . . 19.75

Extension Dining Tables, quarter-cut oak, turned or golden-rose finish, 48-inch top, extending to 8 feet, massive pedestal. Regularly \$32.50. February Sale price 23.95

Couch, covered in set leather. Regularly \$11.00. February Sale price 6.85

Couch, turned oak, loose cushions, in genuine leather. Regularly \$36.50. February Sale price . . . 27.00

17c Day in Wall Papers

Cleaning up room lots and more of broken lines; every roll perfect; enough in most lines for a suite of rooms or hall. 17

3,950 Rolls Made-in-Canada and Imported Papers, Regularly 25c and 35c lines. Thursday 17

Short Ends of Santas and Burlap, Regularly 25c and 30c yard. Thursday, per yard 17

3000 Rolls Corks, 30 inches wide, in browns, grays, tans, blues and buff, 15 shades, every roll about 8 yards long; English, Scotch and Imported. Thursday, per roll 17

Good Value in Pictures

Photo color landscapes among them, "The Wide World," by Lams Muntz, framed in 3-inch plain gilt moulding, with gold burnished corners, size 16 x 20. Special 1.00

Kitchen and Bathroom Mirrors, framed in white enamel or mission oak, sizes 5 x 7 to 14 x 24. Prices 15c to 65c.

Making a Virtue of Necessity

A BIG CANADIAN CLOTHING HOUSE SOLD US 2100 Pairs of Trousers

at considerably less than they had cost to make. The very sufficient reason was the fact that they had received a huge military contract from the English Government and needed every inch of space and every dollar they could collect to handle it.

We have divided them into four lots to sell at 90c, \$1.49, \$1.50 and \$1.95. Regular prices would range up to \$3.50.

Lot No. 1—900 pairs of English Tweed Working Pants in assorted gray and brown stripes and mixtures. Serviceable materials that have a percentage of cotton to give extra wearing qualities. Side and hip pockets. Thursday 90

Lot No. 2—500 pairs of Worsted Trousers, a medium heavy, strong fabric in smooth finish. The patterns are woven through and through and show a variety of neat stripes in gray with black and colored threads. Well tailored. Sizes 32 to 44. Regularly \$2.00, \$3.25 and \$3.50. Thursday 1.49

Lot No. 3—200 pairs Gray English Hosiery Tweed Trousers. This is a standard cloth, well known for its wearing qualities and smartness. Always sold at \$2.00 and over. Thursday 1.50

Lot No. 4—500 pairs English Worsted Trousers, medium and dark gray grounds, with single and double stripe patterns. Splendidly tailored, with five pockets, side straps and belt loops. Sizes 32 to 44. Regularly \$3.00 and \$3.50. Thursday 1.95

BOYS' BLUE SERGE NOREFOLK SUITS. Single-breasted yoke and strap styles, with belt at waist. Full cut bloomers. Heavy twilled linings. New spring model. Sizes 25 to 30, Thursday, \$5.00. Sizes 31 to 34, Thursday, \$5.50.

Boys' Shirt Waists, 50c—Full cut blouse, our new spring designs, in blue chambrays, white and blue plain madras, fancy striped sephers and striped shirtings. Sizes 8 to 14 years. Thursday 50

Underwear, of medium weight, natural wool, English made, shirts and drawers, soft finish and non-irritating, double-breasted, sizes 34 to 44. Regularly 90c and \$1.00. Thursday, each 50

Flannellette Pyjama Suits and a few American patterned suits, in small stripes, some slightly counterchecked, sizes 34 to 46. Regularly \$1.00. Thursday 55

Flannellette Work Shirts, in assorted color stripes; sizes 14 1/2 to 17 1/2. Regularly 50c. Thursday 25

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