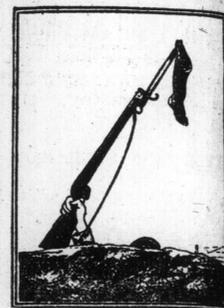


Framed Pictures at \$1.95

Regular \$3.95 to \$4.75. Genuine Water Colors, Colored Photographs, Oil Paintings, Landscapes and Figures...

THE ROBERT SIMPSON COMPANY LIMITED

DON'T FORGET



Toronto World Sox Day Feb. 15

Come Early Today for These and Many Other Values

Our Wonderful Collection of CANADA-MADE FURNITURE

Has not only low prices to recommend it, but has all the excellence of construction, design and finish that you associate with expensive imported goods. See these Today.

- Morris Chairs, mahogany or quarter-cut oak, fumed finish, have loose spring seats and cushion backs... Leather Arm Chair and Arm Rocker, all-over upholstered, loose cushion, covered in high-grade leather... Couch, comfortably upholstered, and covered all over in high-grade art leather... Library Table, in solid oak, "Jacobean" design, large top... Parlor Tables, in mahogany finish, neat design... Kitchen Cupboard, made of kiln-dried hardwood, golden finish... Hall Seats, in rich golden finish, with large box seats... Wood Beds, in white enamel, and fumed finish, in 3 ft. and 3 ft. 6 in. sizes only... Wood Beds, in mahogany finish, very neatly designed, 3 ft. size only... Dresser, in mahogany and walnut finish, large case, and shaped British bevel mirror... Chiffonier, in mahogany or walnut finish, to match above dresser... Bed, in mahogany or walnut finish, cane centre panels, 4 ft. 6 in. size only... Buffet, solid quarter-cut oak, fumed or golden finish... Buffet, "Colonial" design, quarter-cut oak, fumed or golden finish... Extension Dining Table, selected quarter-cut oak; fumed or golden finish... Extension Dining Table, quarter-cut oak; fumed or golden finish... Dining-room Chairs, solid oak, fumed or golden finish... Dining-room Chairs, five side and one arm chair; loose slip seats; comfortably upholstered in genuine leather... Brass Bed, 2-inch posts and top rails, ball corners; massive fillers; satin, bright or polette finishes; standard sizes...

There's economy in buying the furnishings for your home all at one time, or a room at a time, getting the effect at one stroke. The Home Lovers' Club makes possible this ideal way of buying, by spreading the payment over the year, and it costs you no more than cash buying. See the Club Secretary - Fourth Floor.

Have You an "Out-of-Doors" Boy? You'll Find Some Good Coats and Suits Here Today for Him

English Tweed Norfolk Suits for Boys \$3.85 Monday

New spring styles, single-breasted models, with box pleats and stitched-on belt; full cut bloomers; splendid cloths, in dark and medium shades of gray and brown; twilled body linings; sizes 25 to 34. Monday.. 3.85

Boys' English Serge Suits \$4.95

92 Double-Breasted, Well-Tailored, Regular Stock Suits, to fit boys of 7 to 12 years; two and three-button styles; full-cut bloomers; navy blue guaranteed serges; serge body linings; sizes 25 to 30. Clearing Monday .. 4.95

Boys' Mackinaw Reefers for \$3.95

Regular \$5.00, \$5.50 and \$6.50.

96 Smartly Tailored Fancy Mackinaw Reefers, double-breasted styles, with roll collar that buttons up to chin, patch pockets and belt at waist; the colors are dark blue, red and brown, with black overchecks; ideal coats for winter sports; sizes 26 to 34.



Monday \$3.95

Men's and Boys' Handkerchiefs

Men's and Boys' White Lawn Handkerchiefs, navy spot border, also white with colored borders; soft, smooth finish, good size; our 8 for 25c. Monday at 12 for .. 25

Men's Glove Section OFFER TWO VERY SPECIAL ITEMS.

No. 1 includes all our Men's Tan Suede and Gray Suede Gloves, also Tan Cape Leather Wool-Lined Gloves, up to \$1.25. Monday at 79 to \$1.25. Monday at 79

Men's Negligee Shirts 55c

In plain and fancy stripes, blues and blacks, hairline and assorted stripes; all coat styles; laundered cuffs; sizes 14 to 16 1/2. Regular 75c and 89c. On sale Monday .. 55

Well Selected Clothes for Men. On Sale Today

- ENGLISH BLUE WORSTED SUITS AT \$15.00. Guaranteed indigo dyed cloth, with medium size twill, cut in a smart single-breasted, three-button sack style, with single-breasted vest; sizes 34 to 44. Monday .. 15.00
- TWEED WORK PANTS, \$1.25. A strong, good-wearing cloth, in dark brown stripes; sizes 32 to 44. Monday .. 1.25
- BETTER QUALITY WORSTED PANTS, \$4.00. English worsted trousering, in gray stripes; sizes 32 to 44. Price .. 4.00

These Shoe Prices Greatly Reduced for Today

- 1200 PAIRS MEN'S BOOTS. Goodyear welted; button, laced styles; in patent colt, gunmetal, box calf, kid and tan calf leathers; new toe styles, with heavy and lightweight, oak-tanned soles; military and low heels; plain and tipped vamps; sizes 5 to 11. Regular \$4.00 to \$4.50. Monday.. 2.95
- BOYS' BOOTS, MONDAY, \$1.99. 650 Pairs Strong Boots, of box calf and gunmetal; made with good, heavy soles, and flat or military heels; good toe shapes. Sizes 11 to 13, 1.69. Sizes 1 to 5 .. 1.99
- WOMEN'S \$3.50 AND \$4.00 BOOTS, MONDAY, \$1.99. 1200 Pairs High-Grade Winter Boots, in patent colt, kid and gunmetal; lace and button styles; Goodyear and flexible McKay sewn soles; cloth and kid tops; Spanish and Cuban heels; sizes 2 1/2 to 7. Monday .. 1.99
- 500 PAIRS WOMEN'S BOOTS. Gray and black, piano felt and Arctic cloth; Everett and Juliet styles; trimmed and well made, with flexible leather and soft padded soles. Regular \$1.00 and \$1.25. Monday .. 65
- CHILDREN'S \$1.35 BOOTS FOR 95c. Genuine Black Dongola Kid Boots, in Blucher lace style, with solid leather sole, low heel, round, comfortable and dressy toe shapes; sizes 5 to 10 1/2. Regular \$1.39. Monday .. 95

Sox for Sox Day

One of the unceasing demands from the front is for Sox! Sox! No other one thing that we can send to the men there contributes so much to their comfort and well-being. Tomorrow is The Toronto World's "Sox Day." The Sox The World collects will be sent direct to the trenches through the Red Cross. So send them a pair, or a dozen pairs, or a hundred pairs!—But send SOME Sox anyway. Read this list of prices, see our Yonge Street window, and leave your order. We will send the Sox you buy direct to The Toronto World if you wish us to do so.

- SOX MOST SUITABLE FOR SOLDIERS' USE. Men's Heavy Gray Ribbed Wool Sox, 3 1/2 lbs. to the dozen; extra soft yarn, clean and close weave, close-fitting fine ribbed cuff, reinforced heel and toe; made in Canada. Extra special value, Monday, pair, 25; 3 pairs .. 69
- Men's Gray and Mottled Gray All-Wool Heavy Ribbed Sox, 3 1/2 lbs. to the dozen; no seams in sole; extra close knit, clean soft yarn; will not irritate the feet; close-fitting ribbed cuff; reinforced heel and toe. Extra special value, Monday, 3 pairs 1.10; pair .. 39
- Men's Irish Knit All-Wool Dark Gray Ribbed Sox, very much like the hand-knit article; mother's kind; soft, heavy, and closely woven; wash splendidly; acceptable to the most tender foot; close-fitting ribbed cuff; sizes 9 1/2 to 11. Extra value at the price Monday .. 75
- Men's Black English Worsted All-Wool Sox, two-in-one ribbed,

- strong, close weave, seamless foot, good weight; bright, glossy, clean yarn; will not irritate the feet; spliced heel, toe and sole; sizes 9 1/2 to 11. Extra special value, Monday, pair .. 50
- Men's Plain Khaki Wool Sox, good weight, seamless foot, English cashmere, finest yarn, closely knitted, strength and durability combined; close-fitting ribbed cuff; spliced heel, toe and sole. Monday, 2 pairs 1.25; pair .. 65
- Men's Khaki Cashmere Sox, sizes 9 1/2 to 11; English make; nice quality. Monday, pair .. 50
- Men's Khaki Cashmere Sox, sizes 9 1/2 to 11; English make; good quality. Monday, 3 pairs 1.10; pair 33

Savings in Draperies

- Any of the above fabrics made up into curtains or slip covers without charge for the labor.
- CURTAIN RODS. Flat Brass Extension Rods, are most effective for hanging net curtains of light draperies. The sash rod extends from 20 to 36 inches .. 45
- Curved End Rods, for light draperies, extends from 25 to 40, 30; 33 to 58 inches .. 40
- Double Rods, with curved end brackets for hanging net and over-curtains, extend from 25 to 19 inches, each, 55; 33 to 59 inches, each .. 70
- Extension Rod, to fit bay window. Per set .. 1.00
- PORTIERE FABRICS, 96c. An assortment including Assyrian cloth and satin cloths, in a variety of colors, Regular \$1.25 and \$1.35 yard. Monday, February Sale price .. 98
- UPHOLSTERING TAPESTRIES. Limited quantity only, all-over floral and conventional patterns; 50 inches wide. Regular \$1.00 and \$1.25 yard. Monday .. 89

THE MARKET Telephone Adelaide 6100

- 25c DAY IN THE MEATS. Boneless Stewing Beef, lean, 2 lbs. for .. 25
- Boneless Boiling Beef, 2 lbs. for .. 25
- Brislet Boiling Beef, 2 lbs. for .. 25
- Sirloin Steak, finest quality, per lb. .. 25
- Young Lamb Chops, per lb. .. 25
- Choice Pork Chops, per lb. .. 25
- Veal Chops, per lb. .. 25
- Family Sausage, our own make, 2 lbs. for .. 25
- Fresh Sea Herring, 3 lbs. for .. 25
- Halifax Salt Cod, 2 lbs. for .. 25
- Labrador Salt Herring, 6 for .. 25
- Smoked Filets, 2 lbs. for .. 25
- Kipperd Herring, 5 for .. 25
- GROCERIES. 4000 tins Finest Canned Corn, only six tins to a customer, 3 tins .. 21
- Monarch Flour, 3 1/2 bag .. 75
- Diamond Cleaner, 3 tins .. 20
- Fels Naptha Soap, per bar .. 5
- Sunlight and Surprise Soap, 6 bars .. 25
- Comfort and Taylor's Borax Soap, 6 bars .. 25
- Simpson's Big Bar Soap, per bar .. 10
- R. S. Soap, per bar .. 4
- Heather Brand Soap, 7 bars .. 25
- Wheen's Delight Soap, 6 bars .. 25
- Pearline, large package .. 10
- Soap Chips in Bulk, 2 lbs. .. 15
- Ammonia Powder, 4 packages .. 25
- Mack's No Rub, 6 packages .. 25
- Old Dutch Cleaner, 3 tins .. 25
- Sapallo, per cake .. 5
- Babbitt's Cleaner, 6 tins .. 25
- Naptha Powder, package .. 25
- Goldust Washing Powder, large pkg. .. 25
- Lucy Washing Powder, 2 packages .. 25
- Taylor's Soap Powder, 2 packages .. 25
- Panshine Cleaner, 3 tins .. 25
- Royal Blue, 2 packages .. 8
- Canada White Laundry Starch, pkg. .. 8
- Celluloid Starch, package .. 10
- 1000 lbs. Pure Celona Tea of uniform quality and fine flavor, black or mixed. Monday, 2 1/2 lbs. .. 74
- VEGETABLES. Choice Sweet Potatoes, 6 lbs. .. 25
- Carrots and Beets, 1/2 peck .. 10
- Table Turnips, 2 for .. 10
- Fancy Apples, peck .. 60
- POULTRY FOOD. Mixed or Scratch Feed, 10 lbs. 25c, 100 lbs. \$2.35.
- Bran or Shorts, 10 lbs., 20c, 100 lbs., \$1.75.
- Mica Grit or Oyster Shell, 10 lbs. .. 10
- Cracked or Whole Corn, 10 lbs. 25c, 100 lbs. \$2.35.

Wilton, Brussels, Velvet Rugs To Commence the Third Week of the February Sale

- These February values will not be approached for a long time to come, because of the enormous increase of the cost of production in all fabrics.
- WILTON RUGS. Designs and colorings for any room, Oriental, floral, two-tone, and conventional: 4.6x9.0. Reg. \$12.75, for 9.95 4.6x9.0. Reg. \$19.25, for 14.95 4.6x7.6. Reg. \$14.25, for 10.95 6.9x7.6. Reg. \$24.00, for 19.75 6.9 x 9.0. Regular \$25.00, for 21.75 6.9 x 10.6. Regular \$29.75, for 24.75 9.0 x 9.0. Regular \$33.50, for 27.75 9.0 x 10.6. Regular \$35.00, for 29.75 9.0 x 12.0. Regular \$43.00, for 37.75 9.0 x 13.6. Regular \$48.50, for 41.75
- BRUSSELS RUGS. 4.6 x 6.0 .. 4.75 6.9 x 10.6 .. 10.75 and 13.75 4.6 x 7.6 .. 6.75 and 7.95 9.0 x 9.0 .. 11.95 and 13.95 6.9 x 7.6 .. 9.75 and 13.75 9.0 x 10.6 .. 13.95 and 21.95 9.0 x 12.0 .. 19.75 and 26.75
- VELVET RUGS—LARGE SIZE ONLY. Oriental designs, in dark colorings, for large living-rooms or large dining-rooms: Sizes 12.0 x 12.0 and 10.6 x 13.6. Regular \$31.00. Monday 26.75 Sizes 12.0 x 12.0 and 12.0 x 13.6. Regular \$35.00. Monday 29.75
- SCOTCH AND ENGLISH TAPESTRY STAIR CARPET AT 49c YARD Good range of Oriental and floral patterns, in two widths, 18 and 22 1/2 inches. Values to 65c yard. Monday, yard .. 49
- EXTRA HEAVY ENGLISH VELVET CARPET. 400 yards, four designs, small conventional and Oriental colorings, two-tone green and two-tone red, for halls, stairs or landings; good hard-wearing quality. Regular \$1.75 yard. Monday, yard 1.45
- PRINTED LINOLEUM, 45c. Heavy quality, well printed, tile, floral and block effects, 2 yards wide only. Monday, square yard .. 45

C.P.R. BU... PROBS—South local... RUSSIA... Aust... 574... RUSSIANS... ERZERUM... BY RAPID... Part of Defences by Explosion, F... to Besieging... FALL OF TOW... Pursuit of Flying Russians Guns... tions and Pri... Special Cable to The Toron... LONDON, Feb. 14.—... have captured one of the... saved from Petrograd... fort was the one dama... ing in the course of... the Russian war of... the defences of... stronghold. It is exp... Russian will effect it... in the course of... unless the garrison is a... better defence than p... cases indicate that it... of munitions as we... the Caucasus some time... captured six guns and... of prisoners. The... not say where these su... the Russian war of... a dis-rented reticence... It is believed in some... the German troops that... by the Russians. Having... bolstering up the T... in Syria, but it is be... will arrive too late fo... Russia's Fleet At... A semi-official stat... recent activit... The fleet says: "We... Turkish coast batteries... between Capes Laro... (Troy) and... batteries to silence a... a Turk sailing ship... 35 men and "rank eight... They say they were... ing an offensive mov... Russian troops... and four wooden bridg... : WA... Toc... SO FAR as infant... western theatre... thundering as be... launched against exp... but little in the... ation of what they... reports have been g... figures as an attack... adopted the expedie... as little effort as... bars of three or fou... anyway only draw o... daily events of the... publicity from his ac... effort, selects a sn... of a mile in length... being taken in the o... by good luck he tem... in his official bulletin... taken multiplied by 8... This mode of op... The German is end... Great strength of Ge... in order that his de... on the war, and ther... Germany is still po... cautious route a feel... method of working... the military end of... it will go on increa... lasts the more exagg... The mendacity of... official dispatches of... minor engagements... had prevailed a Germ... had eleven men missi... the German took thr... did. But neither the... the official announce... (Con... Send