

SEWING WEEK



Ribbons for Thursday

For new spring lingerie wash ribbons will be needed. Our "Lovers-knot" ribbon is a pure silk with rich satin finish. Delicately covered knot brocade on it. Lingette colors only, white, pink, pale blue figures draped with different widths. Per yard as follows:

1/4-inch width. Yard. 3
1/2-inch width. Yard. 5
3/4-inch width. Yard. 5
1-inch width. Yard. 10
1 1/2-inch width. Yd. 15
2-inch width. Yard. 20
Rich Satin Ribbon with a soft silk back: thirty-six colors:
3/4-inch. Per yard. 2
1/2-inch. Per yard. 3
3/4-inch. Per yard. 5
1-inch. Per yard. 7
1 1/2-inch. Per yard. 10
2-inch. Per yard. 15

AT THE SIMPSON STORE

Beginning tomorrow, Thursday, the 18th, six whole business days will be used to feature the things you need for your spring sewing. All sorts of materials, silks, dress goods, wash fabrics, laces, embroideries, trimmings, ribbons, notions, and sewing outfits of every kind will display their newest and best for your choosing, offering each day a special price list well worth considering in estimating the cost of your spring and summer dressmaking.

Special demonstrations will also be made of how the new materials are used and combined to carry out the latest fashion ideas for warmer weather.

This display and sale is for your personal benefit. Come tomorrow and lay your plans with the fullest information as to the season's possibilities.

Thursday, February 18, to Wednesday, February 24.

For Needleworkers

MOST OF THESE INCLUDE THE MATERIALS FOR WORKING.

Children's White Poplin Dress Lengths stamped designs 49

Gowns stamped on soft nainsook semi-ready 60

Guest Towels, stamped on pure linen huck for solid French knots or cross-stitch. Regularly 25c for 19

Crochet or Knitting Bags, stamped 20

Tan Linen Centre, lace trimmed, size 22 x 22 20

Natural Linen Dresser or Table Runner 23

Corset Covers, stamped on best quality cambric. Regularly 50c, for 20 Irish Linen Centrepieces, stamped, size 18 x 18 12 1/2



Unique Wash Goods Displays and Demonstrations

Unusually interesting for women who make their own dresses are the displays in the department and windows of figures draped from patterns in the Designer and Standard Fashion Books.

In the Yonge Street Windows a display of "Duro" pliquee Coat #113 and Skirt #097, from the Designer of March, and from the same issue Dress #061. "Duro" goods are guaranteed to stand all kinds of washings and drying in the sun. They come in plain shades and stripes and checks. Width 28 inches. Price 35

IN THE DEPT. THE FOLLOWING WILL BE DRAPED.

From the Designer, Coat No. 8032, Skirt Pattern 40-inch White and Black Flowered Voile, which also comes in spots, stripes and figured effects in black on grounds of white. Special at 42

From the Standard Pattern Book, Skirt No. 8002, draped in a pink and white checked voile, with floral patterns. The same quality comes in blue and white floral designs. One of the very newest materials for spring, 40 inches wide. Price yard 75

From the Designer, Coat No. 8032, Skirt Pattern 8080. A military effect, draped in "Duro" dyed ratines, which come in pink, Copenhagen, navy, rose, Nell rose, mauve, Alice, new green and white. Right weight for spring and summer suits. For outdoor wear, boating, golfing, tennis, etc. It is excellent, as it may be washed and dried, or worn in the sun without fading. 40 inches wide. Price yard 75

At the White Section great values in 28-inch Striped Voiles and Mustins. Regularly 25c to 36c. Thursday 4 1/2

The Linens and Cottons in the Sewing Week

Longcloth Clearing—Good sturdy quality, fully bleached, a good general purpose cotton, 35 inches wide. Regularly 11c yard. Thursday, yard 9 1/2

English Nainsook, 36 inches wide. Thursday, 12 yards for 25

Herodias Madapolam, sheer, quilting, 42 inches wide. Thursday, yard 18

Baby Nainsook, soft finish for undergarments, etc., 36 inches wide. Thursday, 12 yards for 250

Japanese Nainsook, 32 inches wide, easily laundered. Thursday, yard 15

Queen's Own Longcloth, fully bleached, cambric finish, width 36 inches. Thursday, yard 17

Viyella Flannel, great assortment, including cream, military scarlet, white and new stripes. Yard 10

English Gaiters, for wash dresses, shirts, etc., 28 inches wide. Yard 15

Checked Apron Gingham, fast colors, 39 inches wide. Thursday, yard 12

Horrocks' Striped Flannel, 36 inches wide. Thursday, yard 20

Brown Holland Linen, 35 inches wide. Thursday, yard 20

White Irish Dress Linen, 36 inches wide. Yard 35

News of Today's Selling

The Home Owners' Furnishing Club—Apply for membership today. Factory Seconds in Club Bags and Suit Cases. Gold Jewelry Half Price. Displays of New Silks, Dress Goods and Wash Goods with many special prices. Clearing Sale of Dresses and Suits for Women. New Spring Millinery. Demonstration of New Corsets. 1-3 to 1-3 Savings on Men's Suits at \$3.35. Mid-Week Boot Sale. Other items described herewith in detail are for Thursday's Selling.

New Suits for Women

Special showing of new Spring Suits, very smart styles, made from imported serges, in navy, black and Belgian blue. Coats have costume backs, with belts and straight fronts, and are smartly trimmed with tiny buttons. Skirts show the new flange, with short yoke. Misses' and women's sizes. Thursday 15.00

Maternity Skirts of splendid quality serges. Cut with plain front and back panel, buttoning on left side of front panel; size adjusted on back panel by means of hooks and eyes. Another style has an elastic band and shirred yoke on side sears. Price \$5.00 to \$7.50.

Winter and Light Coats Clearing Thursday at \$4.95—Balmacan, College, Russian cape coat and winter styles in serge, blanket cloth, alpaca, fancy checked, Teddy Bear. Splendid range of leading colors. Misses' and women's sizes. Regularly \$8.00 to \$12.00. Thursday, to clear 4.95

Raincoats of English Paramatta, fine quality and best proofing, raglan or set-in sleeves and new full back; new shades of tan, putty, brown and navy. Splendid values. Thursday 6.75

Out-Size Taffeta Petticoats Thursday \$5.00

Good quality taffeta silk, cut especially to suit stout figures (54-inch hip measurement); new circular flounce trimmed with strapping and pin-tucking, deep peraline under-piece, black only. Lengths 38 to 42. Thursday 5.00

New Messaline Petticoats \$3.95—Extra quality all silk messaline; black, navy, emerald, old rose, new blue, sapphire white and pretty shot effects; 12-inch flounce of novelty plaiting. Lengths 38 to 42. Thursday 3.95

House Dresses \$1.00—New Gingham striped percale, navy, or gray with white; high neck, long sleeves, fitted down to waist or neat belt stripe, which also extends full length of skirt. Sizes 34 to 44. Thursday 1.00

Room Lots of Wall Papers

Enough wall border and ceiling paper for room 10 x 12 x 8; larger rooms at proportionate prices. Every paper perfect. 300 room lots. Regularly \$1.50. Thursday 99

300 room lots. Regularly \$2.80. Thursday 189

250 room lots. Regularly \$3.50. Thursday 259

200 room lots. Regularly \$4.50. Thursday 329

5,000 feet room moulding, white or imitation oak. Special, per foot 1

Store Hours: 8.30 a.m. to 5.30 p.m.
Telephones: Groceries, Adelaide 6100. Other Departments, Main 7841

Dress Goods and Silk Values

French Wool Crepe de Chine and San Toy, all the new shades featured, 42 inches wide. Regularly 75c yard. Sewing Week Sale, per yard 59

54-inch Cheek Suiting, in many checks and fancy effects, 54 inches wide. Regularly 75c yard. Sewing Week Sale, per yard 55

English Dress Serges, extra fine twill, soap shrunk, finish guaranteed, fast dye, in shades of navy and black, 52 inches wide. Regularly 85c yard. Sewing Week Sale, per yard 55

Shepherd Checks for Misses' Wear—The popular and practical cloth for misses' and children's wear; four sizes of checks; fine worsted finish. Regularly 30c yard. Sewing Week Sale, per yard 29

BEAUTIFUL SPRING SILKS, MARVELOUSLY PRICED.

All Silk Crepe de Chine, in a host of pretty day and evening shades, with ivory and black. Regularly \$1.24 and \$1.50. Thursday, per yard 1.15

New Liberty and Duchess Satins, 40 new shades, including Nile, mauve, Belgian blue, nigger brown, battleship gray, taupe, Russian green. Regularly \$1.25. Thursday 1.10

Black Duchesse Satin, 300 yards of \$1.25 quality. Thursday, per yard 1.10

Shantung-Pongee Silks, free from dressing, 34 inches wide, bright natural shades. Regularly 75c yard. Thursday, per yard 64

Specials in Cord Velvets

The ideal spring fabric for boys' suits, misses' and ladies' dresses. The staple colorings will wash well and are guaranteed perfect in pile. Full shade range 22 inch corduroy. Regularly 50c. Thursday, per yard 39

27 inch Velvet Cord in Woven and Terry Effects. Browns, blues, wines, gray, fawn, green, drab and other fast selling colors. Regularly \$1.00. Thursday, per yard 98

The Home Owners' Furnishing Club

The sensation of the February Housefurnishing Sales during the rest of the month is this Club of 500 subscribers, with its welcome deferred payment feature. Have you given it your consideration? If not apply for information at the HEADQUARTERS ON THE 4th FLOOR



The Furniture Sale Specials

Parlor Suite, of genuine mahogany, settee, arm chair and arm rocker, seats covered in silk tapestry. Regular \$37.00. February Sale price 24.00

Parlor Suite, mahogany, settee, arm chair and rocker in silk tapestry. Regularly \$40.00. February Sale price 27.00

Parlor Suite, mahogany, in silk tapestry, settee, arm chair and arm rocker. Regularly \$40.00. February Sale price 27.00

Couches, turned oak, two loose cushions in genuine leather. Regularly \$45.00. February Sale price 32.00

Buffet, turned or golden oak, has 48-inch top. Regularly \$35.00. Sale price, 18.75

Buffet, turned oak, Regularly \$37.75. February Sale price 21.50

Extension Dining Table, quartered oak finish, round top extending to 6 feet, square pedestal. Regularly \$35.25. February Sale price 6.75

Extension Dining Table, turned oak, 48-inch top, extending to 8 feet, pedestal on square base. Regularly \$34.50. February Sale price 16.95

Dining Room Chairs, turned oak, five small and one arm chair, seats in leather. Regularly \$17.00. February Sale price 12.85

Dining Room Chairs, turned oak, five side and one arm chair, slip seats in leather. Regularly \$34.75. February Sale price 12.85

Dining Room Suite, "Siberian" design, genuine mahogany, buffet, extension dining table, chairs, cabinet, five side and one arm chair. Regularly \$310.00. February Sale price 211.00

Dresser, in quartered oak finish. Regularly \$6.00. Sale price 5.15

Dress, mahogany finish. Regularly \$25.75. February Sale price 18.50

Dresser, in mahogany finish. Regularly \$24.50. Sale price 18.25

Chiffonier, mahogany finish. Regularly \$21.00. Sale price 17.00

Regularly \$25.25. February Sale price 17.00

Brass Bedstead, two-inch posts, all sizes. Regularly \$18.90. February Sale price 12.15

Brass Bedstead, two-inch posts, all sizes. Regularly \$18.90. February Sale price 12.15

Bed Spring, steel tube frame, all sizes. Regularly \$2.75. February Sale price 1.48

Bed Spring, steel tube frame, all sizes. Regularly \$3.00. Price 1.95

Mattress, curled seagrass and felt, all sizes. Regularly \$3.10. Price 1.85

Mattress, curled seagrass and felt, all sizes. Regularly \$3.10. Price 1.85

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

Mattress, cotton felt, built in layers, all sizes. Regularly \$9.50. Price 5.50

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

The Third Degree Applied to Prices of All These Odd Rugs

A very drastic mid-monthly clearance of all broken lots and odd rugs. Standard reliable qualities. These are mostly imported goods. Duties have been increased, freight rates are higher, manufacturers' costs have all increased, and still in spite of these adverse facts you have an opportunity Thursday to buy these goods at, in many cases, a great deal less than the actual manufacturers' costs under the old rates.

SCOTCH TAPESTRY RUGS.

LOT 1-4 Rugs, 9.0 x 12.0. Regularly \$2.50. Thursday 5.99

10 Rugs, 10.6 x 12.0. Regularly \$10.00. Thursday 6.99

LOT 2-4 Rugs, 9.0 x 10.6. Regularly \$5.35. Thursday 5.99

6 Rugs, 9.0 x 12.0. Regularly \$9.45. Thursday 6.99

14 Rugs, 10.6 x 12.0. Regularly \$11.45. Thursday 7.99

LOT 3-11 Rugs (1 design), 9.0 x 9.0. Regularly \$7.85. Thursday 4.99

40 Rugs (1 design), 9.0 x 10.6. Regularly \$9.25. Thursday 5.99

22 Rugs (1 design), 9.0 x 12.0. Regularly \$10.45. Thursday 6.99

28 Rugs (3 designs), 10.6 x 12.0. Regularly \$12.25. Thursday 2.99

LOT 4-22 Rugs (2 designs), 9.0 x 9.0. Regularly \$9.00. Thursday 5.99

16 Rugs (2 designs), 9.0 x 10.6. Regularly \$10.50. Thursday 6.49

8 Rugs (3 designs), 10.6 x 12.0. Regularly \$15.75. Thursday 9.99

ENGLISH WILTON RUGS.

Genuine Bargains. Sterling Values.

6.0 x 10.6. Regular value \$28.25. Thursday 17.99

9.0 x 10.6. Regular value \$38.50. Thursday 22.99

9.0 x 12.0. Regular value \$48.00. Thursday 29.99

ENGLISH BRUSSELS RUGS.

6.0 x 9.0. Regular value \$14.00. Thursday 9.99

9.0 x 10.6. Regular value \$26.25. Thursday 15.99

9.0 x 14.0. Regular value \$38.50. Thursday 19.99

Best Quality Draperies at Bargain Prices

Hand Blocked French Linens at Half Price. Handsome French Linens and Repps, hand blocked, insuring permanency of color, black or natural color grounds, quite an extensive variety of colors, 50 in. wide. Regularly \$2.50 per yard. Thursday, per yard 1.25

Unfaded Repps, at 98c. The last offering you will have of these beautiful fabrics for portieres, for curtains, for cushions and for furniture; brown, green, gray, tan and natural colorings; absolutely guaranteed not to fade. Thursday, per yard 98

English Chintz, 30 in. wide, nearly any color you could ask for. Thursday, per yard 59

Tapestry Portieres at \$2.50 Per Pair. Red, red and green, brown, brown and green, and solid green. Thursday, per pair 2.50

Window Shades at 39c. 37 in. wide, 70 in. long, all opaque cloth, green or cream. Regularly 60c. Thursday, each 39

Instantly Trimmed Window Shades, 27 in. wide, 70 in. long, in white, cream or green. Regularly 65c. Thursday 49

A Clearance of Weather Stripping. Best grade rubber cork, made in colors brown, red and green. Regularly 40c per foot. Clearing at Half-Price, per foot 20

Men's New Spring Attire at the Store Thursday

Most interesting displays of the new early wear overcoats and medium-priced suits are arranged for to-morrow, beginning with

THE NEW "SLIP-ON" OVERCOAT.

Not the lightest weight, but a good practical coat, made by one of the best producers. Not so loose as the Balmacan, but thoroughly comfortable. Smart width shoulders, length 43 inches, satin sleeve linings and across the shoulders. Dark brown with a faint check. Sizes 34 to 42. Price 62.50

Worsted Suits for Stout Men—Made from English worsted cloth in a medium shade of gray, with a distinct three-stripe. Cut in good fitting, single-breasted sack style, with fine twill mohair linings. Brest measure from 42 to 50, waist measure from 42 to 46. Price 35.50

Blue Suits at \$15.00—Of splendid quality mill finished English serge, slightly rough finished. Cut in single-breasted, three-button sack style, with soft roll lapels, natural width shoulder. High cut vest and cuff bottom trousers. Sizes 34 to 44. Price 15.00

BOYS' BLUE SERGE NORFOLK SUITS.

Two-piece suits, single-breasted style, with box pleats and belt, full cut bloomers. Sizes 25 to 30, Thursday, \$5.00. Sizes 31 to 36, Thursday \$5.50.

Shirt Waists for Boys, 50c—Our complete spring shirts have arrived with a full range of collar-attached styles. Big assortment of shades and patterns. Sizes 6 to 14 years. Special at 50

2000 Negligee Shirts at 55c

Men's Shirts, made from guaranteed fast color cambrics in the newest hairline stripes, including black and white. They are exceptionally well made, with properly sized neckbands and correct body proportions. Have yoked and insulated cuffs. Sizes and half sizes 14 to 17. This quality usually 75c. Thursday 55

The Men's Furs Thursday

Men's Persian Lamb Caps, medium glisten cuffs, satin lined. Regularly \$4.50. Thursday 2.99

Men's Persian Lamb Collars, buttons on, will fit any coat; especially well lined and finished. Regularly \$11.00. Thursday 6.50

A Carload of Rubbers

For Thursday's Sale. Our being able to handle this large quantity is the reason for the following interesting prices. All sizes and styles. Phone orders filled. No mail orders.

Men's Pure Gum Rubber Boots, guaranteed "knee" style; all sizes Thursday, \$4.99. High style roll top, Thursday, \$4.99. Hip style; belt straps, Thursday, \$4.99.

Men's Snap-proof Duck 3 Eyelet Lace Rubber Boots, all sizes, with sheepskin socks. Thursday \$2.64, without sheepskin socks, Thursday, \$1.95.

Men's 2-Buckle Style, same as above, all sizes. Thursday 1.79

Women's City Rubbers, to fit any heel and toe shape; all sizes. Thursday 45c; misses' sizes, 11 to 2, Thursday 35c; children's sizes, 5 to 10, Thursday 35c.

Men's Bright Finish City Rubbers, non-slip soles and heels; some styles have stiff counters and pull-off flange; all sizes in the lot. Thursday 58

Boys' Plain Rubbers, guaranteed; sizes 1 to 5. Thursday 35

Youths' Plain Rubbers, guaranteed; sizes 11 to 13. Thursday 49

Women's Black Polished Rubber Boots, knee high, military style; sizes 2 1/2 to 5. Thursday \$1.69, misses' sizes, 11 to 2, Saturday \$1.79; children's sizes, 5 to 10, Thursday \$1.59.

Boys' Heavy Gum Kneeb Rubber Boots, just like "Daddy's"; sizes 1 to 5. Thursday \$2.76; rubber sizes, 11 to 13, Thursday, \$2.25.

Women's Overshoes, button or buckle style; all sizes. Thursday 1.23

Men's Overshoes, 1-buckle style, all sizes. Thursday 1.19

Men's Overshoes, 2-buckle style; all sizes. Thursday 1.79

Men's Cloth Top Storm Rubbers. Thursday 1.19

Women's, same style as above, Thursday 84

Glassware Bargains

Excellent grade, newest styles of Pressed Glassware, clear even finish.

At 8c—Covered Butter Dishes. Footed Bon Bons, Handled Custard Cups, Salt and Pepper Shakers. Olive Dishes, Pickle Dishes, six-inch Vases. Thursday 8

At 8c—Custard Cups, Square Pickle Dishes, Pretty Footed Bon Bons, eight-inch Pickle Dishes, Handled Bon Bons, Jelly Dishes, Sherbet Glasses. Thursday, 8c. 3 pieces 15

At 14c—Sugars, Creams, eight-inch Pickles, Square Pickles, Footed Bon Bons, Jelly Dishes, Water Jugs, Celery Trays, Handled Celery Vases. Pickle Dishes. Thursday 14

25c Glass Cake Stands. Thursday 25

35c value 1/2 gal Glass Jugs 25

Pint size Glass Water Jugs 19

FOUR PIECE GLASS TEA SET, 34c.
Pressed Glass of pretty design; Covered Butter Dish, Cream Jug, Spoon Holder and Sugar Bowl, set Thursday 34

The Grocery List Thursday

TELEPHONE DIRECT TO DEPARTMENT, ADELAIDE 6100.

4,000 tins Finest Canned Peas, only six tins to customer, 3 tins 20

2,000 lbs. Fresh Creamery Butter, in lb. prints, per lb. 10

Finest Sugar Cured Ham, half or whole, per lb. 10

E. D. Smith's Pure Orange Marmalade, 5-lb. pail 47

Pure Rendered Lard, 20-lb. pail 20

Edwardward or Beehive Syrup, 5-lb. pail 47

Finest Featherstrip Coconut, per lb. 15

Salt in Bags, 3 bags 14

Oxo Cubes, 3 tins 25

Choice Red Salmon, 3 tins 25

500 lbs. Fresh Ginger Snaps, 3 lbs. 25

Fancy Fatma Rice, 3 lbs. 25

Peanut Butter in bulk, per lb. 25

Crisco Shortening, per tin 25

Scott Taylor's Worcester Sauce, 3 bottles 15

Finest Evaporated Apples, per lb. 15

Finest Canned Green Gage Plums, per tin 10

Choice Olives, in quart gem jar 20

Maggi Soups, assorted, 6 packages 20

500 Tins Finest Canned Apples, gallon size, per tin 18

40c ASSAM TEA FOR 25c.
1,000 lbs. Fine Rich Full Bodied Assam Tea, of uniform quality and fine flavor. A 40c tea anywhere. Thursday, per lb 23

The Robert Simpson Company, Limited