

Store Opens at 8.30 a.m.

The Robert Simpson Company, Limited

Store Closes at 5.30 p.m.

NEWS OF TODAY'S SELLING

Today is Bargain Day in the Store.
The Furs for Women include moderate priced pieces, from an Alaska Seal Muff at \$27.50, to Belgian Hare Skins and Scarves at \$2.49, with splendid savings on every item.
Bargains in Dresses and Coats offer \$5.00 Dresses for misses and women at \$1.99, and Coats worth \$18.00 for \$5.99.
\$1.00 and \$4.00 Silk Petticoats, today, \$1.99. Silk Waists are reduced to \$1.99, and Linen Waists, worth up to \$4.00, will go for \$1.99.
The Mid-Winter Military Clearance supplies a list of bargain items at very small parts of the earlier prices.
The Whitewater Sale items are record-makers, such as "Togglie" Corsets at 60¢, Children's Sleepers at 25¢, Women's 17-18 Veils or Drawers at 25¢.

Laces and Embroideries include 18-inch Shadow Plaquettes at 50¢ a yard; 3 to 3 1/2-inch Wash Laces at 4¢ a yard.
Men's Suits, values to \$12.00, for \$1.99.
Trousers, values to \$3.00, for \$1.49.
Men's Fur-Collared Coats, \$11.99 value, for \$9.99.
A Special Purchase of Boys' Suits, values to \$5.00, for \$2.99.
The Boots give a great bargain day programme, with Men's Boots at \$1.99, Women's Boots at \$1.49, and a good list of Youth's and Children's wear much under price.
Telephone tonight, 3.30 to 10 o'clock, for Groceries to go by first delivery Saturday. Other items described in detail are for Saturday's selling.

Sales of Dresses, Coats, Skirts

Dresses at \$2.49, made from wool serges and paillettes or masculine silks, in black, navy, Copenhagen or brown; assortment of styles, some being very smart misses' dresses, others for women, sizes 14 years to 44-inch bust.
Women's and Misses' New Winter Coats, \$4.50. Fresh from the maker's hands, they are of chinilla, curia, reversible coatings, tweeds, blanket cloths; new winter style cape coats, collars, Balmuccian, Russian, belt and skating coats; all lengths, and Raglan or set-in sleeves; colors are of navy, black, Copenhagen, brown, plaids and mixtures. Values \$9.00 to \$10.00. Saturday, 4.50.
Girls' Coats at \$2.49. In Teddy bear cloth, duvetyl and mixed tweeds; smart styles, with straight or rounded fronts; fancy or plain backs; storm collars; stitched cuffs, and slash pockets; colors navy, tan, cerise and mixed mixtures; sizes 3 to 14 years. Regularly \$5.00 to \$5.00. Saturday, 2.49.

SAMPLE SKIRTS

New flare, with tight-fitting yoke and other smart, good-fitting styles; materials are serges, stripes, crepes, checks and Panamas, in a variety of colors; good assortment of sizes. Regularly \$4.50 to \$5.50. Saturday, 2.49.

E-SIMPSON DRUGS

\$1.00 size Allensbury Foods, large size, Saturday, 40¢.
35¢ Borax, best powdered, Saturday, 23¢.
75¢ also Mercolize Wax, Saturday, 23¢.
25¢ size Parosin Hydrogen, Saturday, 19¢.
\$1.00 size Wincarna, Saturday, 45¢.
\$1.00 size Waterbury Cod Liver Oil Preparation, Saturday, 45¢.
50¢ size Zam-Buk, Saturday, 39¢.
25¢ size Felix's Sorey, Saturday, 19¢.
75¢ size Tasteless Preparation of Cod Liver Oil, Saturday, 45¢.

In the Mid-Season Fur Sale

Some wonderful savings are recorded for Saturday customers. The opportunity is yours.
4 only Women's Evening Coats, made from selected white coney skins; 50 inches long; deep roll shawl collars; large set-in sleeves; cream satin lining. Regularly \$15.00. Saturday, \$7.50.
Russian Ermine Neck Scarfs, 36 and 38 inches long; two styles. Regularly \$15.00. Saturday, \$12.00.
Blue Rib Fox Muffs; large fancy rug shape; two-skin size; nicely finished, with shawl collar. Regularly \$28.00. Saturday, 19.00.
Blue Kit Fox Stoles, two-skin size; finished with tails and heads; silk-lined. Regularly \$25.00 and \$27.50. Saturday, 19.00.
Handsome Natural Red Fox Stoles, two-skin size; the very best Alaska fox; finished with two heads and two brushes. Regularly \$40.00. Saturday, 29.00.
Large Natural Red Fox Muff, two-skin size; finished with tails, heads and brush. Regularly \$20.00. Saturday, 15.00.
Parisian Lamb Paw Scarves, Stoles and Fancy Neck Pieces; made from selected stock; all are silk lined. Regularly \$4.50 to \$7.00. Saturday, at 1.99.

Materials for Your New Gown

Exceptional Values in Black and Colored Silks, Satins, and Silk Crepes, at 1.00 Per Yard—There is splendid assortment in Colored and Black Paillettes, Messalines and Satin de Chine, widths 36 and 38 inches. Wore \$1.19 and \$1.25. Saturday, per yard, 1.00.
All Silk Crepes de Chine, complete color range, with plenty of Ivory, pink, sky and black; 40 inches wide. Yard, 1.18.
Black Duchesse Satin; 33 inches wide. Regular price is a third higher than Saturday's quotation. Per yard, 1.24.
British Corduroy Velvets—Browns, tans, axes, Alices and navy blues, greens, greys, browns, rubys, gold mahogany, etc.; 22 inches; 50¢ qualities, for .39.
Natural Shantung Silk—33 1/2 inches, launders well. Regularly 60¢ value. Saturday, yard, 36¢.

NEW SPRING SILKS

Field and Roman Stripes, new combinations in Shot Silks, new Satin Green-dines, from "Bonnet," in black and colors; new Black Bengalines and Motte Velours; new Fancy Silks for trimmings, etc., etc., on display Saturday.

ADVANCE SHOWING OF SPRING DRESS FABRICS

Materials that epitomize the newest in weaves, textures and designs. New Covert Suitings, new Black and White Mixtures, new Cable Cord Suitings, new Broadcloths, West of England Worsted, Cashmere Finished Serges, Gabardines, etc. We invite your inspection of these beautiful fabrics.

Men's Finished Serge Suiting—Extra fine cashmere finish, guaranteed fast indigo blue and black, soap shrunk. Regularly \$2.00 value, Saturday, per yard 1.50.
1,700 Yards English Wide Wale Serges—Good assortment of shades, but every color; heavy suiting weights, and 55 inches wide. Regularly \$1.00. Saturday, per yard, .75.
English and French San Toos and Crepes—A wide range of new colors, 42 inches wide. Regularly \$1.00. Saturday, per yard, .75.

Sturdy Hose on Sale

Women's "Pen-Angle" Make Plain Black Cashmere Hose; seamless feet; shaped leg; winter weight; extra good wearing; spliced heel, toe and sole; sizes 8 1/2 to 10. 35¢ value. Saturday, 3 pairs, .59.
Women's Shot Silk Cashmere Black Yarn Hose, sorceorden pleat; red, white and blue colors; winter weight; sizes 9 1/2 to 10. 50¢ value. Saturday 36¢, 3 pairs, 1.10.
Men's Silk and Wool Mixture Socks, 60¢ value, Saturday 25¢. These are for present wear; cashmere and silk mixture; seamless; good weight; extra fine yarn, and good wearing; knitted in plain black and tan, and a mixture of blue and black, tan and silver, and black and silver; spliced heel and toe; sizes 9 1/2 to 11. 60¢ value. Saturday, 25¢.

Toilet Goods

Pure Cold Cream in pots. Regularly 60¢. Special, 35¢.
French Ivory Pin Trays and Brush and Comb Trays, Regularly \$1.00 to \$2.50. Special, One-Third Off Regular Prices.
Oron Hand Cleanser, in tin. Regularly 15¢. Special, 3 for 25¢.
Tooth Brushes, with pure bristles. Regularly 30¢. Special, 12 for \$2.00.
Hind's Honey and Almond Imported French Toilet Soap, guest room size. Special, 12 cakes for \$2.00.
Buttermilk, Oatmeal and Olive Oil and Gumboer Toilet Soap, Special, 5 cakes for \$1.00.
Lifebuy Toilet Soap. Special, 5 cakes for \$2.00.

We will not take These Men's Suits into stock, they're yours for 9.80

There are only a few of each kind—that's the main reason. There are 215 all told, but they vary from suits we've sold at \$15 to suits we've sold at \$25. At these prices there has been brisk selling all through the season, so men will appreciate this Saturday of saving from five to fifteen dollars per suit.

The materials are fine English worsted cloths, in plain and fancy patterns of browns and greys and in mixed colors and patterns of English and Scotch tweeds. Beautifully tailored in the season's new single-breasted sack style, natural width shoulders. The vest is finished with white cord around the opening. The trousers are finished with five pockets and belt straps. Fine twill mohair linings. Sizes 34 to 42. To clear Saturday for 9.80.

Big Fur Values for Men

22 Fur-lined Coats; black beaver cloth shells, with dark, prime furred muskrat linings, and other or Persian lamb collars; sizes 38 to 44 inch chest. Regularly \$65.00. Saturday, 35.00.

10 Siberian Wolfskin Lined Coats; black beaver cloth shell, with deep shawl collar of Oriental origin; sizes 38 to 46 inch chest. Regularly \$75.00. Saturday, 45.00.

10 Fur-lined Coats, custom made; black beaver cloth shell; Canadian spring muskrat skin linings; other or Persian lamb collars; sizes 38 to 42 inch chest. Regularly \$75.00. Saturday, 45.00.

Men's Caps and Hats

700 Winter Caps, in tweeds, overcoating cloths, beaver cloth, flannels, cords and combinations; golf, sports and driver shapes; ear bands mostly fur lined. Regularly \$1.00 and \$1.50. Saturday, .50.

Men's Derby or Stiff Hats; English make; various proportions of brim and crown; black only; sizes 6 1/2 to 7 1/2. \$2.00 values. Saturday, .95.

ANOTHER GREAT BOOT SALE AT SIMPSON'S SATURDAY

All Toronto knows our Saturday Boot Sales—They mean Supreme Value in Footwear. Tomorrow there is good news for the whole family—men, women, boys and girls have been provided for. Such an assemblage of values in one place at one time is rarely seen; it will emphasize this store's reputation for being the best place in Canada to buy shoes. 300 pairs of regulation military boots are included in this collection, as well as a large quantity of cushion sole boots. Come at 8.30 a.m. Saturday.

The Brands Are Those of Our Best Canadian Manufacturers

3,750 PAIRS MEN'S BOOTS.
Exclusive lines, in Blucher, button and lace styles, with Goodyear welt, hand-sewn soles, of best oak-tanned butt leather; waterproofed and waxed to resist the dampness; this season's new and popular styles, along with 300 pairs of regular military boots; plenty of sizes and half sizes from 5 to 11. Regularly \$4.00, \$4.50, \$5.00 and \$6.00. See Yonge Street window display. All one price, Saturday, 2.69.

8,500 PAIRS OF WOMEN'S BOOTS.
In most distinctive styles, with all the points of custom-made boots; the leathers are patent calf, gummetal calf, vici kid and tan calf, and have uppers of fine black cloth, biscuit brown gravenette and dull calf; natural oak bark tanned soles; spool, Cuban and military style heels; about 100 pairs of travelers' samples; widths B, C, D and E; sizes 2 to 7 1/2. Regularly \$4.00 to \$6.00 values. See Yonge Street window display. All one price, Saturday, 2.49.

1,500 PAIRS OF BOYS' BOOTS.
From our "Boy Scout," "Canadian Boy," and "Simpson's Active Service" stock; in button, lace and Blucher styles; solid leather soles; single Goodyear welt and McKay sewn; sizes 1 to 5 1/2. Regularly \$3.00 to \$3.50. Saturday Sale price, 2.49.

2,500 PAIRS OF GIRLS' BOOTS.
Button, lace and Blucher patterns; especially selected box calf, gummetal calf, patent calf, tan calf and vici kid leathers; spring and low heels; orthopedic model and college girl toe shapes; dull calf, white buck and red and brown kid uppers; several popular military styles in this lot; sizes 5 to 10 1/2 and 11 to 2. Regularly \$2.00 to \$3.45. Saturday all one price, 1.49.

The Best Overcoats There Are - - \$15.00

This is a sweeping statement. But men who know will acknowledge Kenneth Durward, of Conduit street, London, to be unsurpassed in his line. And in America, Kuppenheimer's coats can hold their own in any company. Some of these coats are worth over twice Saturday's price. JUST 46 AT THIS PRICE.



Some of our best overcoats, which are reduced to three or four of a pattern; English coats, the celebrated Kenneth Durward make; also some American made garments, models by Kuppenheimers and other makers of good clothes; various styles, from the paillette to the blizzard ulster; assorted colors and materials; in the lot are sizes 35 to 44, though there are not all sizes in any one line. Ranging in price from \$20.00 to \$36.00. Going in price clear Saturday at 15.00.

BOYS' \$8.00 AND \$10.00 ULSTERS, \$5.99.
75 double-breasted Ulsters, with shawl and notch convertible collars; belt on back. Tailored from Scotch tweed ulsterings, in brown and tan; serge linings; sizes 38 to 46. Saturday to clear at 5.99.
BOYS' BLUE CHINCHILLA REEFERS, \$3.99.
Splendidly tailored; full cut; double-breasted style, with wide shawl collars, that fit close to chin; fancy fannel linings; sizes 25 to 38. Regularly \$5.50, \$6.00 and \$6.50. Saturday, 3.99.

Men's Fur-Lined Gloves, \$1.98
Consisting of tan mocca leather, soft pliable stock, heavy fur lined, 1 done and other English makes, clearing our regular stock; range of sizes. Regularly \$2.50 and \$3.00. Saturday, 1.98.

Underwear, Shirts and Sweater Coats for Men, on Sale Saturday

400 garments of best wool Underwear; double back and breast or double breast; natural shades; cream cashmeres; double-breast Wolsey makes; also several knit garments, in white silk and silk and wool, natural shade; all sizes in the lot. Regularly \$2.00, \$2.50, \$3.50 and \$4.50 per garment. Saturday, 1.79.

MEN'S CASHMERE SHIRTS FOR 68¢.
Light colored stripe, with reversible collars; English and Canadian makes; also plain white or small hairline stripe; negligee style; separate collar and double cuffs; all sizes. Regularly \$1.00. Saturday, each, .68.

MEN'S SWEATER COATS FOR \$2.65.
Heavy and extra heavy, with Varsity or high storm and shawl collars; also finer cashmere and worsted makes, with V necks; plain greys, heather mixtures; solid colors and various combinations; all sizes 34 to 44. Regularly \$4.50 to \$6.00. Saturday special, each, 2.65.



Blouses for Best Wear, \$2.88

The entire sample line from two of our most advanced makers who specialise upon crepe, silk and lace garments has furnished us with 250 individual blouses, comprising silk crepes in plain and figured effects, superb shadow laces on combination grounds, including black with biscuit, and a splendid showing of rich silks in black and wanted colors. These blouses are up-to-the-minute in all the finer touches that constitute style. See Yonge Street Windows.

Women's Neckwear and Veilings

A variety of shapes and styles, showing New York's smartest vestees, military tulle and lace collars. Mourning neckwear is a specialty, and the woman who is in mourning will find what is correct and becoming.
Military Tulle, Chiffon and Lace Collars, with narrow black and colored velvet bands. Saturday, 50¢.
Medici Collars, in fine embroidered Saxony laces, in cream and white; these collars are wired with pleated effects at back. Saturday, each 50¢, 75¢ and \$1.00.
Embroidered Organdy Dress Sets, new flaring collar with pleated back, pretty floral designs on sheer organdy. Saturday, per set, 75¢, \$1.00 and \$1.25.
500 Sheer Organdy Dress Sets, flaring collar, pleated back, with one row of sparkling, the cuffs 5 inches deep, pleated to match. Regularly 50¢. Saturday, set, .39.
500 Vestees, in shadow laces and sheer embroidered organdy, new pleated standing collar with open throat, white or cream, 50¢ vestees. Saturday, each .25.

New Mid-Winter Millinery TO BE DISPENSED SATURDAY.

50 Dress Hats in silk velvet, with colored tops; sand, putty, pink and sky tones. New small flowers and berries are the trimmings and some are edged with mink, ermine, or rich furs. Regularly \$10.00 and \$12.00. Saturday, 4.25.
50 Fur Hats, in mink, nicely striped, with large and small velvet roses and small fruits for trimmings. Regularly \$8.75, \$7.50 and \$9.00. Saturday, 3.75.
52 Trimmed Hats, in black silk velvet, with light upper brims, in pink, sky and white. Trimmed with flowers and ostrich bands, in pink, light blue and maize. Regularly \$6.00. Saturday, 2.50.
1,000 Shapes in Black Velvet, with soft crown. Lots of large sailor styles. Regularly \$1.50, \$2.00 and \$2.25. Saturday, 5¢.
Three Tables of Children's Hats, Caps and Bonnets, in plushes and velvets. Regularly \$1.25, \$1.50 and \$1.75. Saturday, 2¢.

Wash Goods Values From a Great Sale Stock

At the Print Section, some odd lines of Wash Fabrics, Prints, Ginghams, Suitings and Wrappertises; width 27-inch. Prices:
40-inch White Crepe, with ratine stripe. Regularly 75¢. Saturday, 35¢.
40-inch Double Width Honeycomb Suiting, in black and white and tan and black. Regularly \$1.00. Saturday, 50¢.
28-inch Heavy White Crepe, for underwear, waists and dresses. Regularly 75¢. Saturday, 35¢.

NEW GOODS FOR 1915.
40-inch "Duro" Dyed Ratines. If they fade from any cause we will replace the cloth and pay dressmaker's charges in full; newest shades in mauve, navy, Copenhagen, axes, etc. 1.00.
40-inch "Duro" Piques, new designs. Regularly 75¢. Saturday, 35¢.
30-inch "Duro" Gingham, new designs. Regularly 50¢. Saturday, 25¢.
30-inch "Duro" Muslin Cloth, new designs. Regularly 50¢. Saturday, 25¢.
30-inch Plain Colored Crepes, in stripe and check effects, at 25¢.
40-inch Voles, in new checks and colors, at 25¢.
40-inch Emvra Voles, in 32 new designs and colors, at 25¢.

Sale Items for Linens and Staples

Madapolam—A little heavier than ratinook, a quality for women's and children's underwear; width 45 inches. Regularly 25¢ yard. Sale price Saturday, yard, 15¢.
English Alhambra Bed Spread—Blue and white. Regularly \$1.50 and \$2.00. Sale price Saturday, 75¢.
White Union Wool Blankets—Warm and serviceable; size 80 x 90 inches. Sale price, 1.99.
4000 Damask Table Napkins—Assorted designs, size 20 x 30 inches; hemmed. Sale price, 74¢ yard, dozen.
Clark's Aprons, \$1.00. Sale price, 50¢.
Canned Beans, Rosebud brand. Per tin, 10¢.
Ingersoll Bacon, 5 lbs. Per tin, 1.00.
Choice Red Salmon, 2 lbs. Per tin, 1.00.
Choice Fruit Preserves, 1 lb. Per tin, 15¢.
Christies, Per tin, 15¢.
Finest Canned Lobster, 1/2 lb. Per tin, 15¢.
Oscar's H. E. Sauce, Per bottle, 15¢.
Canned Fish Landers, 2 lbs. Per bottle, 15¢.
Large Cans, 4 lbs. Per tin, 15¢.
Shirley's Marmalade, 5 1/2 lb. jar, 1.00.
Moonshine's Pickles, mixed, and chow, 5 lb. jar, 1.00.
Biscuits, Tailor's Buttes, chocolate and plain, Per tin, 25¢.
One our California Sunbelt Oranges, good, sweet and seedless. Per dozen, 50¢.
Choice Grape Fruit, 5 for 1.00.
Lett Sugar, 5 lbs. Per tin, 1.00.
Finest Canned Corn or Peas, 2 lbs. Per tin, 15¢.
The Fresh Fruit Cake, Per lb., 15¢.
1000 lbs. Fancy Mixed Biscuits, 2 lb. Cans, 1.00.

Jewelry Prices Reduced

14k Gold Pearl Necklace, in star scroll and fancy pattern, having 54 genuine pearls, in strong 14k gold settings. Regularly \$14.50. Saturday, 9.95.

14k Gold Pearl Sunburst, real pearls with genuine diamond center in claw setting. 15.95.

9k Gold Bracelets, square centre, colored stones with real pearls. Regularly \$15.00. Saturday, 7.50.

Women's 1/4-carat Diamond Rings, fine 14k gold, clay settings, genuine white diamonds. Saturday, 19.95.

Military Wool

200 lbs. of strong, clean, gray Farmers' Yarn, for socks, etc. Special Saturday, per lb., 63¢.

CIT FLOWERS—2000 Fresh Cut Dahodias or Tulips, green and seedless. Per dozen, 25¢.
FRESH ROASTED COFFEE, PER LB., 57¢-100¢.
Fresh Roasted Coffee, in the best, ground pure of white choicy. Wednesday, per lb., 57¢.

The Robert Simpson Company, Limited

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