

Store Opens at 8.30 a.m.

The Robert Simpson Company, Limited

Store Closes 5.30 p.m.

Spring Sample Dresses \$8.95

VALUES FROM \$15.00 TO \$19.50.

These are dresses which can be put on and worn immediately. Fresh and different, with their new styles, new touches of color on collar and cuffs, and pretty serge materials, broadcloth and silks. Splendid assortment of sizes. Tuesday, special value **8.95**

PARTY DRESSES, \$12.75, \$15.00, \$22.50 AND \$35.00.

Inexpensive afternoon, evening and party dresses, ever so many new and attractive models of charmeuse silks, taffetas, crepe de chine, chiffons and nets. Nearly all the dresses suggest the panner with a touch of lace or tulle. Colors are mauve, yellow, blue, white, Copenhagen, pink, terra cotta, navy and black. \$12.75 to \$35.00.

EVENING WRAPS IN BEAUTIFUL FABRICS AND STYLES, REGULARLY \$29.50 TO \$37.50, TUESDAY \$16.85.

For afternoon or evening wear, broadcloth, moleskin, soft broadcloth; styles in all the latest fashionable models, in three-quarter or full length, at **16.85**

SKIRTS FOR MATERNITY WEAR.

Made from splendid serges, in black or navy, front and back panels, are plain falling into pleats at foot; size is adjusted on side gores by means of dome fasteners with a cluster of pleats set in at foot, while another style size being adjusted in the same way by hooks and eyes and tapes, side gores are cut in a fancy point and ornamented with buttons. Prices, \$5.00 and \$5.50. (Third Floor.)

Fine Quality Japanese and Napier Matting at 19c Yard

These Japanese Matting are high-grade, stencilled and woven through effects; they come in greens, tans, reds and blues, and they are regular 26c quality; 36 in. wide. February Sale price, yard **19**

24c, 28c and 31c Napier Matting at 19c Yard. This big price reduction is to ensure a quick and thorough clean-up of a few hundred yards of matting, in three different widths, 18 inch, 22 1/2 inch and 27 inch; there are reds, tans and green and tans; plain centres, with striped borders; very useful as a runner over a carpet for back stairs, etc.; any width. Tuesday, yard **19**

EXTRA QUALITY ENGLISH MAKE OF LINOLEUM AT 48c SQUARE YARD.

These are the outstanding features of this special lot: Heavy, well-seasoned quality, and a beautiful range of designs and colors for kitchens, bedrooms and sitting-rooms; 2 yards wide only, 43c square yard, 86c running yard.

THESE ENGLISH BRUSSELS RUGS ARE VERY CHEAP AT FEBRUARY SALE PRICE.

Very unusual values are shown in the special Brussels rugs we are featuring during this month. They come in a number of small, attractive designs, in tans, greens, reds and blues:

6.9 x 9.0	8.69	9.0 x 9.0	11.69
6.9 x 10.6	9.69	9.0 x 10.6	13.19
9.0 x 12.0	15.19		

ART WOOL RUGS AND UNION RUGS AT BARGAIN PRICES.

9.0 x 9.0	February Sale price	5.89
9.0 x 10.6	February Sale price	6.89
9.0 x 9.0	February Sale price	8.29

FOURTEEN BRUSSELS RUGS AT \$6.00 EACH.

That is the eighth day special announcement. You must come for them before nine o'clock if you want to get one, as they won't last long at the price.

There are eleven, of English make, size 6.5 x 7.5. Oriental designs, and three made-up rugs of short ends, 6.0 x 7.0, 6.0 x 7.3, and 8.6 x 8.3. Get here at 8.30 for this \$6.00 special. (Fourth Floor.)

Embroideries on The New Silks on Sale Tuesday Display

18-inch Swiss Flouncings, in the most effective patterns, of dot, floral and guipure designs, a large variety of patterns, in our special display, per yard **29**

Cambric Embroideries, 5 to 7 inches wide. Good quality of cloth. Splendid assortment of patterns, the widths and qualities wanted for undergarments and pillow cases, etc. Tuesday, per yard, **8**

Remnants, clean lengths in our wash-laces and embroideries. Tuesday, Half Price. (Main Floor.)

Three Exceptional Offerings in Dress Goods

FOR TUESDAY'S SELLING. 2,500 yards All-wool French San Toys and poplins. These fine corduroy fabric are popular for smart dresses in the latest draping styles. We have a fine range of the newest spring tones to select from. **42 1/2** inch, yard **55**

An early arrival of what is to be one of the most fashionable materials this spring is "All-wool Crepe" in the latest colors, viz. browns, greens, mauve, orange, taupe and all the shades of blues. Specially recommended for dresses with draped effect, and will not crush. **44** inch, yard **52**

BLACK DRESS GOODS. These represent the very best possible values in the newest weaves, in qualities that we guarantee. All-wool crepe, armures, San Toys, fine corduroy cloth in the new crepe finish, Panama, serges, etc. These are warranted to be all-wool, soap shrank and permanent black. Regularly \$1.25 per yard, 44 to 52 inches, yard **85**

Of good quality saten, in black only; hips measure 54 inches; flounce of knife-pleating and pin-tucking; under-piece depth of pleating; lengths 36 to 42. Tuesday **1.25**

(Third Floor.)

Men's Rubbers 69c

Bright new rubbers, perfect in every way, sizes 6 to 11, Tuesday, 69c. Storm style, with high fronts, sizes 6 to 11, Tuesday, 76c.

BOYS' RUBBERS, 59c.

Regulation style, reinforced, corrugated soles and heels, sizes 1 to 7, Tuesday, 59c. Youths', sizes 11 to 13, Tuesday, 49c.

WOMEN'S RUBBERS, 54c.

Storm and regulation styles, medium and low heels, light city weight, sizes 2 1/2 to 7. Regularly 65c and 75c. Tuesday **54**

CHILDREN'S RUBBERS.

Bright finished, medium weight, high storm front and regulation styles, sizes 11 to 2, Tuesday, 47c. Sizes 4 to 10 1/2, Tuesday, 38c.

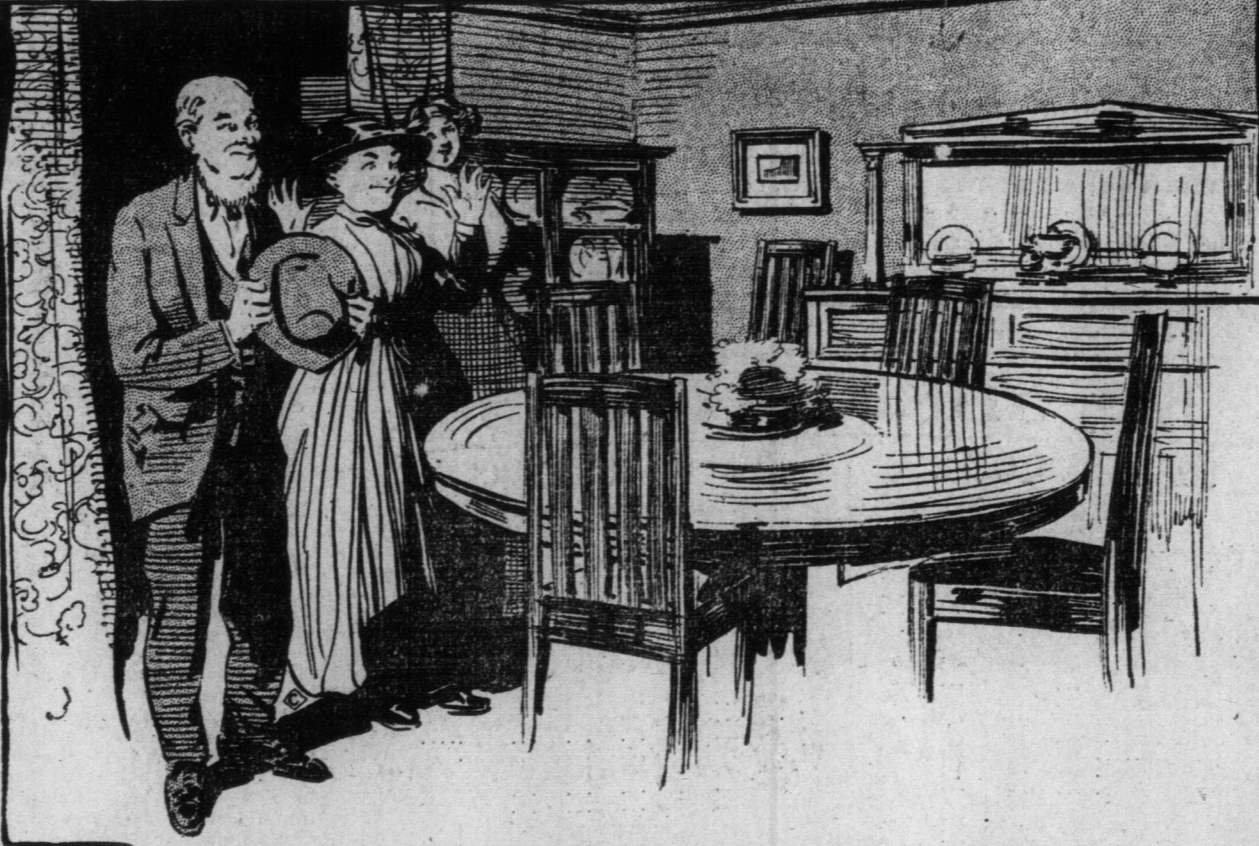
HEAVY GUM RUBBER BOOTS, \$1.99.

For Teamsters, Motormen, Railwaymen, Etc.

Men's Heavy Snap-proof Rubber Boots, two-buckle and three-eyelet styles, rolled edge soles, solid rubber heels; sizes 6 to 12. Regularly \$2.85. Tuesday **1.99**

DAINTY PUMPS FOR AFTERNOON AND EVENING WEAR.

High-grade Pumps, made by Hervey E. Guphill, of Haverhill, Mass. New Colonial styles, with pretty cut steel buckles, in patent colt, satin, dull kid and fine black suede; also the popular seamless pumps with neat tailored bows in patent colt, dull kid satin, suede and white nubuck; light flexible hand-turned soles; medium Cuban and French Cuban heels; sizes 2 1/2 to 7. Prices from \$2.95 to \$3.95. (Second Floor.)



Fine Furniture--February Prices

Large buying and narrow profit margins are the chief factors in the making of these surprising values. Often two parts of broken sets are included, or odd pieces, at much less than cost. Each day will offer a new list, just what we feel will meet the demand of the day's selling; so watch carefully for what you need. It is sure to come, or, perhaps, is already awaiting you on the floor to-day. Tuesday's list is comprehensive.

Chiffonier, one only, in Circassian walnut. Regularly \$64.00. Tuesday, half-price	32.00
Dressing Table, one only, in Circassian walnut. Regularly \$36.00. Tuesday, half-price	18.00
Sommes, one only, in mahogany. Regularly \$11.00. Tuesday, half-price	5.50
Cheval Mirror, one only, inlaid satin walnut. Regularly \$45.00. Tuesday, half-price	22.50
Bedside Ottoman, in Circassian walnut, lined with cedar. Regularly \$35.00. Tuesday, half-price	17.50
Bedroom Suite, consisting of 3 pieces, finished in French grey enamel, beautifully inlaid. Regularly \$1,200.00. Tuesday, half-price	600.00
China Cabinet, one only, in mahogany. Regularly \$82.00. Tuesday, half-price	41.00
China Cabinet, one only, in mahogany. Regularly \$75.00. Tuesday, half-price	37.50
China Cabinet, one only, in mahogany. Regularly \$95.00. Tuesday, half-price	47.50
China Cabinets, one only, in mahogany. Regularly \$41.50. Tuesday, half-price	20.75
Dinner Wagon, one only, in mahogany. Regularly \$39.00. Tuesday, half-price	19.50
Dinner Wagon, one only, in mahogany. Regularly \$12.00. Tuesday, half-price	6.00
Buffet, in mahogany. Regularly \$125.00. Tuesday, half-price	62.50
Dining-room Chairs, in mahogany; set consists of 5 side and 1 arm chair. Regularly \$67.50. Tuesday, half-price	33.75
Library Suite, four pieces, in mahogany. Regularly \$180.00. Tuesday, half-price	90.00
Arm Chair, in mahogany. Regularly \$27.75. Tuesday, half-price	13.87
Arm Chair, in antique oak. Regularly \$25.50. Tuesday, half-price	12.75
Reception Chair, in mahogany. Regularly \$31.75. Tuesday, half-price	15.87
Reception Chair, in gold leaf. Regularly \$55.00. Tuesday, half-price	27.50
Reception Chair, in mahogany. Regularly \$47.00. Tuesday, half-price	23.50
"Window" Chair, in mahogany. Regularly \$21.00. Tuesday, half-price	10.50
"Window" Rocker, in mahogany. Regularly \$21.00. Tuesday, half-price	10.50
"Window" Rocker, in mahogany. Regularly \$15.00. Tuesday, half-price	7.50
Iron Bedsteads, some are slightly damaged, in white enamel, square design, brass caps, in 4 1/2 size only. Regularly \$21.00. Tuesday, half-price	10.50
Iron Bedstead, in white enamel, 4-foot size only. Regularly \$12.90. Tuesday, half-price	6.45
Iron Bedstead, in white enamel, 4-foot size only. Regularly \$26.70. Tuesday, half-price	13.35
Iron Bedstead, in white enamel, 4-foot size only. Regularly \$22.50. Tuesday, half-price	11.25

February Sale of Housefurnishings FREE WINDOW CURTAINS AND DOOR PORTIERES MADE UP

A small charge will be made for special appliques or trimming and hanging. Select your furniture coverings now. We will do the upholstering work at half the usual price. Orders are filled in rotation. Place your order now for early delivery. Watch the special tickets; they tell you of values not mentioned here.

ENGLISH CRETONNES AND CHINTZES. 39c per yard—English Chintzes, for slip covers, bedroom hangings, cushions, etc.; fast washing colors.

19c per yard—A superior quality, 31 inches wide; pretty floral and conventional designs; will give satisfaction.

89c per yard—50 inches wide, English Chintz. Usual value \$1.75 and \$2.00 yard; a variety of designs and color combinations. See these.

\$1.49 yard—English Block Printed Linens, 50 inches wide; unfadeable for curtains, slip covers, etc. Usual price \$2.50 yard. Beautiful designs.

At 89c yard—Jaspe Taffetas, in blue, green and brown stripes, with spray effect; also very pretty floral patterns; fast colors. Usual value \$2.00 yard.

At \$1.85 yard—Soft, Lustrous Shadow Tissue, 50 in. wide. Usual price \$2.50 and \$3.00 yard; in pink, blue, mauve, etc.

At 12 1/2c yard—Regular 20c value, Swiss Checked Madras, 36 in. wide; fast washing colors; light, airy and durable; a wonderful bedroom fabric at the price.

\$2.75 per yard—Panne Velours, 50 in. wide, in beige, mauve, helio, tan, brown, four shades green, etc.; some of good taste and wear, either in curtains or upholstery.

At \$1.35 per yard—A large selection of English Upholstering Tapestries, 80 in. wide; light and dark grounds; hard and durable weaves.

Fllet and Bungalow Nets—Unprecedented values, in widths from 44 to 82 inches; tables at the following prices: 19c, 39c, 48c, 59c, 78c per yard.

(Fourth Floor.)

The February Hosiery Sale

Women's Pure Silk Hose, fine thread, closely woven; nice weight; double garter welt; deep hile top; black, tan and white; sizes 8 1/2 to 10. Special Tuesday; Hosiery Sale, 59c, 3 pairs \$1.10.

Women's Hile Thread and Cotton Hose; plain weaves and fancy effects; also wool, and unbleached soles; sizes 8 1/2 to 10. Extra value, Tuesday, Hosiery Sale **.25**

Women's Imported English Sample Hose; finest grades; assorted weights; extra fine yarns; close weave; soft and elastic; spliced heel, toe and sole; 8 1/2 to 10. 40c and 50c value. Tuesday, Hosiery Sale **.29**

Women's and Boys' Two and One Ribbed Black Cashmere Stockings; seamless; good weight; spliced heel, toe and sole; sizes 6 to 10. Special Tuesday, Hosiery Sale, 23c, 3 pairs 62c.

Men's All-wool Heavy-weight Woolen Socks, seamless; soft, fine yarn; closely knitted; spliced heel and toe; sizes 8 1/2 to 11. Tuesday, Hosiery Sale **.19**

Men's All-wool "Llama" Plain Black Cashmere Socks; seamless; medium weight, fine yarn; spliced heel, toe and sole; sizes 9 1/2 to 11. Special Hosiery Sale **.25**

Men's Finest Qualities Silk Lisle Thread Hose, great range of shades and patterns; perfect finish; spliced heel, toe and sole. Values 25c and 35c. Tuesday Hosiery Sale **.19**

Men's Shot Silk Black Cashmere Socks; red, blue and white; popular, dressy, and good wearing. Sizes 9 1/2 to 11. 50c value. Tuesday, Hosiery Sale price, 35c, 3 pairs \$1.00. (Main Floor.)

A Big Purchase of Men's Fine Worsted Trousers

VALUES \$2.25, \$2.50, \$2.75, \$3.00, TO CLEAR \$1.49.

We ran across an unusual opportunity to buy from one of Canada's leading manufacturers, a splendid lot of Men's Worsted Trousers at a price away below the cost of production; these trousers are made from good-wearing English worsted cloth, in greys, medium or dark shades; neatly striped patterns; they are stylish, beautifully tailored, and will give excellent service; sizes 32 to 44 waist. To clear **1.49**

MEN'S CORDUROY PANTS.

These Corduroy Pants are made from English corduroy, in dark or brown; will stand hard wear, and give good service; they are strongly tailored. Price **3.00**

ENGLISH WORSTED TROUSERS.

that will give the best wear are of medium grey striped design; the workmanship is the best. Price **3.75** (Main Floor.)

Sweater Coats at Boys' Sample Suits

\$1.98 \$3.49

WORTH \$3.00 TO \$5.00. 250 Men's Heavy and Extra Heavy Pure Wool Sweater Coats every one has a high collar, different styles to choose from; 50 Accord Knitted Coats, two-color effects, which sold regularly for \$3.50; 100 Plain Chain Stitch Weave, mostly grey with royal trimmings, which sold regularly for \$4.00; 25 Plain Grey Body Coats, with heather trimmings, that sold for \$4.00; 50 Black Cardigan Jackets that sold for \$3.90; 50 Coats, mostly odd lines, which sold regularly for \$4.50; 30 Odd Coats that sold for \$3.50 and \$4.00; and about 40 Extra Heavy Pure Grey Wool Shaker Knit Coats, trimmed with a darker grey, good value at \$5.00. No mail or phone orders can be filled. All sizes in the lot, 34 to 44. Tuesday, each **1.98** (Main Floor.)

REGULAR VALUES \$5.00 TO \$7.00. 100 special sample Suits from one of our largest manufacturers, made from all-wool imported English and Scotch tweeds, in double-breasted style, with all-around belts; full cut bloomer pants; best serge linings; wonderful values; in sizes 24 to 32. Tuesday price **3.49**

February Silverware Sale

\$7.00 TEA SETS FOR \$4.99. 3-piece Tea Set, full silver, plain design, in the satin finish, with hand-engraved decorations; the set includes tea pot, cream jug and sugar bowl. Regularly \$7.00. Set. Sale price **4.99**

\$7.00 PUDDING DISH, \$3.69. Large Size Bake or Pudding Dish, full silver-plated, very plain design; complete with inner lining and separate rim. Regularly \$7.00 each. Sale price **3.69**

\$2.50 BREAD TRAY, \$1.85. Large Size Bread Tray, full silver-plated, fancy border, with the word "Bread" engraved on centre. Regularly \$2.50. Sale price **1.85**

\$1.35 PICKLE CRUET, 98c. Pickle Cruets, in crystal glass jars, fancy patterns, fitted in a silver-plated stand, bright base, handle and serving tongs. Regularly \$1.35. Sale price each **.98**

\$5.00 SERVING TRAY, \$2.75. Silver-plated Serving Trays, round design, 14-inch size. Regularly \$5.00. Sale price **2.75**

SUGAR BOWL, \$4.19. Sugar Bowl and Spoon Holder combined, full silver-plated; satin and bright finish; hand engraved; complete with one dozen Rogers' silver-plated tea spoons, full size. Regularly \$5.00. Complete. Sale price **4.19**

\$1.00 ALARM CLOCKS, 64c. A genuine timekeeper, with an accurate and reliable movement, fitted in a plain nickel case, with alarm bell on top, and shut-off. Regularly \$1.00. Tuesday at **.64**

Clearing Colored Bed Quilts \$1.00

English Alhambra Bed Spread, in blue and white or red and white colorings, heavy quality, size 68 x 88 inches. Regularly \$1.35 and \$1.50. Special Tuesday **1.00** No phone or mail orders for these. **DOUBLE BED SHEETS, \$1.55 PAIR.**

Plain Bleached Sheets, good sturdy quality, free from filling, size 2 x 2 1/4 yards. Special Tuesday, pair **1.55**

18c AND 20c FLANNELLETTE, REDUCED TO 14c YARD. White Saxony Flannellette, closely woven with a nice soft even napping, width 55 inches. Regularly 18c and 20c yard. Special Tuesday, yard **14c**

Damask Scarfs in pretty assorted designs and nicely hem-stitched, size 17 x 52 inches. Regularly 75c. Clearing Tuesday, 49c

GUEST TOWEL LENGTHS, 15c EACH. Beautiful Towel Huckaback Guest Towel Lengths, size 14 x 27 inch. Special Tuesday, each **15c** (Second Floor.)

Fresh Candies

1,000 lbs. Chocolate Creams, assorted Fruit Flavors, regular, 25c, per lb. **25**

1,000 lbs. Lady Caramels, wrap, per, per lb. **15**

1,000 lbs. Peppermint Chips, regularly 10c, 2 lbs. **15**

Women's Fine Flannelette Nightdresses

Worth while saving on fine Flannelette Nightdresses. Tuesday's price would hardly pay for the materials of which they are made. Phone or mail orders filled.

A factory clearance of Women's White Flannelette Gowns, fine quality, tucked Mother Hubbard yoke, finished with narrow ruffle of goods; lengths 56, 58, 60 inches, for 32 to 42 bust. Regularly 85c each. Tuesday, each **.59**

Also 600 Women's Nightdresses, of fine white flannelette, yoke of tucks and silk embroidery insertion, edges of silk embroidery on neck and cuffs; sizes for 32 to 42 bust. Regular value \$1.25 each. Tuesday, each **.83**

Little Girls' Winter Coats to Go. Come early for one of these elegant warm Teddy Bear Coats for little girls. A less than half price has been put on the balance of stock. Phone orders filled while they last.

Little Girls' Heavy Winter Coats, made in beautiful quality tan bear cloth, double-breasted, leather or large fancy buttons, warmly lined; sizes 2 to 6 years. Regularly \$4.00 and \$5.00 each. Tuesday, each **1.50** (Third Floor.)

The Robert Simpson Company, Limited

14 MONDAY MORNING THE TORONTO WORLD FEBRUARY 9 1914