

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 7641



Sewing Week Values IN THE DRESS GOODS

SHEPHERD CHECK SUITING—All the different-sized checks. Wednesday, Sewing Week Sale price... FRENCH WOOL DELAINES AND CREPES, 40s.—New spring colors and designs; will wash beautifully; new spray, floral and rosette effects; also plain colors in crepes. Wednesday, Sewing Week Sale, per yard... SILK AND WOOL EOLIEFFE, \$100.—A delightful fabric for afternoon and party wear; rich and silky; new spring and summer tones; 42 inches wide. Regularly \$1.25. Wednesday Sewing Week Sale, yard 1.00... THE NEW SPRING SUITINGS. The newest weaves and colors are here displayed in an almost unbroken profusion of novelty and staple fabrics for tailor-made suits... BROADCLOTHS, in a wide range of colors. Our broadcloths are famous for their wear and durability, being fast dye and finish. Prices \$1.50 to \$2.50 yard... CREPE CASARDINE SUITING—In the staple shades and new weaves, greens, browns, blue, purple, sand, putty, etc.; thoroughly soap shrunk. Prices \$1.50 to \$2.50 yard... FASHIONABLE COVERT SUITING—Shades of sand, putty, Belgian blue and baby. Prices \$1.50 to \$2.50 yard... NEW NOTARY SERGES—In weights for suits and dresses, perfectly soap shrunk and spotproof. Prices .25 to \$2.50 yard... BLACK BROADCLOTHS—Include the chiton, paeon, mirror and Sedan finish; fast and permanent in dye and finish, and unspottable. Prices \$1.50 to \$4.00 yard.

SEWING WEEK SILK SPECIALS

IVORY JAPANESE SILK—36 inches wide. Regularly 50c. Sale price 39c. IVORY OR BLACK INDIA SILK—Gives great wear; 36 inches wide. Or 28c usually, on sale... SHANTUNG SILK—In natural colors; 200 yards of regular 50c quality; 34 inches wide. On sale... FANCY SPRING SILKS—Showing of fancy silks compares most favorably with the best display of other years. We have been fortunate in securing complete delivery of our silk orders, and these, with big shipments from Swis and American sources, make a tempting display on Monday... THE REIGN OF TAFFETA—These lustrous, supple weaves are well suited for present time styles; wide-width garments, giving taffeta a "wear-in" class which was not possible with recent modes... PRINTED, STRIPED, EMBROIDERED AND BROCADED TAFFETAS have now full sway, and used in conjunction with the plain weaves, make combination dresses of unusual interest... DAMIEN DRESSED SILKS—For waists and trimmings. A big showing. PERSIAN SILKS—Rich, bright colorings. A touch of the east in every design... FANCY COUPEL SILKS—In new, exclusive designs are greatly admired. These silks have a fine raised cord effect, which shows the pattern to better advantage... STRIPED SILKS—In white and black, equal-spaced stripes and in white grounds with pin stripes in black.

THE WASH GOODS

For the last day of the Sewing Week these are values of very special interest... RATINE SECTION—Remnants and odd lines from our Mail Order Department, all double-fold goods, in big variety. Wednesday, yard... PRINTED, STRIPED, EMBROIDERED AND BROCADED TAFFETAS have now full sway, and used in conjunction with the plain weaves, make combination dresses of unusual interest... DAMIEN DRESSED SILKS—For waists and trimmings. A big showing. PERSIAN SILKS—Rich, bright colorings. A touch of the east in every design... FANCY COUPEL SILKS—In new, exclusive designs are greatly admired. These silks have a fine raised cord effect, which shows the pattern to better advantage... STRIPED SILKS—In white and black, equal-spaced stripes and in white grounds with pin stripes in black.

Complete Showing of the New Spring Corsets

This announcement is an important fashion feature of the new spring season. You who appreciate its importance are invited to come and see a complete exhibition of the corsets that are fashionable according to the world's greatest authorities. Your new gown or suit should not be fitted until you secure the correct corset. No costume, be it ever so pretty or stylish, is really becoming unless it has for its foundation a correct figure, which is only obtained in perfection by using the right corset. Come Wednesday and following days and see them, or better still, have a trial fitting of one of the new models of your favorite make. Our fitters will be pleased to advise you concerning the correct model for your figure for the new season. The showing includes such authoritative corsets as: "Gossard Front Laced" Corsets, pair... "Modern Front Laced" Corsets, pair... "C.B. de la Spirite" Corsets, pair... "C.B. Regalite" Corsets, pair... "Heron Tail" Corsets, pair... "Royal Worcester" Corsets, pair... "Redfern" Corsets, pair... "Warner's Rustproof" Corsets, pair... "Wigner Jolie" and "Tresco" Corsets, pair... "Wideman's Glove-Fitting" Corsets, pair... "C.C. de la Grace" Corsets, pair... "La Dine" Corsets, pair... "D. and A." Corsets, pair... "Rango Belt" Corsets, pair... "Royale" Corsets, pair.

Economy Prices on Boots

MEN'S BOOTS, WEDNESDAY, \$1.99. Over 500 pairs of Blucher and Lace Boots, made from box kip, gunmetal calf and dongola kid; best grade, long-wearing soles and heels; army corvas linings; good, easy-fitting lasts; some styles have plain toes, without toe boxes; these are boots suitable for dress or service; all sizes 8 to 11 in the lot. Regularly \$2.50 to \$3.25. Wednesday, 1.99... WOMEN'S CUSHION SOLE BOOTS, \$1.99. 750 pairs of boots in Blucher and button styles; made of viol kid, gunmetal calf, patent colt and tan calf leathers; house weight hand-turned cushion soles, also Goodyear and McKay sewn street soles; solid leather heels; popular toe styles; all made on easy-fitting lasts; all sizes in the lot 3 1/2 to 7. Regular prices from \$2.50 to \$4.00. Wednesday 1.99... CHILDREN'S MILITARY STYLE BOOTS, \$1.49. Nearly 500 pairs of these popular button boots; made of white colt-tan calf and gunmetal calf leathers, with red and brown kid, patent nubuck and dull calf uppers; some styles are trimmed with patent leather top facings; springs and low heels; lasts are the approved footfitting kind; no better boots for late winter and early spring wear; sizes 3 to 10 1/2. Regularly \$2.00 to \$2.75. No mail orders. Wednesday 1.49... LADIES' EVENING SLIPPERS, 99c. Satin and Kid Evening Slippers, in corn, blue, pink, white and black colors; hand-turned soles; low Cuban and French covered heels; pump, oxford and strap styles; these slippers are slightly galled; all sizes in the 300-pair lot. Regular prices \$2.00 to \$2.95. Wednesday 99c... DAINY HOUSE SLIPPERS, \$1.49. About 300 pairs of Ladies' Patent and Kid, One, Two and Three-strap Slippers. Sizes 2 1/2 to 5. Regularly \$2.95. No phone or mail orders for these slipper items. Wednesday 1.49... BARGAIN PRICES FOR MOCCASINS. Genuine Moose-hide, Indian tanned, Misses' and Youths', regularly \$1.50. Wednesday \$1.00. Women's and Boys', regularly \$1.25. Wednesday 99c. Men's, regularly \$1.75. Wednesday 99c. Reindeer, 24c per pair. No mail orders.

VALUES IN THE MEN'S STORE

Men's Tweed and Worsted Suits, regularly \$14.00, \$15.00, \$16.50, \$18.00 and \$20.00, to Clear \$9.95. Made from serviceable English worsted and tweed cloths, in the new shades and patterns of brown, gray and black, with white hairline stripes. They are most carefully tailored, in the new single-breasted, sack style, with natural width shoulders; slightly body fitting and the fashionable length; the vests are single-breasted; the trousers have five pockets, and belt straps; the linings of fine twill mohair; sizes 34 to 42. To clear 9.95... Men's Tweed Balmain Waterproof Coats, of English tweed, in a greenish brown, showing an overcheck pattern; the inside is a fancy checked worsted; made in the popular young man's style, the "Balmain," with close-fitting collar; slash pockets, and well draped skirt; guaranteed to be waterproof; sizes 34 to 42. Price 15.00... NEW SPRING WEIGHT UNDERWEAR. "Wolsley" Shirts and Drawers, thoroughly unshrinkable; sizes 34 to 44. Per garment 1.50... "Wolsley" Combinations, in pure wool makes; closed crotch; perfectly proportioned; all sizes. Suit, 3.50... Natural Wool Underwear, English make all sizes; shirts and drawers. Per garment 75c... 500 Neglige Shirts, coat style; laundered cuffs; all new stripes and in all sizes from 14 to 17. 75c quality. Wednesday, each 55c.

News of Today's Selling

Sewing Week Specials in Dress Goods, Silks, Wash Goods, Embroideries, Laces and Notions. Clearing Sale of Dresses. Whitewear Bargains Galore. The February House Furnishing Sales—Furniture, Carpets, Draperies, Wall Papers, China, Silverware. Apply today for membership in the Home Owners' Furnishing Club. Other items described herewith in full are for Wednesday's Selling.

Whitewear in a Clearing Sale

Come Early if Interested. No Phone Orders. Clearing Eight Handsome Styles Women's Fine Nightdresses and Petticoats, gowns include pretty styles in nainsook or crepe, lace or embroidery trims, in both high or slip-over neck; skirts are all beautiful styles, in embroidery or heavy lace trims; all sizes in the lot. Regularly priced at \$1.50 to \$2.75 each. Wednesday, rush price, each .95

In the February Hosiery Sale

Women's Silk Ankis Hosiery, spun silk strong thread, lists top; black only; sizes 3 1/2 to 10. Imperfects. Regularly 25c. Wednesday .15... Women's Red, Green and Purple Shot Silk Black Cashmere Hosiery, two-tone effects; sizes 3 1/2 to 10; 49c value. Wednesday, 3 pairs 1.00; pair .35... Women's "Pen-Angle" Brand Plain Black Cashmere Hosiery, seamless, manufacturers' imperfects; sizes 3 1/2 to 10. Regularly 25c. Wednesday, 3 pairs .55, pair .20... Women's Pure White Plain Cashmere Hosiery, seamless, extra fine quality; sizes 3 1/2 to 10. Wednesday, pair .50 and .39; 3 pairs 1.10... Women's Outside Plain Black Cashmere Hosiery, extra wide leg, knitted close and elastic; sizes 3 1/2 to 10; 50c value. Wednesday, 3 pairs 1.10; pair .39... Men's All-Wool Plain Black Cashmere Socks, seamless foot, good wearing yarn; sizes 9 1/2 to 11; 29c value. Wednesday, 3 pairs .69; pair .25

Groceries

Telephone Direct to Grocery Department, Adelaide \$100. 4,000 tins Finest Canned Corn, 3 tins 21c. Fresh Rolled Oats, Per stone .58. Choice Side Bacon, peameal half or whole. Per lb. 21c. Clark's Fork and Beans, in chili sauce, tall tins, 3 tins .23. Choice Pink Salmon, 1/2-lb. flats, 3 tins .25. Fancy Japan Rice, 3 1/2 lbs. .25. Choice California Prunes, 2 lbs. .25. Eastfirst Shortening, 3-lb. pail .39. Macaroni and Spaghetti, 3 pkgs. .25. Canned Yellow Peaches, in heavy syrup. Per tin .15. Choice Messina Lemons, large size, 2 dozen .23. Choice Marmalade Oranges, good size and color. Per dozen .18. Teller's Cream Soda Biscuits, 3-lb. box .15. Fresh Buttermilk. Per gallon .15. Banner Brand Jam, assorted, 5-lb. pail .45. Choice Lima Beans, 2 lbs. .19. Pancakes and Buckwheat Flour. Package .10. St. Charles Milk. Per tin .10. Kellogg's Krumbles, 2 packages. .23. Campbell's Soups, assorted, 2 tins 24c. No-Eg Powder. Per tin .24. Peas or Tomatoes, 2 tins .25. FRESH ROASTED COFFEE, LB. 27c. 1,000 lbs. Fresh Roasted Coffee, in the bean, ground pure with chicory. Wednesday, per lb. 27c.

Crepe Kimonos \$1.98

Long Kimono Gowns of serpentine crepe, in floral and plain colors; silk stripe designs, elastic at waist, V-necks, three-quarter sleeves, white organdie collar trimmed with lace; another style with floral self border, pointed sailor collar with silk ribbon; mauve, pink, sky, rose, Copenhagen, wisteria, tan and new blue. Sizes 34 to 44. Wednesday 1.98... OUT-SIZE SATEN PETTICOATS, \$1.00. Mercerized Saten Petticoats, cut to suit stout figures; hips measure 44 inches. Lounce of knife-pleating and pin-tucking; underpiece depth of pleating. Lengths 33 to 42. Wednesday 1.00... MISSES' PETTICOATS, 50c. Misses' Petticoats of soft finish, mercerized saten, in black only; 10-inch lounce of knife-pleating; lengths 32, 34 and 36. Wednesday 50c... Embroidered Net Waists. Low and high neck; long and short sleeves; many opened in the front; some back opening; colors black, white and cream; not all sizes in any one style. Regularly \$1.99 to \$3.95. Wednesday .98

Many Homes Brightened--Thanks to The Home Owners' Furnishing Club

Many a home in Toronto that "wasn't going to be touched this year, though it needed it"—is now rejoicing in all the new and necessary touches that make a home really attractive. It's the Home Owners' Club idea that has done the work; people who were holding back because of the heavy cash investment involved are now taking up eagerly the idea of spreading their payments over the year, and getting their merchandise NOW—the same select merchandise that has made our homefurnishing department famous; the same close cash prices at which all customers find our goods marked. If the idea appeals to you, come in and talk it over with the Club Secretary, Fourth Floor. Here is tomorrow's list:

Exceptional Items in Large Carpet Sample Rugs \$1.95

Parlor Suite, the frames are made of solid mahogany, seats and backs are upholstered and covered in silk tapestry; set has settee, arm chair and arm rocker. Regularly \$52.00, February Sale price 21.50... Parlor Suite, consisting of settee, arm chair and arm rocker; the frames are made of solid mahogany; seats are comfortably upholstered, and covered in silk tapestry. Regularly \$40.00, February Sale price 27.00... Extension Dining Table, made of solid quarter-cut oak, fumed or golden finish, round top, extending to 6 feet; neatly designed pedestal. Regularly \$17.50, February Sale price 10.95... Dining-room Chairs, made of solid quarter-cut oak, fumed or golden finish; have panel backs and upholstered seats, covered in genuine leather. Regularly \$17.50, February Sale price 12.85... Brass Bedstead, has heavy 2 1/2-inch posts and 1 1/2-inch fillers; very massive design; satin, bright or polished finishes; 4 ft. and 4 ft. 6 in. sizes only. Regularly \$22.50, February Sale price 16.75... Mattress, extra well filled with all pure cotton felt; carefully selected, and built in layers; has stitched tape edge; neatly tufted and covered in high-grade art ticking. Regularly \$8.50, February Sale price 4.35

New 25c Wall Papers

The Canadian mills have been preparing for years to replace the 25c and 50c papers from other lands by a 25c line. It's done. New Solitaires, Fabrics, Tapestries, Printed Outlines, Florals, Stripes and Small Figured effects, in full line of colorings, for parlors, dining-rooms, living-rooms, halls, in grays, tans, browns, blues, champagnes, apple green, in two-tone and color effects. Per roll .25... New Canadian Papers, for parlors, halls, dining-rooms, dens, bedrooms; assorted colorings and designs for apartments, flats and single rooms. Prices range, per roll, 6, 8, 10, 12, 15 and 20 inches wide. Priced, yard .25

Fitted Bags \$1.00

480 Hand Bags, comprising the very latest designs, illustrating the following leathers: Pin grain, crepe grain and morocco grain. Linings of silk or satin in pastel shades. Fitted with powder box, salve box, mirror and coin purse. Leather handle in the new ribbon effect. Black only 1.00

Aluminum Ware in Basement

COVERED SAUCEPANS. For cooking vegetables, aluminum covers; two large sizes. Regularly 95c and \$1.10. Special, either size, Wednesday for .59... Seamless Aluminum Preserving Kettles, with ball handle. Special 90c and \$1.11... Seamless Aluminum Pudding Pans, 2-quart size. Special on Wednesday for 23c... SANITARY SINK STRAINERS. White or brown; 4 1/2 triangular shape sink strainers, extra quality hard wearing granite. Special .25... BATHROOM MIRRORS. White enamel frames, with round corners; British bevel glass; size 12 in. x 18 in. Special, Basement .20... WHITE MEDICINE CABINETS. Enamel, with two plate glass shelves, and bevel British mirror. Usually \$5.50. Special 3.50... SOAP DISHES. Extra heavy nickel-plated brass, round style. Usually 60c. A clearance line from factory, Wednesday .15



The Draperies

SCOTCH MADRAS, AT 68c PER YARD. For the living-room or drawing-room curtains, exquisite lace materials, in white or cream, full width, and a most serviceable quality. Regularly \$1.00 and 90c per yard. On sale Wednesday, per yard .58... Heavy Serviceable Madras at 54c Per Yard—One of the heavier qualities particularly suited for living-room windows; designs are of the bolter type, in white or cream. Regularly 78c per yard. Wednesday, yard .54... Splendid Madras at 44c Per Yard—Usually sold at 60c per yard. Will give splendid satisfaction for any of the upstairs windows. The patterns are small and delicate, and will match up splendidly for the bed-chamber. On sale Wednesday, per yard .44... STRIPED DENIM AT HALF-PRICE. Green denim, wove strip pattern, 42 inches wide. Regularly 90c per yard. On sale Wednesday, per yard .45... Woven Border Sorims, at 28c Per Yard—Pearly border and plain cream American sorims, 33 to 40 inches wide; white, cream or coral. On sale Wednesday, at, per yard .28... Chintzes at 33c Per Yard—Pink, blue, gray and lavender in the assortment. Regularly 40c and 50c per yard. Wednesday, per yard 33c... SPECIAL VALUES IN CHINTZES AT 39c PER YARD. Additional patterns, colorings and combinations almost without number. Regularly 50c and 55c per yard. On sale Wednesday, per yard 39c

In the Silverware Section

Casserole Bake Dishes, of Guernsey fireproof ware, with cover, in pierced silver-plated frame, ebony handles. Regularly \$5.00. Wednesday 3.99... Entries or Vegetable Dishes, with detachable handles, so that the cover may be used as an extra dish. English silver-plated or nickel-silver, inner china lining. Regularly \$1.00. Wednesday .85... Bake or Pudding Dishes, silver-plated, engraved decorations, separate rim and inner lining. Regularly \$4.25. Wednesday 3.50... Silverware at 80c—Silver compares in glass with silver-plated. French, English, marmalade jars, cream and sugar sets, pickle cruets, loaf sugar holders. Regularly \$1.25 and \$1.25. Wednesday .80

GLASS, CHINA, BRASS

Richly out sparkling designs, an assortment of pickle and spoon trays, trumpet shape vases, handied bon-bon dishes, olive crays, butter plates. Wednesday special, choice 1.49... \$2.50, \$3.50 and \$5.50 Glass for \$4.95, assort. brooches, brooches, brooches, 8 and 9-inch fruit bowls, 2 and 3-pint jugs, jelly dishes, sandwich trays, 6-centers. Wednesday 4.95... Decorated English China—Hard, serviceable bone china, with various decorations, gold-lined edges and handles, cups and saucers, 20c value, for 15c; tea plates, 15c value, for 10c; cake plates, bowls and cream jugs, reg. 25c, Wednesday, each, 19c... Open Stock China, pink rose spray or violet cluster decoration; thin, even, translucent china, cups and saucers, reg. 20c, for 16c each; dinner plates, reg. 20c, for 15c; soup plates, reg. 15c, for 10c; tea plates, reg. 15c, for 10c; bread and butter plates, reg. 10c, for 8c; fruit saucers, reg. 10c, for 7c; plates, reg. 40c, 40c and 25c; vegetable dish, reg. \$1.00, for 80c; gravy boats, reg. 40c, for 30c; sugar bowls, reg. 40c, for 35c; cream jugs, reg. 35c, for 25c; slop bowls, reg. 30c, for 25c; salad bowls, reg. 40c, for 35c... Brass Fern Pots, bright or brushed finish brass fern pots, earthenware lining. Regularly \$1.00. Wednesday .75... Large Brass Jardiniere, 6c—Three ball-footed brushed brass Jardiniere, 12-inch pots, usually \$1.25. Wednesday .99... Large Brass Jardiniere, \$1.49—Bright or dull finish, ball feet, 8-inch pots. Wednesday 1.00... Electric Fixtures on Sale. Below are listed a few specials of particular interest to members of the Home Owners' Club. Wall Bracket, 1 light, with arm turn-up or swan neck style, brass or nickel-plated. Regularly \$1.00. Wednesday .75... Mission Style Wall Bracket, brass or nickel-plated, with 1 light. Regularly \$1.00. Wednesday .75... Ceiling Shower, 18-inch ceiling plate, 2 lights on chains, fancy shades. Regularly \$3.50. Wednesday 2.50... Ceiling Shower, 3 lights, 12-inch ceiling plate, 3 lights on chains. Regularly \$4.50. Wednesday 3.50... Antique Hand-Hammered Fixture, 12-inch plate, 2 lights on chains. Regularly \$12.50. Wednesday 9.50... Mission Fixture, 4 lights, square body and arms, square mission lanterns, amber or green art glass. Regularly \$15.00. Wednesday 11.50... Semi-indirect Fixture, 16-inch plate, 12-inch bowl, 4 lights on the outside, combining semi-indirect and direct systems, old brass. Regularly \$15.00. Wednesday 11.50... Insulation joints where necessary, 30c each extra... CONTINUOUS FILAMENT DRAWN WIRE TUNGSTEN LAMPS. 25-watt (20-candle power). Regularly 45c. Wednesday 35c... 40 watt (32-candle power). Regularly 45c. Wednesday 35c

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