

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 7841

News of Today's Selling

Notable offerings in New Goods: valises, velvets, millinery, lighter underwear for women, dress goods, silks and wash goods, with many special prices.

Women's Winter Hats TO BE CLEARED TOMORROW.

Togues of silk velvet, in black, taupe, navy, brown. Regularly \$3.35 each. Friday... \$2.99

9c, Smallwares, 9c

Hooks, Eyes and Loops, Princess brand, 2 dozen each on card, black or silver, all sizes. Regularly 50c card. Friday, 3 cards... 9c

\$2.00 Petticoats 98c

Odd lines taken from stock; more and broader satin; black, purple, green, tan, emerald and taupe; several different styles, mostly pleated flounces; all sizes in the lot. Regularly \$1.50 and \$2.00.

500 Flannelette Waists

500 from a navy ground material with white spots; open front, low collar and short sleeves; all sizes, \$4 to \$2. Regularly \$3.95. Friday bargain... 98c

Gold Rings

WOMEN'S 10c. GOLD. Gold Cameo Rings, genuine pink shell cameo, with finely carved heads. Regularly \$12.50, \$4.00 and \$4.50. Friday 10c.

Beaded Tunics \$2.98

20 only, in light colors, a few in black with colors. Regularly \$10.00, \$12.50 and \$15.00. On sale Friday... 2.98

Women's Vests Half Price

Women's Vests, "Health" brand, Swiss ribbed white wool and cotton mixture; sizes 34 to 40 bust. Regularly 50c and 60c. Friday bargain, each... 29c

WHITWEAR HALF PRICE.

Women's—100 pieces counter soiled, Nightdresses, Princess Slips, Combinations, Drawers, Corset Covers, Skirts and French hand-made or hand-embroidered lingerie; also silk crepe de chine and Japanese silk garments. All sizes in the lot. Friday bargain.

INFANTS' CHRISTENING ROBES.

Victoria lawn, embroidery yoke, waist and skirt trimmed with val lace insertions and edges; lengths 20 and 36 inches. Regularly \$2.50. Friday bargain... 1.50

WOMEN'S SILK HEAD SCARFS.

Women's or misses', pure lace silk and silver tinsel, silk fringe ends; size 72 x 15 inches. Regularly \$1.00 each. Friday bargain... 50c

Sale Prices on Floor Coverings

HEAVY PRINTED LINOLEUM 32c. Our standard 36c Linoleum; block and carpet designs. Per square yard, Friday... 32c

9 x 12 ENGLISH BRUSSELS RUGS AT \$13.95.

Conventional and floral designs, in tans and greens. 6 1/2 x 9 1/2. Friday... 7.95

1,000 AXMINSTER RUGS, \$1.75.

Seven Oriental designs, in characteristic colors; size 27 in. x 54 in. Friday... 1.75

REMNANTS OF STAIR OIL-CLOTH AT 9c YARD.

Clearing all the short lengths; three widths, 18, 22 1/2 and 27 in. Friday... 9c

500 YARDS TAPESTRY STAIR CARPET.

Clearance of 37 in. and 27 1/2 in. widths, in greens, tans and floral designs. Friday, yard... 50c

SCOTCH TAPESTRY RUGS

About 60 odd Rugs, 9 x 9 and 9 x 10 1/2, special Friday \$6.95; 10 1/2 x 12, special Friday \$8.25.

Bargains in Furniture Sale

100 Simsbury Bed Couches, of single steel and woven wire, mattress cotton fill, in great demand, with valance, extends to full size bed. Regularly \$17.75. February 8c.

In the Chintz and Drapery Sale Friday

English Shadow Cloths, French Shadow Cloths, Hand Blocked Linens, Fine English Chintzes and Taffetas. Regularly \$2.50, \$3.00 and \$3.50 yard. Friday \$1.00

Men's Tweed Suits \$7.69

One of our exceptionally good "buys" is this small lot of 155 suits, secured from the clothing manufacturer at a very low price. They are of English tweeds in grey and brown stripe patterns; also a few lighter grey and brown tweeds in Bannockburn designs. The coats are single-breasted, three-button sack style. The vest is single-breasted. Fine twill mohair linings. Sizes 34 to 44. Regularly \$10.50, \$12.00 and \$12.50. Friday bargain 7.69

80 MEN'S ULSTERS AT \$7.69.

Made from heavy English tweed coatings, in grays and lighter shades of brown. Cut in the season's best double-breasted ulster style, with convertible collar. Heavy twill mohair linings. Sizes 36 to 44. Regularly \$10.50, \$12.00 and \$12.50. To clear... 7.69

TWEED TROUSERS, 98c.

Reliable heavy tweeds, in gray and brown striped designs. Sizes 32 to 44. To clear... 98c

Boys' Tweed Suits, \$2.85

325 Two-piece Suits, regularly \$4.75, \$5.00 and \$5.50. Single-breasted yoke Norfolk style, with box pleats and belt. Bloomer trousers. Blue and brown tweeds in striped pattern; also check tan-brown tweeds. Sizes 26 to 32. Friday Rush Bargain... 2.85

300 PAIRS BOYS' BLOOMERS AT 56c.

Made from blue serges, lined throughout, and finished with straps and buckles at knees. Sizes 5 to 16 years. Friday bargain... 56c

BOYS' FRENCH SEMI-FANNEL SHIRT WAISTS, 87c.

350 only, separate and attached collars, lapelless styles; plain grays and striped patterns; sizes 6 to 16 years. Regularly 65c. Friday bargain... 87c

Furnishings for Men

Merino and Fleece-lined Underwear, "Penman's," shirts and drawers, in sizes from 34 to 44. Friday bargain, garment... 35c

Bargains in Men's Furs

12 Canadian Muskrat-lined Coats; black shell; otter; and Persian lamb-skin collars; sizes 38, 40, 42, 44. Regularly \$60.00. Friday... 50.00

Stationery Specials

72 Giant Fountain Pens, fitted with 14c gold nib, polished vulcanite holder, broad nib only. Regularly \$1.50. Special... 75c

Leather Hand Bags 39c

Bag in seal crepe and morocco grain leathers; several styles including the large shopping bag; black only. Regularly 75c. Friday... 39c

Men's Caps and Children's Togues

For winter, assorted colors and shapes; car bands, fur lined. Regularly 50c, 70c and \$1.00. Friday bargain... 39c

3.95 Four Big Bargains in Women's and Misses' Winter Suits 2.95 Isn't This a Godsend?

We'll get some winter yet, all right. A year ago today it was nineteen below zero here in Toronto! However, we make you very short prices on these suits, for the short season you may have to wear them. They're not extreme styles, might be all right next season, but the policy of this Store is quick clearance every season, so here goes a lot of Women's Suits, with the marked prices ranging from

Thirteen to Twenty-five Dollars

No suit in the lot will cost you more than \$4.95, and you may choose a beauty for \$1.95. In the olden days, when our familiar pious ancestors could not account for a piece of great good fortune, they called it a GODSEND. You can't understand our selling these high-class suits for so little money. Don't let that prevent your getting one. Call it a Godsend if you like, and be here at near 8.30 as possible.

Lot No. 1

These suits are in navy and black serges, dark and light grey tweeds, also a few tan and brown tweeds. Mostly plain tailored. Skirts quite wide; some with pleats. These suits were formerly priced \$13 to \$15. Friday at 1.95. Sizes 34 to 40.

Lot No. 2

Consisting of serges, tweeds and fancy weaves. Colors navy, black, gray, brown, tan and black and white; styles are Norfolk, cutaway and plain tailored. Skirts wide, with pleats. Were formerly \$15.00 to \$22.50. On sale Friday... 2.95. Sizes 34 to 42.

Lot No. 3

This lot consists of fine French serges, gabardines, chevots, whipcords and fancy tweeds. Colors black, navy, grey, brown and tan. Styles are Norfolk, cutaway and straight front. Prices were \$12.85 to \$19.00. Friday... 3.95. Women's, sizes 32 to 38. Misses', 16, 18 and 20 years.

Lot No. 4

Popular and serviceable gabardines, fine French serges, whipcords and broadcloths. Colors black, navy, brown and mahogany. A variety of styles, some with fancy velvet collars and cuffs. Prices were \$15.00 to \$25.00. Friday at... 4.95. Misses', 16, 18, and 20 years. Women's, sizes 32 to 40.

February Hosiery Sale

Women's and Children's Fleece-lined Black Cotton Hose, ribbed finish, winter wear, sizes 6 to 10 1/2 value. Friday bargain, Hosiery Sale... 1.95

Women's Boots

WOMEN'S \$4.00 BOOTS, FRIDAY BARGAIN \$1.99. Button, Blucher and lace boots, made of tan Russia calf, regularly \$4.00; patent calf, regularly \$2.50. Sizes 1 1/2 to 8; widths C to E. No mail orders. Regularly \$2.50 to \$4.00. Friday bargain... 1.99

Friday All One Price

1.99

Bedding Needs

DOUBLE BED FLANNELLETTES BLANKETS, \$1.39 PAIR. Plain white, without border; Canadian make; size 70 x 84 in. Bargain Friday, pair... 1.39

Women's Boots

250 PAIRS WOMEN'S PUMPS. Custom grade, colonial and English court style; manufacturers' samples. Sizes 3 to 4 1/2. No phone or mail orders. Regularly \$4.00 to \$6.00. Friday price... 1.99

Men's Boots

MEN'S \$2.50 TO \$3.50 BOOTS. Blucher and lace styles; for dress, street, business and heavy outdoor wear; English kip, patent calf, gunmetal calf and vicid kid; sizes 5 to 11. Regularly \$2.50 to \$3.50. No mail orders. Friday bargain... 1.99

Boys' Boots

BOYS' "ACTIVE SERVICE" AND DRESS BOOTS. To introduce our "Simpson's Active Service" brand we will include several lines in Friday's Sale; gunmetal calf, box calf, kip and patent calf leathers. Sizes 13 to 15 1/2. Regularly \$2.50, \$3.00 and \$3.50. No phone orders. Friday bargain... 1.99

Toilet Goods

Ostmeal Toilet Soap, Reduced price, 5 cakes for... 23c

Bargain Glove List

Women's and Children's Woolen Gloves, in colors. Regularly 15c and 25c. Friday bargain... 11c

Damask Table Cloths

Size 64 1/2 x 64 inches. Bargain Friday... 59c

6-inch Satin Ribbons 15c

Swiss weaves; white, cream, pink, pale blue, blue, Belgium blue, navy, tan, brown, old rose, bright red, cardinal, cerise, purple and black. Regularly 25c. Friday bargain... 15c

Needlework for Friday

Semi-ready Night Dress, stamped for embroidery. Regularly 90c. Friday... 50c

Silver Sale Bargains

Six Desert or Tea Forks, Rogers' silver-plate, three pronged, and six silver-plated Knives to match. Set regularly \$2.46. Friday... 1.99

Telephone Tonight 5.30 to 10 o'Clock for Groceries to Go By Early Delivery Friday.

TELEPHONE DIRECT TO DEPARTMENT, ADELAIDE 6100.

One car Standard Granulated Sugar, in 30-lb. cotton bags. Per bag 1.40

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