FRIDAY MORNING

· THE TORONTO WORLD

FEBRUARY 5 1915

Grocery Telephone, Ade Iaide 6100. All Othe Store Opens at 8.30 a.m. The Robert Simpson Company, Limited Departments, Main 7841

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NEWS OF TODAY'S SELLING

rgains in the February House ng Sales of Carpets, Curtains, e. Electric Fixtures. Wear Itams for Women-New \$3.75; Skirts, \$1.19; Out-size 5.75; Skirts, \$1.19; Out-size 5.75; Spiendid Fur Values;

Clearing Prices on Millinery. The February Hoslery Sale-Bargain Day. Man's Overcoats at \$7.45; were \$10.00 to \$15.00. Other items herewith described in full are for Saturday's selling.

The February Sale of **Canadian Furniture**

Dressers, in quartered-oak finish, rich golden color, have large case, three drawers, d with brass handles, British bevel mirror. Regularly \$8.00. February Sale Dresser, mahogany finish, "Colonial design." Regularly \$23.75. February Sale

Dresser, mahogany finish, "Colonial design."' Regularly \$23.75. Febru-

sad, mahogany finish, "Colonial design," full size only. Regularly \$26.00.

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Presser, "Colonal design," making concerning thish. Regularly \$18.50. February failed prices.
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Princess Dresser, in makingsany finish, "Colonial design." Regularly \$18.50. February failed prices.
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Princess Dresser, and Regularly \$10.50. February faile price.
Princess Dresser, and heavy layer of jute feit at both sides, all stars for polietie finishes, all sizes. Regularly \$10.50. February failed price.
Princess, wall filled with selected colton feit, all standard sizes. Regularly \$7.50. February Sale price.
Princess, prince ofton feit, all standard sizes. Regularly \$1.7.6. Pobruary \$4.50. February Sale price.
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Princess, prince ofton feit, all standard sizes. Regularly \$1.7.6. Pobruary \$4.50. February Sale price.
Princess prince, oil-tempered springs, covered in fine canvas, breavy layer of write fines.
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The February Carpet Sale

FROM THE BOOTS UP

Almost everything necessary for the outfitting of Men, Women and Children is included in our week-end offering. Remember quality first is the watchword of our buyers, and this applies not only to Clothing but to food stuffs and furnishings as well.

Come to the store if you can, but if not use the telephone and we'll give you the same good service. Money back if not satisfied.

Big Boot Purchase From Eastern Factory

No quantity is too large, and our buyer is always ready with a spot cash offer for such a lot of footwear as the boot purchase we made for Saturday's selling. An eastern boot factory cleared to us a big lot of boots at a very low price; travellers' samples of highest custom-grade and "floor stock" boots, in a beautiful range of popular styles for winter wear. Some of the leather-lined styles for men are extra heavy for out-of-door wear, and have triple thick viscolized soles. On sale Saturday as follows:

Men's Goodyear Welt, Hand-Sewn Boots, Saturday, \$2.49—4500 pairs of High-Grade Boots to select from; styles and weights to answer any purpose; cloth and dull calf tops; patent colt, button, lace and Blucher Boots, with plain or toecap vamps; gunmetal calf, button, Blucher and lace Boots; tan willow calf and winter calf button and lace styles; British army tan calf, military patterns, and waterproof black and tan calf Boots; soles suitable for dress, street, business and service wear; some are viscoliz-ed, and reinforced to keep the water out; Goodyear welts, hand-sewn, prevailing fashion-able toes and heels; also plenty of the conservative kinds; an opportunity to save money on high-class, comfortable, shape-retaining footwear; widths A to E in the lot, sizes 5 to 11. Regularly \$4.00 to \$7.00 values. See window display. Saturday 2.49

Women's "Mid-Winter" Style Boots, Saturday, \$2.49—3500 pairs Boots, made by a high-grade manufacturer; selected patent colt, French kid, castor black, gunmetal calf, and imported tan Russia calf (very scarce) leathers; Goodyear welt; new method McKay and hand-turned soles; new concave Cuban, spool, military and Eng-lish heels; lasts that carry all the good points of exclusive custom grade footwear; fine black and sand color cloth tops, and dull kid, matt calf and white nu-buck uppers; nurses' cushion sole boots, in button and lace; 500 pairs of travelers' samples; regu-larly sold up to \$6.00; widths B to E in the lot; plenty of sizes and half sizes, 2 to 7½. Regularly \$4.00 to \$6.00 values. See window display. Saturday 2.49

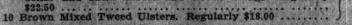
Boys' "Wear-Resisting" Boots, Saturday, \$2.49—750 pairs best Boots that can be made for boys; button, Blucher and lace styles; leathers are box calf, tan willow calf, patent colt, "extra weight," gunmetal calf. King calf and French kid; tough hemlock bark or oak bark tanned sole leathers; any weight; heels, toe boxes and counters are solid leather; the fashionable winter styles prevail; widths D to E; sizes 1 to 5 ½. Regularly \$3.00 to \$4.50. Saturday 2.49

Misses' and Children's Boots, Saturday, \$1.49—2500 pairs Boots, purchased from makers of high-class footwear; button, lace and Blucher Boots; made of most expen-sive black and tan calf, vici kid and patent colt leathers; pliable "non-squeak," dur-able coles: low and spring heels: "Foot Form" and "Educator" toe shapes; dull kid, matt calf, chocolate kid, white buck and red kid uppers; some have patent leather top trimmings; all sizes from 2½ to 10½ and 11 to 2. Our regular prices \$1.69 to \$2.75. No mail orders filled. See window display. Saturday 1.49

A Clearing of Men's Winter Overcoats Saturday at \$12.95

68 only in the lot, every one from our regular stock; many of them our best selling lines, but with some of the sizes missing. W cannot replace them to complete the ranges, hence this clearing price Saturday. Here is a summary of the lot:

Saturday. Here is a summary of the lot:
13 Blue and Gray Chinchilla Ulsters, with shawl collars. Regularly \$20.00
6 Brown Thibet, Form-Fitting, Young Men's Louble-Breast-ed Overcoats. Regularly \$26.50
17 Blue and Gray Balmacaan Coats. Regularly \$18.50
5 Blue Chinchilla Young Men's Belt Back. Regularly \$20.00
6 Dark Gray Single-Breasted Chesterfield. Regularly \$20.50.
9 Grey English Thibet Blizzard Ulsters, with deep storm collar and satin saddle and sleeve linings. Regularly \$22.50 12.95



MEN'S FUR COLLAR OVERCOATS, \$8.95, REGULARLY \$12.95. plendid Storp Coats, which have the finished effect of a higher-priced ined coat; made from good English beaver, double-breasted, with deco 1 collar of Russian marmot, lined with glossy curl imitation of Persian and interlined to the bottom with rubber, making it thoroughly wind-fastened with barrel buttons and loops; sizes 36 to 46. On sale Satur-

A SALE OF WORSTED TROUSERS AT \$1.98. REGULARLY \$3.00 AND \$3.50 VALUES.

Men's Underwear-Sweaters, Shirts

Odd Lines of Underwear—Scotch wools, natural wools, and cardinal scarlet; shirts and drawers; not all sizes in each, but complete range in the from 34 to 46. Regularly \$1.00, \$1.25 and \$1.50. Saturday, garment 185 Men's Heavy Sweater Coats, in browns, grays, heather mixtures, na trimmed green, fawn and tan, garnet and black, also plain maroon, storm a Varsity collars; all sizes. Regularly \$3.50, \$4.50, \$5.00 and \$6.00. Saturday 2 Flannel Shirts, in broken ranges, but all sizes in the lot; fancy strip mixtures and plain gray flannel, with separate collars and double cuffs; al cream flannel, with reversible collar. Regularly \$1.25, \$1.50 and \$2.00 each. Se urday

The Men's Furs

Fiction at 25 Cents

"Count of Monte Cristo," by Dumas; "Kenllworth," by Scott; "Quo Vadis," by Sienkiewicz; "Prince of the House of David," by Ingram; "John Halifaz," by Craik; "Ishmael," by Southworth; "Old Curiosity Shop," by Dickens: "Tom Brown's Schooldays," by Hughes; "Pilgrim's Progress," by Bunyan; "Kid-happed," by Stevenson; "Pickwick Papers," by Dickens. Good print. Cloth

Battenberg Lace Pieces

1000 Photo Frames

SARGAINS IN SCOTCH WOOL, UNIONS AND ART WOOL RUGS. Reductions ranging from 15 to 50 per cent. on all these Wool Rugs included in the February House Furnishings Sale. Generous assortment of designs and colors, some of the finer qualities being suitable for living-rooms and sitting-room use. Take special note of this assortment of sizes and prices: At \$3.75-Size 9.0 x 12.0. Regularly \$5.85. At \$5.75-Size 9.0 x 12.0. Regularly \$5.85. At \$7.75-Size 9.0 x 12.0. Regularly \$5.85. At \$7.75-Size 9.0 x 10.6 and 10.6 x 11.0. Regularly from \$7.85 to \$8.75. At \$8.75-Size 10.6 x 12.0. Regularly \$12.00 and \$12.75. At \$8.75-Size 9.0 x 10.6 and 10.6 x 12.0. Regularly \$12.00 and \$12.75. At \$10.75-Size 9.0 x 10.6 and 10.6 x 12.0. Regularly \$12.00 and \$12.75. At \$10.75-Size 9.0 x 0.0 x 9.0 and 9.0 x 12.0. Regularly from \$12.45 to \$15.75. At \$10.75-Size 9.0 x 9.0 x 9.0 x 10.6, 9.0 x 12.0 and 10.6 x 12.0. Regularly from \$15.50 to \$21.35.

SEAMLESS AXMINSTER SQUARES.

Six odd plain-centre Rugs with	h line border in blue, brown, rose and green. Size	
9.0 x 12.0. Regularly \$37.50. Satu		
Size 8.3 x 11.6. Regularly \$19.75.	Saturday 13.95	
Size 3.3 x 11.6. Regularly \$25,00.	Saturday 19.75	
Size 8.3 x 11.6. Regularly \$33.75.	Saturday 24.00	
Size 9.0 x 10.6. Regularly \$21.00.	Saturday 17.75	
Size 9.0 x 10.6. Regularly \$29.50.	Saturday 24.00	į
Size 9.0 x 12.0. Regularly \$24.00.	Saturday 17.75	
Size 9.0 x 12.0. Regularly \$33.00.	Saturday 24.00	
Size 9.0 x 12.0. Regularly \$36.00.	Saturday 32.75	
Size 9.0 x 12.0. Regularly \$55.00.	Saturday 37.50	
Size 9.10 x 13.2. Regularly \$27.75.	Saturday 24.00	
Size 9.10 x 18.2. Regularly \$45.00.	Saturday 35.00	
Size 10.6 x 18.6. Regularly \$31.50.	Saturday 24.00	

Sale of Curtain Nets Saturday

We have effected a very special purchase of curtain nets and sorims, and for Saturday can show you very special reasons for purchasing your curtains now. There are in the collection many of our very choicest patterns.

Remember these materials and all other drapery fabrics are made up FREE OF CHARGE during our February Sale. Measures will be taken and the cur-tains made to accurately fit your windows or doorways.

Lighting Fixtures, Saturday

In the February Hosiery Sale

Women's Plain Weave Colored Silk and Wool Cashmere Hose, seamless, for winter wear, colors black and blue; black and silver, plain black or white; sizes 8½ to 10; 75c value. Saturday Hosiery Sale 4

Boys' and Girls' Finest Quality Ribbed or Plain English Cashmere Hose, excellent school hose, strong and good wearing, seamless, winter weight, spliced heel, toe and sole; sizes 6 to 8½; 35c and

In Misses'and Women's Dresses and Skirts

Save Half on Girls'Winter Dresses

CLEARING TWO MODELS OF "ROYALE" CORSETS.

About 220 pairs, strong white coutil, medium bust, medium and extra long skirts, boned with double rustproof steels, four wide side steels, four or six garters, bust draw cords, embroidery and slik and lace trims; sizes 19 to 26 inches. Regularly \$2.00 and 20 of Sotunday \$2.25. Saturday

WOMEN'S DORA OVERALL APRONS

Plain percale, with colored embreidered bands and contrast-ing pipings, button in back; navy, cadet or gray. Regularly 75c

Saturday, each 43

SATURDAY NOON WHITEWEAR SPECIALS.

On Sale 12.30 o'Clock Saturday Noon-600 "Dorothy" Corset. Covers, fine nainsook, deep lace and ribbon trim; sizes 32 to 42 bust measure. Regularly 25c each. Saturday noon special, each .15

About 400 Women's Nightdresses, two slipover nainsook styles, lace or embroidery trimmed, or two high neck white or striped flannelette styles, trimmed with ruffies and tucks; sizes 32 to 42 bust; lengths 56, 58, 60 inches. Saturday moon, choice, 50

and the second second

Children's Fine Ribbed Lisle Thread Hose, mer-cerized finish, extra fine yarn, closely knitted, scamless, fast dye, spliced heel, toe and solé; sizes 7 to 10. Regularly 25c. Saturday Hostery Sale .15

Men's Silk and Wool Black Cashmere Socks,

Man's Shot Silk Black Cashmere Socks, fine rib, two-tone effect, accordeon pleat, red, white and blue shot effect, dressy and warm; sizes 9% to 11; 50c value. Saturday Hosiery Sale, .35, three pairs 1.00

Towels and Bed Spreads

Skirts, \$1.79 Broken lines from stock; styles good, and materials excellent; serges, worsteds, checks, Bedford cords and cheviots; many colors and sizes. Regularly \$3.50 to \$4.50. On sale Saturday 1.79

New Wall Papers

PRICES FROM 50 TO 250 ROLL FOR BEST ROOMS.

Telephone This Evening 5.30 to 10 o'Clock for Groceries

to Go By Early Delivery Saturday. Phone Adel. 6100 TELEPHONE DIRECT TO DEPARTMENT, 500 lbs. Peck Frean's Shortbread, regularly

"Heatherbloom" Petticoats \$1.50

Soft finished materials, in black only, deep full flounce of pleating and pin tucking, lengths 36 to 42. Saturday 1.50

Blouses, \$1.88

Of soft silk mixture crepe, in raspberry, maize, deep rose, Del-aware peach, mohogany, Saxe blue, lavender, sand, pink, and wistaria; two absolutely new styles on New York models; sizes 34 to 42 inch. Regularly \$2.95 1.88



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 TELEPHONE DIRECT TO DEPARTMENT, (ADELAIDE 6100.
 500 lbs. Fresh Creamery Butter, White Clover Brand, per 1b.
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 500 lbs. Fresh Colose California Sunkist Oranges, sweet and seedless, per dozen
 55

 Canfe Cornfakes, 5 packages
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 Canned Beets, Rosebud Brand, per tin.
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 Clark's Pork and Beans, in Chill Sites
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The Robert Simpson Company, Limited

Of imported moire; black, havy, emeraid, olive and brown; flounce of novelty pleating; lengths 26 to 42. Saturday ... 49 HOUSE DRESSES, 95c.

MOIRE PETTICOATS, 49c.