TUESDAY MORNING

5.30 p.m.

#### THE TORONTO WORLD

The Robert Simpson Company, Limited STORE HOURS 8.30 a.m. to

# OUR GREAT DISTRIBUTION OF CANADIAN FURNITURE -- Fifth Floor

Conveniently situated, close to the rest of your shopping, we have assembled a stock of Canadian-made furniture unsurpassed by any stock you've ever seen. It is reliable, clean, new furniture, every piece, but the greatest point about it is VALUE. As far as we can judge, it will be impossible to match such furniture values for years to come.

Every home-furnishing department in the Store is offering unusual attractions to-morrow.

Dining-room Chairs, solid quarter-cut oak, fumed or golden, panel backs and lor lip seats, in high-grade leather; 5 side and 1 chair. Regularly Kitchen Cabinet, made of selected maple, large cup-Dining-room Chairs, quarter-cut oak, fumed or golden, panel backs, seats covered in leather, 5 side and 1 arm chair. Regularly \$17.50. .. 12.85

Extension Dining Table, in golden or fumed finish, 44-inch top, extending to 6 feet, square pedestal. Regularly \$17.50. February Sale price.... 10.65 Parlor Suite, mahogany, settee, arm chair and arm rocker, spring seats, covered in silk tapestry. Reg-ularly \$37.00. February Sale price ....... 24.00 Parior Suite, settee, arm chair and arm rocker, solid mahogany, seats and backs, covered in silk tap-estry. Regularly \$44.00. February Sale price 34.00 Dresser, mahogany finish, "Colonial" design, oval British bevel mirror. Regularly \$27.00. February Princess Dresser, mahogany finish, extra large mir-ror. Regularly \$27.00. February Sale price 19.45 Dresser, mahogany finish, "Colonial" design, square mirror. Regularly \$23.75. February Sale. 17.35 Princess Dresser, mahogany finish, "Colonial" design. Regularly \$23.75. February Sale price 13.75 Brass Bedstead, 2-inch posts, bright, satin or pol-lette finishes, all sizes. Regularly \$10.50. February Sale price ..... 6.15 Brass Bedstead, 2-inch continuous posts, bright, satin or pollette finish. Regularly \$18.90.. 12.15 Iron Bedstead, white enamel finish, brass caps, all sizes. Regularly \$3.00. February Sale price 1.95 Bed Spring, kiln-dried hardwood, woven steel wire springs, all sizes. Regularly \$2.00. February Sale price ...... 1.45

\$24.75. February Sale price ..... 17.90

A Great

Sale of

Mid-Week

Shopping Incentive at Simpson's "BEIN JOLIE" Corsets and Brassieres

Ladies are reminded that New York corset modiste will be in attendance here during this week and next to give free consultations and advice about the new spring corset styles, particularly concerning the lat-est "Bein Jolie" models. These celebrated corsets and brassieres are favorites. with fashionable women. Appointments for fittings can be made by phone, letter or in person at our Corset Department. 14 New Spring Models "Bein Jolie" Corsets; for all figures. A pair, \$6.00 to \$12.00. 8 handsome styles "Bein Jolie" Brassieres, suitable for all fig-ures. Each 75c to \$4.50.

Showing of Mourning Millinery at \$5.00

New Mourning Hats of French silk grenadine; the new styles in toques and small hats. This section of the department is now at its best. Make your visit to-morrow. Wednesday's special .... 5.00

#### News of Today's Selling

Displays of new goods in Laces, Vell-ings, Embroideries, Dress Goods, Silks, Wash Goods, Corsets and Brassleres and Dresses.

The February Sale of House Furnish-ings offers new opportunities today. Oriental Rugs in a Great Sale. 127 Suits for Men at \$9.75.

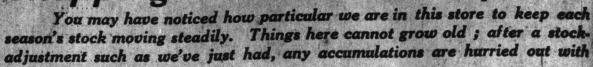
DISTINCTIVE

BOOTS

LOW PRICED

2.95 FOR MEN'S GOODYEAR

Boys' Blue Serge Suits, \$6.95.



This means a constant activity in the stocks, and provides our customers with a continuous incentive to come here. To-morrow there will be many new things for them to see, and many things not so new, moving out under reduced prices. Look over this page carefully.

### Attrac ively Priced New Spring Materials

little regard to profit.

New Crepe Shantung, 40 inches wide, a boautiful fabric that will wear well, big color range, includ-ing tan, brown, rose, saxe, navy, myrtle, reseda, electric, etc., also ivory and black. Regularly \$1.25. Wodnesday The Vogue of White and Black brings a consignment of shepherd's plaids, large broken checks, in fine chiffon taffeta, 36-inch. Regularly \$1.50. Wednes-chiffon taffeta, 36-inch. Any "Poplin-de-lux," in the lighter evening shades of new gold, mauve, apricot and ivory, 36 inches wide. Per yard ..... 1.00

#### EXTRA SPECIAL FOR WEDNESDAY.

yards of Colored Duchesse Paillettes at 840 

#### PRIESTLEY'S BLACK DRESS FABRICS.

TWO BLACK BROADCLOTH SPECIALS.

TWO BLACK BROADCLOTH SPECIALS. French Chiffon Broadcloths, a wonderful opportunity for Wednesday's buying, 52 inches wide, guaranteed fast permanent black, shrunk and spotproof. Wed-nesday, per yard ..... 100 Satin Finished Broadcloths, \$1.50—For smart suits, spring coats and individual skirts; always retains its brilliancy of finish, soap shrunk and unspottable, 52 mches wide. Wednesday, per yard ...... 1.50

# Children's Sweater Coats

About 200 Heavy Sweater Coats, seconds of sev-eral styles; high or V neck; pockets; pearl but-tons; colors navy, brown, grey, maroon, cardinal; heavy and warm; sizes for ages 2, 3, 4, 5, 6 years

weave: full silk leg to top; heavy lisle garter welt; black, tan, white and great range of shades; sizes 8¼ to 10. \$2.00 value. Wednesday Hostery Sale 1.49

Misses' Fine Lisle Thread Hose: seamless: extra

#### New Serge Dresses IN SMART STYLES, WEDNESDAY \$5.95

FEBRUARY 9 1915

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35. in all of advanced styles for spring; shades are black, navy or fine wool brocades of black or tan; smart styles, with pleated or flare skirts; bodice with coatee and collar, and vest of organdy; or a waist with wide girdle to give an empire effect; other new styles, with wide yoke, flare skirt, and waist made with vest, collar and cuffs of Dresden. Usual \$7.50 to \$10.00 values. Wednesday 5.95

### Moire Petticoats \$1.50

New imported satin stripe moire, in black only; cut on new lines, giving ample width; flounce of knife pleating; lengths 36 to 42. Wednesday 1.50

GINGHAM DRESSES, 690. Women's House Dresses, of navy and white striped gingham; high waist line, and cuffs of bias self, 

## Embroidered Net Waists

A splendid lot of rich Waists, in ivory, ecru and black; both back and front openings; high and low necks, and long and short sleeves. Most of them are lined pure Jap silk. All sizes to 42 in the lot.. Regularly \$1.95, \$2.95 and \$3.95. Wednes- .98 day ... ... ... ... ... ... ... ... ...

## **Final Clearance of Little** Girls' Winter Coats

No phone orders taken. Third Floor, south side. We are clearing the balance of our stock of Little Girls' Winter Ulsters and Coats; five handsome styles are offered; made from rich velvet cord, planket cloth, heavy wide wale ulstering and costing serges, with velvet collars, large buttons, etc.; strictly best tailor made; colors are navy, cardinal, Copenhagen, grey and brown; sizes 2, 3, 4

### New Papers for Living Rooms

For the home room of the house, the cosy spot; we show special livingroom papers, with suggestions to suit square, long, wide, high, low, light or dark rooms; enquire at the

New Tapestries, Fabrics, Corkettes, Crepes, Fibres, Corduroys, Leathers, Stipples and Blends, In two tones, soft greys, browns, tans, blues, greens, with touches of color or self tone, flat or gilt. Per roll 15c, 25c, 35c, 50c, 75c, \$1.00,

Hand-made Stipples and Blends, in two tones, rich plain effect, to use with band, strapping or frieze, no joints or seams, for best rooms. Room lots \$7.20 up.

Strappings, Bands, Friezes for plain papers, assorted colors and over-prints. Per yard, 3c, 5c, 8c, 10c, 15c and 25c.

WEDNESDAY SPECIALS. 2,550 Rolls Paper for parlors, living-rooms, dining-rooms, bedrooms, as-sorted colorings and designs, reg. 25c for 16c; reg. 35c for 22c; reg. 50c for 38c.

(Wall Paper, Fifth Floor.)

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#### **Lighting** Fixtures FEBRUARY HOUSEFUR-NISHING SALE.

In adition to the extraordinary bargains already announced, we have made a selection of three outfits, each sufficient for the complete installation of a sevenroom house, with glassware, to be priced as follows:

Reg. \$20.85, Wednesday **\$9.95** Reg. \$25.00, Wednesday **14.75** Reg. \$39.00, Wednesday 23.95

Installed without charge for work, within city limits. Insulating joints and bulbs not included.

# Table Silverware

#### in the February Sale

Silver-plated Butter Dishes, with cover; plain design; hand engraved on cover; satin or bright finish 1.98 Fruit Holder, of tinted glass, in sil-, ver-plated stand; bright and satin finishes ... ... ... ... ... ... ... .98

Fruit Baskets, tinted glass and out glassh patterns; silver-plated basket stand, with feet and handle; others are plain base ... ... ... 1.75

Fern Pots, 6-inch size, with lining: pierced design; silver-plated; ball leet .... 1.49 • Tea Spoons, Rogers' sectional sil-ver-plate; nickel silver base. Six  A liberal selection and better values perhaps than you have ever

Lovely Rugs

tiful Wilton Rugs-Both the qualities quoted here are extra
es, and in some of the most desirable patterns and colors:
x 9.0. Special 14.75 and 23.75
x 10.6. Special 15.75 and 22.75
x 9.0. Special
x 10.6. Special 21.75 and 81.75
x 12.0. Special 39.75 and 39.75
x 12.0. Special 35.75 and 48.75
less Axminster Rugs-Some wonderfully good bargains
igst these priced rugs so that they cost little more than
arate quality Brussels. A number of good designs and colors.
x 7.10. Oriental design. Special
x 9.8. Special
x 13.2. Special
sels Rugs, English and Canadian Make-We cannot replace
rugs to-day at the price we paid for them. This is your

opportunity to buy at the bottom prices. Guality No. 1, Showing Very Exceptional Values.

	9.0.	Special.	Wednesday					7.95
	10.6.	Special.	Wednesday					8.96
	9.0.	Special.	Wednesday					10.95
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# New French Linens for Draperies

New French Lines for Draperies. For Wednesday we feature hand-blocked French lineas, both 30 for Wednesday we feature hand-blocked French lineas, both 30 the material. They are absolutely the last work in their class You are invited, whether intending to purchase or not, to see the material. They are absolutely the last work in their class You are invited, whether intending to purchase or not, to see the material. They are absolutely the last work with a their few weeks in Paris and the newest materials from this centre of few weeks in Paris and the newest materials from this centre of the weeks in Paris and the newest materials from this centre of the weeks in Paris and the newest materials from this centre of the weeks in Paris and the newest materials from this centre of the weeks in Paris and the newest materials from this centre of the set the set of the set of the set of the set of the set the set of the set the set of the largest shipments which left Paris; the de-ter of the largest shipments which left paris; the set the set of the largest shipments which left paris; the set the set of the largest shipments which left paris; the set the set of the largest shipments which left paris; the set the set of the largest shipments which left paris; the set the set of the largest shipments which left paris; the set the set of the largest shipments which left paris; the set the set of the largest shipments which left paris; the set the set of the set of the set of the set of the set the set of the set of the set of the set of the set the set of the set of the set of the set of the set the set of the set of the s

DRAPERIES MADE UP FREE OF CHARGE. The time for accepting free making drapery orders is getting shorter. In a few more days the capacity of our workrooms for immediate service will be overtaxed, and the offer will be withdrawn. Place your order at once and the advantage of the striking saving which is offered.

Our special offer for making slip covers closes Fri-day. Let us have your or-der to-morrow and take ad-vantage of this money-saving offer.

saving offer.

BOOTS. Box calf, vici kid, tan willow calf, Box calf, vici kid, tan willow calf, gunmetal calf and patent colt lea-thers, in buttom and lace patterns; oak leather, viscolized, waterproof and light dress weight soles; mili-tary and English heels; cloth tops and dull calf uppers; sizes 5 to 11. Values \$4.00 to \$6.00. .... 2.95 \$2.49 FOR LADIES' \$4.00 DRESS

BOOTS. New button and lace patterns, with the very latest cloth tops, in grey, sand and black colors; also some dull calf uppers; the vamps are fine gunmetal calf and patent colt leathers; widths B, C, D and E in the range; sizes 2½ to 7. Regular \$4.00 to \$5.00 values. .... 2.49 200 pairs Ladies' Colonial Pumps; travelers' samples. Made to sell from \$4.00 to \$6.00. Wednesday for .... 2.49

\$1.99 FOR BOYS' BOOTS.

51.99 FOR BOYS' BOLTS. Strong English kip and whole stock grain calf, also gunmetal and box calf leathers; made in Blucher style; stub-proof, durable soles and butt leather heels; snow and dirt-proof bellows tongues in some styles; sizes 1 to 5. Wednesday for .... 1.99 MISSES' HOCKEY AND SKATING

BOOTS, WEDNESDAY \$1.29 Fine quality box call leather, re-inforced to prevent stretching; ankle supports and straps; felt lined tongues and insoles; sizes 11 to 2; Regularly \$2.19. Wednesday for ... ... ... ... ... 1.29 Misses' Combination Stockings and Rubbers, sizes 11 to 2. Wednesday ... ... ... ... ... 1.10 lisses' 2-buckle and Button Overshoes; sizes 11 to 2. Wednesday 

Groceries

TELEPHONE DIRECT TO DEPART MENT. ADELAIDE 6100. 

FRESH ROASTED COFFEE, LB., 37c. 

## IN THE FEBRUARY SALE OSIERY

The Canadian and British mills have supplied us with a marvellous sale stock of Hoslery. The prices are the best you will find for the qualities; every one special. Make the benefit your own Wednesday. Many unadvertised specials beside.

Women's \$2.00 Silk Thread Hose at \$1.49; heavy ity; strong finish; spliced heel, toe and sole; sizes ity; strong finish; spliced heel, toe and sole; sizes 5 to 3½. 40c value. Wednesday Hoslery Sale .29 Men's Shot Silk Black Cashmere Stockings; two-tone effect; red, white and blue shot effects; extra fine English yarn; spliced heel, toe and sole; sizes 9½ to 11. 50c value. Wednesday Hosiery Sale, 35c, 3 pairs \$1.00. Men's Heavy Wool Ribbed Worsted Sox; seamless; clean, strong yarn; closely knitted; spliced heel, toe and sole; sizes 9½ to 11. Wednesday Hosiery Sale 19c, 3 pairs 55c.

Boys' and Girls' All-wool One-and-one Ribbed Black Cashmers Stockings; seamless; exceptional qual-

No Nicer Material Than Melton for Men's Overcoats. It Looks Well and Gives Endless Service.

# Men's \$12 Black Melton Overcoats, \$7.95

Just 41 of these regular stock winter overcoats, made from English black melton, in the newest and best staple single-breasted, Chesterfield styles, with fly front, three-quarter length, finished with heavy twilled mohair linings and black velvet collar; good fitting and nicely 7.95 tailored. Sizes 34 to 42. Regularly \$12.00. To clear.....

Our \$20,00 Fur Collar, Chamois Lined Coats to Clear at \$14.95-\$25.00 would be the regular price for these coats, but we secured them at the beginning of the season with a reduced price and marked them \$20.00. The outside is of heavy English black beaver cloth, with heavy twill mohair linings and interlining of chamois to the bottom of the coat. Cut double-breasted style, 50 inches long, notch storm collar of Persian lamb fur. Sizes 36 to 46. Wednesday .. 14.95

### Boys' Suits Wednesday \$2.95

275 smartly tailored suits, in single-breasted, yoke Norfolk styles, with box pleats to belt and plain skirts. Full cut bloomer pants. Tweeds in blues and browns, with hairline stripes. Sizes 25 to 33. 8.30 a.m. special ..... 2.95

Boys' \$8 and \$10 Ulster Coats for \$4.95 85 Double-breasted Ulsters, with wide shawl and convertible collars and belted backs, Scotch tweeds in browns and greys; diagonal serge linings. Sizes 29 to

85. Wednesday ..... 4.95

#### Men's Shirts

700 SHIRTS FOR SPORTSMEN. Hunters' and outdoor workmen, all Canadian made Fine imported felt; colors brown, tan, grey garments. Some have two pockets with safety flap, others are single pocket only; all have collar at-tached. Sizes from 14½ to 17½. Satin drills, heavy mole, brown or black fleece drills, khaki drill, etc. Heavy and medium weights. Regularly 1100 \$150 and \$200. Wednesday each \$1.00, \$1.50 and \$2.00. Wednesday, each ..... .89 AMERICAN AND CANADIAN CAMBRIC

NEGLIGE SHIRTS. Plain fronts, laundered cuffs; all sizes to 17. Hair-line stripes and mid-shades; full sized. .....69 



and pavy; troopers and telescope crown Men's Derby or Stiff Hats, correct shapes and specially good quality English fur felt. Wed-

Men's Caps, in tweeds, serges and melton

cloths; medium and large golf shapes; fur The Robert Simpson Company, Limited ularly 50c. Wednesday