

Store Opens at 8.30 a.m.; 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

Super-Values in the Drapery Sale. The February Sale of Furniture. Exceptional Carpet Values. Wanted Hosiery at Sale Prices. Women's Suits very special \$2.95. Girls' Sweater Suits \$2.00.

Low prices on Broadcloths. 2000 Pieces of New Neckwear for women at 19c. were 35c to 75c. Men's Lace Boots 99c. Other items herewith described in full are for Friday's selling.

Beaded Coats and Tunics. Third Floor. A clearance of all our highest class Beaded Coats and Tunics, in black, black with colors, rose, crystal, white with color, and many other beautiful garments, marked at \$30.00, \$35.00, \$39.00, \$45.00 and \$49.00, marked for Friday clearance at \$10.00.

Handkerchief Bargains. Initial Handkerchiefs for Children, white lawn, with hand colored initials. Or six for 15c. Friday bargain, six for \$1.00. Girls' Handkerchiefs, white lawn, trimmed with Val. insertion and Val. lace, slightly muscled. Our best for 25c. Friday bargain, for \$1.00. We cannot fill Phone Orders.

Women's Ready-to-Wear Garments --- Third Floor

NEW DRESSES FOR MISSES AND WOMEN. Of wool serges, in black, navy, Copenhagen, green and blue, or pale-latte silk, in black, navy and Copenhagen, all new spring styles with pique or silk millinery and cuffs, lace trimming. Usual \$5.00 and \$7.00 values. Friday bargain \$3.75.

RED RIVER COATS FOR GIRLS, \$1.99. 25 only, of imported blanket cloth, in navy; hood lined with red flannel, red knitted cash; 10, 12 and 14-year sizes. Regularly \$4.50. Friday bargain \$1.99.

SUITS FOR STOUT WOMEN. Men's wear serge, fine and heavy weaves, black and navy, straight fronts and cut-away coats, satin lined; skirts full, with pleats; sizes 27 to 47. Regularly \$12.50 and \$15.00. Friday bargain \$6.75.

BARGAINS IN FUR GARMENTS. Black Wolf Muffs, large pillow shape, some with head and tail, full shired silk linings. Regularly \$17.50. Friday \$12.25.

SMART MIDDY WAISTS. Sizes 32 to 40 inches, white with navy, sage or tan; also stripes; some cotton Norfolk, with belts. Regularly \$1.00, \$1.25, \$1.50 and \$1.95. Friday bargain \$0.49.

WOMEN'S PETTICOATS OF COTTON MESSALINE. Black, king's blue, cerise, mahogany and Copenhagen, founce of knife pleating, lengths 38 to 42. Friday bargain \$0.49.

Embroideries

17-inch Corset Cover Embroideries, fine quality of cambric, pretty openwork patterns, embroidered on white lawn. Price of patterns, 10c values. Friday bargain, per yard \$0.14.

Smallwares

Featherbone, cotton covered, black and white. Regularly \$1.50. Friday bargain, \$0.99. Belting, 2-inch skirt belting, black or white. Regularly 10c. Friday bargain, 5c.

Wall Papers and Leatherettes

Ceilings, fairly well covered. Regularly 6c and 8c. Friday, roll \$3. New Papers, for halls, parlors, dining and bedrooms, assorted colors. Per roll \$1.00. Borders by the Roll, assorted colors, 9 and 18 inches wide. Regularly 25c. Friday, 15c.

Women's Underwear

Winter Vests and Drawers, white cotton, ankle length drawers, sizes 32 to 38. Regularly 25c each. No phone orders. Friday bargain \$1.15. Vests, light weight, finest Swiss with low neck, short sleeves, lace edge, run with ribbon, sizes 32 to 40 bust. Regularly 50c each. Friday bargain, 25c.

Wash Goods

A Mill Clearance of High-Class Wash Fabrics From the States, 24-inch silk and cotton crepe de chine; shades of white, pink, Nile, helio, old rose, brown, garnet, light gray, battleship gray, navy and black. Regularly \$3.00. Friday bargain, \$1.50.

FEBRUARY'S FIRST FRIDAY

Will be a good day for you to spend your money or invest some of your savings even, for things you're sure to need. Here they are, worthy reliable goods for personal and household use at bargain prices. You can't expect to get them for less money. You may have to pay more if Parliament increases the duty.

Furniture Items

50 ONLY, BRASS BEDSTEADS with 2-inch posts and heavy turned caps, in satin, bright or polished finishes, all standard sizes. Regularly \$18.00. February Sale price \$12.00. 50 ONLY, BRASS BEDSTEADS, 2-inch continuous posts, satin, bright or polished finishes, all sizes. Regularly \$18.00. February Sale price \$12.00.

Furniture Items

DRESSING TABLE, in white enamel, large triple British bevel mirror. Regularly \$14.50. February Sale price \$10.00. BUFFET, golden oak, British bevel mirror. Regularly \$39.50. February Sale price \$24.95.

Startling Specials in Draperies

Tapestry Portieres, 154 panels, 40 to 45 inches wide, 3 1/2 yards long, heavily and richly fringed. Regularly \$2.50, \$2.75 and \$3.00. On sale at \$2.00 Friday morning. Regularly \$2.50. 43 to 45 inches wide, in white or ivory, conventional designs. Regularly \$2.50. On sale Friday, per yard \$1.50.

500 Reversible Rugs at 50c

You can actually buy these Rugs at less than the manufacturer could make them. About five hundred of them. The centre is a mootted or plain reversible cotton chenille, with quilted Dutch borders woven across the ends. Cannot be used as a rug, but very useful for bedrooms, bathrooms, sitting-rooms, etc. Phone or mail orders filled within 24 hours. Regularly \$1.00. Friday \$0.50.

Electric Fixtures in the Sale

Semi-Indirect Fixtures, 14-inch bowl, beautifully decorated with floral design of roses in natural colors, three-chain hangers. Butler's lamp, suitable for reception or special bedroom. Regularly \$14.00. Friday \$9.95. Shower Dining-room Fixtures, four lights, 14-inch plate, floral design, suspended by chain from ceiling canopy. Factory direct. Regularly \$12.50. Friday \$8.95.

TWO SIZES IN SEAMLESS BRUSSELS RUGS.

Finest quality, six-frame Brussels, woven entirely without seam, in lovely Oriental designs. 8 1/2 x 9 1/2, regular value \$27.00. Friday \$18.75. 9 1/2 x 12 1/2, regular value \$45.00. Friday \$32.50.

Will Keep Your Feet Warm and Dry

CALF, KID AND KIP BOOTS. 800 Pairs of Serviceable Dress, Business, Street and Work Boots, Blucher and lace-up patterns, plain and tool-top; tan, black and brown. Sizes 7 to 11. Regularly \$13.50. No phone or mail orders. Friday \$9.95.

Women's Kid Slippers, 600-300 pairs, in brown and tan, hand-turned soles, with and without heels, satin lining, padded insoles, large pump-pon on vamp, narrow and medium widths; sizes 3 1/2 to 7 in the foot. Regularly \$1.35. No mail or phone orders. Friday bargain \$0.69.

February Hosiery Sale

Women's "Pen-Angle" Brand Plain Black Cashmere Hosiery, sizes 10 to 12. Regularly 25c. Friday bargain, 15c. Hosiery Sale, 20, three pairs. \$1.00.

Women's Plain Fleece-Lined Black Cotton Hosiery, winter weight, sizes 9 1/2 to 12. Regularly 15c. Hosiery Sale, 10, two pairs. \$1.00.

Smallwares

Girdle Forms, boned with featherbone, black or white, sizes 28 to 34. Regularly 15c. Friday \$10. Mending Wool, card mending wool, extra strong, black only. Regularly 3 cards 5c. Friday, per dozen \$1.00.

75c Leather Hand Bags, 39c

75c only. Leather Hand Bags, in seal, crepe and Morocco grain leathers, a big variety of styles from the neat pannier style to the large utility bag, all are well lined, contain swing mirror and purse, black only. Regularly 75c. Friday \$39.

Clearing Prices in Millinery

Velvet and Plush Shapes, most of them black. Friday \$2.50. Ostrich Feather Bonnets and ornaments, big assortment. Regularly \$1.00 and \$1.50. Friday \$0.50.

Telephone Tonight, n From 5.30 to 10 o'Clock, For Groceries to Go By Early Delivery Friday.

TELEPHONE DIRECT TO DEPARTMENT, ADL. 6100. One Car Standard Granulated Sugar, in 20-lb. cotton bag. Not more than two bags to a customer. Per bag \$1.31. 500 Bags Choice Family Flour, in 5-lb. bags. \$1.25. California Seeded Raisins, 3 packages. \$2.00.

Basement Bargains

Canadian Clothes Wringers, "Imperial" brand, with galvanized fittings, enclosed cog, spiral springs. Regularly \$4.00. Friday bargain \$2.25. House Size Clothes Horse, 4 ft. high, 60 in. size. Bargain \$1.49.

Umbrellas Friday, 88c.

120 Only Umbrellas, with fine quality tape, extra silk-mixed covers, neat rolling paragon stands; wide range of plain or mounted handles, including sterling and rolled gold; cases. Regularly \$1.25, \$1.50 and \$2.00. Friday \$0.88.

Sleights

CLEANING UP LAST OF OUR SLEIGHTS. Boys' Sleds, steel runners. Regularly 70c. Friday \$49. Boys and Girls' Sleds, steel runners. Regularly \$1.40 and \$1.80. Friday \$0.99.

Men's Store Bargains

CLEARING MEN'S WINTER OVERCOATS, REGULAR \$100.00 TO \$180.00, FOR \$7.45. All the broken lines and odd sizes from our stock; 80 in the lot, consisting of heavy double-breasted ulsters, in a variety of patterns, gray and brown mixtures; also single-breasted convertible ulsters, plain black Chesterfield, and a low-cut fitting styles for young men. Not a complete range of sizes in any one pattern, but in the lot you will find sizes 34 to 44. Friday \$7.45.

BOYS' BLOOMERS, FRIDAY 69c. Blue Serge Bloomers, full cut style, strap and buckle at knee; sizes 1 to 17 years, or 23 to 34. Friday bargain \$0.69. BOYS' SHIRT WAISTS, 49c. 300 only, full-cut blouse style, made from woven silkline, zephyra and madras shirtings, tailless style, with attached collar, some with separate collar; sizes 9 to 14 years. Regularly 65c, 70c and \$1.00. Friday bargain \$0.49.

BOYS' TAILORED NORFOLK SUITS, FRIDAY, \$3.75. 225 brown and tan fancy woven tweeds, in check patterns; sizes 22 to 32. Regularly \$7.00, \$7.50 and \$8.00. Friday \$3.75. 1600 Men's Work Shirts, in Canadian Oxford, stripe drills, rock drills, flannellets, tan suitings, gray stripe satin drills, etc.; collar attached, some reversible. Clearance from a leading Canadian manufacturer. Sizes 14 to 17. Regularly 50c, 55c and 70c. Friday bargain, each \$0.37. 700 Flannellets Nightrobes, color style; sizes 15 to 19. Regularly 50c and 65c. Friday bargain, each \$0.37.

Men's Silk Neckwear, Regularly 25c and 35c. Friday bargain, each \$0.17, three for \$0.50. Fur-lined Astrachan Lamb Fur Collars, Regularly \$5.00, Friday \$3.00. Men's Canadian Muskrat-Lined Coats, Persian lamb and other collars, black cloth shells. Regularly \$95.00. Friday bargain \$32.50.

Beddings, Linens, Staples

SOILED BLANKETS, \$3.38 PAIR. After Stock-Taking Clearing of Soiled and Mussed Blankets, single and double bed sizes. Regularly \$4.00 to \$5.00 pair. Bargain Friday, a pair \$3.38. Reversible Cambric Comforters, filled with white fluffy cotton, also 70 x 70 inches. Limited quantity at \$1.00. Cannot accept phone or mail orders for comforters.

Plain Hemmed Pillow Cases, sizes 43 x 53 and 44 x 53 inches. Regularly 30c pair. Friday, four pairs for \$1.00. Heavy Twilled English Sheeting, 65 inches wide. Regularly 35c yard. Friday, 25c. Embroidered Shiraz and Teal, sizes 30 inches and 34 inches. Regularly 35c each. Friday \$19. Damask Breakfast or Luncheon Cloths, check design, size 50 x 50 inches. Bargain Friday \$1.50. Bleached Table Damask, with 62 inches. Bargain Friday, yard \$0.39. Damask Table Napkins, 19 1/2 inches square, hemmed. Bargain Friday, dozen \$1.43. Checked Glass or Teal Towelling, 23 inches wide. Regularly \$1.43. Friday, 6 yards for \$1.00. Fully Bleached Cotton, 36 inches wide. Friday, 10 yards for \$1.00. Bargain Friday, 48 inches wide, 12 yards for \$1.00. White Saxony Flannellets, 31 inches wide, 3000 yards. Friday, per yard \$0.11.

Jewelry

400 Pairs of Earrings, all popular designs in amber, turquoise and coral shades, drop and pendulous styles, a few pearl studs, all for unprecedented prices. Regularly up to 50c. Friday bargain \$0.15. Men's Sterling Silver Initial Card Links, 10k gold Baby Signet Rings, 10k gold Scarf Pins, pearl beads and silver patterns. Low Black Rings; Women's Gold-filled Rings; Sterling Silver Pins; Fine Gold-filled Rings; Fine Gold-filled Pins; Fine Gold-filled Cufflinks. Regularly \$5.00, 50c and 75c. Friday bargain \$2.50.

Satin Ribbon

Big Mid-Winter Ribbon Bargain. A rich satin ribbon, beautifully soft, every thread pure silk, with a variety of colors, white, cream, pale blue, sage, pink, yellow, green, purple, and black; has been selected by the manufacturer. Low prices, sizes 1 1/2, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50. Friday bargain \$0.15.

Interesting Stationery Items

"King's Court" Note Paper, fashionable size, 130 sheets fine white linen note in package. Friday, special \$1.75. "Queen's Court" Initial Stationery, 14 sheets fine white linen note paper, embossed initial in gold, with envelopes to match. Friday, special box \$1.17. "Mayfair" Initial Cabinet, contains 24 white linen correspondence cards, embossed letter in gold, with envelopes to match. Friday, special box \$1.17. Wax Sandwich Rolls, contain 24 sheets grease-proof wrapping paper. Friday, special, two rolls for \$1.00.

Silverware Sale Values

Combination Sugar Bowl and Spoon Holder, large size, silver-plated, in bright and satin finish, with one dozen silver-plated tea spoons. Friday \$1.50. Silver-Plated Combination Sugar Bowl, in bright or satin finish, with one dozen Rogers' Silver-Plated Teaspoons. Regularly \$3.50. Friday \$2.00. 200 Dozen Knives, dessert or medium size, in Rogers' 6 dwt. silver-plate; plain handle. Regularly \$2.00 and \$2.50 per dozen. Friday, each \$0.10. Three-piece Silver-Plated Tea Sets, teapot, sugar bowl, with cover, and cream jug, gold lined, full size, satin finish, hand engraved. Friday, complete \$3.00.

The Chinaware

Plain and Decorated Porcelain Soup Plates, Friday, each \$0.05. No telephone orders. Not more than two dozen to a customer. Milk Jugs, tinted and floral decorations, English porcelain. Regularly 90c and 35c. Friday bargain \$0.49. Clover Leaf China Cups and Saucers, Friday for \$0.17. Dinner Plates, Friday for \$0.08. Tea Plates, Friday for \$0.08. Fruit Saucers, Friday for \$0.08. Wheat Decorated Fruit Saucers, three for \$0.10. Oatmeal Dishes, three for \$0.10. White Cups and Saucers, for \$0.05. 50c Dozen Glass Tumblers, each \$0.05.

Basement Bargains

Canadian Clothes Wringers, "Imperial" brand, with galvanized fittings, enclosed cog, spiral springs. Regularly \$4.00. Friday bargain \$2.25. House Size Clothes Horse, 4 ft. high, 60 in. size. Bargain \$1.49. 60c 4-foot-Step Ladders. Friday bargain \$1.25. 50c and 55c-Finish Wash Boilers, heavy quality. Usually \$3.25. New Copper-Finish Wash Boilers, heavy quality. Usually \$3.50. \$5.00 "Bread Cutters" for \$2.25. 75c Potato Pans, of blue and white granite ware, with covers. Friday \$0.49. 15c Tin Quilt-Selling Tea Kettles. Bargain \$1.00. 10c Tin Dippers. 25c Sets Storey Cake Tins. 15c 15c Tin Water Pails, 10 quart. 11c 12c Tin Colanders. 75c Lanterns for \$0.57.

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