

Store Opens at 8.30 a.m.

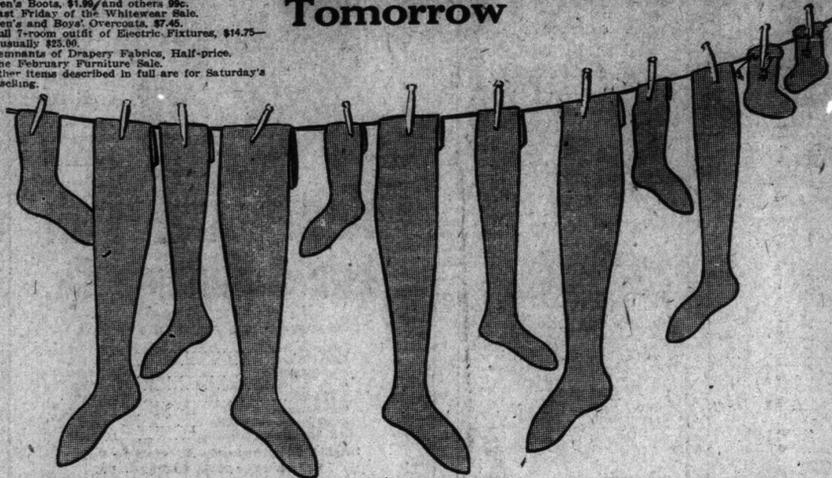
The Robert Simpson Company, Limited

Store Closes at 5.30 p.m.

NEWS OF TODAY'S SELLING

Clearing of Millinery at small prices.
 Women's Suits at \$2.99; Dresses, \$3.95; Coats, \$2.99; Waists, 95c.
 Broken lines of Silks and Velvets on sale.
 Burlington, Serge, Broadcloths, specially priced.
 Men's Boots, \$1.99 and others 95c.
 Last Friday of the White Sale.
 Men's and Boys' Overcoats, \$7.45.
 Full 7-room outfit of Electric Fixtures, \$14.75—usually \$25.00.
 Remnants of Drapery Fabrics, Half-price.
 The February Furniture Sale.
 Other items described in full are for Saturday's selling.

February Sale of Canadian and British Hosiery Begins Tomorrow



NO ONE IS EVER DISAPPOINTED in the great February Sale of Hosiery at Simpson's. This year we have collected the most desirable stock of good hosiery ever seen in Toronto. It was bought months ago, before war office orders began to swamp the mills.

AND THE PRICES! You'll be more than satisfied if you know intrinsic hosiery worth; if not, compare the values with any you know elsewhere—then judge who is selling closer to cost!

N.B.—Many of the best lots are not mentioned here because of small quantities; but we will protect our regular customers by limiting the quantity sold to people whom we know to be dealers buying to sell again.

Most of the Hosiery mentioned below is made in Canada; the rest is made in England.

- Women's "Penangle" 50c Cashmere Hose for 29c — Plain black, winter weight, extra fine yarn, seamless and good wearing, second quality, sizes 8 1/2 to 10. The regular 50c and 65c value. Saturday Hosiery Sale price29
- Women's 75c Shot Silk Black Cashmere Hose for 49c—Accordion pleat, two-tone effect, red, white and blue; spliced heel, toe and sole; sizes 8 1/2 to 10. Regularly 75c. Saturday Hosiery Sale price49
- Women's Mercerized Plain Lisle Thread Hose, "Duchess" brand, extra fine thread, closely woven, good weight, spliced heel, toe and sole; sizes 8 1/2 to 10; 25c value. Saturday Hosiery Sale price20, three pairs55
- Boys' and Girls' Finest Quality Ribbed English Cashmere Hose, excellent school hose, seamless, winter weight, spliced heel, toe and sole, sizes 6 to 8 1/2; 35c and 40c values. Hosiery Sale price25
- Children's Heavy Ribbed Cotton Hose, 2-1 and 1-1 ribbed finish, fast dye, seamless, extra good wearing, strong, durable thread, double heel, toe and sole; sizes 5 to 10; 25c value. Saturday Hosiery Sale .12 1/2
- Men's "Penangle" Brand Plain Black Cashmere Socks, seamless, second quality, extra good wearing, spliced heel, toe and sole; sizes 9 1/2 to 11. Regularly 25c. Saturday Hosiery Sale price20; three pairs55
- Men's Shot Silk Black Cashmere Socks, two-tone effect, accordion pleat; colors red, white and blue, extra fine cashmere, spliced heel, toe and sole, sizes 9 1/2 to 11. Regularly 50c. Saturday Hosiery Sale price35, three pairs1.00
- Men's Plain Black Cashmere Socks, English make, medium weight, extra fine quality, good wearing, spliced heel, toe and sole; sizes 9 1/2 to 11. Regularly 22c. Saturday Hosiery Sale price15
- Men's "Llama" Plain Black Cashmere Socks, all wool yarn, knitted close and seamless, good weight, English make, spliced heel, toe and sole; sizes 9 1/2 to 11. Extra value, Saturday Hosiery Sale price25, three pairs69
- Men's Shot Silk and Wool Mixture Socks, plain weave, seamless, good weight. "Made in Canada," shades plain black or tan, black and silver, tan and silver, blue black, purple and black; sizes 9 1/2 to 11; 50c value. Hosiery Sale price25

Save \$5.00 to \$15.00 on an Overcoat Saturday

Men get few opportunities for such clean-cut savings as are offered Saturday in the Men's Store.

For we are clearing our stock of some of the very best Overcoats we carry, of which the size ranges are broken. Just a few of each style and price, but all clearing at the one price Saturday 13.50

Prices were \$18.50, \$20.00, \$22.50, \$25.00 and \$28.00.



In this group is included every kind of an Overcoat you can think of—Ulsters, Balmacaans, single and double-breasted form-fitting coats, and smart Chesterfields, always in demand and conservative. The materials are Montenegro, chinchilla, heavy tweed coatings, kerseys and meltons, in plain grays and blacks. The ulsters have shawl or convertible collars, the others velvet or self collars. A size and style for every man and youth. Regularly \$18.50 to \$28.50, for 13.50

Boys' Blue Serge Suits, \$3.85—100 Suits. Snappy double-breasted coat and full-cut bloomers, heavy twilled linings. Sizes 26 to 32. Saturday 3.85

Boys' Bloomer Special, 500 Pairs to Clear at 75c—Strongly made from English and Scotch tweeds, in browns, grays and fancy mixed weaves; fancy striped cotton linings, belt loops. A special purchase of bloomers that usually sell for \$1.00, \$1.10, \$1.25 and \$1.35. Sizes 24 to 24. Saturday 75c

Clearing of Boys' Ulsters at \$5.00—45 Double-Breasted Ulsters, of imported Scotch and English tweeds, in brown and gray diagonal weaves; wide convertible collars, and half belt on back; diagonal serge linings; sizes 29 to 35. Regularly \$7.00, \$8.00 and \$10.00. Saturday 5.00

Men's Furnishings Clearing

Men's Neglige Shirts, another lot of manufacturers' samples, with separate soft collar, double cuffs and no collar, and coat shirts with laundered cuffs; the materials are fine cambric, percales, solistes, etc.; sizes 14 to 18. Regularly 75c to \$1.50. Saturday 50

350 Suits of Men's Pyjamas, in stripe flannelette on white ground, percales, with assorted stripes, some counter soled, sizes 34 to 46. Regularly \$9c, \$10.00 and \$11.25. Saturday, per suit 59

A Collection of Men's Underwear, consisting of cardinal or scarlet (for rheumatism), English natural wool, heavy Scotch wool, etc., double-breasted and many double-backed; sizes 34 to 46. Regularly \$1.25 to \$2.00. Saturday, per garment . . . 1.00

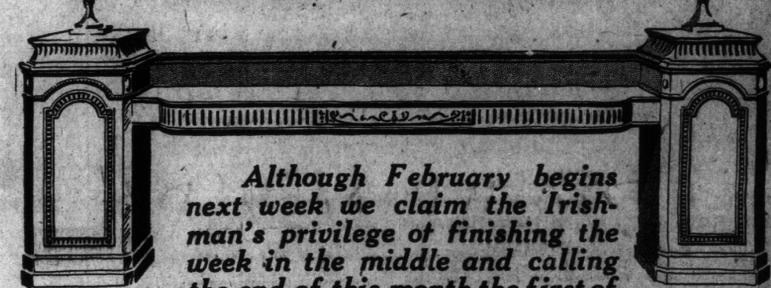
Exceptional Fur Prices for Men Saturday

Men's Muskrat-Lined Coats, black beaver cloth shells, fine outer collars, in shawl style. Regularly \$50.00. Saturday 25.00

Men's Canadian Raccoon Skin Fur Coats, dark and prime furred, well lined. Regularly \$65.00. Saturday 48.50

Men's Fur Caps, wedge shape, in astrachan, lamb and otter rat, fine grade skins. Regularly \$3.50 and \$4.00. Saturday 1.95

Our February Sale of Canadian Furniture



Although February begins next week we claim the Irishman's privilege of finishing the week in the middle and calling the end of this month the first of the next. Our Store week really begins on Thursday; further, we took stock last night and this is a new year with us in some respects, as well as a new month. Anyway our Great Furniture Department is off to a new start with the greatest values ever in the February Furniture Sale.

- Chiffonier, mahogany finish, to match above. Regularly \$19.00. February Sale price 14.75
- Dressing Table, mahogany finish, to match above. Regularly \$18.50. February Sale price 13.25
- Bedstead, mahogany finish, full size, to match above three pieces. Regularly \$16.00. February Sale price 12.50
- Bedstead, "Colonial" design, mahogany finish, heavy roll at both head and foot end, supplied in 4 ft. 6 in. size. Regularly \$26.00. February Sale price 19.00
- Buffet, quarter-cut oak, in fumed or golden finish, finished top, two cupboards, British bevel mirror. Regularly \$26.75. February Sale price 14.15
- Buffet, quarter-cut oak, golden or fumed finish, double door cupboard, British bevel mirror. Regularly \$34.00. February Sale price 21.75
- Extension Dining Table, solid fumed oak, 44-inch round top, extending to 6 ft. Regularly \$14.45. February Sale price 10.95
- Extension Dining Table, genuine quarter-cut oak, in fumed or golden finish, top 44-inch, deep rim, extends to 8 ft. Regularly \$25.00. February Sale price 18.00
- Extension Dining Table, solid fumed oak, 48-inch top, extending to 8 ft.; the pedestal and feet are designed on square lines. Regularly \$30.00. February Sale price 21.15
- Extension Dining Table, quarter-cut oak, in fumed or golden finish, 48-inch top, extending to 8 ft., massive round pedestal and claw feet. Regularly \$36.00. February Sale price 27.50
- Dining-room Chairs, five side and one arm chair, quarter-cut oak, fumed or golden finish, seats upholstered in genuine leather. Regularly \$17.50. February Sale price 12.85
- Dining-room Chairs, solid quarter-cut oak, fumed or golden finish, seats upholstered in genuine leather. Regularly \$21.75. February Sale price 16.95
- Dining-room Chairs, "Colonial" design, genuine quarter-cut oak, in fumed or golden finish, seats upholstered in leather. Regularly \$25.75. February Sale price 19.75
- Dining-room Chairs, quarter-cut oak, fumed or golden finish, seats and backs are upholstered in genuine leather. February has five side and one arm chair. Regularly \$36.75. February Sale price 28.95
- Parlor Suite, mahogany finish, the settee, arm chair and arm rocker, upholstered in silk tapestry. Regularly \$120.00. February Sale price 85.00
- Parlor Suite, mahogany finish, settee, arm chair and arm rocker, upholstered in silk tapestry. Regularly \$145.00. February Sale price 104.00
- Parlor Suite, solid mahogany, seats and backs upholstered in silk tapestry, settee, arm chair and arm rocker. Regularly \$147.00. February Sale price 107.00
- Parlor Suite, solid mahogany, settee, arm chair and arm rocker, upholstered in silk tapestry. Regularly \$166.00. February Sale price 121.00
- Library Table, golden oak. Regularly \$7.75. February Sale price 5.95
- Library Table, fumed oak, has five drawers, copper handles. Regularly \$17.50. February Sale price 13.75
- Library Table, fumed oak 48 x 30 inches long, two drawers and long undershelf. Regularly \$21.00. February Sale price 16.75

Splendid Ready-to-wear Garments Wonderfully Priced

- NEW STYLE SKIRTS, \$4.50.
 New, Carefully-Made Skirts, of men's wear serge, in black or navy, pleated or plain face, with narrow or deep slight-fitting yokes, some with pockets and all finished with small bone buttons, women's and misses' sizes. Saturday 4.50
- GIRLS' RED RIVER COATS, \$2.95.
 For skating, tobogganing and all outdoor wear; made from extra quality navy blanket cloth; hoods lined with red flannel and scarlet saash to match; included with these are a few heavy tweeds; sizes 6 to 14 years. Saturday 2.95
- SUITS CLEARING AT \$3.75.
 Of fine and heavy serges, whipcords, plain and fancy tweeds; colors black, taupe, navy and gray; Norfolk, straight front and slightly cut-away coats; plain tailored and side pleated skirts; sizes 34 to 42. Were \$9.00 to \$12.00. Saturday 3.75
- NEW DRESSES IN ADVANCED STYLES, \$5.95.
 50 Dresses, made by Canadian manufacturers; materials and workmanship are the best and styles are the very latest; smart models in imported serge with new pleated skirts, wide girle and collar and cuffs of organdy; another style with flare skirt and waist in coat effect, vest and collar of organdy; other new styles in wool broadweaves, with wide flare skirt, empire waist. Saturday 5.95
- DRESS CLEARANCE AT \$1.99.
 60 Dresses, made from black and white, shepherd's checks and lustrous, in black and navy; plain, well-made styles for house or street wear; sizes for misses and small women; 14 years to 38 bust. Saturday 1.99

A Cash Purchase of Boots

- A large quantity of High-Grade Boots came to us this week from one of Canada's "Hall" marked boot manufacturers. They were Boots that had been made for an exclusive shoe store, but for some reason were not taken. To hold them until taken through the regular channels would be to lose money; a spot cash deal looked good to this particular maker, and that is how we happen to have the following custom grade boots for this Saturday's sale. No mail orders filled.
- 4500 PAIRS MEN'S CUSTOM GRADE BOOTS.
 Made by expert Canadian workmen; dress, business and street Boots; patent colt, box laced, tan winter calf, gummetal calf, mahogany tan calf and black winter calf leathers; Goodyear welt sewn soles, button and lace patterns, black cloth and dull matt calf uppers, cushion soles for the tender foot, large choice of sizes and half sizes from 5 to 11. Regularly \$4.00, \$4.50 to \$6.00. Saturday, all one price . . . 2.99
- WOMEN'S \$4.50 BOOTS, \$2.49.
 2500 pairs, fashionable and conservative styles, in button, Blucher and lace patterns; patent with sand color and black cloth tops, dull calf with cloth and dull uppers and several other leathers and combinations, plain and toecap vamps, hand turned cushion soles, Goodyear welt and flexible McKay soles; sizes and half sizes from 2 to 8. Regularly \$3.50 to \$4.50. Saturday special price 2.49
- BOYS' \$4.00 BOOTS, SATURDAY, \$2.49.
 400 Pairs of High-Grade Goodyear Welt Boots, gummetal calf, patent Corona colt and tan willow calf leathers, round and English toes; sizes 13 to 16 1/2. Regularly \$3.50 and \$4.00. Saturday 2.49
- RUBBER FOOTWEAR BARGAINS FOR MISSES AND CHILDREN SATURDAY.
 Extra Quality Combination Rubbers and Stockings, of heavy wool, extra long, sizes 6 to 10 1/2, Saturday, .95. Sizes 11 to 2, Saturday, 1.05. With red stockings, sizes 3 to 13 1/2, Saturday 49
- Rubber Snow Boots, knee high, sizes 5 to 10, Saturday, 1.59. Sizes 11 to 2, Saturday 1.79
- Waterproof Jersey Cloth Overshoes, in button or buckle styles. Sizes 6 to 10, Saturday, .99. Sizes 11 to 2, Saturday 1.15
- City Weight Rubbers, spring or low heel. Sizes 8 to 10 1/2, Saturday, .35. Sizes 11 to 2, Saturday 38

- NEW RIBBONS
 The Ribbons of the Moment Are Either Black or Black and White.
 A RICH SATIN,
 perfect Swiss weave; best black; three wide widths, for sashes, girdles or millinery.
 5-inch width. Per yard 27
 6-inch width. Per yard 35
 7-inch width. Per yard 40
 Black and White Taffeta and Satin Combinations, in wide stripes, also hair stripes; 6 1/2 inches wide; French weave, heavy quality. Saturday, per yard 49
 Black Moire, in a heavy fine cord, prettily moiré; every thread pure silk. French weave.
 6-inch width. Per yard 40
 6-inch width. Per yard 59
 7-inch width. Per yard 65

Telephone Tonight, 5.30 to 10 o'clock, for Groceries to Go By Early Delivery Saturday.

- Telephone Direct to Department, Adelaide 6100.
- 2,000 lbs. Fresh Creamery Butter, White Clover Brand. Per lb. 35
- Coated Cornflakes, 3 packages 25
- Loaf Sugar, 3 lbs. 25
- Finest Canned Corn, Peas or Tomatoes, 3 tins 22
- California Canned Asparagus Tips. Per tin 24
- Canned Beans, Rosebud Brand. Per tin .14
- Finest Canned Lobster, 1/2-lb. tin 20
- Choice Side Bacon, peameal, sliced, Ingersoll Brand. Per lb. 25
- Maconochie's Pickled, mixed and chow. Pint bottle 22
- Canned Fruit, raspberries, strawberries and cherries. Per tin 18
- Finest Canned Peaches, Reg. 15c. Per tin 15
- Finest MUD Cheese. Per lb. 20
- Garton's H. P. Sauce. Bottle 18
- Crossed Fish Brand Sardines, 2 tins 24
- Choice Red Salmon, 2 tins 25
- 600 lbs. Peck Peasns Shortbread. Reg. 20c. Per lb. 25
- One car Choice California Sun-kist Oranges, sweet and seedless. Per doz. 25
- Choice Grapefruit, 4 for 25
- Choice Malaga Grapes. Per lb. 18c 25
- Choice Olives, stuffed and plain. Bottle .35
- 500 lbs. Fresh Fruit Cake. Per lb. 15
- Fancy Mixed Biscuits, 2 lbs. 25
- FRESH ROASTED COFFEE, POUND 27c.
 1,000 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Saturday, lb. 27
- CANDIES.
 500 lbs. Assorted Cream Chocolates, fruit flavors. Per lb. 25
- 1,000 lbs. Lady Caramels, Reg. 20c lb. . . . 15
- 1,000 lbs. Assorted Nut Taffy. Per lb. . . . 10
- 1,000 lbs. Simpson's Special, an assortment of chocolates, creams, caramels and bon-bons. Per lb. 20

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