



# The Sales of Furniture, Housefurnishings, Silverware and Electric Fixtures Continue Monday With Offerings of Notable Values in the Things That Make the House More <br> <br> Attractive and Comfortable 

 <br> <br> Attractive and Comfortable}

As Much of This Merchandise is Only Possible at the Sale Period of the Year at Such Figures, We Advise All Interested to Buy as the Offerings Arg Made

## The Furniture Department Offers Remarkable Specials

## ${ }_{T}^{\text {Featur }}$

 IE JACOBFAN bedroom suite of black walnut which appears in the illustration is one of the greatest bargains we have ever offered in this orr previous sales. One of the best reproductions of the Jacobean period that has ever appeared in the Department, with the characteristic rope turning, moulded panelling, antique pear drop brass handles, it is beautifully pro-portioned, is a splendid example of skilled cabinetmaking, with, of 'course, dust-proof construction, and is carried out in black walnut of a rich, dark shade. Sale prices are as follows:

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 with $24 \times 32$ inch nitr
ror, 42 -inch top, mould-
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\begin{aligned}
& \text { Triple Wing Toilet Table. Sale } \\
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& \text { e, } \$ 9.50 \text {. } \\
& \text { Cosumer or Clothes Tree, \$10.00. } \\
& \text { Anther Bedroom Suite worthy of special }
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One of the Most Remarkable Special Sellingis of Jewelry We Have Yet Offered rooches, Pendants, Necklets and Scarf Pins of Specialy Priced at From $\$ 1.00$ to $\$ 10.00-1 n$ Mamy Instances Away Below Manufacturer's Cost.
 It is of course, a special purchase, consisting of a great many samples (in
cases there is only one of a pattern) whieh we secured on such advan tomeous terms for cash that we are able to offer them at equally low prices. Such a chance seldom oecerrs, and it is one that those who are in search
presents should not miss ; indeed, so splendid are the values that it woold of presents should not miss ; indeed, so splendid are the values that
be well worth while to buy sundry articles ready for next Christmas. Broches, pendants, necklets and scarte pinns are obtainable in inmense
variety, Some are set with pearls only, some with pearis and diamonds, pearls and garnets, pearls and amethysts or peridots, as follows






-
Splendid Bargains in Axminster Rugs Also Wilton Hearth Rugs and Oriental Rugs. It there ever was an opportunity to save on the priee of a reliable rug
now is to to time for larre ppace on the Fourth Floor has been piven up to a
dise



Already Sporting. Her Straw Hat Madame New York Seeks a. Spring Suit

And Lo: She Finds She Must Change Her Whole Silhouette - Must Assume an Elliptical he Ankles, and Broadening Out Midway With Pockets,' Pleats and Flying Panels. The Scribe " Writes From New York

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| accent is placed this season."And, howsoever you may de- |  |
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| charming, indeed, are the |  |
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The Sale of Silver-plated Tableware Continues With These Splendid Values The Daisy and Dresden Designs by the Wm. Rogers
Manufacturing Co., at the Very Low Prices Listed Below. T. for good quality end exeellence of morkmaneship bears. such a reputation enlarge apon these merits. That the silvervare is in graceful, well-bal-
designs is shown by the illustration and since every article is silverplated on a heary, substantial base, and marked much below its usual price, he values are worthy of special emphasis The Daisy is the pretty floral design sketched, the name taken from the
three little flowers to be found at the tip of the handle, the edges being finished in a thread pattern. Special prices are







Paint, Floor Enamel, Varnish, Varnish Stain Offer Values Which Are More Than Remarkable.
 figures quoted below.

 special fat brush for applying, reduced price, 8sc
 eeady for spring would bea a wise provision. sale price, quart, 99 C .






special brush for applying, reduced price,
-Fourth Floor.

Half-inch Curtain Rods polished brass, extend
50 inches, including lain and ornamental ends, complete with brackFourth Floor


# Sumentimelman 

## Do You Know What the Home-lovers' Club Is?

It consists of thousands of Simpson customers who have the privilege of buying anything in the line of homefur it consists of things -Furniture, Linens, Silverware, Carpets, Drapery, Pictures, Talking Machines, Hardwood Floors and Chinanishings -Furniture, Linens, at any time, and have their purchases charged. They do not have to wait until they "can spare the money." Club Members May Enjoy the Benefit of Deferred Payments
They may buy at special sales, or at any time they like, make a partial payment, and have the rest spread out over a convenient period. There is no charge for this accommodation in any shape or form-no interest to pay, and no strings of a
offer. For further information see the Club Secretary, fo urth floor.
The February Sale of Floorcoverings


Axminster Rugs at the February Sale Prices


Of Special Interest for Saturday in the Furniture Sale
But there are other big values that are not mentior.ed here. The only way to get an But there are orner big salue of this sale and if its merits is to visit the department.
adequate idea of the sccpe Buffet, surface oak finish, two small and one Parlor Suites, solid mahogany top rails,





 Chine cabinets, in genimine garater-cut oak,










Men's Wear Boots, Hosiery Sale and Children's Wear Clearance
A kita of Cute Citle Garment for small Childen, priced remarkably loy to erable
cout to spend your money to the tesest ad.
 you best resuitis






 Chidere's, Dravers, of soff white fannel.
 INFANTS' SAMPLE BONNETS No Phone or Mail Orders. Made of plain and corded silks, wool cash-
meres, bearcloths and velvet cords. Every meres, bearcloths and velvet cords. Every
one warmy lined, and offering rich choice of beautiful styles, with trimmings of fine
laces and sik embroideries all sizes in
the lot. Values 50 c to $\$ 1.35$ Your
slats and arms; set consist ong seats uphol-
chair and arm rocker; spring
stered in mixed silk tapestry. $\mathbf{3 3 . 5 0}$ Reg. $\$ 50.00$. February Sale price Brass Bed, heavy 2 -inch posts, five fillers,
in all regular sizes and finishes. Reg. 900 \$12.75. February Sale price .... Brass Beds, heavy 2 -inch continudus posts Brizes.
soghilar $\$ 21.75$. February
Sale price..................
Brass Bed, heavy 2 -inch contin lous posts, fillers and cross rails, extta heavy mounts,
standard sizes; in bright, satin or 24.45 tandard sizes; in bright, satin or $\mathbf{2 4 . 4 5}$ Iron Frame Spring, heavy woven wire
fabric, reinforced rope edge Sqle 3.85 primpson's Special All-metal Spring, very losely woven wire fabric, interlaced 4.95
nd reinforced with heavy rope edge Mattresses, wood fibre and felt on both
sides, covered in good grade of twill $\mathbf{3 . 0 5}$ Mattresses, extra well filled with felt, deeply tufted, making a very soft and com-
ortable mattress, all regular sizes. 7.95 Regular $\$ 10.00$. February Sale price.
in imitation Spanish leather, A soft, com-
spring helicals at each end. A
fortable mattress encased in good $\mathbf{3 2 7 5}$ fortable matress encased in good 32.75
grade of ticking. Reg. $\$ 37.50$. Price Pillows, all feathers, encased in good 1.50
art ticking. February Sale price... Matress, extra well filled with layer felt, deeply turted, rolled edge, eovered
grade of art ticking. Regular $\$ 11.75 .8 .75$ Frebruary Sale price.
Find
Living-room Chairs and Rockers to match, seats and pad backs. Regular 8.75
$\$ 12.75$. February Sale price..... Library Tables, solid $1 / 4$-cut oak, Jacobean design desk attachment. Regular 12.75 $\$ 18.75$, February Sale price .... 12.75 Extension Tables, in solid quarter-cut oak,
fumed or golden finish, 48 -inch top, $6 . \mathrm{ft}$ extension, heary twin pedestal 16.50
base. Reg. $\$ 22.00$. February Sale Extension Table, in solid quarter-cut oak,
 Extension Tables, in solid quarter-cut oak, fumed or golden finishs, 48-inch top, 8 -tt. ex-
tension, pedestal base heavy plat- 22.50 tension, pedestal base, heavy plat- 22.50
form. Reg. $\$ 30.00$. February Sale

Attractively Priced Linens
 Heavy Quality' Cream Turkleh Bath Towole, 49
finished hemmed. Saturday spocal a palr 49 Fine Quallty Huckaback Guest Towele, with tancy
damakk borders; ents neatly hemmed.
Saturdas, a pair


 form. R
 Half Price for Girls' Dresses
Peter Thompson" and other one.picies navy
 sold. One or two princess with guimpes of natural shantung and pique also in the sale.
Five Distinctive New Blouses In their accessorics, dainty buttons, hemsitching, frilled collars, etc., these blouses
re charining. Each design is figured as the of our early Spring styles. No freakish
models, but each one characterized by good models, but each one characterized by good
taste. Ivory, champagne, maise, flesh. Nancy blue, Russian green and black. These
five good numbers are marked for
ouick selling on Saturday at

Today's Luncheon Served in the Lunch Room
from 11.30 a.m. to 2 p.m., 30c.
 Mashed Turnips

Women's Winter Combinations Half Price Thisis is the clearance lot of t manurac.
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stock


 Nainuook Umbrella Draverb in two



 Staturay..
Nainoook Camioioes, in many styles. All pretiliy trimmed with hace and rib-

 | for figures that need sftongs. support |
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| Special purchase of ane new spine poodel |


 Saturday Saturday, ..... Sleepers, of white soft
Children's Snug Suthed at back, high neck,
cotton. drop seat; feet attached., Sizes 2 to
10 years. Reg. $\$ 1.25$. Saturday, 75

## Silks!

February Silk Sale Preants, Five Splendid Values for Proent.
Today.
silk taffetas especially for black and have arranged a big display with wonderful values for Satur-
${ }^{38}$ and 40






## Something to Interest Every Woman

 Misses' Section, "Betty Wales" Elite Tailored Dresses. Eery young woman who delightst in dress simplicity, but cannot reach its sual price sum


Women's Coats at $\$ 6.50$ Several are fur trimmed and all are perfectly
nice coats for immediate wear. Various manice coats for immediate wear. Various ma-
terials, styles and colors. The values are just wonderful, including many worth 6.50
$\$ 15.00$. Saturday ..... ...... 6.50

What is New in Millinery



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The Toronto World 1 and


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## COAL STIUUTION HAS NOT IMPROVED <br> 

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Hydro's Final Success







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| ATTENDS SUNDAY SCHOOL CON. |

MR. WLLSON: But I asked for Peace Soup
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## GROW VEGETABLES ADVISES PREMIER

## Starts Vigrous Campaign to Incresese Use of Home cordens. <br> 

 Department of Agriculture Ready to Give AdviHouseholders.

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## Hockey 0.1 s. sme and Schedule <br> Curling <br> Tankard Rearth Ice Racing mid otum

## SOLDIERS DOWNED BY THE RIVERSIDES



HORSES


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## GREAT ANNUAL

## BREEDERS' SALE

CLYDESDALES PERCHERONS

## STALIOMS and MARES

thursday, march 15



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| Horse Exchange |}

## MANY STRONG TEAMS IN TANKARD FINALS




Friday, February 9



| French Army |
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| Horse Inspections |
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| IN TANKARD FINALS |



AUCTION SALES 300 HORSES MOMDAY, FEB. 5th 200 HORSES THURSDAY, FEB. 8th 100 HORSES


MOMDAY, FEB. 5th 15 HORSES


MeGREGOR'S HORSE EXCHANGE Cig. aioturge

## DUNFIELDS

Semi-Annual
Stock
Reducing Today Sale of "Arrow" "Dunfield Shirts

## $\$ 1.29{ }^{4}{ }^{\text {for }}$

This sale offers the greatest shirt values in Toronto, and this assertion is based upon the high-grade quality of the shirts involved. All shirts bear the "Arrow" or "Dunfield" label, the best fitting models, the choicest patterns, all guaranteed fast color, reduced from $\$ 1.50$, $\$ 1.75, \$ 2.00$ and $\$ 2.50$.
500 Dozen Ties 50c and 75c Qualities
Reduced to 33 c , or 5 for $\$ 1.50$

## 102 Yonge St.


THE FREEFOR-ALL


WANDERERS
vs. 228TH
Watch \& Fob, FREE!

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## -The House of Hobberlin, Limited=--The House of High-Grade Tailoring-

## Almost Your Last Chance, Men

 To take advantage of these great price reductions on Hobberlin Tailored Suits. Prices advancing daily on all woolens---perhaps never again such a remarkable display at such figures---and every garment tailored as carefully and skilfully as experts know how.
## One More Week-End and the Opportunity Closes




Fancy Worteds and Sootch Theedse in Reannockumin and
Hoath up to to. Beautiful clotha
wor
Thirty-five Dollars

| STORE OPENS <br> 8 a. m. |  <br>  . | $\begin{aligned} & \text { STORE } \\ & \text { CLOSES } \\ & 9 \mathrm{p} . \mathrm{m} . \end{aligned}$ |
| :---: | :---: | :---: |



 $\frac{\text { Today's Entries }}{\text { Th. Lord Wells, } 112 \text { (Doominick), } 6 \text { to }}$ (ty


## That Son-in-Law of Pa's



Read the happenings of the previous twenty-four hours
before the business diy commences by subsribing for The
Toronto Mornins World delivered before breakfast to to
aily before the business day commences by subscribing for The
T.oronto Moring Word delivere befor brearast to aivy
address in Toronto or suburbs for twenty five cents the mouth Telephone your order to Main 5308 , or cut out following order
blank and mail to The World Office. 40 West Richmond street: Deliver The Toronto Morning World before. $\ldots \ldots$ a. . . . . .

Name
Street
Or, Stevenson's Capsules SPERMOZONE





UNDER THE AUSPICES OF THE TORONTO WORLD, JULE \& JAY J. ALLEN WILL PRESENT FOR FIRST TIME IN CANADA "THE CANADIANS IN ACTION AND THE ADVANCE OF THE TANKS," AT THE REGENT THEATRE, TORONTO, DURING THE WEEK OF FEBRUARY 12-17, FROM 10 A.M. UNTIL 11 P.M. CONTINUOUSLY EACH DAY.



COME cigarettes taste fine when they＇re just lighted－but by the time they＇re smoked half－way through，they begin to lose their goodness．They go flat．

## NOT SO WITH MURADS

One of the very greatest things about a MURAD is that its
＂LIFE＂and FRESHNESS
ast down to the very end
As one enthusiastic MURAD smoker said：

A MURAD is perfection when you light it，and it gets better as you smoke it
it，and it gets better as you smoke it．＂
Every MURAD smoker knows how true this is． Sold in packages of ten，and in


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boxes of 50 and 100
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## －THE TORONTO WORLI <br> PLAYS，PICTURES AND MUSIC

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CLASSIFIED
ADVERTISING
Help Wanted

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Who Killed Ethel Forman？ watch

## The Forman Mystery

The thrilling new serial
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## －TORONTO MAN ARRESTED．



Passenger Traffic． AMADIAN GOVERTMENT RAILWAYS




HOLLAND． AMERICA LINE FROM NEW YORK
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## WHITE STAR DOpHMNe PASSE IGER SERVICE Portiand，Me．．－Livervool 

 AMERICAN LINE All Neutral Flag SteamersNew York－Liverpool
st．Paul．．．．．Fob． 10 Kroonland Fobis White Star Line
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## OCEAN TRAVEL


 WINTER EXCURSIONS

 ICE HARVESTERS

WANTED | Apply Grenadier Ice Company， |
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| Ellis Avenue，High Park．Good |
| Wages． | BRITISH FLEET MAY EXAMINE AT SEA



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## POLSOH IRON WORKS LIMITED TORONTO STEEL SHIPBUILDERS, ENGINEERS AMD



| For Grapes, Oranges, Apples, Potatoes, Etc. GET QUOTATIONS FROM McWilliam \& Everist, Ltd. ${ }^{25 \text { Charchst. }}$ Tokoaro. We handle on consignment Fruits and Vegetables of all sorts, Turkeys,Geese, Ducks and Chickens. Prompt returns. |
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## WHEAT KEEPS DULL ON BRTISH MARKET

Government, County, Township and City Bonds
Authorized Investments for Trustees in the Province of Ontario

| Amount. | Security. | Per Cent. | Matarity. |
| :---: | :--- | :---: | :---: |
| $\$ 100,000$ | Domininion of Canada | 5 | 1925 |
| 100,000 | Dominion of Canada | 5 | 1931 |
| 100,000 | Province of Saskatchewan | 4 | 1923 |
| 200,000 | Province of Saskatchewan | 4 | 1919 |
| 20,000 | Province of Manitoba | 4 | 1947 |
| 50,030 | City of Toronto, Ont. | 4 | 1948 |
| 100,000 | City of Ottawa, Ont. | 4 | $1931-41$ |
| 50,000 | City of Hamilton, Ont. | 4 | 1931 |
| 15,000 | City of St. Catharines, Ont. | 4 | 1926 |
| 10,000 | City of Peterborough, Ont. | 5 | 1945 |
| 100,000 | City of Galt, Ont. Marie, Ont. | $41 / 2$ | 1940 |
| 15,000 | City of Sault Ste. Ma, | $1 / 2$ | 1945 |
| 15,000 | City of Port Arthur, Ont. | 5 | 1926 |
| 30,000 | County of Peel, Ctat. | 5 | $1917-42$ |
| 50,000 | County of Oxford, Ont. | 5 | $1917-40$ |
| 15,000 | County of Lanark, Ont. | 5 | $1918-24$ |
| 25,000 | County of Lanark, Ont. | $33 / 4$ | $1917-22$ |
| 20,000 | County of Carleton, Ont. | 5 | $1917-31$ |
| 20,000 | County of Carleton, Ont. | 5 | $1917-32$ |
| 15,000 | Township of York, Ont. | 5 | $1917-21$ |
| 15,000 | Township of Tilbury East, Ont. | 5 | $1917-25$ |

Full Particulars of These lssues Furnished on Request

## Dominion Securities Grporation 

| TITIISK. ISSUES ANNUAL REPORT |  |
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CONTINUED STEADY TONE IN THE MINES
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Canada's National Importance this year will be measured by the resourcefulness of its production. The patriotism of the Canadian farmer will be proven by the effort expended to grow all the Grain, Fodder, Vegetables and Roots that our bountiful Dominion can produce. It is our means of contributing to the Nation's Need and the golden opportunity of enlisting the Canadian Farming community in the honor roll of the Empire. TAKEN FROM RENNIES
SEED ANUUL FOR 1917
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# SIMPSON'S GREAT WEEK-END VALUES FOR MEN 

$\$ 14.95 \begin{aligned} & \text { Overcoats That } W \text { ere Priced } \$ 20.00 \text {, } \\ & \$ 22.50, \$ 24.00, \$ 26.50 \text { and } \$ 30.00 \text { for }\end{aligned}$

Men's Socks






Hosiery for Women and Children


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A Clearing Sale of Broken Sizes in Men's Overcoats ENGLISH AND AMERICAN MAKES There are only 55 coats in the lot, odd sizes and broken lots from our best selling lines, including a number of American models for young men, also some imported London tailored English coats of super qual lot are 14.95
on and form-fitting styles, both single and double-breasted; also a number of pinch-backs. In the lot... sizes 34 to 42, but not all sizes in any one line. Saturday's clearing price

## The Best Toilet Requisites for Men





 $\qquad$
Men's Furnishings at Tempting Prices
Men's Arrow Shirts, of Russian cord cloths, percales, zephyrs
and French weven materials, the latest stripes and colorings
 shirt preferred by men who know-what's what. Sat- 1.95 Mer's High-grade Silk and Wool Underwear, made in fine elas-
tif trib knit. Heavy winter weight. Sizes 34 to 44 . Shirts and drawers. Specially priced on Saturday at, per 1.98
and Boys' Pure Wool Sweater Coats, in plain and fancy stitch. High



## A Sacque Suit of English 7 weed

This sacque suit style is one of the choice young men's designs, with soft roll lapels, and is the close-firting mods. have cuff bottoms. The material is a beautiful English tweed, in medium light shade of grey, in very small, neat pattern. Finished
with fine twill mohair linings. Sizes 33 to 36 . On $\mathbf{1 3 . 5 0}$
Boys' Suits and Overcoats Half Price
Thif hy frat opportuntit to buy an overaat for your boy-

 Bos' Slipon Unter Overcoat, sizes it to 16 years. $\mathbf{5 . 9 5}$





## The Sale of Silverware

 Butter Dishes for $\$ 1,98$
 Knife and Fork Set $\$ 2.79$


Tools and Cutlery Today













Two $S T \mathbb{N}[P S(O) \mathbb{N}$ Company


## In Our Men's Furs Department

 FINE COON COATS AND COATS LINED WITH MUSKRAT Choice Quality Heavily Furred Canadian Coon Coats, every garment of high-class workman ship. The skins are soft, pliable and perfectly lanned. At . . . . .125.00, $150.00,175.00$ Muskrat Lined Coats, of beautiful well-matched skins, imported beavercloth shells, large shawl collars of Perian lamb anThat cati be buttoned on to any over-


 Coon Gauntlets .....
Dogskln Caunties.
Korean Beaver F Kurean Beaver Ga
Otter Gauntlets.
Persian Lamb Ga ter Gauntlets....
 sale at.

Fashionable Boots for Women at $\$ 3.24$, Today
There are over 2,000 pairs in the assortment, including
styles Bloth in button and lace, to suit every womar The styles Both in button and lace, to suit every woman . The
leathers are gunmetal, patent colt and dongola kid, with leathers are gunmetal, pach cond medium kid and cloth uppers. Plain vamps
high and
patent and kid toecaps; Goodyear welt and Mckav patent and kid toecaps; Goodyear welt and McKav
medium and light weight soles; Cuban and Spanish leather medium and ligh weils. superior quality, and include 3.24

Women's Navy Blue Kid Boots A beautiful Navy Blue Kid Lace Beot, with $71 / 2$-inch top , long plain vamp, blind eyelets, turn sole, high covered
French heel with aluminum plate. A new creation French heel with aluminum plate. A new creation $\mathbf{1 0 . 0 0}$
for spring wear. Width AA to D. A pair... Girls' Durable Boot


## ON PAGE FIVE

News of $\mathbb{F}$ ebirualry Furmiture Salle

Items Interesting to Women
Wonderfully Good Boots for Men at $\$ 3.89$ -

