


## The "Lonely" Sale

W HEN I offer a Semi-ready Suit or Overcoat wort $\$ 25$ for $\$ 18$, you can depend on the "worth" of it
The makers put the label in the pocket as a price pro tection to Customers-for we expect every buyer to be a regular Customer.

S EMI-READY started fifteen years ago to give peorice. Their opposition eame from the trade-from merchants who preferred price-juggling, making-up to mark-down, and the haggling and bartering policy, in and workmanship always got worsted; he pitted him self against the-skill of a professional value-juggler

W HEREVER you go-when you see the Semi ready sign in a town-it means that the merchant
believes in a fair price, a square deal, and the real service that a man wants in aman's store-both before and after he buys.

THE "Lonely" Sale is a Stock Clearance; it occurs and Overcoats that are not to be repeated in pattern must be sold while they are still in the mode of fashion.

T HIS season I make a clean

1reductions-about 200 "Lone lies" being marked down a

I AVOID any disappointment to a customer by including ever garment in the shop for the fu period of the sale-at substantia ut a suit he likes and to pic told: "Oh he likes and then b the sale- "Oh, but that suit is not the sale-it's full price." I an F ROM the front door to the F ROM the front door to th reserved. All the R. J. Tooke Men's Furnishings at 20 per cent. off

The Semiready Store
William G. Hay
143 yonge street

## York County and Suburbs of Toronto



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Housekeeping, Nursery, Gardening and News of Interest to Women


DAIIY MAGAZINE PAGE FOR EVERYBODY*



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## Sime the Simp

By Ed, Mack

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## Sample Items from Simpson's Bargain List

Bargains in the Whiteware Sale
Women's Corsets, Royale and D. \&A. models, several other highgrade makes, al up-to-the-min
ute styles, in fine white coutil, me dium or low busts, long hips and backs, fine, all-rustproof steels,
wide side steels, four or six gar ters, bust draiw cords, lace trim-
mian mings. Not all sizes ir any one style, but sizes 18 to 30 inches in
the lot. Regularly $\$ 1.54$ to $\$ 2.50$. Friday bargain
Princess Slips, fine nainsook, embroidery yoke, linen lace edge, on skirit, silk draw ribbon, sizes on slirt, silk draw ribon; sizes
34 to 42 bust. Regularly $\$ 2.25$. Friday bargain …..... 1.50 Corset Oovers, fine nainsook,
wide fine embsoidery lace insertion, beadings, and
edges, silk riblon, sizes 34 to 42 Bust. Regularly 55 ce. Friday bar-
gain
Night Gowns, heavy, fine cotton yoke, custer tucked, lace elges
on neck thd sleeves, lengths 56 ,
58,60 ingles. Regularly 90 . Fri. day bargain
Drawers, cotton, ruffles of good enmboider, open or closed;
lengths 23 oto 27 inches. Regularly
50 c . Friday bargai.

Combinations, handsome allVer embroidery corset cover, and
drawers of fine nainsook with yoke of embroidery modallions, and dre wers with ruffles of em-
broidery, silk ribbon. Sizes 34 to 42 bust: Regularly $\$ 2.75$ and $\$ 3.00$ Triday bargain
Infants' Robes, finest shee or $V$ aly lace and embroidery inser tions; lace insertions and edges in skirts; lengths 30 and 36 inches.
Regularly $\$ 2.25$ and $\$ 2.50$. Pri. Regulany Little Give
Little Girls' Skirts, fine nainsodg, sizes 3 to 6 years. Regular
ent 75c. Friday bargain ...... 3
Chiidren's Combinations, heavy ribbed white or natural cotton,
high neck, long sleeves, ankle lencth. Sizes 2 to 6 years. Regu
larly 7 To. Friday bargain. .43 Childiren's Sweater Coats heavy knit pure wool, high rol
collar, two pockets, pearl buttons colors white, navy, gray or cardi-
nal. Sizes 2 to 5 years. Regularly nal. Sizes 2 to 5 years. Regularly
$\$ 1.00$. Friday bargain $\ldots$... 75 Women's Vests or Drawers, heavy ribbed white or natural
wool and cotton mixture; yests
hiel high neck, long sleeves; drawers
ankje length; sizes 32 to 42 bust.
and


WTomen's Combinations, heavy high neek lenqth, sizes 32 to see 38 bust. Regu
larly $\$ 2.00$ to $\$ 2.25$. Friday bar (Third Floor)
Fancy Needlework



Natural Linen Custion Slipo, embroide
$\qquad$



Candy Section sond 1000

English Bungalow Nets 65c a Yard
Heavy Durable English Bungalow Nets, 48 nches wide, deep ecru color. Regular value BEDROOM BOXES, $\$ 2.48$. Covered in English cretonnes, full range of
colorings-rose, blue, mauve, and green, fitted with castors, and lined. Regular price $\$ 4.00$. LACE TRIMMED WINDOW SHADES, 37 c 37 inches wide, 70 inches long, good quality paque cloth, reliable rollers, white or cream color, lace trimmed. Friday, each .......3
ENGLISH AND AMERIOAN ORETONNES colors and floral designs, rose, green, blue, gray, nauve, for bedroom curtains or slip cover

SCOTCH MADRAS, 25 C YARD.
fine quality of Scotch Madras, 45 to nches wide-cream, ivory or ecru colorings:full range of patterns. Regular value 35 e to
40 . Friday yard EXTENSION CURTAIN RODS, 8 C EAOH: Sash or Casement Rods, extending 23 to 40 nches, brass finish with brackets. Regular AMERICAN STENCILED SORIM, 25 C YARD. Regular values $30 \mathrm{c}, 35 \mathrm{c}$ and 40 c ; 36 to 40
inches wide. All colors, for den or dining-room
windows. Friday yard

Friday Bargains in Boots, Rubbers and Slippers MEN'S HOUSE SLIPPERS, 50c. Finest Imported Camel Hair and Wool
House Slippers, soft and fleecy inside, flexible leather soles, very comfortable and durable eather soles, very comfortable and durable;
size 6 to 11. Regularly 85. Friday bar-
gain ......................... 50

WOMEN'S HOUSE SLIPPERS, 19c Warm black felt, with thick German felt
soles, and imported "Arctie" cloth, in a neat soles, and imported "Arctie" cloth, in a nea
plaid pattern with flexible cord soles; sizes 3

CHILDDREN'S HOUSE SLIPPERS.
Warm, Comfortable "Arctic" Cloth House Slippers, for children, ankle-strap style, flex-
ible noiseless cord soles; sizes 8 to bargain

## STORM RUBBEES

Bright finished, reinforced corrug̀ated soles and heels, extra high storm fronts:
Men's, sizes 6 to 12 . Friday Men's, sizes 6 to 12 . Friday. ....
Temen's, sizes $21 / 2$ to 7 . Friday Misseas', sizes 11 to 2. Friday
Children's, sizes 3 to $101 / 2$. Friday Children's, sizes 3 to $101 / 2$. Friday
PLAIN RUBBERS. Light city weight, reinforced corrugated Men's, sizes 6 to 12 . Friday
Bons', sizes 1 to 5 . Friday ted Men's, sizes 6 to 12 . Friday
Boys', sizes 1 to 5 . Friday
LEATHER TOP RUBBER BOOTS, $\$ 2.49$. Heavy Snag-proof Rubber Boots, with 8 -in. heels, leather laces with each pair Sizes 6 to 12. Regularly \$3.35. Friday ......... 2.49 BOYS' GOODYEAR WELTED BOOTS, $\$ 2.49$. These Are High-Grade Boots, perfect in fit,
style and manufacture style and manufacture, made in laced Blucher
style, in patent colt, velours calf, tan Russia style, in patent colt, velours calf, tan Russia
calf, and box calf leathers, single and double Goodyear welted soles; sizes 1 to 5 . Regularly
$\$ 3.50$ to $\$ 4.00$. Friday .................49

WOMEN'S $\$ 2.50, \$ 3.00$ AND $\$ 3.50$

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\$ 1.99 \quad ע \$ 3.50 \mathrm{BOOTS}
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vew and popular styles for street and dress wear, made in all leathers, including patent kid; Goodyear welt, flexible, McKay and handturned soles; high, medium and low heels; sizes
$21 / 2$ to 8 . Regularly $\$ 2.50, \$ 3.00$ and $\$ 3.50$. Fri${ }^{\text {Phone orders filled. ............. } 1.99}$

## Bedroom Pieces









Handker


## Exceptionally Good

 Ulsters Friday at $\$ 6.95$These Men's Winter Ulster Coats are made
rom English tweeds, in the new shades o from English tweeds, in the new shades o They are cut double-breasted style, 50 inche long, with two-way'convertible collar'; lining
will' give good wear, and the tailoring is splen id. These overcoats are worth $\$ 10.00$ and MEN'S $\$ 2.00, \$ 2.25$ AND $\$ 2.50$ TROUSERS TO CLEAR, \$1.49.
Made from good quality English trousering n gray, showing a neat stripe pattern. They ar stylish, well tailored trousers and will give good
service. Friday .................... 1.49

## BIG BOYS' ULSTERS, $\$ 4.95$

 Odd sizes from our Ulster stock, smar-double and single-breasted from imported gray tweeds; well tailored an ; sizes 32 to 35 . Friay bargain .. 4.9 YOUNG MEN'S TWEED SUITS, $\$ 5.95$.
Smart Single-Breasted Suits, long-medium cut trousers and single-breasted vest; grays and
browns; sizes 32 to 35. Friday bargain .. 5.95 BLUE SERGE BLOUSE SUITS, 95 C . Special Clearing of English-Made Blouse Suits, with straight knee pants, at less than cost; sailor suits, with sailor collar and brai 3 to 7 years. Friday bargain ..... 95 SPECIAL OLEARING BOYS' TWO-PIECE SUITs.
Made from imported tweeds, in dark and medium brown or gray, smart Norfolk double breasted sack style with bloomer or straight
knee pants; sizes 24 to:34. Friday bargain 2.95 (Main Floor)
Some Friday Bargains in the Men's Furnishings
5000 Neckties, in silk or mercerized materi als, wide flowing ends; lots of colors, with
mostly bias stripe designs. Regularly: $25 \mathrm{c}, 35 \mathrm{c}$ mostly bias stripe designs. Reguach
and 50 c. Friday, 3 for .25, or, each

Underwear, of pure wool fleece merinos, in medium or heavy weights, and several odd
lines of wool, in Scotch or plain weaves; all lines of wool, in scotch or plain weaves; all
sizes in the lot. Regularly $75 \mathrm{c}, \$ 1.00$ and $\$ 1.25$.
Friday bargain .................. 49 Friday bargain

1000 Men's Nightrobes, lang anal roomy, mostly pink or
Iue stripe designs; sizes 14 to 18. Regularly 75c. Friday 49

Basement Bargains for Friday Shoppers





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The Robert Simpson Company, Limited

Remnants of Linoleums, Carpets and Stair Oilcloth Remnants of Scotch and Dome tic Printed Linoleums, lengths Remnants of Remnants of Stair Oilcloth, various widths, lengths
yards. Friayy........

Remnants of Tapestry Carpe including stair cearpets, in $221 / 2$ and 27 -inch widths, lengths up to
7 yards, at' One-Third Oft Regular 7 7 yards
Hemp Stair Carpet, suitab

 50 c Hew soc Heavy Axminster Mats, in one design omy, redalion
heegular \$1.69. Friday 30 only Heavy Quality 1.1 tion Cocoa Mats, size $18 \times 30$. Fri

Gas Fixture Bargains

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| Sain |






Men's Winter Caps



Sleighs, Bobs, Tabog. gans, Doll Carriages








## The Grocery List


















## COMIC SECTION OF THE TORONTO WORLD

FEBRUARY 8, 1914
And They Say "Gentle as a Lamb!"


EXCUSE MY
BACK
ITS ON ME
L
THAT EVEN RESOLVED
WAT EVEN A LITTLE LAMB KNOWS WHAT IT WANTS TO DO. I NOTICE THAT EVERY THING AND EVERY BODY KNOW'S
WHATIT OR HE WANTS TO DO, AND THEY ARE WHATIT OR HE WANTS TO DO, AND THEY ARE
DOINGIT. YOU ARE DOING JUST WHAT YOU WANT TO DO. IF NOT, WHY NOT? IT IS UP TO YOU. WATER SEEKS ITS OWN LEVEL.
TOU CAN DOTHE SAME, WHETHER IT IS THOU CAN DO THE SAME, WHETHER IT IS THE SOCIETY OF BARROOM LOAFERS OR
INTELLECTUAL ARISTOCRATS. THERE IS
NO SUCH THING AS PULL NO SUCH THING AS PULL OR INFLUENCE WANT TO GO UP NOTHING CAN STOP YOU IF YOU WANT TO GODOWN, SOME GOOD SOUL WILL TRY TO STOP YOU BUT HE
CANT. YOU ARE THE BOSS OF YUUPEIF CANT. YOU ARE THE BOSS OF YOURSEL
IF YOU WANT CORN. PLIANT CORN

Hilda's Tender Heart
*
By Ed. Mack


*     *         * The Love Affair of Fred and Flora
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