

Probs.: Fine, a little higher temperature.

# Tomorrow at the Simpson Store

Store Opens 8 a.m. Closes 5.30 p.m.

H. H. FUDGER, PRESIDENT

TORONTO MONDAY, JAN. 23, 1911.

MANAGER



## The Feeling of Expectation

Shopping at this store means so much more than merely coming to get what you want. Every woman who shops here brings pleasant expectations with her that are rarely disappointed. This is doubly true at this time of year, when the earliest spring shipments are to be seen on every hand. Don't overlook these points of interest on the second floor.

### White and Colored Prints

Special attraction at the print section. A fine lot of 36-inch fast color prints, all nice dress and waist patterns, white and colored grounds with fancy stripes. Regular value 15c. Special 8c.

White Brocade Vestings, large, small and medium designs, for waists and dresses, will launder well. Regular value 20c. Special 11c.

A lot of ends, mostly waist lengths and a few dress lengths, of pretty silk striped voile, 46 inches wide, various colors. Regularly 65c. Special 25c.

### Lyons Dyed Japanese Silks

A special purchase, and exceptional qualities for Tuesday's selling, in three qualities. These are splendid wearing and washing suits and 25 per cent. below our regular selling prices. Shades of white, ivory, cream and black; one yard wide. Special, 36-inch wide, at 48c. Special, 36-inch wide, at 55c. Special, 36-inch wide, at 65c.

#### ONE YARD WIDE RICH SATIN DE CHINES.

1,000 yards Rich Duchesse Satin de Chine, the fashionable silks for evening wear, in lovely shades of shell and coral pinks, pale and turquoise blues, greys, mauves, maize shades, also white ivory cream and black, 36 inches wide. Special at \$1.19 per yard.

### New Sheer Dress Goods

Just arrived a shipment of new Sheer Fabrics, including chiffon voiles, new etamene voiles, in medium and coarse weaves. As black voiles are now the very height of fashion, it won't take long for this special lot to disappear.

New Chiffon Voiles, for draping effects, 44 to 48 in., \$1.00 to \$1.50.

New, fine and medium Mesh Voiles, for dresses or separate skirts, 42 to 54 in., 50c to \$1.50.

Coarse Etamene Voiles, specially adapted for tailored suits or skirts, 44 to 54 in. wide, 75c to \$1.25.

All pure wool qualities, thoroughly shrunk, Simpson standard quality dye and finish, in jet blacks and full blue blacks.

### Sale of Women's and Misses' Suits

Regular \$18, Tuesday \$4.79

If these suits were the kind that could be worn for about three months, and then were turned into floor cloths or the rag bag, they would be well worth the money. They are not that kind. They are smart up-to-date suits that will look and wear well; usually sold at from \$12 to \$18. Just notice Tuesday's price, in some cases about one-quarter regular value.

Coats are short or medium lengths, rounded and square cut, lined throughout with silk or English sateen, double or single-breasted, some are strictly tailored, others slightly trimmed with braid or velvet. Skirts have plain effects, some are pleated, the materials are tweeds in a variety of fashionable mixtures and of imported Vicunas and French Venetians. Colors in the lot are navy, brown, green, wine and black. The regular selling prices of these suits range from \$12.00 to \$18.00. Tuesday-only \$4.79.

### New Colored Net Waists

Waists of pretty, fancy stripe net, made in dainty styles, transparent yoke and collar of finely tucked net, trimmed with lovely lace motifs, 3/4 kimono sleeves, with lace edging, lined throughout with fine Brussels net. Grey, navy, wisteria, ecru and Copenhagen. \$4.00 waists. Tuesday \$2.95.

Dainty Evening Waists of rich messaline silk, yoke and collar of hand-made lace, clusters of fine tucking back and front, dressy sleeves, colors Alice blue, brown, reseda, navy and black. Very special \$3.95.

### Six-inch Ribbons 15c

St. Etienne, in the south of France, is the home of the black ribbon weavers. Lyons is the home of the world's best dyers of black. This six-inch black taffeta ribbon was dyed in Lyons and woven in St. Etienne, and is of pure silk, of excellent quality, and sells regularly for 25c and 30c a yard. We will sell it on Tuesday for 15c yard.

### Women's Plain Black Hose

Women's Plain Black Cashmere Hose, seamless, double spliced heel, toe and sole. Regular 29c. Tuesday, pair, 20c.

Infants' Leggings and Bootakns, English made, best fine wool yarns, cardinal and white, to fit up to 3 years. Regular 35c. Tuesday 12 1/2c.

Women's and Girls' All-wool Ringwood Gloves, plain and fancy colors and patterns, close fitting wrist, finished fingers. Regular 35c. Tuesday, pair, 15c.

Men's Mule Leather Mittens, wool lined, elastic knit wool cuff, splendid wearing. Regular 35c. Tuesday, pair, 29c.



### Reflections About the White Sale

Women of refinement take as much pride and pleasure in their store of fine, snowy lingerie as they do in their array of ball gowns.

Many women have learned that lingerie perfection does not necessarily imply high-priced garments, and this store has done more than any other in Toronto to make this clear.

If you've decided to purchase some whitewear, we advise and invite comparison, for in that case it will look quite unreasonable for you to buy elsewhere.

#### PRETTY COMBINATIONS.

Combination Corset Cover and Isabella Drawers in one. Fine nainsook, dainty embroidery, yoke run with silk ribbon, arms and drawer ruffles trimmed with fine lace, pearl buttons, sizes 32 to 42 bust. Regular value \$1.50, Tuesday Sale Price, \$1.00.

#### A DAINTY NIGHTDRESS AT HALF PRICE.

Clearing a \$3.00 style, extra fine nainsook, square allcover neck trimmed with fine val lace insertion and frill, fine embroidery beading run with silk ribbon, short butterfly sleeves trimmed with fine val lace and silk ribbons, lengths 66, 68, 80 inches, for 32 to 42 bust. Tuesday Sale Price, \$1.50.

#### SAVE HALF ON FINE DRAWERS.

Fine Nainsook Drawers, umbrella style, cluster of 8 tucks, row of insertion and ruffle of extra fine handsome embroidery, lengths 23, 25, 27 inches, in both styles. Regular price \$1.75 a pair, Tuesday Sale Price, 88c.

#### KNITTED UNDERWEAR IN THE WHITE SALE.

Women's Summer Weight Vests, fine white ribbed cotton, low neck, no sleeves, crochet lace beading, run with ribbons, sizes 32 to 38 bust. Regular price 20c each, Tuesday Sale Price 15c.

Women's Vests, fine white-lisle thread, light weight, low neck, no sleeves, fancy lace or crochet yokes, beading and ribbons, sizes 32 to 38 bust, measure. Regular price 30c each, Tuesday Sale Price, 25c.

Women's Vests and Drawers, heavy ribbed white cotton. Vests high neck, long sleeves, button front, lace and draw tape and neck. Drawers in both styles, ankle length to match vests, sizes 32 to 38 bust. Tuesday Sale Price, 25c.

#### HALF PRICE FOR ELEGANT CORSAGE.

Come Tuesday for a pair of these magnificent D and A Corsages. Latest fashionable model, made in the new ventilated white French batiste, medium bust, long unbanded skirt, finest rustproof steels, new slashed skirt in front, 6 fine garters handsomely trimmed, draw tapes in bust, sizes 18 to 26 inches. A regular \$5.00 model, Tuesday, 200 pairs, sale price, \$2.50.

### The Best Linens and Staples

(Second floor, Yonge street.)

LARGEST SIZE FLANNELETTE BLANKETS, \$1.00 PAIR. Best make, pink or blue borders, grey only, for largest double beds, 200 pairs, Tuesday, \$1.00.

SATIN DAMASK TABLE CLOTHS, \$1.09 EACH. Every thread linen, fully bleached selected designs, with borders all around, about 2x2 1/2 yards. Irish or Scotch make. 160 to clear. Regular \$1.50 to \$1.75 each, Tuesday, \$1.09.

CLEARING OF BROWN HOLLANDS, 28c YARD. All linen Irish Brown Hollands, of exceptionally fine quality, round bright thread, 35 to 38 inches wide, 380 yards. Regular 35c and 40c yard. At White Linen Counter, Tuesday, 25c.

BLEACHED ENGLISH SHEETINGS, 20c YARD. Twilled weave, good strong heavy Sheeting, 8 1/2 or 70 inches wide. Will give every satisfaction. Only 600 yards. Per yard, Tuesday, 20c.

A LOT OF PRETTY SHIRTINGS, 19c YARD. Light, medium and dark colorings, neat new stripes, colors fast. English oxfords, galateas, etc. for men's and boys' shirts, boys' blouses and wash suits, etc. 27 to 28 inches wide. About 500 yards, at yard, Tuesday, 19c.

### Embroideries for Tuesday

Cambrie Embroideries, 27 inches wide, the widths suitable for children's dresses and underkirts, openwork patterns. January Sale Price, Tuesday, per yard, 33c, 35c, 40c, 45c.

Remnants of Embroideries in cambrie, Swiss and Nainsook, in beadings, insertions and embroideries, 4 1/2 to 6 1/2 yards in each length. January Sale price, Tuesday, half-price.

WHITE EMBROIDERED LAWN WAIST. 200 Lovely White Embroidered Lawn Waists, several designs to choose from, fronts of all-over embroidery, with clusters of pin tucking. Also pretty lace yoke effects, new sleeves 3/4 or full length, back finished with tucking and lace insertion, sizes 32 to 42. Regular \$1.50, Tuesday 98c.

Shirtings of pure linen, strictly tailored. Gibson pleat, and group tucking, centre pleat. Linen collar and cuffs, are stitched with rows of black silk, giving a black and white effect. \$2.00 regular, Tuesday \$1.25.

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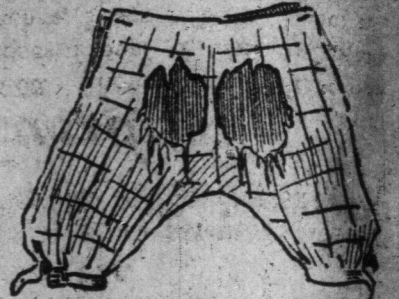
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## The Boy is Father of the Man



At two points particularly this saying is invariably true—and these are the two we illustrate. Though the man rarely lets his trousers get to this degree of airiness, he realizes that trousers go faster than the coat every time, and for that reason to-morrow's trouser sale will be of widespread interest. Look at these values:

#### MEN'S FANCY WORSTED PANTS.

Regular \$3.75, \$4.00 and \$4.50, to clear Tuesday at \$2.49.

Men's fine quality English fancy Worsted Pants, in neat grey and black stripe patterns, cut in the latest style and perfect fitting; sizes 31 to 42 in. waist. To clear Tuesday at \$2.49.

#### MEN'S WORSTED PANTS.

Regular \$2.75, \$3.00 and \$3.50, to Clear Tuesday at \$1.98.

Men's durable English Worsted Pants, in assorted neat dark stripe patterns, splendidly tailored; sizes 31 to 42 in. waist. To clear Tuesday at \$1.98.

#### MEN'S TWEED WORKING PANTS.

Regular \$1.50, to Clear Tuesday at 98c.

Men's strong-wearing English and Canadian Tweed Working Pants, in a large assortment of neat dark striped patterns, well made; sizes 31 to 42 in. waist. To clear Tuesday at 98c.

### \$1.50 Flannel Shirts 87c

Come early Tuesday morning to share in this money saver, a regular clean-up in flannel shirts, both light and dark shades, with fancy and plain stripe effects. These are not seconds, but perfect in every way; they are the broken sizes of our four regular lines of flannel shirts, full sized bodies, reversible collars, strongly stitched, all sizes in the lot. Regular \$1.25 and \$1.50. To clear Tuesday 87c each, or 3 for \$2.50. Cannot promise to fill phone or mail orders.

### Men's Fur-lined Coats

Men's Fur-lined Coats. Regular \$25.00. Tuesday \$17.50.

Men's Fur-lined Coats. Regular \$35.00. Tuesday \$26.00.

Men's Fur-lined Coats. Regular \$50 and \$55. Tuesday \$39.50.

Men's Fur-lined Coats. Regular \$65.00. Tuesday \$47.50.

Men's Fur-lined Coats. Regular \$75.00. Tuesday \$56.00.

### Great Bargains in China and Glass

One cannot speak of broken lines of china, but certainly these prices are all broken up. Those toilet sets are—well! Look at the price and then look at the toilet sets.

100 Japanese Lamp Shades, good assortment of designs and sizes, values up to \$2.25. To clear Tuesday 98c.

16 only China Dinner Sets, dainty floral decorations, gold trimmed, 98 pieces, complete dinner and tea service for 12 people. Tuesday special \$8.98.

Toilet Sets, 10 pieces, best English decorated porcelain ware, values up to \$10.00. Tuesday \$4.95.

Table Tumblers, 1/2 pint, clear glass. Tuesday 6 for 29c.

### Misses' and Children's Boots

1,000 pairs Misses' and Children's Boots, blucher style, strong dongola kid leather, patent toe caps, medium heavy soles, spring and low heels, all sizes 5 to 7 1/2, 8 to 10 1/2, and 11 to 2. Worth 90c, \$1.00, \$1.15 and \$1.25. Special purchase price. Tuesday ..... 69c

Telephone orders filled.

### Book Department

Valentines—We have all the new season's crepe paper napkins and table decorations, tally and place cards, etc. Valentine Postals, 6 for 5c.

Sets of Charles Dickens Works, in leather, complete 20 volumes. Illustrated by "Cruikshank." Regular \$15.00. Special \$12.50.

### Wall Paper

You can't buy wall paper without seeing it. We have a great big collection at a very low figure. There is infinite variety to choose from; come and get ideas. The beauty of some of the lower-priced papers is astonishing, and taking into consideration their durability it is surprising how they can be made for the money. These Tuesday specials are well worth considering.

New Bedroom Papers, 6c to 75c per roll. New Bedroom Friezes, 3c to 25c per yard.

2,900 Rolls Bedroom Papers, assorted colorings and designs, regular to 15c. Tuesday 7c. Regular to 35c. Tuesday 17c.

3,000 Rolls Imported Drawing-room Papers, good colorings, flat or silk effects. Regular to 50c. Tuesday 24c. Regular to 75c. Tuesday 37c.

### Groceries for Tuesday

One car Standard Granulated Sugar, 21 lbs, \$1.00. Choice Picnic Hams, 6 to 8 lbs. each, per lb., 15c. Lake of the Woods Five Roses Flour, 1/2 bag, in cotton, 80c. Canned Fruit, Raspberries, Strawberries, Peaches, Pears and Plums, per tin, 16c. St. Charles' Cream, 3 tins, 25c. Finest Pot Barley, 8 lbs., 25c. Tillson's Premium Oats, package, 23c. Canned Corn, 3 tins, 25c. Canned Tomatoes, in quart gem jar, 300 jars' only, 2 jars, 25c. Canned California Asparagus, Happy Vale Brand, large tin, 35c. Choice Queen Olives, 12 oz. bottle, 25c. Finest Messina Lemons, 2 dozen, 25c.

Telephone direct to department.

The Robert SIMPSON Company Limited