

SIMPSON Store Opens 8 a.m. Closes at 5.30 p.m. H. H. Fudger, President. J. Wood, Manager. PROBS: Mild; mostly fair; light falls of snow or rain. **SIMPSON**

OUTLINES OF TO-MORROW'S OPPORTUNITIES AT THE SIMPSON STORE

Let Our 3rd Floor Demonstrate

to you to-morrow how economical it is to do as much buying as you can just before stock-taking. These prices will be a surprise to any good judge of values, when she sees the garments to-morrow.

Here is an item worth reading about from each section of the Women's Ready-to-wear. A visit to the third floor on Wednesday will be advantageous to your purse and your wardrobe.

In the Suit Section—Suits priced at \$18.50 and \$22.00, for \$11.95. There are serges, Venetians, tweeds and corduroy velvets. Coats are lined with silk and satin; collars notched or rever, are trimmed with braid. Skirts are up-to-date, plain or pleated styles. Colors navy, black, green, brown or tweed mixtures. Sizes for women 34 to 47, and for misses of 14 to 18. Wednesday ... **11.95**

In the Coat Section, 21 Warm Winter Coats. This is how the price tickets read: 13 at \$9.50, 2 at \$10.00, 6 at \$15.00. Wednesday \$6.95. Fine imported friezes, in navy and brown, beaver cloth in green. Two or three particular styles, decidedly up-to-date. Wednesday **6.95**

In the Girls' Coat Section—Splendid beaver cloth coats, for ages 6 to 12. One of the most attractive styles of the season, in red or brown; beautifully made. Wednesday **5.95**

In the Skirt Section—Black voiles, of excellent quality, plain or loose panels; trimmed with braid, silk fringe or silk folds. Regularly priced at \$7.50, \$8.50, \$9.50 and \$10.00. Wednesday **5.95**

The Last Week of Such Whitewear Prices as These

"Before you go, dear, I must have a little money to buy Simpson Whitewear. I'm really saving money for you by taking advantage of such bargains as these. I'll never be able to find such values later on!"

- Corset Covers, made entirely of beautiful all over embroidery, run around top with silk ribbon, lace on arms, very fine and dainty, sizes 32 to 42 bust. A \$1.25 cover. White Sale Wednesday **.75**
- Handsome Petticoats, several styles in fine nainsook or cotton, deep flounces trimmed with extra fine heavy embroidery insertions and ruffles, dust frills, French bands, lengths 38 to 42 inches. Regular prices \$3.50 to \$5.00 each. Wednesday sale price **1.95**
- Beautiful Nightdresses, fine nainsook, slip-over style, neck and arms trimmed with extra fine embroidery insertion, beading, embroidery edge and silk ribbon, sizes 32 to 42 bust. Regular price \$1.65 each. Wednesday sale price **1.25**
- Women's "Health Brand" Vests, extra fine pure wool, white Swiss ribbed, light spring weight, high neck, long or short sleeves, button front, silk shell edges on front, lace and draw tapes on neck, unshrinkable quality. Sizes 32 to 38 bust. Regular price \$1.00 each. Wednesday sale price **.75**
- Combination Corset Cover and Isabella Drawers in one, fine lawn, daintily trimmed with Val lace insertions and frills, silk ribbon, heading at waist. Sizes 32 to 42 bust. Regular price \$1.25. Wednesday sale price **.59**
- Princess Slips, a beautiful style in fine nainsook, neck and flounce trimmed with handsome heavy embroidery, silk ribbon draws in neck and arms. Sizes 32 to 42 bust. Regular price \$3.50 each. Wednesday sale price **2.25**
- Clearing 2 handsome styles Drawers, fine nainsook, umbrella styles, trimmed with extra fine lace or embroidery insertions and frills, both styles, sizes 25, 27, 29 inches. Regular prices \$2.00 and \$2.50 a pair. Wednesday sale price **1.19**
- Nightdresses, a pretty high neck style in fine nainsook, front 18 small tucks and 4 rows fine embroidery insertion, neck and cuffs trimmed with narrow fine embroidery, sizes 32 to 42 bust. Regular \$1.25 each, Wednesday sale price **.98**

Dainty Waists at Stock-Taking Prices

- A Pretty Lawn Blouse, collarless effect, front has tuckings and elaborately trimmed, with bandings of imitation Irish lace, and Swiss embroidery, 3/4 length sleeve, set-in and lace trimmed, back opening, and finished with group tuckings. Sizes 34 to 42. Regularly \$1.50, January Sale **.99**
- Women's Waists, of rich silk velvet, made in two attractive kimono styles, one of all velvet, the other has yoke, collar and trimmings of Duchess satin, in harmonizing color, finished with small covered buttons, black, navy, pearl grey, violet and golden brown. January Sale price **2.95**
- A Dainty White Lawn Waist, V shaped yoke of pin tuckings, front trimmed in surplice style, with sulphur lace and Val insertion, full length sleeve, set-in, with lace heading, back is tucked and fastens invisibly. Sizes 34 to 42. January Sale **1.45**

- A New Section of Hosiery**
The women's and children's hosiery has taken up new quarters in the Queen and Yonge street corner. The men's was quite satisfied with its old quarters, so don't go looking for it elsewhere. Here is Wednesday's list from the new quarters:—
Women's Plain Black or Tan "Per Angle Brand" Cashmere Hosiery, every pair guaranteed, seamless throughout, spliced heel, toe and sole, made from fine soft all-wool cashmere yarn, splendid wearing. Wednesday, 35c pair, 3 pairs **1.00**
Girls' Plain Black or Tan Cashmere Stockings—Made from good quality yarn, seamless throughout, spliced heel, toe and sole, sizes 5 to 8 1/2. Regular **30c**. Wednesday, three pairs **.69**
- Important Sale of Black Silks**
If you can't come, phone to the department.
Two silks of unquestionable quality, just the weight for tailored dresses. Swiss Mousetine Duchesse Satin, Duchesse Pall. Lette, 40 inches wide. These silks are guaranteed yarn dyed, and well regularly at \$1.25 and \$1.50. Wednesday **.99**
Silk and Satin Striped Taffetas—A dainty material, 42 inches wide, French dye and finish, all the newest shades, a material hard to equal for its draping qualities. Wednesday per yard **.58**
- House Dresses and Petticoats**
Of Shepherd check flannelette, front fastening with pearl buttons, muslin collar and cuffs, sizes 34 to 44. Regularly \$1.50. Wednesday **.98**
Women's Petticoats—of fine silk moirette, light weight, beautiful tartan plaid effects, also shot and plain colors, tailored and fancy dounces, finished with velvet binding. Regular \$6. Wednesday **2.49**
- Ribbons**
Remnants and odd lines of ribbons, must go before stock-taking. Here are three items reduced to a mere fraction of their original price for to-morrow:—
Pure Silk Taffeta 5 and 6 inches wide, a big range of colors. Wednesday **.9**
- Children's Boots**
860 pairs Children's Boots, Dongola kid leather, Blucher style, patent toe-cap, medium heavy sole, spring heel. Sizes 5 to 10 1/2. Regular 95c. Wednesday **.69**
- Rubbers**
600 pairs Rubbers, bright, new, perfect stock, medium weight, corrugated soles and heels. Wednesday—
Men's, 65c; Women's, 45c; Boys', 55c; Youths', 45c; Misses', 35c; Children's, 30c.
- The Finest Mattresses**
Mattresses—Well filled with seagrass centre and heavy layer of jute on top and bottom, in all regular sizes. Regularly \$3.45. Wednesday **2.60**
Mattresses—Filled with African fibre, and layer of felt on top and bottom, tufted and covered with good strong ticking. Reg. \$5.50. Wednesday **4.45**
Mattresses—Filled with white cotton, covered with blue art ticking, built for comfort. Regularly \$7.75. Wednesday **6.30**

Hundreds of Fine Pictures at each 90c

This is a stock-taking clearance that will interest everyone who looks at a blank wall, either in the home or in their office. Some of these pictures are worth as high as seven dollars and a half, but they will go on sale to-morrow (sixth floor) at ninety cents!

There are 350 Pictures left over from the shipments imported; all are appropriately framed, and were regularly priced at from \$2.00 to \$7.95. See window Wednesday **.90**
N.B.—Phone or mail orders not accepted.



Dismissed!—But the Men will Profit

Twice a year there's a roll-call in the Men's Store that gets every suit carried in stock into line. When there's not enough of one kind to make a corporal's guard, these are dismissed at prices close to half.

Prudent men all over Toronto have learned to watch for these dismissals, because it means big savings on the very suits they most want to wear. Here are the ones that are going to-morrow:

Sample Suits and Suits in odd sizes, new shades, greys, browns, fancy mixed tweeds and worsteds; single and double-breasted; fine looking and tailoring; not a poor suit included. Regularly sold at \$10.50, \$12.50, \$14 and \$15. Wednesday **7.90**

The Drapery Sale

The second day of the drapery sale brings a special list of money-saving items. The first day found hundreds of eager buyers taking advantage of the extensive reductions before stock-taking. Do not delay, there are only four days more and first comers get the best selection.
French and English Chintz, 50 inches wide, in blue, pink, green and verdure patterns. Values \$1.50 to \$2.00. Sale price, yard, **.95**
Shadow Cloth, the finest French and German shadow cloths in rose blue and green, very choice designs in rose and grey. Values \$2.50 and \$3.00. Sale price, yard, **1.50**
English Repps and Cretonnes. Finest quality, 31 inches, for bedroom draperies, coverings, window curtains, valances, etc. Value 75c to \$1.00. Sale price, yard, **.49**
Single Faced Velours, for portiere linings, curtains and overdrapes, green, gold, blue and rose. Value \$1.50 yard. Sale price, **.98**

Opportunities Amongst the Belts and Bags

2,000 Yards Fancy Dresden and Persian Belting in all colorings. Regular 75c yard; for, yard **.25**
Seal Grain and Walrus Grain Hand Bag, leather lined and leather covered frames with inside coin pocket and purse. Wednesday **1.25**

Just the Thing for the Bedroom

Brussels Squares, made up from borders, are just the thing for bedrooms. Marked at less than half-price.
Ends of Printed Linoleum, enough for bathrooms, vestibules and small halls. Regular 40c and 45c. Clearing price per square yard **.21**
Odd sizes and colors in Mohair Mats. Regular \$8.00, for **\$3.95**. Regular \$3.35, for **\$1.95**.

Attractive Sweater Coats for \$1.98

150 Men's Best Quality Pure Wool Sweater Coats, with or without collar a good variety of colors to choose from; all sizes. Regular \$5.00 and \$6.00. Wednesday **4.39**

200 garments of Men's Natural Wool Underwear, Wolsey and Stralian brands included; some have double breast and double back, and drawers with double back to match, and there are pure white 3-ply wool shirts and drawers, heaviest weight, pure silk and wool mixtures. Sizes 34 to 46. Regularly \$2.50, \$3.00 and \$3.50. Wednesday **1.98**

Let Us Help You Keep It Down—the High Cost of Living—

by Such Grocery Prices as These
2,000 stone Fresh Rolled Oats, per stone, 43c. Finest Sugar Cured Ham, half or whole, per lb., 17c. 1,000 lbs. choice Prunes, 3 lb. box, 25c. Campbell's Soups, assorted, 2 tins, 25c. Pure White Clover Honey, 5 lb. pail, 68c. Finest Canned Corn, 3 tins, 25c. Canned Peas, per tin, 11c. Tetter's Cream Soda Biscuits, 3 lb. box, 25c. Canned Apples, gallon size tins, 25c. One car California Sun-kist Oranges, good size, sweet and seedless, per dozen, 24c. Canned Ham, Brunswick brand, per tin, 10c. Malta Vita Breakfast Cereal, 3 packages, 25c. Blue Bell Jelly Powders, assorted, 4 packages, 25c. Imported Malt Vinegar, Imperial quart bottle, 25c.
FRESH ROASTED COFFEE, PER LB., 25c.
300 lbs. Fresh Roasted Coffee in the bean, ground pure or with chicory, Wednesday, per lb., 25c.



Have You Been Waiting

For the stock-taking clearances of China? Here are a few that will interest you:—
Custard Cups, handled fine glassware, star etched design. Doz. **1.20**
Champagne Glasses, hollow stem. January Sale, per doz. **1.50**
12 pieces Beautiful Cut Glassware, every line a wealth of sparkling color. Footed Rose Bowl, Tankard Jug, Ice Cream Trays, etc. Regular \$40.00 to \$50.00. Sale special **19.93**
1,000 Japanese China Tea Cups and Saucers, Satsuma decoration. While they last Wednesday **.9**
\$40.00 CHINA DINNER SET, \$22.50.
The ware is the famous Royal Carlsbad China, with a rich gold band decoration. January Sale, special **22.50**

Wonderful Table Cloth-Clearing at \$3.43

Double Satin Damask Table Cloths, 72 x 90, fine Irish meadow bleached makes, with dainty bordered designs. Regularly sold for \$4.00, \$5.00, \$6.00 and \$6.50. Wednesday **3.43**
All Linen Turkish Roller Towelling, 16 inch, pure linen. Regular 25c per yard. Wednesday **.19**
Bleached English Longcloth, strong and well made, 35 inches wide. Wednesday, yard **.6**
Stout English Sheetings, 70 inches wide, bleached. Wednesday, per yard **.25**
English White Satin Quilts for large double beds, finely woven and artistic designs. Regularly \$4.50 and \$5.00. Wednesday **3.45**
Unbleached Canton, perfectly napped, twill back. Wednesday, yard **6 1/2**
Bleached Linen Diapers, 35 inches wide, birdseye weave, reg. 30c and 35c. Wednesday, per yard **.18**

The **SIMPSON** Company Limited

