

E. SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. FUDGER, President.

J. WOOD, Manager.

Fair and decidedly cold to-day; if snowfalls by Thursday.

E. SIMPSON

Is there Anything Coming to YOU?



Of the thousands of snowy white garments that are leaving this store every day, are you getting your share? Ever since the sale started last Saturday, the enthusiastic buying of our customers has continued early and late every day.

If we had not provided infinite variety in the sixty thousand garments offered, you might fear that the best had already been taken. But this is not the case. A supply of wonderful values ushers in each day's selling. Here is our list for to-morrow:

Princess Silks, fine nainsook, waist trimmed on neck and arms with narrow fine embroidery frill, lace and brocade, run with silk ribbon; skirt has flounce of fine embroidery; buttons in back; sizes 32 to 42 bust measure. Regular value \$2.50 each. Thursday sale price \$1.75.

Corset Covers, a very dainty style, all over embroidery front with tucked nainsook back, lace frill on back and arms, beading and silk ribbon draws, pearl buttons, sizes 32 to 44 bust measure. Regular value \$1.00 each, Thursday sale price 65c.

Petticoats, fine nainsook, flounce 20 inches deep, wide insertion and deep frill of extra fine heavy embroidery, lawn dust ruffle, lengths 38, 40, 42, 44 inches. Regular value \$3.75 each. Thursday sale price, \$2.25.

Nightdresses, fine cotton, high V neck, yoke of 20 small tucks and two rows fine embroidery insertion, ruffle of fine embroidery on neck and cuffs, embroidery insertion across bust below yoke, lengths 56, 58, 60 inches. Regular value \$1.50 each. Thursday's sale price, 95c.

Small Tea Aprons, 2 styles, white dotted Swiss muslin, frill trimmed and plain white lawn finished with embroidery ruffle, sashes. Regular 35c and 40c each. Thursday sale price, 25c.

Maid's Aprons, a very pretty style in fine lawn, shoulder straps from waist over shoulders of lawn and embroidery insertion, deep hem on skirt, wide sashes, size 38 x 38 inches. Regular value 50c each. Thursday sale price, 25c.

Nightdresses of fine flannel, white or pink, Mother Hubbard style, yoke of 24 tucks, 2 rows insertion and ruffles of silk embroidery, seams braid finished, lengths 56, 58, 60 inches. Regular value \$2.00 each. Thursday sale price, \$1.25.

Special for the White Sale—600 Women's Vests and Drawers, heavy ribbed white cotton. Vests are high neck, long sleeves, buttoned front, lace trimmed; drawers to match, ankle length, in both styles, sizes 32 to 38. Thursday sale price 25c.

C. B. a la Spillette Corsets at Half Price—A beautiful model number 527, fine strong white French coutil, medium bust, medium long below waist, 4 garters, finest watchspring steel filled, 4 wide side steels, lace and ribbon trimmed, sizes 18 to 30 inches. Our regular price \$2.50 a pair. Thursday sale price \$1.50.

Drawers, fine nainsook, deep ruffles of extra fine embroidery, extra fine embroidery and row of fine embroidery insertion, sizes 28, 25, 27 inches. Regular price \$1.00 a pair. Thursday sale price, 65c.

White Waists at Sale Prices

Smart Shirts waists of fine white lawn, front entirely made of 1/4-in. tucking tucked back, shirt sleeve with link cuffs, dainty embroidered linen collar. Sizes 32 to 42. Regular \$1.75, January Sale, \$1.25.

A splendid collection of fine lawn and muslin waists, fronts of lovely Irish embroidery, finest of pin tucking, lace collar, baby tucked back, kimono or long sleeves, \$3.00 regular price. Sale price, \$1.95.

The Housekeepers' Side of the Whitewear Sale



Gleaming damasks and sturdy towels at prices that invite economies.

(Second Floor, Yonge Street.)

ODD TOWELS 33 1/2 TO 40 PER CENT. UNDERPRICED.

We bought a lot of Odd Towels from a famous towel manufacturer; we have quite a lot which are a little "mussed" from Christmas display; all sizes; mostly good qualities; some spoke-stitched, some hemmed; all grass bleached; all prices in the lot from regular 50c to \$1.00 each. Clearing your choice Thursday 33 1/2 to 40 per cent. below regular prices. (No mail or phone orders.)

SUPER QUALITY GLASS TOWELS ONLY 11c EACH. Lettered "Glass" Towels, red or blue borders; a very superior Irish make, hemmed, 24 x 36 inches; will dry perfectly, and leave no lint. 20 dozen only. Regular 15c and 20c each. Sale price Thursday 11c.

TAPESTRY TABLE COVERS GOING AT \$2.95 EACH. 2 x 2 and 2 x 2 1/2 yards; choice Tapestry Table Covers, Oriental and floral designs; some reversible; fringed all around; beautiful covers. Regular \$4.00 to \$5.00 each. On Sale Blanket Section, upstairs, Thursday \$2.95.

A FINE SET OF TABLE LINEN \$3.45. All pure linen, snow white satin damask, elegant bordered designs; a whole set of one table cloth, 2 x 2 1/2 yards, and one dozen napkins, 22 x 22 inches; several designs. Your choice. Sale price, per set, Thursday \$3.45.

A 12-YARD LENGTH OF FINE NAINSOOK FOR \$1.09. A delightful line underwear Nainsook, pure, soft, needle finish, made from the best long fibre cotton; 36 inches wide, and put up in 12-yard lengths. 60 only on sale at Cotton Counter, Thursday, length \$1.09.

If No One Played "Drop the Handkerchief"

with you at Christmas time, here's your chance to drop in and buy a few for yourself at saving prices.

Men's White Irish Lawn Hemstitched Handkerchiefs, full size, 1/4 and 1/2 in. hem, soft finish. Regular selling value, 4 for 25c; January White Goods Sale, Wednesday, 7 for 25c.

Women's Pure Irish Linen Hemstitched Handkerchiefs, extra quality of linen, our regular selling value, 3 for 25c; January White Goods Sale, Wednesday, 6 for 30c.

Boys' Japanese Pure Silk Handkerchiefs 1/2 and 1 inch hemstitch border, regular selling value 20c and 25c each. January White Goods Sale, Wednesday, 3 for 25c.

Wash Linens from Nottingham at half price for Wednesday selling. Hundreds and hundreds of yards of Nottingham Valenciennes and Cotton Torchon Laces, an immense variety of patterns, all widths from 1 to 3 1/2 in., regular selling value, 10c, 12 1/2c, 15c and 20c yard. January White Goods Sale, Wednesday per yard, 5c.

Groceries

2,000 lbs. choice Dairy Butter, in prints, per lb. 25c. Choice sugar-cured Hams, half or whole, per lb. 18c. Fresh Flaked Wheat, per stone 45c. Edwardsburg or Beehive Syrup, 5-lb. pail 25c. Salt in 5-lb. bag, 3 bags 14c. Canned Sweet Pumpkin, 3 tins 25c. Malta Vita Breakfast Cereal, 3 packages 25c. Finest Pot Barley, 8 lbs. 25c. Upton's Marmalade, 5-lb. pail 45c. Canned Apples, 3 s. tin, per tin 10c. Choice Red Salmon, per tin 15c. 900 tins Schimmer's Soup, Cream Celery, Tomato Okery, Consomme, Mock Turtle and Beef, regular 10c, while they last, 4 tins 25c. (Telephone direct to department.)

35c ASSAM TEA, 25c.

300 lbs. fine full-bodied Assam Tea, a 35c tea anywhere, Thursday, per lb., 25c.

Prices Reduced on These Novel Coats for Women

A little lot of women's "caracul" coats, of a long heavy wave effect, in black only, lined with twilled mercurized, made in a strictly tailored semi-fitting style, has mannish collar and lapels, trimmed with silk military braid on collar, cuffs and pocket flaps, finished with buttons. Sold regularly at \$20, Thursday \$7.89.

Clearance of our stock of Women's Coats, imitation beaver and mole, in natural shades and of crushed plush and caracul cloths, in black only, some are made with semi-fitting backs and mannish collar and lapels, others with stole effects, trimmed with silk braids, lined throughout with rich brocade or mercerized satin. Regularly sold at prices ranging from \$25.00 to \$35.00. To clear Thursday, \$19.50.



Follow the Trail of the Vanishing Fur Trader

And it Will Lead You to an Important Sale of Furs at the Simpson Store To-morrow

According to Lord Strathcona, the last chapter in the romance of Furs is now being written. In other words, the great trapping grounds are nearly exhausted. Each year the animals are scarcer and the prices of the skins higher. In fact it would be a fairly safe statement to say that such furs as we're selling

Will Never Again Be Offered at Such Low Prices

Here is the best reason in the world for buying now. You'll find here no cheaply made substitutes of the genuine article. We're willing to stake our reputation upon the worth of every piece.

Green Tags with the lowered price marked in plain figures will be attached to every piece in the sale. The old tags, with the regular prices, will also be left on.

Regular Price.	List of Furs in this Sale	Sale Price.
\$275.00	1 Genuine Alaska Seal Coat, 28 inches long	\$190.00
\$300.00	1 only Hudson or Baltic Seal Coat (Paris model), 54 in. long	\$240.00
\$240.00	1 only Hudson or Baltic Seal Coat, 50 inches long	\$185.00
\$210.00	4 only Persian Lamb Coats, 36 inches long	\$175.00
\$160.00	1 only Genuine Kid Caracul Coat, 36 in. long, Paris model	\$122.50
\$90.00	5 only French Pony Coats, 46 inches long	\$52.50
\$72.50	Near Seal Coats, 46 inches long	\$57.50
\$90.00	Near Seal Coats, 30 inches long	\$67.50
\$89.00	Natural Canada Muskrat Coats, 46 inches long	\$70.00
\$40.00	Natural Muskrat Coats, 24 inches long	\$29.00
\$50.00	Natural Canada Mink Muffs	\$40.00
\$45.00	Natural Canada Mink Muffs	\$36.75
\$37.50	Natural Canada Mink Muffs	\$29.00
\$30.00	Natural Alaska Sable Muffs	\$21.50
\$27.50	Natural Alaska Sable Muffs	\$19.50
\$19.00	Natural Alaska Sable Muffs	\$14.50
\$22.50	Isabella Fox Muffs, rug shape	\$17.50
\$32.50	Isabella Fox Muffs, rug shape	\$25.00
\$17.50	Isabella Fox Muffs, empire shape	\$13.50
\$90.00	Natural Canada Mink Stoles	\$70.00
\$70.00	Natural Canada Mink Stoles	\$52.50
\$60.00	Natural Canada Mink Stoles and Scarfs	\$45.00

The Robert SIMPSON Company Limited

Are You Ready for Zero Weather?

It's coming sure! And unless you're prepared for it, from overcoat to underwear, you'll be running dangerous risks. The following list should prove many a man's salvation.

Do you know the comfort of snuggling down into a fur collar? Why, you hardly need a hat, it feels so cosy. Look at the kind of overcoats thus supplied that we're selling to-morrow for \$14.95.

Fur Collar Overcoats \$14.95

The shell is made from a fine quality English-Melton cloth in a rich fast black shade, cut in the latest double breasted style, 50 inches long, lined throughout with an extra quality Italian cloth lining, quilted and padded, making a very snug and comfortable coat for winter wear, finished with deep notch German collar, closely and evenly furled, excellently tailored in every detail by expert workmen. Sizes 35 to 42. Special price Thursday, \$14.95.



"Bodyguard" Underwear for Men

Simpson's "Bodyguard" Underwear, sold only by us, made in the elastic rib style, from pure Nova Scotia wool, which we guarantee absolutely unshrinkable and sanitary, knitted to fit the figure perfectly, made in two winter weights, heavy and extra heavy. These garments are better in every way than we have sold heretofore at equal prices. Shirts or drawers in sizes 34 to 46, heavyweight, pair garment \$1.00; extra heavy weight, Thursday, \$1.50.

Simpson's "Body Guard" natural wool, made from fine selected Australian wools, made and trimmed perfectly in every way; these are made with a large double breast, and are very warm, guaranteed absolutely unshrinkable. Sizes 34 to 46, shirts and drawers, Thursday, \$1.25.

Men's English Oxford Shirts heavy weight, yoke back, large pocket, every seam strongly stitched. These shirts have a reversible collar, good patterns, and are made from material that will stand a good deal of hard wear. Sizes 14 to 18. Regular 75c, Thursday, 59c.

Men's Warm Caps for Winter

Men's Winter Wear Caps, fine navy blue and black tweeds, fur lined ear bands. Thursday special, 35c.

Men's Sealette Caps, driving shape, fine quality and finish, regular 85c, Thursday, 49c.

Men's Fur Caps, driver shape, in choice grade Persian lamb skins, best satin linings. Thursday, special, \$11.00.

Men's Boots \$2.95

260 pairs Men's Boots, in tan calf, box calf and patent calf leathers, single and double Goodyear welted soles; the patent calf have dull matt calf uppers, Bucher style, perfection in every particular. Sizes 5 1/2 to 11, worth \$3.50, \$4.00 and \$4.50. To clear Thursday, 8 o'clock \$2.95.

\$2 Long Kid Gloves, 79c

Women's Long Kid Gloves, the lot consists of Glace and Suede undressed, finished gloves, in 8, 12, 16 button lengths, in tan grey, mode, in suede, in glace, also some in black and white glace, not all sizes in each length or color, but all sizes in the lot. Regular value up to \$2.00. On sale Thursday, pair, 79c. Cannot promise to fill mail or phone orders.

Artistic Brassware at Low Prices

100 Brass Bon Bon Dishes, handled. Regular 75c. Thursday, 35c.

70 only Brass Jardinieres, medium size, bright finish, 65c.

80 only Brass Cuspidors, 55c.

20 pieces Oddments in Brassware, tea kettles, soapots, sugar, jardines, etc., values up to \$3.00. To clear Thursday, \$1.00.

37 Brass Kettles, amber handles, footed, bright finish, \$2.00.

A Sale of Slightly Soiled Books Starts at 8 a.m. To-morrow



They're slightly soiled, but then so is every book that has been once read through, and you don't think much less of it for that, do you?

Nevertheless, you can buy them for very much less to-morrow, incidentally because they are slightly soiled, but mainly because we're clearing our department, in anticipation of new shipments.

There are other specials besides the soiled books, affording a rare opportunity for libraries and schools.

We cannot guarantee to fill any mail orders.

At special circle, on the Main Floor, Queen street side of the new store.

Two or three hundred standard books, including fiction, history, poetry and classics, as well as gift books for birthdays and holidays; slightly soiled and mused after holiday trade. Regular prices range up to \$3.50. You'll find them in a special circle Thursday, and can take your pick for .98

1,000 Youths' Library, including such titles as "Martin Rattler," "Westward Ho," "Tanglewood Tales," etc., etc., well bound in cloth, and published at 36c. Special for the sale .15

BARGAIN TABLE, ODD VOLUMES, EACH .10

Herbert Strang's Annual. Regular .65

1,000 Children's Picture Books, Buster Brown, etc. Regular 10c. Sale price, each .7

200 The Complete Beauty Book and the Complete Home. Published at \$1.25. For the sale, each .21

About 150 Handsome Cloth-bound Books for boys and girls, good literature. Published at \$1.00. For the sale .39

The Twentieth Century Atlas and Illustrated World, by Martin Miller. Published at \$8.00. For the sale 2.75

Standard Sets, 16 sets only, Scott's Waverley Novels, 12 vols., red or blue cloth. Published at \$10.00. Our sale price 5.75

"Thackeray," 10 vols., in cloth, clear type on good paper. Published at \$8.50. 5 sets only. Our sale price 5.00

The late Dr. Drummond's Works, "The Habitant," etc., etc., in fine leather binding. Regular \$2.00. Sale price, each 1.39

1,000 Sunday School Series, by E. P. Roe, Pansy, Elsie, Mildred, etc., bound in cloth, and published at 25c. Sale price 2 for .25

Life of Nelson, by Mahan, cloth. Published at \$2.00. For the sale .69

250 Golden Stories, a book for boys and girls. Published at 25c. Sale price, each .10

50 only the Crowell Classics. Published at 25c each. Special for the sale, 2 for .25

The White House Cook Book, Dr. Chase's Recipes. Both published at \$1.00 each. For the sale, each .69

10 only Cruden's Concordance, students' edition. Published at \$1.00 each. For the sale, each .63

1,000 folds of Dennison's Decorative Crepe Paper. Regular 20c per fold .10