

Store Hours:
8.30 a.m. to
5.30 p.m.

THE ROBERT SIMPSON COMPANY LIMITED

CLUB BREAKFAST
READY AT 8.30 A.M.
Orange Slices or Half Grape Fruit
Cereal with Cream.
Plain Omelet or Small Sirloin Steak
Toast, Dry or Buttered, or Roll.
Pot of Tea or Coffee, with Cream.
25c.

THE MIDWINTER SALE BEGINS TODAY

This is the first and, from a woman's standpoint, the most important sale of all the glad new year! Christmas cheques are focussed, as it were, on this sale with the assurance that a maximum of value will be received—and this was never more true than of the sale which starts here this morning.

Besides the general clearances throughout the store, particular emphasis for the opening day is laid upon the hundreds of new lingerie styles on the Third Floor.

Homefurnishings in the Midwinter Sale

Great Values in Linoleums

A late shipment of English and Scotch Linoleum, both printed and inlaid. We have never before been able to offer such a variety of designs in all the various makes at equal prices.

SCOTCH INLAID LINOLEUM.
In an excellent range of designs and colors for halls, kitchens, dining-rooms; all new and perfect goods, in Oriental, floral, tile, and block effects. Square yard, \$1.00, \$1.25 and \$1.45.

IMPORTED PRINTED LINOLEUM, 50c AND 55c PER SQUARE YARD.
Many patterns for kitchens, bedrooms, etc., floral, tile, matting, hardwood effects; all well seasoned. Square yard, 50c and 55c.

DOMESTIC PRINTED LINOLEUM, 45c.
Designs and colors for any room, hall, or kitchen; tile, block, matting, and hardwood effects; two yards wide only. Square yard, 45c.

PASSAGE LINOLEUM.
Plain brown centre, with Grecian key border. Monday, 18 inches wide, 30c per yard.
22½ inches wide, 35c per yard.
27 inches wide, 40c per yard.
36 inches wide, 50c per yard.

STAIR AND PASSAGE OIL CLOTH.
A good range of patterns, two qualities, in the following widths:
Canvas back, 18 inches wide. Monday, 16c per yard.
Canvas back, 22½ inches wide. Monday, 20c per yard.
Painted back, 18 inches wide. Monday, 20c per yard.
Painted back, 22½ inches wide. Monday, 23c per yard.
Painted back, 27 inches wide. Monday, 27c per yard.

Fitted Bedsteads

BRASS BED, SPRING AND MATTRESS, \$22.50.
Brass bed has 2-inch posts and top rails, heavy ball corners.

Spring, steel tubing frame, springs are woven steel coil wire, with steel rope edge, reinforced and fully guaranteed.

Mattress, filled with all pure cotton felt, neatly tufted, with roll-stitched edges.

The above brass bed, spring, and mattress, complete, all standard sizes. Regularly \$39.50. Monday, \$22.50.

BRASS BED, SPRING AND MATTRESS, \$28.45.
Brass Bed, massive design, has 2-inch posts and top rails, heavy uprights, and neatly designed mounts; satin, bright, or polette finishes.

Spring, steel tube frame and woven steel coil wire springs, well supported by steel bands.

Mattress, well filled with cotton felt, has roll-stitched edges, well tufted, and covered in fine art ticking.

The above brass bed, spring and mattress complete, all standard sizes. Regularly \$45.75. Monday, \$28.45.

BRASS TRIMMED IRON BED, SPRING AND MATTRESS, \$8.85.

Bed, brass top rails, caps and uprights, standard sizes.

Spring, steel frame, strong woven steel wire, supported by steel bands, standard sizes.

Mattress, well filled with pure sanitary seagrass, heavy layer of jute felt at both sides, standard sizes. Regularly \$11.00. Monday, \$8.85.

PILLOWS.

Well filled with mixed feathers. Regularly \$1.35. Monday, pair, 95c.

Pillows, extra well filled with all pure feathers. Monday, pair, \$2.95.

Extension Couch Bed, angle steel frame, springs are woven steel wire, suspended by helical springs at both ends. Mattress is well covered in green denim, with valance; easily extended to a full-size bed. Regularly \$9.75. Monday, \$6.95.



These Special Items in UNDERWEAR ON SALE TODAY

Nightdresses, fine white cotton, slip-over style, V-shaped yoke of handsome embroidery, lace edges on neck and arms, silk draw ribbon; lengths 56, 58, 60 inches. Regular 75c. Monday, special, 50c.

Underskirt, fine white nainsook, flounce formed of five rows insertion and row of edging of lovely val. lace, val. lace beading run with wide silk ribbon, lawn dust ruffle; lengths 36, 38, 40, 42 inches. Regular \$2.75. Monday, special, \$2.00.

Women's Nightdresses, white nainsook, slip-over empire style, neck, yoke and sleeves finished with embroidery insertion or edging run with silk ribbon; lengths 56, 58, 60 inches. Regular \$1.75. Monday, special, \$1.19.

Women's Corset Covers, finest white nainsook, yoke and short sleeves, have exquisite embroidery and val. lace insertions, val. lace beading and edging on neck, arms and front, embroidery beading run with silk ribbon around waist, silk draw ribbon in neck; sizes 34 to 44 bust. Regular \$1.50. Monday, special, \$1.00.

Women's Vests, Swiss ribbed, fine pure white wool, high neck, long sleeves, buttoned front; sizes 34 to 40 bust. Regular 75c. Monday, special, 47c.

Women's Nightdresses, finest nainsook, high neck style, yoke finished with dainty embroidery and fine val. lace insertions, neck and sleeves have val. lace beading and edges, silk draw ribbons in sleeves and neck; lengths 56, 58, 60 inches. Regular \$2.50. Monday, special, \$1.75.

Women's Underskirts, fine white nainsook, deep ruffled flounce of pretty embroidery, lawn dust ruffle, lengths 36 to 42 inches. Regular \$1.75. Monday, special, \$1.25.

Princess Slips, fine nainsook, buttoned front, exquisite embroidery edging on neck and arms, silk draw ribbon in neck, beautiful embroidery flounce run with wide silk ribbon; sizes 34 to 42 bust. Regular \$2.75. Monday, special, \$2.00.

Women's Combinations, envelope style, fine white nainsook, beautiful embroidery run with wide silk ribbon in yoke, val. lace beadings and edges, wide val. lace edge on skirt; sizes 34 to 42 bust. Regular \$1.75. Monday, special, \$1.25.

Corset Covers, fine nainsook, yoke of very wide lovely embroidery, insertion run with silk ribbon, two rows of val. lace insertion, val. lace beading and edges, silk draw ribbon; sizes 34 to 42 bust. Regular 75c. Monday, special, 50c.

180 Only Pairs Women's Corsets, in a lovely brocade cloth, medium bust, long hips and back, deep unboned skirt, finest rustproof double boning throughout, four wide garters, rubber hose buttons, two skirt hooks, bust draw cord, novelty silk trim; sizes 19 to 26 inches. Regular \$3.00. Monday, special, \$1.39.

No phone or mail orders for these.

MIDWINTER PRICES FOR MEN

Swagger Blue Suits for Young Men

Close-fitting, single-breasted, two-button sack coats, with soft-roll lapels; vest is cut, single-breasted, with collar; cuff trousers; made from fine twill worsted, indigo guaranteed blue; sizes 36 to 42. Price \$21.00.

\$2.00 TWEED TROUSERS AT \$1.49.
English tweed, in brown and gray; sizes 32 to 42. To clear, \$1.49.
ENGLISH WORSTED TROUSERS AT \$2.25.
Gray, with stripe pattern; sizes 33 to 42. Monday, \$2.25.

BETTER QUALITY TROUSERS AT \$5.50.
Of English worsted trousering; sizes 32 to 44. Monday, \$5.50.
BOYS' BLUE CHINCHILLA OVERCOATS.
Regular \$10.00 and \$12.00, for \$6.95.

82 Well-Tailored, Imported Chinchilla Overcoats, in navy blue, full-cut double-breasted models, with wide convertible collars, belted back, and gray tweed and satin linings; sizes 29 to 33 only. Mid-Winter Sale, Monday, \$6.95.

BOYS' RUSSIAN OVERCOATS, \$3.95.
100 Double-Breasted Winter Overcoats, for boys of 3 to 9 years; collar buttons up to chin, and all-around belt at waist; gray or tan cheviot tweeds; sizes 21 to 27. Mid-Winter Sale, Monday, \$3.95.

Men's Tweed Caps

Fine gray, brown, and fancy pattern tweeds; also fine navy blue cloth; pull-down ear bands, fur lined. Monday, 49c.

Men's Fur Caps, driver style, with adjustable peaks, and sliding bands, in electric seal, well lined and finished, \$4.00.

10 MEN'S FUR COATS.
Black Astrachan lamb, strong, durable skins, and a glossy even curl, well lined. Regular price \$50.00. Monday, \$42.00.

Men's Collars 5 Cents

Men's High-Grade Imported Collars, in extra fine quality linen, all guaranteed first quality stock; they come in the following styles: Double band, close-fitting, wings and dress bands. Regular 20c each. Monday, special, 5c.

STOUT MEN'S WHITE SHIRT SPECIAL.
The lot consists of White Laundered and Full Dress Shirts, also short bosom, made open front or closed front and open back; cuffs attached or bands. Domestic or imported stock; some are slightly soiled. In sizes 16½, 17, 17½ and 18. Regular \$1.25, \$1.50 and \$2.00. Monday, 59c.

Monday Basement Sale of Hardware

Clothes Wringers, enclosed cogs, ball bearings, 11-inch warranted rubber rolls. Regular \$5.00. Monday, \$3.95.
Clothes Horses, three folds, 4 feet high, Monday, 39c; 5 feet high, Monday, 59c.

Tea and Coffee Pots, white and blue Double Boilers, gray enamel; Covered Roasters, gray enamel; Large White Mixing Bowls; Covered Straight Sauce Pans; Preserving Kettles, white enamel. Monday 39c.

Whisks, with long or short handles. Regular 25c and 30c. Monday, 19c.

Furnace Shovels, with "D" handle. Monday, 39c.

Coal Scuttles, black japanned, open pattern, 25c; black japanned funnel pattern, at 39c.

Ash Sifters, with long handle, black sheet steel sieve, 15c.

Galvanized Garbage Cans, large size, with bail handle and cover. Regular \$1.35. Monday, 98c.

Oil Heaters, will heat a large room, enamelled body; 12 only to sell Monday at each, \$2.50.

Oak Heating Stove, 16-inch firepot, nickel trimmings, large size. Regular \$10.95. 10 only, Monday, \$7.95.

Food Choppers, cut meat, fruit and vegetables, coarse, medium and fine. Monday, 89c.

Fibre Wash Tubs, extra large size, regular \$1.40, Monday, \$1.10; large size, regular \$1.25, Monday, 95c; medium size, regular \$1.00, Monday, 85c; small size, regular 90c, Monday, 75c.

Step Ladders, strong and well made, with rail rest; 4-ft. size, Monday, 59c; 5-ft. size, Monday, 75c; 6-ft. size, Monday, 89c.

Towel Arms, to attach to wall, lets down when not required; 6 arms, Monday, 15c; larger size, with 8 arms, 25c.

Ironing Tables, folds up when not in use. Regular \$1.75. Monday, \$1.25.

Ironing Boards, size 12 x 60 inches. Monday, 39c.

O'Cedar Polish Mops, triangular, complete with handle, 75c.

Potts' Sad Irons, set of 3 irons, stand and handle, nickel-plated finish. Regular \$1.00. Monday, 89c.

Brush Floor Brooms, 14 inches long, with handle, good fibre, well made. Regular \$1.00. Monday, 69c.

Bread Boxes, gray japanned finish, round corners; size 13 x 9½ x 7 inches. Regular 60c. Monday, 45c.

Copper Bottom Wash Boilers, size 8 or 9. Regular \$1.45 and \$1.50. Monday, 98c.

Putz Cream Metal Polish, ½ pint can, Monday, 19c.

Silva Putz Silver Polish, 8-oz. bottle, Monday, 19c.



DUSTLESS ASH SIFTER.
Galvanized iron, rotary sift only. Monday, \$1.95.
Barrel only, \$2.00.
50c AND 60c ENAMELWARE AT 39c.

Many Glassware Items in the Basement Sale



\$1.00 a doz. Decorated Table Tumblers, for, each, 5c.

20c 10 and 12-inch Glass Vases. Monday, 14c.

35c quart size Plain Glass Water Bottles. Monday at, each, 23c.

29c Pressed Glass 10-inch, plated pretty design. Monday, each, 19c.



15c Handled Bon-Bons, Nappies, Vases, Bowls, etc. Monday, each, 9c.

12c Heavy Pressed Glass Salt and Pepper Shakers, metal tops. Monday, each, 9c.

25c Footed Colonial Glass Fruit Bowls for 15c.

20c Colonial Glass Butter Tubs. Monday, each, 14c.

20c Colonial Glass Butter Tubs. Monday, each, 14c.



WEDGWOOD'S BLUE WILLOW DINNER SET, \$9.95.

Perfectly modelled, brilliant, clear overglaze; 97 pieces. Regular \$15.00. Monday, \$9.95.

\$17.50 White and Gold Dinner Set \$10.75. Quarter-inch plain gold band, gold handles, Wedgwood & Co.'s English ware 97 pieces. Monday, \$10.75.

\$15.00 "Johnson Bros." Dinner Set \$9.95; 15 sets only, English semi-porcelain 97 pieces. Regular \$15.00. Monday, \$9.95.

\$12.00 English Set, \$6.95. Deep blue floral border; 97 pieces. Monday, \$6.95.

\$25.00 Booth's Silicon China Set \$19.50. Blue and gold band; 95 pieces. Monday, \$19.50.

\$25.00 Limoges China at \$19.50. Ahrenfeldt Limoges china; moss rose border 98 pieces. Monday, \$19.50.

Visitors to the City Are Reminded

that shopping at Simpson's is a pleasure, not a toil. Best elevator accommodation in Canada. Breakfast, Dinner or Tea served in Restaurant. Parcel Check Office. Women's Rest Room. Good ventilation throughout the Store. Purchases of ten dollars and over delivered anywhere in Ontario free of charge.

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