

Simpson's Greatest White Goods and Wash Goods Sale Begins Saturday

> From the woman's point of view, there is no more important sale than this one! It is safe to say that a great deal of Christmas money and Christmas cheques have been put aside for investment in this very sale—and it

begins Saturday. This foresight is justified by the PREPARATIONS we make for this great annual event. Long before you are even thinking of winter, these beautiful new lingerie styles are being planned. The result is that we have collected no

less than 290 NEW STYLES THAT WILL BE SHOWN FOR THE FIRST TIME ON SATURDAY, THIRD FLOOR. The most attractive showing of Wash Goods ever seen in Toronto is a new feature of this sale that will appeal to the thousands of people who begin now to make up wash dresses for spring. We are glad to assure them that

the choosing was never so rich nor the values so worthy of their attention.

You Must See These Values

coats \$1.00

Suitable for cold weather, warm and especially good fitting, elastic at waist band, pleated and pin tucked flounce of "Mervotoff," a good we ar in g cotton fabric; lengths 36 to 42. Saturday 1.00

4-inch black

Ribbon 10c

Embroidered Net

In ivory, ecru and black, all lined with pure China sfik; sizes assorted from 34 to 42 inches. Regularly \$2.95. Saturday . . .98

Black Silk Taffeta Waist, jet buttons, long set-in sleeves, and new pleated stand-up collar; sizes 34 to 42 inches. Regu-larly \$2.95. Saturday 1.99

Toilet Goods

French Tooth Brushes, with pure bristles. Regularly 20c.

THE ROBERT

SIMPSON DRUG

COMPANY LIMITED

75c size Mercerized Wax. Sat-

25c size Bromo Seltzer. Sat-

nic. Saturday 50 25c Madame Yale's Corn

5c Rexoleum (Petrolatum),

Waists

over neck, elbow or long sleeves, beautiful quality lace or embroidery tunics, silk ribbon draws, sizes 56, 58, 60 inches. Regularly \$1.35 and \$1.50 each. Saturday Sale price95

60 More New Styles Nightdresses for this Sale, Knit Top Petti-

1200 Corset Covers, white cotton, plain, no trimming, low neck; tight-fitting, sizes 34 to 42 bust.

600 Corset Covers, fine nainsook, low neck, deep lace trim all around neck, lace on arms, full fitting, silk ribbon draws, sizes 32 to 42 bust. Regularly 25c each. Saturday Sale price15

Corset Covers, four dainty styles, fine nainsook, tight or full-fitting, lace or combination lace and embroidery trims; silk draw ribbons; sizes 32 to 42 bust. Regularly 50c and 59c each. Saturday Sale35

Corset Covers, four exquisite styles, in fine nainsook; deep embroidery and lace yokes, run with wide or narrow silk ribbons; lace or narrow embroidery edges; pearl buttons, tight or full-fitting, sizes 32 to 42 bust. Regularly 75c to 83c each. Saturday

48 More New Styles Corset Covers for This Sale, women's Petticoats, fine strong cotton, trimmed with flounce of fine embroidery, with underpiece of cotton, lengths 38, 40, 42 inches. Regularly 75c

Petticoats, of fine cotton, four handsome styles to choose from; heavy lace, with embroidery or alllace flounces, under flounce of cotton; lengths 38, 40, 42 inches. Regularly \$1.00, \$1.25 and \$1.29

Petticoats, three beautiful styles; fine nainsook, fine embroidery or filet lace flounces, lengths 38, 40, 42 inches. Regularly \$1.50 to \$1.75 each. Saturday Sale price, each ... 1.00

38 More New Styles Petticoats for This Sale, Women's Combination Lingerie, corset cover

and drawers in one, fine nainsook, both garments prettily trimmed with fine lace and embroidery, silk ribbon draws, sizes 32 to 42 bust. Regularly \$1.25 Women's Combination Lingerie, corset cover

and drawers in one, fine nainsook, fine Val. lace or embroidery trimmed, slk ribbon at waist and around bust; very dainty styles to choose from, sizes 32 to 42 bust. Regularly \$1.50 each. Saturday Sale

28 Other New Styles Lingerie Combinations for Princess Slips, of fine nainsook, yoke and skirt,

flounce of fine embroidery, neck and arms lace trimmed, silk draw ribbon in neck, sizes 32 to 42 bust. Regularly \$1.50 each. Saturday Sale price95 Princess Slips, three handsome styles, fine nainsook, yoke and skirt flounce of fine eyelet embroid-

sizes 32 to 42 bust. Regularly \$1.69. Saturday Sale 1.19 18 More New Styles Princess Slips for This Sale. priced at, each 1.00 to 2.69

ery, real linen lace, run with silk ribbon on neck;

Women's Drawers, good, heavy cotton, umbrella style, hemstitched tucks and wide ruffle, both styles; lengths 23, 25, 27 inches. Saturday Sale price,

Women's Drawers, fine white cotton crepe, wide short skirt effect, ruffle of fine Val. lace, lengths 23. 25, 27 inches; no fulness around waist. Regularly 75c a pair. Saturday Sale price, pair48

Women's Drawers, fine nainsook, umbrella style. trimmed with cluster of tucks, row of insertion, and edge of very fine embroidery, both styles, lengths 23, 25, 27 inches. Regularly 75c49

57 More New Styles Drawers for This Sale,

Nineteen-Fourteen

the year when the Great War outbroke, is gone. It has shaken us, this old year, but let us hope it has only shaken as awake, shaken the faults and the false out of us, and made us ready to continue our climb from imperfection toward perfection, in the thousand years of peace that are to be.

In this upward climb, the aim of the Simpson Store is not merely to surpass others—it is to surpass ourselves, to keep hammering away at our own pimperfections, and to rise on these stepping stones to the higher functions of a perfect store.

It has often been noted that this Store's business is an accurate criterion of the financial and industrial condition of this great city. Judging by the whole-hearted support and enthusiasm the people of Toronto have shown us this year, we feel confident that the happy and prosperous New Year we wish you will surely come.



larly \$1.75 and \$1.95 pair. Sale price Saturday, pair. 1.35

Checked Glass or Tea Towelling, splendid drying quality, width 23 inches.

Regularly 15c yard. Sale price Saturday, yard. 11

Large Double Bed Flannelette Blankets or Winter Sheets, pink or blue

Have Never Been Seen Before 27-inch White Seersucker Crepes, in neat stripes. Regularly 15c. Satu

Regularly 35c. Saturday

26-inch Nursery Diaper, an absorbent and antiseptic cloth. Regularly 10 y
for \$1.25. Saturday

EARLY ARRIVALS OF NEW WASH FABRICS.

Underwear for

Men English natural wools, double breast styles, double breast louble back or single back drawers, heavy and medium one line, but in the lot sizes from 34 to 44. Regularly \$1.25 to \$2.5089

NEGLIGE SHIRTS. Broken size ranges from stock. Regularly \$1.00, \$1.25 and \$1.50. Saturday69

MEN'S MUFFLERS. In colors, knitted or fabric, pure silk or silk mixtures, egularly \$1.00 to \$3.00. Saturday69

New Laces, Nets Silk Chantilly Lace Flouncings, beautifully fine, in ivory or cream, handsome floral designs in silk needle run effects, 24-inch flouncings. Per yard 2.50, 3.50, 4.00, 5.00, 6.00 to9.50

14-inch Flouncings, per yard 1.25, 1.50, 2.00

Splendid Glove Values

Women's Real French Kid Gloves, two dome fasteners, gusset fingers, best finish, black, tan and white, sizes 5½ to 7½. Worth \$1.00. Satur-Women's Wash Chamoisette Gloves, natural and white, two dome fasteners, perfect finish, sizes 5½ to 7½. Saturday .50 Women's Long White French Kid Gloves, 16-button length, opened at wrist, dome fasteners, sizes 5½ to 7; \$2.50 value. Saturday 2.00 Men's Tan Suede Gloves, wool lined, one dome fastener, strong sewn seams, dress glove, sizes 7 to 10; 75c value. Men's Tan Cape Leather Gloves, wool lined, one dome snap, heavy outsewn seams, soft pliable leather; sizes 7 to

28-inch Honeycomb Suiting, in plain shade tan, brown, garnet, mauve, cadet blue and g Regularly 25c. Saturday selling.

Remnants and Oddments of 28-inch Kim Cloths and Eiderdown. Regularly up to 25c. Saturday selling, yard.

30-inch Kimono Crepes, in a big assortmen fancy designs. Regularly 25c. Saturday selling,

Remnants and Oddments of Prints, Gingha and Cotton Suitings, etc., for a quick clearance. Surday selling, yard

40-inch Black and White Shepherd's Check Sing, a good heavy quality. Regularly 35c a yar Saturday selling, yard

40-inch Crepes and Voiles, in plain shade Values up to 50c yard. Saturday selling

Men's Overcoats at \$9.90 \$13.50, \$15.00, \$18.00 AND \$20.00 VALUES shawl collar ulsters, in gray tweeds and chinchil some short, form-fitting styles for young men, a number of Balmacaan coats in blue chinchil mostly broken sizes and lines that will not be car longer this season. Sizes 34 to 44 in the lot. To c Saturday at

MEN'S FUR COLLAR OVERCOATS. Made from good black beaver cloth, cut dou breasted, with shawl collar of Russian marmot, tened with frogs and barrel buttons; lined with cloth, an imitation of Persian lamb, interlined rubber sheeting to the bottom; sizes 36 to 46. sale Saturday at 12 BOYS' RUSSIAN OVERCOATS, REGULARIA

\$6.75 TO \$8.50, FOR \$4.85. Broken stock lines of imported ulsterings, in browns, tans and grays; also blue chinchillas; red flannel linings. Sizes 2½ to 8 years. Saturday 4.85 BOYS' AND YOUTHS' ULSTERS, REGULARLY \$10.00 TO \$14.00 VALUES, FOR \$7.75.

120 coats, from regular stock; browns and gra double-breasted, with shawl and convertible coll and belted back. Sizes 30 to 35. Saturday ... 7.75 In the Men's Fur Caps

Groceries and Candy

Telephone Direct to Department, Adelaide 6100. 2,000 lbs. Fresh Creamery Butter, White Clover Brand, Loar Sugar. 3 lbs.

Toasted Cornflakes. 3 pkgs.

Finest Canned Corn or Peas. 3 tins.

California Canned Asparagus Tips. Per tin.

Clark's Pork and Beans, in Chili Sauce. Large tin.

Choice Side Bacon, silced, Ingersoll Brand. Per lb.

Finest Mild Cheese. Per lb.

Canned Beets, Rosebud Brand. Per tin.

Baker's Cocos. 1/2 - lb. tin.

Garton's H. P. Sauce. Per bottle

Crossed Fish Brand Sardines. 2 tins.

Horseshoe Salmon, 1/2 - lb. tin.

Choice Grapefruit. 4 for
One car Choice California Sunkist Oranges, sweet and seed
less, Per dozen
Finest Cape Cod Cranberries, Per quart
500 lbs. Peek Frean's Shortbread. Regularly 30c. Per lb.
Choice Olives, 16-oz, bottle
500 lbs. Fresh Peel Cake. Lb.
Fancy Mixed Biscuits. 2 lbs.
FRESH ROASTED COFFEE, PER LB. 27c.
1,000 lbs. Fresh Roasted Coffee, in the bean, ground pure or
with chicory. Saturday, per lb.
CANDY SECTION—MAIN FLOOR AND BASEMEN
500 lbs. Assorted Chocolate Creams, fruit flavors.
Regularly 36c. Per lb.
1,000 lbs. Quaker Chewing Candy. 2 lbs.
1,000 lbs. Walnut Maple Cream. Per lb.

STORE CLOSED TODAY-NEW YEAR'S DAY The Robert Simpson Company, Limited

Such Attractions in Wash Good

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