The Robert SIMPSON Company Limited | Store Opens 8 a.m. | Closes at 5.30 p.m. | H. H. Fudger, President. | J. Wood, Manager. | PROBS Fair and decidedly colder; local snow flurries. | The Robert SIMPSON Company Limited

Women's Coats

Just 150 of them To-morrow $3.95

"I'm tired of this winter already," we heard a woman exclaim yesterday — and yet the winter is not half over. This woman had a good idea, though; she was tired of the old winter coat she was wearing, and she'd decided that a new one was **absolutely necessary** to make the rest of the winter bearable. It's worth trying this scheme, isn't it, when such coats as these we mention below are selling for $3.95?

A collection of broken lines, some of our best selling styles of Women's Winter Coats, made in a great variety of styles and trimmed with buttons, velvet or self strappings. Some are in plain tailored style, collars are in the fashionable effects, materials are good quality medium weight beaver cloths, in black, navy or myrtle; also of imported tweeds, in mixtures or stripe effects of brown, green or grey tones. Anyone requiring a general purpose coat for a ridiculously low price can have the opportunity at 8 o'clock to-morrow morning, as these will then be on sale at $3.95.

Clearing the Little Girls' Winter Coats

Don't fail to come to the store Tuesday if you have any little girls to buy coats for. We are practically giving away the balance of our stock of several handsome styles.

96 only Little Girls' or Boys' Winter Coats, several New York styles, in fine all-wool cheviots and soft serges, lined and interlined, double-breasted styles; colors bright red, navy and Copenhagen blue, plain or trimmed with black soutache braid, fancy anchor buttons; sizes for ages 2, 3, 4 years. Regular prices $3.00, $3.50, $4.00 each. Tuesday sale price, $1.50.

25% Off | Picture Mouldings and Stock Frames | 25% Off

$10,000 stock to select from, which covers the best ideas and designs known in the picture world. Although this offer remains open until the end of January, we ask you to Order Now, while stocks are complete.

Book Department

Pansy, Elsie, and E. P. Roe series. Regular 17c. Special 2 for 25c.

Post-card Albums, a large variety. Regular 35c to $1.00. All at 25c each.

5,000 Envelopes, mixed sizes. Regular 5c, 10c, and 12c per package of 25c. Special 2c pkg.

Wall Papers at 1-3 Regular Prices

6,750 rolls Imported Papers, suitable for parlors, halls, dining rooms and bedrooms, good color blends. Regular 75c, Tuesday 24c; regular 50c, Tuesday 17c; regular 25c, Tuesday 7c.

1,350 rolls Odd Friezes and Borders, sold by the roll. Regular $1.20, for 39c; regular 40c, for 14c.

China in the Basement

300 Fancy Cups and Saucers, comprising Coalport, Wedgwood, Royal Austrian, in teas, bouillons and chocolates, values up to $1.50. Tuesday 79c.

20 only Dinner Sets, English ware, beautiful key design, gold lined, complete dinner and tea service for 12 people. Regular $14.00. Tuesday $7.98.

4 only Limoges China Dinner Sets, 102 pieces, rich translucent white body, natural color floral spray decoration, gold stippled. Regular $45.00. Tuesday $27.50.

Women's Gloves at a Reduction

Women's fine imported Cashmere Gloves, fine, even thread, dome fastener, silk points on backs, black, white, grey, brown. Regular 35c. Tuesday, pair 19c.

Children's White Teddy Bear Mittens, white kid palm, warm wool lined, gauntlet style; sizes to suit ages up to 5 years. Regular 40c. On sale Tuesday 25c.

Women's Black Ribbed Cashmere Hose, English made, double spliced heel, toe and sole, soft and warm, sizes 8½ to 10. Regular 35c. Tuesday, pair 23c.

Princess Slips

Combinations, Corsets

Princess Slips, fine nainsook, deep flounce on skirt, trimmed with hemstitch tucks and extra fine wide embroidery; neck and arms trimmed with narrow fine embroidery, beading and silk ribbon, buttons in back; sizes for 32 to 42 bust measure. Regular price $4.00 each. Tuesday sale price $2.00.

Princess Slips, fine nainsook, buttons in back; skirt trimmed with deep ruffle of lawn and fine embroidery, narrow fine embroidery on neck and arms, beading and silk ribbon draw; sizes 32 to 42 bust measure. Regular price $2.25 each. Tuesday sale price $1.75.

Princess Slips, fine nainsook; skirt and waist trimmed with Valenciennes lace insertions and frills, beading and silk ribbon draws; skirt tucked, buttons in back; sizes 32 to 42 bust measure. Regular price $1.95. Tuesday sale price $1.49.

Combination Corset Cover and Isabelle Drawers in one garment, fine nainsook; cover of all-over embroidery, with silk ribbon draw; drawers finished with deep ruffle edged with lace, embroidery beading and silk ribbon around waist; sizes 32 to 42 bust measure. Regular price $1.50 each. Tuesday sale price $1.19.

Combination Corset Cover and Skirt Drawers in one; cover and drawers of deep embroidery, on deep fitted hip yoke; silk ribbon draw around neck; sizes 32 to 42 bust measure. Regular price $2.65 each. Tuesday sale price $1.98.

Princess Combination, Cover and Drawers, in one piece, fitted at waist; a very dainty new garment, prettily trimmed with fine lace insertions, ruffles and embroidery medallions, beading and silk ribbon on neck and arms; sizes 32 to 42 bust measure. Regular price $2.50 each. Tuesday sale price $1.75.

Princess Combination, Cover and Drawers, in one piece, fitted at waist, beautifully trimmed with fine embroidery insertions and ruffles, silk ribbon draws in neck and arms; sizes 32 to 42 bust measure. Regular price $3.50 each. Tuesday sale price $2.49.

Combination Cover and Isabella Drawers, fine nainsook; cover trimmed with dainty ribbon run, embroidery yoke; neck and drawer ruffles finished with fine lace; sizes 32 to 42 bust. Regular price $1.50 each. Tuesday sale price $1.00.

CORSET EXTRA.

A Regular $4.50 C. C. a la Grace Model, Tuesday Sale Price $2.75.

Finest French white coutil, medium bust, extra long skirt, with four lisle elastic garters, finest rustproof steels, with four wide side steels, front steels all silk flossed, trimming of fine embroidery, and large ribbon bow, silk draw cords in bust; a magnificent corset of guaranteed quality; sizes 18 to 26 inches. Tuesday sale price $2.75.

Wash Ribbons for Whitewear

Wash Ribbons are necessaries for trimming all kinds of whitewear. When buying regular whitewear do not forget to get a wash ribbon that is really washable. Done up in bunches of 6 yards, in the four delicate colors, white, pink, turquoise and mauve; in ¼, ⅜ and ½-inch widths, at 17c, 23c and 28c respectively, per bunch of six yards Tuesday.

The Newest Kind of Millinery

As far as moderately-priced Millinery is concerned, our workrooms have been turning out the most attractive models during the past week that we have ever seen. These will be shown for the first time to-morrow. New toque effects, close-fitting, as well as large black made hats of lisse silk, peau de soie. Here are a few of the hats worth looking for to-morrow:

Black Toques or Turban Drapes, in silk velvet or silk finished with jet band, flower or fancy wing. Tuesday $4.50.

Black Felt Shapes, nicely draped with silk peau de soie, silk finished, with black silk rose or sprays. Tuesday $3.85.

Dress Hats, in black corded silk, with crowns of folded lisse, all silk, peau de soie; these hats are all handmade, and come in a variety of styles. Tuesday $6.75, $7.50 and $10.00.

New Silks—Double Width

We wish to direct your attention to our Wide Silks; the foremost producers, weavers and dyers contribute to this splendid collection of rich colored and black "double width" silks, satin de chine, satin mousseline, swiss satin paillette, in splendid range of new colorings, ivory and black; correct for evening wear and afternoon gowns, 36 to 40 inches wide, $1.25 and $1.50 per yard.

Satin Duchess Mousseline, the richest dress silk ever imported into Canada; one of the most charming silks ever shown. You can find your favorite shade for afternoon or evening wear in this silk, also ivory and black, all 40 in. wide. Per yard, $2.00.

Advance Shipments of Black Voiles

We wish to point out that Voiles will be very extensively worn for the coming season. We have just received several consignments from the leading French and English manufacturers in fine chiffon, medium and coarse weaves, lovely crisp finish, all pure wool qualities, and guaranteed the best unfading dyes, absolutely unscushable and dust-resisting; thoroughly shrunk; 42 in. to 54 in. wide, 50c to $1.50 per yard.

The Great White Sale

Do You Realize What it Actually Is?

In all probability you have seen it advertised; have heard it favorably spoken of; are aware in a general and vague kind of way that January is the most advantageous time to purchase White Goods for yourself and your household.

But are you sufficiently alive to the fact that it represents the outcome of twelve months' thought and work on our part whereby we are enabled to offer you white goods in all branches at prices lower than at any other time of the year, and that a whole year has been spent by an expert staff ransacking the markets in order that the quality of these goods may be superior to anything else on the market. Then these goods are examined, piece by piece, classified and arranged so that you, the purchaser, may find exactly what you want with the minimum amount of search, worry and fuss, in the various departments, devoted to white goods. Now to-morrow is **THE** day on which it will pay you to pay our great whitewear sale a visit, or another visit, and we may safely presume that you will not be disappointed or regret any purchase you may make.

A Half Price Sale

In the Paris Model Dept.

An Unprecedented Announcement

With the greater part of the gay season still to come, the announcement that we are offering the most desirable of our specially imported Paris gowns at exactly half the marked price will be received with delight by the women of Toronto who are most fastidious about their attire.

You might offer any one in town double to-morrow's prices to reproduce these creations and they would fail utterly. They are individual and cannot be successfully copied.

Here is a partial list of these models, so ideally "chic" and French:

An alluring Dinner Gown, composed of black and white ninon, edged round the foot of the skirt with a band of skunk, one of La Mode's newest notions. The black velvet finishings have that "slightening" effect on the figure which is now Dame Fashion's dearest whim. $200, reduced to... **100.00**

An Evening Gown, in coral pink chiffon, baby blouse, bodice, outlined with heavy clean point de Venise lace, which is also carried out round the foot of the skirt. $200.00, for **100.00**

A Dance Dress of Italian blue liberty satin, tunic and corsage of chiffon in the same shade, chemisette and sleeves of antique gold embroidery. $100.00, for **50.00**

An Afternoon Gown, of flame colored chiffon, with dainty spot of white, yoke of exquisite lace, elbow sleeves. $135.00, reduced to **50.00**

A Bridal Robe, of ivory satin, tunic and overskirt of exquisite lace, high empire belt and train, orange blossoms on bodice. $150.00, for **75.00**

The Robert SIMPSON Company Limited

Household Linens

(Second Floor, Yonge Street.)

600 YARDS WHITE IRISH DRESS LINENS CLEARING 25c YARD.

36 inches wide, beautiful quality, round thread, snow white Irish Linens for making tailored shirt waists, white dresses, nurses' uniforms, etc. Regular value 35c to 40c yard. Tuesday 25c.

FINE HEMSTITCHED PILLOW CASES 44c PAIR.

These are made from sturdy English cottons of close, even weave; the ends are spoke hemstitched; all seams are filled, and the sizes are torn, 42 x 33 or 45 x 33 inches. Only 280 pairs at, per pair Tuesday 44c.

READY-TO-USE GLASS TOWELS, 11c EACH.

24 x 36 inches, plain Glass Towels, with red or blue borders, lettered "Glass," ready hemmed, splendid Irish made towels. 30 dozen only. Regular 15c and 20c each. Tuesday 11c.

FINE PRINCESS UNDERWEAR CAMBRIC 16c YARD.

36-inch Fine Nainsook Cambric, one of the prettiest underwear cloths we have shown; about 500 yards, at Cotton Counter, Tuesday, per yard 16c.

FINE SATIN DAMASK TABLE NAPKINS $1.98.

22½ x 22½ inches, pure white, splendid lot of dainty bordered designs; every thread linen, warranted to give unexcelled wear. Only 90 dozen at, per dozen, Tuesday $1.98.

(Phone direct to Linen Dept.)

Pillows on the Fifth Floor

Pillows, well filled and covered with good quality striped ticking; size 20 x 26. Tuesday, per pair 85c.

Pillows, filled with thoroughly renovated feathers, free from quills, covering neat pattern fancy blue art ticking; size 19 x 27. Tuesday, per pair $2.45.

Pure Down Pillows; size 22 x 28, covering of fawn German linen. Tuesday, per pair $5.90.

Real Lace Waists $1.9

$4.00 REAL LACE WAISTS $1.95.

300 Real Lace Handmade Eisenberg Waists, several good designs to choose from; some have pretty yoke of fine lace motifs, shaped collar, full length sleeves; sizes 32 to 40. Regular $4.00. Tuesday $1.95.

Shirt Waists of fine white lawn, made in a smart tailored style, fastens side front, with two large pearl buttons, linen collar and link cuffs; sizes 32 to 42. January sale price $1.25.

Mink Muffs at Sharp Reductions

6 only Natural Canada Mink Muffs. Regular price $25.00. Sale price $19.00.

7 only Natural Canada Mink Muffs. Regular price $27.50. Sale price $21.00.

13 only Natural Canada Mink Muffs. Regular price $37.50. Sale price $30.00.

12 only Natural Canada Mink Muffs. Regular price $48.00. Sale price $40.00.

12 only Natural Alaska Sable Muffs, 4-tab ends, best quality. Regular $30.00. Sale price $20.00.

16 only Natural Alaska Sable Muffs, large rug shape. Regular price $30.00. Sale price $21.50.

25 only Natural Alaska Sable Muffs, Empire shape. Regular price $19.50. Sale price $14.50.

Mirrors, Brushes, Etc.

(Main Floor.)

100 only Metal Frame Stand Mirrors, bronze finish, with heavy bevelled plate glass, regular $1.50; also 50 odd sample mirrors, regular 75c, 85c, $1.00 and $1.25. Tuesday all one price to clear, 50c.

200 only Ladies' Brushes, some have ebony backs and some rosewood, with eleven and thirteen rows of pure bristle. Regular 75, 85c and $1.00. Clearing Tuesday, 50c.

Gilmour's Hand Cleaner and Gilmour's Violet Talcum, in sprinkler top tins. Our special price 10c. Tuesday 5 for 25c.

Crown Lavender Salts, refreshing and invigorating. 50c size Tuesday 25c.

1,000 only bottles of Taylor's Valley Violet and Jap Lily Perfume, trial size, not more than two to a customer. Tuesday 5c.

(Phone orders filled. Phone direct to department.)

Umbrellas

About 100 Umbrellas to clear Tuesday, silk mixed tops, a good, strong steel rod and frame; beautiful pearl and gold handles in the women's, sterling silver and rolled gold mounted boxwoods, mission woods and horn handles in the men's. $3.00 and $3.50 values. To clear Tuesday $2.48.

Groceries

One car Relpath's Standard Granulated Sugar, 21 lbs. $1.00.

Ogilvie's Royal Household Flour, ¼ bag, in cotton 80c.

Choice Side Bacon, peameal, half or whole, per lb. 20c.

Quaker Oats, 3 packages 25c.

Canned Fruit, Raspberries, Strawberries, Cherries, Peaches and Pears, per tin 16c.

St. Charles Cream, 3 tins 25c.

The Northland Home-made Soups, Oxtail, Vegetable and Cream Celery, 800 tins only, while they last 3 tins 25c.

Finest Messina Lemons, 2 doz. 25c.

Canned Corn, 3 tins 25c.

H. P. Pickles, per bottle 22c.

Pure Gold Quick Tapioca, Chocolate and Custard Powder, 3 packages 25c.

Cowan's Perfection Cocoa, ½-lb. tin 23c.

Telephone direct to department.

Why You Should Buy an Overcoat

This is the best time of the year for you to buy an Overcoat. It is a purchase that involves a considerable outlay, and you are getting a friend of whom you would like to make a bosom companion for some years; therefore it behooves you to bring a certain amount of "grey matter" to bear on the subject.

Now we do not plan to carry any overcoats over to next season, and this is nearly February; so, through no fault of their own, mark you, out on to the street go $65 Fur Overcoats for **$49.50**, and $25 Meltons and Cheviots for **$15**, which brings us back to our opening statement: "This is the best time of year for you to buy an Overcoat."

15 Men's Fur-lined Coats, shells custom tailored and made from fine quality black English beavercloth, with best of trimmings, lined throughout with No. 1 grade Canadian muskrat skins and have choice otter collars. Regular price $65.00. Tuesday $49.50.

To clear broken lines and odd sizes in English meltons, cheviots and kerseys, good range of colors, up-to-date single-breasted Chesterfield styles and fashionable English and Scotch ulsters, tailoring, linings and trimmings of best quality; sizes 35 to 40. Regular $18.00 and $25.00. Tuesday $15.00.

THE PANTS. THERE'S THE RUB!

Worsted Pants, real dark stripe, splendidly tailored, sizes 31 to 42. Regular $2.75 to $3.50. Tuesday $1.98.

SWEATER COATS.

489 left, waistcoat style, 2 pockets, pearl buttons. Regular $1.00. Tuesday 57c.

FLANNEL SHIRTS.

340 Flannel Shirts, with reversible collars, double stitched edges, light colors with fancy stripes; sizes 14 to 17. Regular to $1.50. Tuesday 87c.

Men's Goodyear Welt Boots

343 pairs Men's Boots, blucher cut, made from tan storm calf, black calf and black velours calf leathers, medium and heavy Goodyear welt soles, C, D, E and EE widths, all sizes 5½ to 11. Special sale price Tuesday, $2.49.

The Offer to Re-cover Furniture Free

Will be Withdrawn After To-morrow

On December 27th, 1910, we announced that our offer to recover furniture free would be withdrawn as soon as the capacity of our workrooms for one month ahead had been reached. This point has now been reached, but we will give our customers one day's notice of this withdrawal. In other words, to-morrow will be the last day this month that orders can be placed to have furniture or cushions re-covered free, or curtains made free.

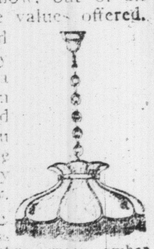
With Regard to Carpets, Linoleums and Oilcloths

We'll continue for a few days to take orders for laying, free of charge, linoleums purchased, and will also take further orders for making, laying and lining, free of charge, carpets purchased on our fourth floor.

Gas and Electric Fixture Sale

More Light on the Subject

There's a bright corner in the basement to which we would draw your attention. It has a deal of attraction, and an infinite variety of coloring. Prospects too are of the brightest for the artistic searcher for pretty electric fixtures. He will find exactly what is wanted at prices which are seemingly, just now, out of all proportion to the values offered.



Here electric and gas fixtures may be picked up for a trifle which, when our man has fixed them for you (free), will be things of beauty and a joy forever.

12 Handsome 22 inch Bent Glass Domes, gas or electric, green, amber or red and green, fully fringed and fitted complete. Regular $21.00. Sale $14.99.

10 each, 2 and 3 Light Electroliers, long chains, in brushed brass, fitted complete with shades—

2 light, reg. $7.00. Sale $4.99

3 light, reg. $9.00. Sale $5.99

50 2-light Gas Fixtures, in rich gilt finish, 3 or 4 patterns. Regular to $4.00. Reduced $1.59.

1,000 White "Q" Globes to clear. Regular 15c. Sale 10c each, or $1.00 dozen.

2,500 "Welsbach" Upright Gas Mantles. Reg. 15c. Sale, 2 for 25c.

1,000 "Rational" Inverted Gas Mantles. Reg. 15c. Sale 10c each.