

The Robert SIMPSON Company

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS. Strong W. to N.W. winds; fair and cold. A few local snow flurries.

The Robert SIMPSON Company

# The Last Day of the January White Goods Sale. The Best Day for Bargains



## When a Woman Goes Shopping

It is generally the outcome of mature deliberation on her part, lasting over a period varying according to the importance of the purchase she is about to make. Perhaps on the way to the store she decides to wait for a sale, and contents herself with a packet of hairpins. This "thinking out" usually results in comparison, which is advantageous to us. Thousands of Toronto women know by experience that the bargains they are in search of will most likely be in the Simpson Page; and perhaps the very one you waited for is here to-day.

Of course you know all about the White Goods Sale, but we would remind you that many departments are stock-taking, and that new stocks are arriving daily, so that the shopper at this season of the year reaps this double advantage.

## Imported Silk Neglige Gowns

At Less Than Half Price

18 only Imported Neglige Gowns, beautifully designed in a number of styles; heavy China and Louisiana silks in ivory and delicate shades; some are accordion pleated, others are made in loose flowing styles; elaborately trimmed with Valenciennes, cluny and bebe Irish lace and insertion. Regular \$30 to \$45. Tuesday \$19.95.

## "Permo Shantung" Suitings

This new fabric has a permanent finish. It is practically uncrushable, and has a very rich appearance; dust-proof, and particularly adapted for travelling and street wear. 42-inch, \$1 per yard; 44-in., \$1.25; 46-in., \$1.50.

## Beautiful Opera Cloaks

Specially Reduced for Tuesday.

16 only Women's Opera Cloaks, of French Venetians, in light shades, some are slightly soiled. Regular \$18.50. Tuesday \$6.95.

8 only Opera Coats, with white moufflon fur collar; shades are rose, muskrat and dark cadet. Regular \$18.75. Tuesday \$10.95.

5 only Women's Opera Cloaks, in cape fashion, grey and wine shades. Regular \$23.50. Tuesday \$15.95.

4 only Opera Cloaks, in coat fashion, with collar of Persian trimmings, colors are light green and electric shade. Regular \$25.00. Tuesday \$16.95.

8 Opera Cloaks, made in four distinct styles, and in a variety of colorings. These sold regularly at \$32.50, \$39.50, \$45.00 and \$49.50. To clear at \$22.50.

## Striped Shirtwaists

200 Shirt Waists, of good quality imported percale, in stripe designs, tailored styles, double Gibson pleat at shoulder, fastens in front with five pearl buttons, white linen collar, and shirt sleeve, white, with black, navy, sky and tan stripe; all sizes. Regular \$1.50. Tuesday 75c.

Linen Shirt Waists, smartly tailored, Gibson pleat, group tucking, and patch pocket, shirt sleeve, collar, front pleat and cuffs, are stitched with black silk. A \$2.00 waist. Tuesday \$1.25.

Dainty Lingerie Waists of fine sheer lawn and mull, yoke of finest pin tuckings, whole front of Swiss embroidery, baby tucked back, collar of Val. lace, new sleeves, tucked, lace insertion trimmed. Reg. \$3. Tuesday \$1.95.

## Cape Suede Gloves

Women's Imported Cape Suede Lined Gloves, made in France, from selected skins, pique sewn seams, dome fastener, perfect workmanship, sizes 5 1/2 to 7; black, tan, grey. Regular \$1.75. Tuesday \$1.29.

## Glove Cleaner

Simpson's Glove Cleaner, a perfect cleaner for glace gloves, will also clean cloths and silks; full directions with each box. Regular 25c. Tuesday 19c.

## Wash Goods

(Second Floor.)

Special prices in Indian Head Suiting, pure bleach, 36 in. wide, 20c quality for 15c, 15c quality for 10c.

Sale of remnants and ends of Print, mostly 36 in. wide, fast colors, Regularly 12 1/2c and 15c, for 8c.

High-class Scotch Zephyr Stripes, dainty designs and colorings, for waists and summer dresses, Regularly 20c. Special 13c.

Swiss Hand Embroidered Flouncings, 45 in. wide, dainty designs, for infants' dresses, underskirts, etc. Regularly \$1.25. Sale price 69c.

## Soaps, Toilet Goods and Brushes

Virgin Brand Castile Soap, in cakes. Per dozen 19c.

Maple Leaf Toilet Soap, Regular 5c. Tuesday 8 for 25c.

Gilmour's Hand Cleaner, Regular 10c tin. Tuesday 5 for 25c.

Simpson's Violet Talcum, Regular 18c. Tuesday 3 for 25c.

Hinds' Honey and Almond Cream, Tuesday 35c.

Murray & Lanman's Florida Water, 25c size. Tuesday 19c.

Princess Skin Food, Regular \$1.50. Tuesday \$1.13.

Ortis Tooth Paste, Regular 18c. Tuesday 2 for 25c.

200 only Ebony Backed Hair Brushes, with hand-drawn bristles, 13 rows. Regular \$1. Tuesday 75c.

Phone direct to Toilet Dept.



## This is How Prices are Going on Tuesday

There will be a tremendous slide in prices on Tuesday. Do you understand quite what it means to you when we offer beautiful white-wear at Half January Sale Prices? Regular patrons of the sale know that our sale prices gave great value for money, and that the saving effected was evidenced with every purchase, but consider for a moment that on Tuesday the saving to you will be double that again.

There are samples and slightly soiled garments at even less than half price, consisting of Nightdresses, Petticoats, Drawers, Combinations, Corset Covers, Chemises, Princess Slips, Infants' Whitewear and Winter Coats, Girls' Whitewear, Corsets in many makes and sizes, and Winter Vests and Drawers.

Notice, too, the partial list of beautiful lines following. We cannot possibly enumerate one-quarter here, but you will have no difficulty in picking out exactly what you require if you are not very late on Tuesday. (No phone or mail orders.)

## Linens for the Household

(SECOND FLOOR.)

300 pairs All Linen Huckaback Towels, 3 pairs for \$1.00.

Hemmed or fringed, heavy linen bleached huckaback Bedroom Towels, white or red borders, sizes 19x38 and 20x40 inches. Tuesday 3 pairs for \$1.00.

390 yds. Fine Irish Brown Hollands, 33c yd.

All pure linen, fine thread, an exceptional quality for children's dresses and ladies' suits, 36 to 39 in wide. Tuesday 33c.

White American Crochet Quilts \$2.33 each

An exceptionally fine quality and large size; beautiful Marseilles designs, ready hemmed, one of the finest American makes, 82x93 in. Tuesday, each \$2.33.

A Set of Fine Table Linen for \$3.45.

One Table Cloth, 70x88 in.; one dozen Napkins to match, 22x22 in.; full satin damask, all pure linen, perfectly bleached; the designs are all new, and bordered all around. 60 sets only Tuesday at \$3.45.

200 pairs Very Fine Spoke Hemstitched Pillow Cases 69c pair.

42x36 or 45x36 in., made from a very fine, heavy, full bleached English pillow cotton, linen finish, wide hems. To clear Tuesday, pair 69c.

Unbleached or Factory Cottons, Clearing 8 1/2c Yard.

36 in. wide, a heavy thread, will bleach perfectly, and give unexcelled satisfaction. Only 1,200 yards. Tuesday, yard 8 1/2c.

White Ivory Silks—Wide Widths

Pure silk, ivory duchesse paillette, 36 in. wide, rich silk, of a firm, heavy weave, a leader among good silks. Tuesday's price \$1.19.

Pure Silk, ivory duchesse satin de chine, 40 in. wide, in fine satin finish. Tuesday's selling \$1.34.

Pure Silk, ivory duchesse mousseline, 40 in. wide, soft, rich draping effect, only obtainable in these silks. Tuesday's price \$2.00.

## Wall Papers

The latest thing in Bedroom Papers is a linen, crash or chambray effect, with "cuts-out," in floral and bow-knot ribbons, in a variety of colors, 15c to \$1.00 per roll!

6,500 rolls of Bedroom Papers. Regular 29c, Tuesday 9c; regular 35c, Tuesday 17c.

2,500 rolls Dining Room Paper. Regular 50c and 65c. Tuesday 24c.

Specialty Nice Hand Bags

(Main Floor.)

Ladies' Hand Bags, seal goat leather, with inside coin purse. These bags are especially dainty, and mounted in gun-metal, silver or gilt; a bargain. Regular price \$2.25. Tuesday \$1.19.

Customers are reminded that complaints will be adjusted more satisfactorily for them if they communicate direct with the complaint office, Main Floor, rather than take the matter up with the department concerned.

## Silverware

Silver-plated Muffin Dishes, bright silver finish, bead trimming, fancy feet. Regular \$3.50. Tuesday \$2.50.

Silver-plated Biscuit Jars, satin finish, fancy handle, biscuit engraved. Regular value \$3.50. Tuesday \$2.50.

Toast Racks, English silver-plate, 5-bar. Regular \$1.50. Tuesday 98c.

Silver-plated Card Trays, satin finish, roccoco border. Regular value \$1.50. Tuesday 89c.

## Book Department

Robert Louis Stevenson's Works; a fine cloth-bound volume, with half-tone frontispiece, well printed on good paper. Our special price 29c per volume.

Herbert Strang's Boys' Books. Regular 90c. Special 75c each. A few of the titles: The Romance of the King's Army, Palm Tree Island, The Romance of the King's Navy, With Drake on the Spanish Main, Barclay of the Guides, etc., etc.

## Rhinestone Comb Sets

Rhinestone Comb Sets, these comb sets are apparently worth at least \$1. They were regularly marked 48c. Tuesday 19c.

## When a Man Goes Shopping



It is generally because it has been pretty forcibly brought to his notice that he must have something at once, and he hurries off to get it.

But every year a larger percentage of men are "getting the habit" of reading the current advertisements, and refusing to pay half as much again for the same quality as the next man does. To-day this is remarkably noticeable in men's clothing; and every day the number of men who come hustling here, and go away surprised and satisfied, is on the increase, and once our customer, always our customer.

Men's English, Terry and Austrian Blanket Bath Robes. Sizes 36 to 44. Regular prices \$6.50 and \$7.00. To clear before stock-taking, \$3.95.

Men's Heavy Brown Duck Working Coats, lined with all-wool fancy check mackinac cloth, pockets reinforced with leather. Sizes 36 to 46. To clear on Tuesday \$3.49.

Boys' and Youths' College Ulsters, which must be sold before stock-taking. Regular prices \$4.50, \$5.00, \$5.50 and \$6.50. To clear Tuesday at \$3.95.

Boys' Heavy Weight Dark Oxford Grey Cheviot Finished Frieze and Fancy Tweed Ulsters, in assorted dark patterns; cut in the latest single and double breasted styles, with military, deep storm, and convertible collars, lined with warm linings; splendidly tailored. Sizes 28 to 34. Regular up to \$6.50. Tuesday at \$3.95.

15 Men's Muskrat Lined Coats, fine black cloth shells, otter and Persian lamb collars. Regular \$50.00 and \$55.00. Tuesday \$39.50.

18 Men's Muskrat-lined Coats, choice skins, fine imported English beaver cloth, otter and Persian lamb collars. Regular \$65.00. Tuesday \$47.50.

5 Men's Fur-lined Coats, in Japanese mink or nutria beaver linings, choicest grade skins, and best beaver cloth shells, with extra fine otter collars. Regular \$125.00. Tuesday \$89.00.

## Night Robes at Half Price

335 Men's White Twill Cotton Night Robes, heavy weight, full size body, turn-down collar, box pleat front, large pocket, double stitched seams, good quality pearl buttons; these are made from excellent quality material; all sizes. Regular 75c and \$1. Tuesday 53c or 2 for \$1.

540 Men's Wool Sweater Coats, elastic rib style, two pockets, some with piped edges, others are trimmed in the usual way; these coats have been excellent sellers all through the season at \$2.00 and \$2.50; the sizes broken, now, therefore, down goes the price to clear. Tuesday \$1.49.

## Men's Box Calf Boots

750 pairs Men's Boots, Blucher style, box calf leather, double thick oak bark tanned Goodyear welt soles, medium toe, E width; all sizes 5 1/2 to 11. Worth \$4.00. Special clearing price Tuesday 2.95

very moderate price. Tuesday, \$25.00.

4 only, Theo. Haviland China Dinner Sets, 102 pieces. Regular \$55, Tuesday, \$40.

20 only, genuine Limoges China Dinner Sets, violet decoration, complete dinner and tea service for 12 people; a wonderful value, regular \$25. Tuesday, \$12.25.

35 only, 97-piece English semi-porcelain Dinner Sets, dainty floral decoration, all pieces gold trimmed. Tuesday, special, \$8.98.

4 Coalport China Dinner Sets, rich translucent white china body, one of the features in Coalport china, modelled and decorated in old English designs. Regular \$300, Tuesday, 4 sets only, \$175.

3 only, 102-piece Limoges China Dinner Sets, rich, artistic decoration, coin gold finish, all pieces in the new St. Regis shape, old gold handles, Kermiss shape teas. Regular \$175, Tuesday, \$100.

Dinner Sets, Limoges china, 102 pieces; a superb design by the famous French potters, Bernard and Cie. All pieces finished in genuine coin gold. Complete service for 12 people. Regular \$71.40, Tuesday, \$55.

102-piece Dinner Set, a dainty Theo. Haviland creation, rich gold decoration, artistic apple blossom design. Regular \$65, Tuesday, \$50.

Austrian China Dinner Set, 100 pieces pretty rosebud, band design. An artistic set at a

The Robert SIMPSON Company Limited