

The **SIMPSON** Store

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS: W. and N. W. winds; fair and very cold.

The **SIMPSON** Store

Where Every Need is Anticipated--The Simpson Store

To be Always Ready---

Ready with the goods, ready with the newest models, prepared to give service—that is the life of the ideal store. To realize how near we come to perfection in this preparation, you have only to come and look over these special values for Monday's selling.



The Great White Sale
Continues to be a centre of interest.
Test its values Monday.

The January Show and Sale of Mourning Millinery Begins Monday

Black Dress Hats, Matron Hats and Widows' Bonnets are ready for display, and include all the best of the spring styles; some materials used are silks, lisse, and silk and wool grenadine, materials that can be worn far into the spring. Every price is carefully marked. 40 large velvet shapes, in four different styles, offer a special value for Monday, each, \$2.50.



A NEW ASSORTMENT OF Stransky Enamelware

Those who were present at the big opening on Tuesday after New Year's will realize what a quick-selling stock this is, and be on hand early. Prices on all sorts of wares are reduced to the extreme. Wares are blue outside and white inside, or all white.

Every Woman Will Find Her Size Among these Ready Garments

(Mantle Dept., Third Floor.)

DRESSES FOR WOMEN AND MISSES.

One-piece Dresses, of richly finished wine-colored lustre; havekimono shoulders, yokes made of net lace, outlined with black satin, and three-quarter sleeves; skirt has front panel, which fastens at left side. The description gives only a suggestion of the value at 6.49

WINTER COATS IN WOMEN'S SIZES.

Exceptionally attractive coats of reversible tweed, in mixtures of brown, navy and grey, are on close-fitting lines, with semi-fitting back, single-breasted front; buttoned up to throat, with turn-over collar of contrasting material; plain tailored sleeves, with turn-back cuffs to correspond with collar, and patch pockets. Monday for 15.00

Women's Skirts, of good quality all-wool cream serge, six-gored, with plain panel front and loose panel back, have an inverted pleat set in on the side seams, finished with fancy buttons. Splendid value for 7.50

Model Furs

New designs from the world's most famous furriers.

Fisher Set, large three-skin stole and fancy three-skin muff, new design placed in stock Christmas week. Regularly \$200, Monday 165.00

Alaska Sable Set, New York model, stole is 14 inches wide, made strand effect, muff large fancy shape, made to match stole, both lined with King's blue silk and black chiffon. Regularly \$165.00, Monday 110.00

Paris Model Set of Pointed Sitka Fox Muff and Stole, finished with satin bows and loops, lined with pale green satin and chiffon. Regularly \$147.50, Monday 110.00

New York Model Set, muff and stole of black fox, very large muff, and wide long stole, has King's blue silk inserted, lined and finished with silk ornaments. Regularly \$265.00, Monday 195.00

Pure White Arctic Fox Set, muff and stole, the very newest design and finest quality. Regularly \$165.00, Monday 125.00

The Silk Dept. Gives Inviting Values

Colored Paillette and Rich Duchesse Mousseline Satin, in wide ranges of colorings, black and ivory, 40 inches wide, Monday 1.34

Black Silks, Satin Paillettes, Satin Mousselines, French Silk Taffets, Swiss Peau de Soie, and Rich Black Satin de Chine, all double widths. Monday, yard 1.00

Silk and Wool Striped Taffetas, made to our order in France, from the finest of yarns. For beauty of finish and wearing qualities these goods are well known. The contract for this cloth went in months ago to secure the special price concessions that have made the sale possible.

Taffetas are suitable for street or evening wear, house dresses, children's dresses, dressing gowns, etc. The range of colors is wine, greens, browns, alicia, Copenhagen, tans, sky, pink, cardinal, navy, ivory and black. 42-in. wide. Regularly 75c, Monday 58

The Basement Begins Its Second Week of Special Selling

IN THE HARDWARE SECTION

Household Scales, weigh up to 24 lbs. by ounces. Government tested and stamped. Large tin scoop, white face and brass regulating screw. Regularly \$3.00, Monday 1.43

Willow Clothes Baskets, regularly 65c, Monday 47

Laundry & Woodenware
Imperial Wringers, best Canadian make, spiral springs, covered cog wheels, will fit any tub, guaranteed for one year. Regularly \$4.00, Monday 2.98

1,000 Table Scrubs, white fibre stock, solid back brushes. Monday 4

Clothes Pins, 6 doz. 12 package. Monday 39

Hardware

Arctic Shovels, steel blade, long handle, for snow or furnace. Regularly 25c, Monday 1.1

Happy Medium Buck Saw, Regularly 50c, Monday 37

Sidewalk Scrapers for snow or ice. Regularly 25c, Monday 19

Ash Sifters, galvanized. Regularly 25c, Monday 18

Chopping Axes, best quality, steel face. Regularly \$1.00, Monday 69

Home Paper Outfit, for shoe, harness and traware repairing. Regularly \$1.75, Monday 1.53

Compass Saws, 12 inch. Monday 25

Carving or Ham Knives, 12 inch blade, black handles, strongly riveted. Regularly 50c, Monday 39

Price, Monday 39

Tinware

Tin boilers, hand-made, flat copper bottom, sizes 8 and 9, regular \$1.25 and \$1.35 with cover; Monday 79

Grindstone Food Chopper, with self-sharpening unbreakable knives, \$1.50 size with large top and 4 extra cutters. Monday 97

Storey Cake Tins, round and square, solid or loose bottoms; regular 25c and 35c; Monday 19

Cold Blast Lanterns, will not blow out in the strongest wind. Monday 69

Garbage or Ash Cans, heavy galvanized, with slip over cover, 3 sizes, Monday 79

Galvanized Tubs, non-rusting with wringer attachment, 4 sizes, Monday 79

Tile Trays and Fruit Bowls, nickel trimmed, round or oval, regular 50c, Monday 43

300 Rice Boilers, grey granite, regular 45c; for customers who come early Monday 25

(No phone or mail orders for Rice Boilers.)

GROCERIES

4,000 tins Canned Corn, per tin, 8c. (Only 3 tins to a customer.) Choice Picnic Hams, 6 to 8 lbs. each, per lb., 13c. Gold Dust Cornmeal, per stone, 35c. English Marrow-fat Peas, 3 packages, 25c. Up-ton's Marmalade, 5 lb. pail, 45c. 300 lbs. pure Cocoa, in bulk, regular 35c, per lb., 25c. Choice White Beans, 5 lbs., 25c. Split Peas, 6 lbs., 25c. Aunt Jemima's Pancake Flour, package, 10c. Tillson's Premium Oats, package, 23c. Ivory or Silver Gloss Starch, 6 lb. tin, 53c. Powdered Ammonia, 3 packages, 25c. Old Dutch Cleanser, 3 tins, 25c. Sunlight and Surprise Soap, 6 cakes, 25c.

5 lbs. Pure Celona Tea \$1.15
1,000 lbs. of Pure Celona Tea, of uniform quality and fine flavor, black or mixed. Monday, 5 lbs. 1.15



Exclusive Styles and Makes in the Simpson Boot Section

Universal popularity is not won without merit—the new 1912 styles are unusually attractive. Our Boot Department has the sole right of sale in Toronto for

HANAN & SON, NEW YORK, men's fine footwear.

"QUEEN QUALITY," BOSTON, women's fine footwear.

LAIRD SCHROBER, PHILADELPHIA, women's fine footwear.

The "VICTOR" BOOT FOR MEN, our own production.

HERVEY E. GUPTILL, HAVERHILL, MASS., women's dainty slippers.

Including also the vast army of popular-priced manufacturers in Canada, the United States, England, France and Germany.

You Who Have Boys to Clothe---

Make a point of seeing the special values we list here. This section is a little heavy in its stocks, and the stock-taking is coming close. These unusual prices are made to effect a clearance and lighten the load. The goods are among the best in the Store, and the values are remarkable.

BOYS' TWO-PIECE SUITS, \$2.49.

218 English Tweed Suits, three button double-breast style, with wide shapely lapels, outside breast pocket, slightly shaped backs and wide shoulders. They are carefully trimmed, and have twilled linings. The tailoring is first-class in every particular. The materials are dark and medium browns. The price is below actual cost of production. Sizes 25 to 33, Monday 2.49

OTHER BOYS' WEAR SPECIALS.

Underwear of natural wools and Scotch wools, fleece-lined and fine Shetland wools, all sizes in the lot, regular prices 50c, 75c and \$1.00. Monday 39

200 only, Heavy Weight Sweater Coats, for boys. Some with collars, others V shaped neck, Buster Brown styles, and ordinary coats, with two pockets, all sizes in the lot, regularly 75c and \$1.00. Monday 47

100 suits of Boys' Pyjamas, in English flannel, bound edges, strongly made, neat variety of stripes. Sizes 26 to 32 only, regularly \$1.00, Monday 63

In the Hat Section

Boys' Grey Lamb Fur Caps, wedge shape, even curl, and satin lined. Monday 1.98

Children's White Lambskin Carriage or Sleigh Robes, No. 1 skins, clear white and white felt lined, large size. Monday 2.39

Children's extra fine quality Woollen Toques, medium and heavy weight, in complete assortment of colors. Monday 39

Low Prices Mark the Day in the Men's Section

Handsome and fashionable Suits for Men, in the new browns, greys and green mixed fancy tweeds, cut in single-breasted, 3-button style, perfect fitting, faultlessly tailored, all-wool mohair linings. Regularly \$10.00, \$12.50, \$14.00. Monday 7.45

MEN'S SHEEP-LINED COAT.

The kind of coat for heavy weather will be on sale Monday morning; it is made from heavy brown duck and an English corduroy, lined with sheepskin, has patent fasteners, fly front, leather-bound pockets, leather arm shields and beaverette collar. Regularly \$5.50 and \$6.00. Monday 4.95

Dining-Room Furniture and Some Unusual Prices

The styles we show and the values we give have succeeded in making this Store a centre for those who desire good quality, whether blessed with large or small pocket-book. A few values for Monday:

Dining Chairs, in solid oak, 5 small chairs and 1 arm chair. Regularly \$9.40, Monday 7.00

Others regularly \$22 and \$22.75. Monday 16.00

And regularly \$25.00. Monday 18.75

Dining Tables, in selected quarter oak, golden, early English or turned finish, a pedestal design with round top. Regularly \$28.00, Monday 21.50

Another design. Regularly \$31.50, Monday 21.00

A third regularly \$23.00, Monday 17.50

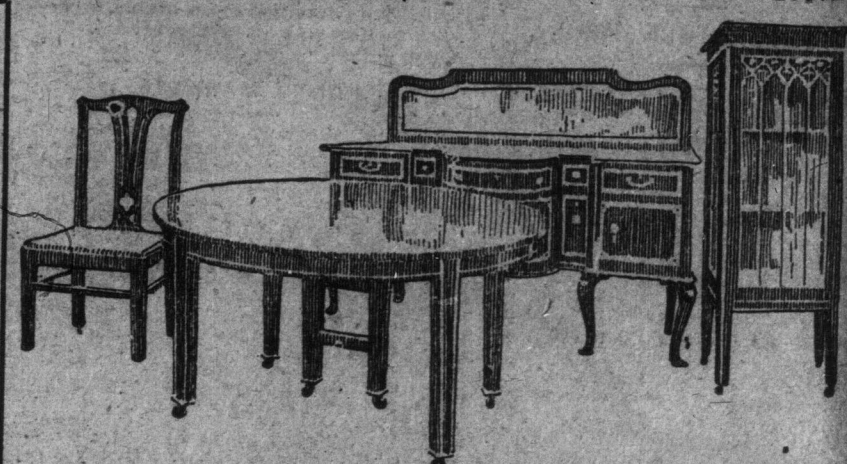
Combination Buffets, quarter-cut oak, large size with leaded glass fronts, good display space, large cupboards and deep drawers. Regularly \$68.00, Monday 55.00

Regularly \$41.50, Monday \$32.00

Sideboards in quarter-cut oak, a good plain design with lots of cupboard and drawer space, and heavy bevel plate mirror. Regularly \$21, Monday 23.50

Dining Room Suite, 10 pieces, in Glession walnut, Sideboard, Extension Table, China Cabinet, Dinner Wagon, 5 Small Chairs and 1 Arm Chair. Regularly \$234.50, Monday 175.00

A Jacobean Design. Regularly \$240.00, Monday 179.00



China and Glasswares IN THE BASEMENT

Complete Dinner and Tea Service, for 6 people, in English porcelain ware, of excellent wearing quality, has a floral decoration. A big Monday Sale special 2.99 (No mail or phone.)

Clover Leaf Ware, gold decorated, including dinner, soup, breakfast and tea plates. Monday, special, 6 for 30

300 Decorated Cheese Dishes, half price, Monday 39

Handsomely Decorated China Dinner Set, comprising 97 pieces of fine chinaware, classic decoration, with rich gold finish, 63 sets for sale, Monday, special 11.21

Limoges China Dinner Set, half price Monday. Regularly \$50.00, for 25.00

49 only, hand hammered brass Jardinières, large sizes. Regularly \$5.00, Monday 2.98

The **SIMPSON** Company Limited