

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. FUDGER, President.

J. WOOD, Manager.

Fair, turning milder;
snow or rain at night.

SIMPSON

See How Far a Dollar Goes in the Great White Sale



In the Department of Lingerie and allied garments we offer a list of dollar values for Wednesday that, as far as we know, are quite unprecedented in garments of this class. Don't be content with reading this list through; come and see the articles, if you want to appreciate this dollar's worth.

Nightdresses, 6 charming styles to choose from, slip-over or high neck, long, three quarters or short sleeves, embroidery or lace trimmed, beading and ribbon in some styles; lengths 56, 58, 60 inches, for 32 to 40 bust measure. Wednesday, sale price, \$1.00.

Petticoats, 2 styles, fine cotton, deep flounce, trimmed with wide embroidery, one style has embroidery inserted also, lengths 38 to 42 inches. Wednesday, sale price, \$1.00.

Princess Slips, fine nainsook, waist trimmed with fine lace frills, beading and silk ribbon, skirt finished with deep tucked flounce, buttoned in back; sizes 32 to 42 bust measure, skirt lengths 38 and 40 inches. Wednesday, sale price, \$1.00.

Drawers, fine nainsook, several "Isabelle" and umbrella styles, fine

\$4.50 Wool Eiderdown Robes \$2.98

About 100 Warm, Fleecy Lounging Robes, of all-wool eiderdown, in cardinal, garnet, sky, gray and mauve; cut extra full, and made with turned-back cuffs, round collar and pocket, finished with silk shell stitching, also heavy wool girdle; sizes 34 to 42 Regular \$4.50. Wednesday, sale price, \$2.98.

lace or embroidery trimmed, beading and silk ribbons; lengths 23, 25, 27 inches, open or closed styles. Wednesday, sale price, \$1.00 pair.

Corset Covers, 4 dainty styles in fine nainsook and all-over embroidery, exquisitely trimmed with fine lace or embroidery insertions and frills, beading and silk ribbon draws; sizes 32 to 44 bust measure. Wednesday, sale price, \$1.00.

Corsets, Crompton or D. and A. models, fine white coutil, medium bust, medium, long and extra long hips and skirt; finest rustproof steels, 4 wide, strong, side steels, 4 fine garters, lace and ribbon trimmed, the very latest styles; sizes 18 to 38 inches. Wednesday, sale price, \$1.00.

Combination Corset Cover and Drawers in one, fine nainsook, trimmed with beading silk ribbons and frills of lace; a very dainty garment; sizes 32 to 42 bust measure. Wednesday, sale price, \$1.00.

Nightdresses, fine quality flannelette, plain colors, white or pink and fancy pink and white stripes, several styles, made with yokes, trimmed with insertions and frills of lace and tucks, also silk embroidery trimmed style; length 56, 58, 60 inches for bust measures 32 to 44 inches. Wednesday, sale price, \$1.00.

These Dainty New Waists for Less than a Dollar

400 new Waists of fine white lawn, front of all-over dainty embroidery, or yoke effects of pin tucking, tucked back, lace collar, short or long sleeves, lace trimmed; sizes 32 to 42. Regular value \$1.50. Wednesday 98c.

Women's Waists, of fine embroidered spot net, made in newest, one-piece kimono sleeve design, yoke of heavy guipure lace, and handsome lace motifs, collar, front and sleeves, hair piping of soft messaline silk, black, ecru and white, all silk lined throughout. \$4.00 waists. Wednesday special, \$2.95.

\$1.50 AND \$2.50 WOOL WAISTS 98c.

About 200 Waists, all-wool, cashmere, delaines and crepe, made in various good tailored styles, front or back opening, tucked and buttoned trimmed, full length sleeve, black, navy, cardinal and brown; all sizes in the collection, but not all sizes in each style. Regular \$1.50, \$2.00 and \$2.50. To clear, 98c.

Wash Laces Less Than a Cent a Yard (Main Floor.)

4,500 yards of Wash Laces, in Platt, Valenciennes, Calais Valenciennes and Nottingham Valenciennes, besides some imitation of Cluny; the entire lot is suitable for trimming, wash dresses, underwear, muslin curtains and dresser scarfs, 1/2 to 2 1/2 in. wide, insertions only (no laces). Regular selling value 3c, 5c to 6c yard. January Sale Wednesday, 12 yards for 10c.

6-in. Taffeta Ribbon, 15c Yd. (Main Floor.)

An exceptional Ribbon for hair bows and hat bows; it is fully 6 inches wide, and stands out well when bowed; colors are pink, sky, tan, brown, Nile, reseda, champagne and grey, with sky and pink, the two best colors. Wednesday, per yard 15c.

Fine Damask Table Cloths \$1.47

And other low-priced articles for the housekeeper.

(Second Floor)

50 Only, Fine Damask Table Cloth, full size, 2 x 2 1/2 yards, very pretty, new designs, bordered all around, fine, firm weave. 50 only, on sale Wednesday, \$1.47.

500 Yards Twilled Weave English Sheet, 70 inches wide, good, strong, heavy weight, full bleached. Regular 25c, 28c and 30c per yard. Wednesday, 21c yard.

40 Bed Spreads, American crochet spreads, full double bed size, fine patterns, hemmed ends, medium weight. Wednesday, \$1.69.

300 Yards Longcloth, fine linen finish, 36 inches wide, for fine dainty underwear. Regular 12 1/2c. Wednesday, 9c yard.

DAINTY VOILES FOR EVENING WEAR.

(Second Floor)

44-inch Pretty French Voiles, in plain shades, white, black, pink, sky, yellow, mauve, etc., in plain cloth or fancy stripes, nothing nicer for evening wear or for spring and summer. Regularly 65c. Sale price, 39c.

A small lot of pretty striped duck suitings, dainty fancy stripes in pretty colors, absolutely fast. Makes lovely summer suits, children's jumpers, etc. Regularly 15c. Sale price, 8c.

China in Great Diversity

From my lady's dainty 5 o'clock tea set, as delicately made as a transparent shell, to good substantial Doulton tankards, tea sets, dinner sets, salad bowls, legions of jugs, short and tall, stout and thin; in fact, every kind of china possible to mention, will be found on sale Wednesday at greatly reduced prices.

NO PHONE OR MAIL ORDERS.

600 pieces Chinaware, comprising Wedgwood jugs, teapots, Doulton tankards, rail plates, vases, Rubian jardinières, hot-water jugs, cheese dishes, chocolate pots, sugar and cream sets, marmalades, cruet sets, salt and pepper sets, salad bowls, fancy Bisto jugs, Amphora wares, for quick clearance. Reg. up to \$3.00. Wednesday's sale, 75c.

See Yonge Street Window.

Tea Cups and Saucers, best English bone chinaware. Rich gold decoration. Wednesday, 6 for 49c.

Theodore Haviland Dinner Sets, 6 only, 102-piece sets, from this famous potter. Beautiful floral spray design. All pieces gold stippled. A dainty set, reduced for Wednesday. Regular \$49.80. Sale special, \$37.50.

97-piece Booth's Silken China Dinner Sets, Mazarine blue band decoration, gold-trimmed. Regular \$28.00. Wednesday, \$17.65.

100 China Tea Sets, 40 pieces Austrian Chinaware, dainty floral design, gold decorated; need to be here early. Regular \$3.50. Wednesday, \$1.79.

Imported Enamelware Sale

These goods will stand the test of time and rough usage.

200 pieces Three-coated Enamelware, colors light blue, dark blue and white, consisting of preserving kettles and covered stew pots, sold in the regular way up to 65c. Wednesday, 29c.

No phone or mail orders.

140 Enamelware Dishpans, Preserving Kettles and Stew Pots, up to \$1.00 value. Wednesday, 49c.

No phone or mail orders.

100 only Covered Stove Pots and Preserving Kettles. Regular up to \$1.25 value. Wednesday, 59c.

No phone or mail orders.



This Trouser Sale is Popular

with men who want to make the suit they're wearing now last till spring. In the ordinary wear and tear trousers "go" faster than coats. You'll find trousers here that the coats will be proud to keep company with for the rest of the winter.

MEN'S \$3.75 TO \$5.00 PANTS FOR \$2.49, AND \$2.75 TO \$3.50 PANTS FOR \$1.98.

Men's fine quality English Worsted Pants, in handsome, neat dark grey and black stripe patterns, splendidly tailored and perfect fitting. Sizes 31 to 42 inch waists. Regular prices \$3.75, \$4.00, \$4.50 and \$5.00. To clear Wednesday, \$2.49.

Men's strong, durable English Worsted Pants, in a large assortment of neat dark stripe patterns, including grey and black grounds, with self and faint fancy colored thread stripes. Sizes 31 to 42 in. waist. Regular prices \$2.75, \$3.00 and \$3.50. To clear Wednesday at \$1.98.

Fashionable Silks on Sale

5,000 Yards 75c and 85c Dress Silks, 58c Yard.

First Choice Qualities of rich Dress Silks, French and Swiss Dress Silks, satin de chine, satin liberty, Duchess paillette, etc. These are broken lines that we wish to clear before stock-taking. Not every color in every cloth, but every color in the assortment, including ivory and black. Sale price Wednesday, yard, 58c.

Bedroom Furniture Clean Enough for the White-wear Sale

There is something so clean and wholesome about white enamel bedroom furniture; there is something very fascinating, too, about the prices quoted below:

Dressers and Stands, in white enamel finish. Dresser has oval plate mirror on neat toilet, and stand has large panel door cupboard. Price \$9.50.

Dresser in white enamel finish, three large drawers and neat colonial toilet with bevel plate mirror. Price \$9.50.

Dresser in white enamel finish, three deep drawers with oval plate mirror. Price \$10.00.

Dresser in white enamel finish, neat toilet with large shaped British bevel mirror, shaped and moulded top, with two long and two short drawers. Price \$14.90.

Attractive Wall Papers at Attractive Prices on Wednesday

For apartment flats, ranging from 15c to \$1.50 per roll.

For parlors, dining-rooms and halls, ranging from 20c to \$3.50 per roll.

For bedrooms and bathrooms, ranging from 8c to 75c roll.

WEDNESDAY SPECIALS.

3,200 rolls imported for parlors, dining-rooms, halls, bedrooms; good colorings and neat patterns.

Reg. to 25c. Wednesday 11c.

Reg. to 50c. Wednesday 24c.

Reg. to 75c. Wednesday 36c.

Reg. to \$1.50. Wednesday 69c.

Japanese Leathers, regular \$1.00 and \$1.50 yard. Wednesday 69c.

Lucrasta Walton, only few rolls, green, brown and red. Regular 40c yard. Wednesday 9c yard.

Skate and Hockey Impedimenta

100 single and double end Hockey Skates, full nickel-plated. Sizes 10 1/2 to 11 1/2. Regular up to \$1.98. Wednesday 98c.

Single end Hockey Skates, steel blade, well braced. Sizes 7 to 11 1/2. Wednesday 45c.

Hockey Pucks, regulation size. Regular 25c. Wednesday 15c.

Skate Straps, 15c value. Wednesday, per pair 10c.

Hockey Sticks. Wednesday 15c, 25c and 50c.

During January

Carpets made, lined and laid.

Linoleums and Oilcloths Laid.

Curtains made and hung.

Furniture Recovered.

FREE

This applies to goods at January Sale prices as well as those at regular prices.

Stocks are large and interesting, both in variety and price, while the work is done for you absolutely free.

Winter Boots for Curlers

\$3.00 Value at \$1.99.

90 pairs Men's Box Calf Boots, felt lined, heavy felt sole and heel, Goodyear welt sole; all sizes 6 to 11. Regular \$3.50. Wednesday \$1.99.

A Good Boot for Winter Wear.

180 pairs Men's Boots, black box calf leather, calf leather lined, Blucher, large brass hooks and eyes, triple thick soles, with double Goodyear welt stitching, heavy reinforced shanks, wide, easy fitting; all sizes 6 to 11. Special price Wednesday \$3.95.

Women's Boots.

180 pairs Women's Boots, strong, even grain Dongola kid leather, dull matt Blucher top, patent toe cap, Cuban heel, extra wide fitting; all sizes 2 1/2 to 7. Special purchase price Wednesday \$1.49.

Youths' Hockey Boots.

50 pairs Hockey Boots, black box calf leather, reinforced, low heel, sizes 11 and 12 only. Regular \$1.39. Wednesday 79c.

Boys' Goodyear Welt Boots.

All sizes 1 to 5 1/2. Regular value \$3.50. Wednesday \$1.99.

180 pairs only Boys' High-grade Boots, Goodyear welt soles of single and double weight, velours calf and patent colt leathers, dull matt calf, Blucher tops, all sizes 1 to 5 1/2. Regular value \$3.50. Wednesday \$1.99.

Boys' Sweaters and Flannel Shirts

These are decidedly seasonable, especially when apparently we have an epidemic of grip with us. This generally enters in the guise of an ordinary cold. Don't let it wrap up.

A late shipment in Boys' Dollar Sweaters and Sweater Coats enables us to reduce the selling price to below the manufacturer's cost price. The sweaters are made with double collar and lace up at neck. Sweater coats are waistcoat style, and a few with high collars.

500 Boys' Wool Sweaters and Sweater Coats, elastic rib knit, full size and perfect fitting. Each coat has two pockets; several different colors to choose from. Regular 75c and \$1.00. To clear Wednesday 59c.

500 Flannel Shirts, broken sizes, of four different lines, to be cleared before stock-taking. Military flannel shirts, blue, grey and brown melton, plain grey and fancy stripes. These are made with reversible collars, are full size bodies, and perfect in every way; all sizes in the lot. Regular \$1.50. Wednesday to clear 98c.

Hands and Feet Warm?

The longer the children play in the fresh air, the better for them, if they are warm. Notice the prices of these three specialties for Wednesday:

Infants' Wool Mittens, broken lines from our regular stock, all fine imported kinds. Regular 20c and 25c. Wednesday, pair 10c.

Women's Black Silk Plaited Gloves, for winter wear, dome fasteners, silk points, all sizes. Regular 50c. Wednesday, pair 25c.

Our Mid-Week Millinery Sale

200 shapes, made in the best quality of fur and wool felt, with that bright satin finish, colors black, brown, navy, green, red, tan. Regular \$1.50 to \$2.75. Wednesday 19c each.

FANCY WINGS AND FEATHERS.

One of the best assortments ever put on the tables for the price, goods up as high as \$1.75 each, for to-morrow two tables, two prices, 10c and 25c each.

OSTRICH FEATHERS.

60 only of this line left from our Christmas purchases, which have got to go; they are 21 in. long, and extra wide fibre; colors black, white, sky and pink. Regular \$5.50. Wednesday \$3.69 each.

Women's Serge Dresses \$10.75

One-piece Dresses, made of all-wool serge, yoke of cream net, outlined with silk cord; waist trimmed with silk braid design; others plainly tailored, and trimmed with small buttons; skirts are gored; pleated and plain effects; some are trimmed to match waist; all popular shades. Wednesday \$10.75.

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Reproductions of "Old Masters" and Other Desirable Pictures, 90c

There is always something attractive about a windowful of pictures, and generally there are one or two that would just suit that space you have in your mind's eye. There is a great sale on our 6th Floor on Wednesday. 500, worth up to \$4.00; all to be sold at 90c. Some of them will monopolize a Yonge street window Wednesday.

500 Framed Pictures for early shoppers Wednesday, including photographs, car-bons, etchings, artotypes and reproductions of many "old master" paintings. Regular up to \$4.00. Wednesday 90c.

Popular Reprints

Greening's Popular Reprints, including "The Scarlet Pimpernel," by Baroness Orczy, and a large number of paper cover fiction. All 3 for 25c.

250 "Gentleman of the South," by Brown, published at 25c. Special, 4c each.

Children's Wonderland Series, with illustrations in color. Regular 35c. For the sale 17c each.

New Dress Goods Shipments

Descriptions of cloths already here and on view in the Dress Goods Department.

West of England Suitings, plain pencil stripes, and two-tone effects, in new rich colorings, finely woven, spring weight, all pure wool and thoroughly shrunk, 50 to 54 inches wide, \$1, \$1.25, \$1.50.

New Scotch Tweed Suitings, in the new greys, which promise to be very popular for early spring wear, in stripes, pin checks, mixture effects, etc., etc., 48 to 54 inches wide, \$1, \$1.25, \$1.50.

A specially good Panama has been put into stock, made from fine Botany yarns, and is of a soft, rich uncrushable quality, absolutely dust-resisting and spot-proof. Best unfading dye and permanent finish. In a full range of new spring shades and black, 50 inches wide. Regularly worth \$1, Wednesday 69c.

Wednesday Groceries

2,000 Stone Fresh Rolled Oats, per stone, 36c.

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

Pure White Clover Honey, 10-lb. pail, \$1.10.

One car California Sunkist Oranges, good size, per dozen, 25c.

Teller's Cream Soda Biscuit, 3-lb. box, 25c.

Canned Corn, 3 tins 25c.

Canned Peas or Tomatoes, per tin, 11c.

Choice Evaporated Apricots, per lb., 16c.

Choice White Beans, 6 lbs., 25c.

Imported Malt Vinegar, Imperial quart bottle, 20c.

Deep Sea Codfish, per tin, 14c.

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

Telephone direct to department.

2 LBS. FRESH ROASTED COFFEE, 30c.

300 lbs. Fresh Roasted Coffee, in the bean, ground pure of with chicory. Wednesday, 2 lbs. for 39c.