

The SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS:

Light snowfalls at first, then clearing; decidedly cold.

The SIMPSON


Have Breakfast Early

On the ground floor prices are such that only those who do breakfast early will be in time for first choosing. Sale starts at 8 o'clock. If you look carefully through these bargains you will understand that there will not be many left at noon.

Hosiery and Gloves Underpriced

Women's Black Cotton Fleece Lined Hose. Regular 20c. Friday 12½c.
Boys' and Girls' Heavy Black Stockings, ribbed. Sizes 6 to 8, 9 and 10. Friday 2 pairs 65c.
Women's and Girls' Ringwood Gloves, all colors and fancy patterns. Regular 35c. Friday 15c.
Women's Cashmere Gloves, black, brown, grey, white. Regular 35c and 50c. Friday 19c.
Women's Glove and Undressed Kid Gloves, black, white, tan, brown; not all sizes in each kind and color, but all sizes in the lot. Regular 75c. Friday 39c. (Cannot promise to fill phone or mail orders.)
Infants' Fine Cashmere Mittens, white. Regular 20c and 25c. Friday, pair 10c.
Men's Heavy Wool Lined Mule Leather Mittens, wool cuff. Friday, pair 29c.
Men's Heavy Wool Socks. Regular 25c. Friday 3 pairs 50c.
Men's English Made Ringwood Gloves, fancy Scotch patterns and colors. Regular 50c. Friday 25c.

25c Wash Neckwear for 10c

410 dozen of Women's Wash Neckwear, consisting of pleated mull, embroidered jabots, embroidered tailored stocks, lawn stocks with jabots; trimmed with Valenciennes lace. 25c and 35c each. Friday 10c. (No mail or phone orders filled.)

20c EMBROIDERIES FOR 12½c

1,683 yards of Cambric Corset Cover Embroideries, good quality of cloth, and open-work pattern. Regular 20c yard. Friday 12½c.
2,400 yards of Cambric Embroideries and Insertions, large assortment of patterns. Regular 8c and 10c yard. Friday 5c yard.

Wide Fancy Ribbons per yard 19c

Here is a Millinery Ribbon opportunity: the odds and ends of a big fancy ribbon stock, including Dredens, stripes and plain effects, in rich taffetas and satins; the colorings are good; widths from ½ to 8 inches. Regular prices from 50c to 75c per yard. Friday 19c.

Trimming Dept.

Black Sequin Collars, in a great variety of styles. Regular up to 75c. Friday 25c.
Black Jet Beaded Fringe, also jet and chenille mixed, from 2 inches to 12 inches. Regular 75c, \$1.00, \$1.50, \$2.00, \$2.50. Friday 49c.
Sample Semi-made Lace Robes, in white and ecru; the most extraordinary value ever shown, in fine and heavy textures. Regular \$18.50, \$20.00, \$25.00, \$30.00, \$35.00. Friday \$14.50.

Art Needlework

Baskets, left over from Christmas, Clothes Hampers, Five o'Clock Tea Stands, Music Racks, Satin and Satin Lined Work Baskets. Regular \$2.50 to \$4.98. Friday \$1.98.
Pure Irish Linen Stamped Centrepieces, in eyelet, conventional, cord and French designs. Regular 15c. Friday 10c.
Stamped Night Dress, or best quality cambric; full size, in all the newest designs. Regular \$1.00. Friday 85c.

A Jewelry Clearance

2,900 articles Jewelry, Brooches, Links, Dress Pins, Scarf Pins, Pearl Safety Pins, Beauty Pins, Veil Pins, Sterling Silver Dress Pins. Regular value 25c, 35c and 50c. Friday 2 for 25c.

\$4.00 Umbrellas for \$1.78

120 Umbrellas, for men and women, well assorted handles, in ebony, natural woods and gunmetal, including pearl posts and rolled gold. Values up to \$4.00. Friday \$1.78.
200 Women's Umbrellas, fine silk and wool tops, splendid range of handles, strong steel rod and frames. \$1.50, \$1.75 and \$2.00 lines. Friday \$1.15.

Toilet Accessories

Wampole's Formoloid Tooth Paste. 25c size. Friday 2 for .25.
Mennen's or Williams' Talcum Powder. Regular 20c. Friday 2 for .25.
200 dozen Tooth Brushes. Regular 15c and 20c. Friday .10.
De Mirel Face Cream. 50c size. Friday .10.
Witch Hazel Soap. Regular 10c. Friday 4 for .25.
40 only Manicure Sets, consisting of file, knife and corn knife. Regular \$1.50. Friday .99.
Phone orders filled. Phone direct to department.

Drugs and Rubber Goods

Arnold's Catarrh Cure. 50c size. Friday .25.
Compound Syrup Hypophosphites. 50c bottles. Friday .25.
Peroxide of Hydrogen. 8-oz. bottles. Regular 25c. Friday .15.
Rose's Constipation Pills. Regular 25c. Friday .15.
Hot Water Bottles, red rubber. Regular \$1.75. Friday .95.
Complexion Brushes, rubber. Regular 25c. Friday .15.
Chest Protectors, red felt. Regular up to 40c. Friday .25.

The Departments on the Second Floor

offer surprisingly high quality for surprisingly low prices.

Remnants from the Wash Goods Dept.

Hundreds of remnants of Zurich Silk, Printed Silk Organdies, etc. Regularly 25c and 40c per yard.
Remnants of Printed Crepe. Regularly 25c. Friday 12½c.
Remnants of Embroidered Voiles, in plain colors; many of these are waist lengths. Regularly 65c yard. Friday 25c.
Remnants of Prints and Gingham. Regularly 15c yard. Friday 8c.
Remnants of White Muslins, Lawns, Brocades, etc. Regularly 12½c to 25c yard.
Printed Wrapperette of a superior quality, a big range of patterns. Regularly 15c.
Waist Lengths of velours, wrapperettes, cashmerettes, etc.; 3 and 3½ yards. The length for .25.

New Silks 48c Yard

4,000 yards of Fashionable Dress Silks, in good qualities of rich satin palette and satin de chine; all pure silk; in every new and wanted color and shade; ivory and black included. Quality regularly worth 60c and 75c per yard. Friday bargain, per yard 48c.

75c YARD WIDE SILK 48c

800 yards only of Pure Silk Japanese Habutai, in ivory only; a genuine 75c quality, purchased specially for the January White Sale; this is a splendid dress or lining silk; full 36 inches wide. Friday bargain, yard 48c.

Seasonable Dress Goods at Saving Prices

5,000 yards of High-class Suitings and Dress Fabrics, including silk stripe taffetas, silk stripe voiles, plain voiles, coating serges, tweeds, English woads, shepherd check, Venetians, armures; all pure wool qualities; 44 to 52 inches wide. Regular up to \$1.00 per yard. Friday bargain 59c.

Great Buying Chances in Millinery

40 TRIMMED HATS \$1.75 EACH.
Made of satin finished fur felt, trimmed with drape of silk or velvet, flower, or wings in the side. Worth regular \$3.75 to \$5.50. Friday \$1.75.
200 Shapes 19c, in black, brown, navy, green, red, tan. Worth \$1.75 to \$2.25. Friday 19c.
CHILDREN'S HATS AND BABY BONNETS 85c.
Including all of our broken lines and sizes, that were sold in the regular way \$1.75 and \$2.00. Friday 85c.
20 dozen Fanny Wings and Feathers, in mostly any colors. Regular 35c and 50c. Friday 10c.
20 dozen more of a better quality, that we sold at 50c to \$1.00. Friday 25c.

Friday Brings Rare Bargains in the White Goods Sale

The reputation of our "Fridays" on top of the special values we've planned in the great White Goods Sale makes to-morrow a most important day in this store for the women of Toronto.

Whitewear for Women and Children (3rd Floor)

Drawers, Isabelle style, fine nainsook, no gathers at waist, wide bell bottoms, finished with deep ruffles, both styles, lengths 23, 25 inches, regular price 43c pair, Friday bargain 27c.

Infants' Dresses, fine soft lawn, yoke of small tucks and lace insertion, lace frill on neck and cuffs, skirt finished with deep hemstitched hem; sizes for six months, one and two years; regular price 75c each, Friday bargain 37c.

Corsets, a new Crompton model, fine strong white coutil, including bust, extra long skirt, rust proof boning, with four wide side steels, four fine garters, lace and ribbon trimmed, a beautiful model, sizes 18 to 26 inches, regular price \$1.50 pair, Friday bargain \$1.00 pair.

Corset Covers, fine nainsook, Dorothy style, deep lace yoke, run with silk ribbon all round neck, lace on arms, pearl buttons, bias skirt, draw tape at waist, sizes 32 to 42 bust, Friday bargain 19c.

Nightdresses, fine nainsook, slip over style, lace insertion and frill, run with silk ribbon around neck, lace on cuffs, ¾ sleeves, lengths 58, 60 inches, regular price \$1 each, Friday bargain 75c.

Princess Slips, fine nainsook, waist and skirt trimmed with lace and frills of Val lace, beading and silk ribbon around neck, and arms, sizes 32 to 42 bust measure, regular price \$2.25 each, Friday bargain \$1.25.

Women's Winter Underwear and Children's Sleepers

Clearing 1,200 garments, Women's Vests and Drawers, heavy ribbed wool and cotton mixture, all cotton and fleece lined. Vests, high neck, long sleeves, button front; drawers, ½ length in both styles. Regular price 50c each, Friday bargain, each 25c.

Children's Sleepers, Health quality, ribbed knit merino, semi-fleece, high neck, long sleeves, feet attached, sizes 2 to 8 years. Regular prices 50c to 65c each. Friday bargain, any size, 45c.

Infants' Coats

Clearing Infants' Coats, for ages 6 months to 2 years. Grey lamb's wool, cardinal bearskin cloth and in brown, cardinal and navy corded velvet, braided trimmings, lined throughout, lengths 22, 24 inches. Regular prices \$2.25 to \$3.00 each, Friday bargain, each \$1.00.

Snowy White Waists

\$1.00, \$1.50 AND \$1.75 WASH WAISTS, 69c.

200 splendid Waists, of imported prints and percales, in neat stripe and spot design, smart tailored styles, Gibson pleat over shoulder, and patch pockets, some have whole front of ¼ inch buckram, short sleeve with linen collar, navy and white or black and white, size 32 to 42. Regular \$1.00, \$1.50 and \$1.75, Friday, 69c.

White Goods for the Housekeeper

68 Dozen Huck Bedroom Towels to Clear 18c Pair.
Hemmed ends will dry perfectly, 18 x 36, and 19 x 38 inches. Regular 25c, 30c and 35c pair, Friday 16c.

Best Quality Flannelette Blankets, \$1.16.

White or grey, 64 x 80 inches for double beds, absolutely perfect in weave and finish, well napped. 200 pairs at pair, Friday, \$1.16.

Bleached English Sheetings, 19c Yard.
84 or 68 to 70 inches wide, for double beds, plain weave, good sturdy make, 600 yards. Regular 22½ to 23c yard, Friday 19c.

Damask Table Cloths for 98c each.
About 2 x 2½ yards, good weighty fully woven, full bleached Satin Damask Table Cloths, splendid bordered designs. Only 150 to sell. Regular \$1.35 and \$1.50 each, Friday 98c.

White Irish Sheer Linens, 19c Yard.
36 inches wide, suitable qualities for summer blouses, dainty underwear, etc. 420 yards only. Regular 25c to 35c yard, Friday, at Linen counter, 19c.

Heavy Scotch Crash Roller Toweling 8c Yard.
Pure linen, heavy and strong yet soft; 17 inches wide, red border, 900 yards only. Regular 10c and 12½c yard, Friday 8c.

Scalloped All-over Nottingham Lace Shams, 22c each.
30 x 30 inch, fine Nottingham Lace Shams, scalloped all around, splendid designs, 200 pairs only. Upstairs in Linen Dept., Friday, each 22c.

Come to the Peacock Room To-morrow

Unusual Happenings in the French Model Department at the East End of Our 3rd Floor

To speak of bargains in connection with our French Model Department may sound sacrilegious, but the inexorable rule of this store demands that all stocks shall be turned over as often as possible. And this explains why a woman may obtain garments of individual distinction, refined elegance, combined with soundness of material, and all the necessary qualities to ensure satisfaction in wear, at such moderate prices as the following:

30 Ladies' Fine French Cambric Lingerie Sets, hand embroidered, at 19.50
25 Ladies' Silk Princess Slips at 19.50
30 Ladies' Dresden Silk Underskirts, in the newest fashionable shape, at 12.50
35 Lace and Ribbon Corset Covers at 1.75
50 Maids' Aprons, pure linen, hemstitched, at 1.45
A quantity of slightly soiled pieces of exclusive French Lingerie will be placed on special table at very much reduced prices.
15 Tea Gowns, in crepe cloth, all colors, at 19.50
25 Parisian Dressing Gowns, French flannel and silk and lace, at 9.50
20 Ladies' French Flannel Night Gowns at 7.85
15 Ladies' French Flannel Night Gowns at 6.95

With the New Year, A New Deal for the Home

What havoc the holiday time makes in the average home! Now that things are settling down, here's your chance to set things right and make the necessary renewals.

Swiss Curtains at \$3.48

Friday we place on sale a handsome line of Swiss Curtains at specially reduced prices. The entire range is in new designs, including conventional, floral, insertion, lattice, scroll and colonial designs, some plain centres, some embossed effects, well finished, good wearing net, white and ecru two-toned, 50 inches wide, 3½ yards long and worth up to \$5.00. Very special at Friday's price, per pair, \$3.48.

TAPESTRY CURTAINS AT \$1.98.
See this showing in Tapestry Curtains. The selection is large, including the maker's output of colorings in plain and two-toned effects, reversible patterns, neat fringe top and bottom, 40 inches wide, 3 yards long. Neat curtains and lowly priced. Regular \$2.50. Friday, per pair, \$1.98.

CURTAIN STRETCHERS AT 79c.
Another big sale of Curtain Stretchers at reduced price, made with unbreakable fixtures, non-rusting pins, adjustable from 2 to 4 yards long, 1 to 2 yards wide, folding, easily stored when not in use. Worth \$1.50. Special bargain Friday at 79c.

WINDOW SHADES AT 27c.
We are offering Friday at this very attractive price Oil Opaque Window Shades, 27 inches wide, 6 feet long, mounted on good spring rollers and complete with brackets and pull, lawn and green only. Worth 45c. Very special at cut price, 27c.

Plants and Flowers Bring Gladness Indoors

Kentia Palms, regular \$1.50, for 85c.
Primroses, regular 25c, for 20c.
Air Ferns, at 15c and 25c.
Sacred Lily Bulbs, 3 for 10c. (Top floor.)

Read About these Furniture Values

23 only Pedestals, in solid oak, mission style and finish. Regular price \$5.00, Friday bargain \$1.98.
15 only Library Tables, in genuine oak, rich golden finish, shaped legs and underself. Regular price \$10.00, Friday bargain \$6.95.
12 only Library Sets, in solid mission oak, chair, desk-table and book rack. Regular price \$14.75, Friday bargain \$8.75.
60 only Solid Oak Chairs, mission finish. Regular price \$3.50, Friday bargain 1.95.

30 only Library Tables, in genuine oak, mission finish. Regular price \$6.50, Friday bargain \$3.95.
40 only Mission Oak Gas Lamps, with 6 feet of rubber tubing. Regular price \$5.00, Friday bargain \$2.45.

Floor Coverings

2,500 yards Brussels Carpet in a range of designs suitable for parlors, halls, bedrooms, dens, libraries, etc. A good selection of lawns, green, blues, reds and other good colorings. Some with ½ borders to match. Friday: made, laid and lined \$1.13 per square yard.
3,000 yards Scotch Printed Linoleum in a splendid assortment of floral, Oriental, marbling and parquet designs; well seasoned. Good useful colors, two yards wide. Friday: laid complete, 37c per yard.

The designs include Orientals, Florals, Medallions, Chintz and Lattice. Colors greens, rose, grey, f. vn. and blue in self and combination. Only two sizes: 9x10.8. Regular price \$27.50, Friday: laid complete with fasteners, \$19.48 each.
9x12, Regular price \$30.00 and \$35.00. Friday: laid complete with fasteners, \$24.48 each.



Save the Pieces—and Your Money—

1,000 Fireproof Teapots, Rockingham ware, all sizes. Friday special, 10c.
30 only 40-piece Tea Sets, high-grade Austrian and English china ware, beautiful decorations. Values up to \$10.00. Friday \$5.00.
102 piece Limoges China Dinner Set, coin gold decoration; St. Regis shape. Regular \$75.00. Friday, \$55.00.

The SIMPSON Company Limited
Robert

What To-morrow Will Bring

Reading the future in the bottom of your teacup is a hard task compared with planning your to-morrows from such advantageous lists as will be published from day to day in connection with our department for Women's Wear. Begin with these half-priced dresses, and go right down the list. There's big savings in every item:

Women's \$23 Dresses for \$10.95

One-piece Dresses, of fine qualities of French serge and imported broad cloths; all desirable colors. Regular selling prices were \$19.50, \$21.00 and \$23.00. Friday \$10.95.

WOMEN'S \$5.00 COATS FOR \$1.98

67 only. Women's Serviceable Winter Coats, of good heavy quality imported frieze, in brown, black and navy; also of tweed in check effects; sizes are 38, 40 and 42 bust measurements. Sold regularly at \$5.00. Friday \$1.98.

WOMEN'S \$5.00 SEPARATE SKIRTS FOR \$2.49

87 Women's Separate Skirts, French Venetians, in navy and green; imported Panamas and diagonal serges in black and navy; pleated and semi-pleated styles; also in gored styles, with deep band of self around knee line. Sizes from 37 to 42 front length, to choose from. Sold regularly at \$5.00. Friday \$2.49.

GIRLS' \$6.29 COATS FOR \$2.25

Girls' Winter Coats, of fine kersey cloths, also of imported tweeds, in stripe effects; sizes in the lot range from 6 to 14 years. Regular prices from \$2.00 to \$6.89. Friday \$2.25.

Timely Reductions in Reliable Furs

30 Black Belgian Hare Muffs, large rug shape, finished with two heads, tails and pawes; silk lining. Regular \$5.00. Friday \$3.75.
25 Natural Alaska Sable Muffs, large empire shape; made from full turned skins; satin lined, down beds. Regular \$12.00. Friday \$7.85.
35 Mink Marmot Muffs, empire shape; some are plain; others have heads and tail ornaments; satin lined. Regular \$5.50 and \$6.00. Friday \$4.45.
35 Mink Marmot Throw-over Scarfs, 60 inches long, paddle shaped ends; satin lined. Regular \$5.00. Friday \$3.45.

\$4.50 Wool Eiderdown Robes \$3.49

Women's Lounging Robes of all-wool ripple eiderdown, cardinal, garnet, sky, mauve or grey; large round collar and turned back cuffs, trimmed and edged with fancy stitching; loose back, and heavy wool girdle; sizes 34 to 44. Regular \$4.50. Friday \$3.49.

Now for a Good Winter Suit

Here's good news for men! Notice what our Custom Tailoring Department is prepared to do. This \$19.45 will be money well spent. Absolute satisfaction guaranteed.

Besides this, Ready-to-wear Suits at little above half-price; 300 to choose from; heavy weight tweed trousers, at about the same price as you pay to get your old ones pressed.

SEMI-ANNUAL CLEARING SALE IN OUR CUSTOM TAILORING DEPT.
250 Suit Lengths of fine imported fancy worsteds, of English and French manufacture, also English, Scotch and Irish tweed; all high-grade materials, which we imported specially for our custom-tailoring trade; no two alike; all are in this season's most fashionable colorings and designs, and sold in the regular way at \$24.00, \$25.00, \$26.50, \$28.00, \$29.00, \$30.00 and \$32.00. Your choice, made to your order from measurements taken on Friday, in either single or double breasted sack style, for \$19.45.

Low Priced Clothing for Men and Boys

300 Men's Suits, English and Canadian tweeds and fancy worsteds; all this season's goods; honest, serviceable materials, in a variety of patterns; three buttoned single breasted sack. Sizes 34 to 44. Regular up to \$12.00. To clear Friday at \$6.45.
200 pairs Men's Heavy Weight Tweed Trousers, strong, serviceable winter weights, in grey and dark brown mixed stripes; sizes 32 to 42. Regular \$1.50. On sale Friday at 98c.

Boys' English and Canadian Tweed Russian Overcoats, in assorted dark mixed tweed patterns; double breasted style; black velvet collar. Sizes 20 to 24. Regular up to \$3.50. To clear Friday at \$1.98.

Boys' Strong, Durable English Tweed Two-piece Suits, in rich dark brown and grey grounds; single breasted, Norfolk and double breasted styles; plain knee style. Sizes 24 to 30. Regular up to \$5. To clear Friday at \$2.98.

Fur-lined Coats for Men, \$4.50

Men's Winter Wear Caps, in fancy pattern tweeds, navy heaver cloth and corduroys and sealette; golf, sport and driving shapes. Regular up to 85c. Friday 45c.

Men's Fur Lined Coats, fine grade Canadian muskrat linings, genuine otter collars, and fine black beaver cloth shells; well tailored and splendid fitting garments. Regular \$55.00. Friday \$41.50.

A Quarter Buys Boxed Sets and Ties To-morrow

300 boxes, containing one pair of Suspenders, one pair of garters, and one pair of arm bands. Regularly sold at 75c. To clear Friday, each set 25c.
1,500 Men's Neckties, four-in-hands, shield knots, Derby, and bat wings; newest shapes and designs. Regular 50c. To clear Friday 25c.
450 garments of Men's Pure Wool Extra Heavy Winter Underwear, shirts or drawers. Regular \$1.00. To clear Friday 44c.

Low-Priced Slippers for Men and Women

180 pairs Men's Slippers, Romeo (high front and back, elastic sides), and Everett style; all sizes 6 to 11. Regular \$1.50. Friday bargain 95c.
160 pairs Men's Felt Slippers, Corticene soles; sizes 6 to 11. Friday bargain 25c.

136 pairs Women's Felt Slippers, colors red, blue, green, brown and grey, Corticene soles; sizes 3 to 7. Friday bargain 19c.
80 pairs Women's English Felt Slippers, leather covered felt sole; sizes 3, 4 and 5 only. Regular price 50c. Friday bargain 39c.
240 pairs Misses' Boots, Dongola kid, Blucher, patent toe cap, low heels; sizes 11 to 2, regular \$1.50, Friday bargain 99c; sizes 3 to 10½, regular \$1.00, Friday bargain 69c.

100 pairs Children's Imported Jersey and Felt Leggings, white and cream only; sizes 1 to 8 years. Regular \$1.25, \$1.50, \$1.75 and \$2.00. Friday bargain, to clear, 49c.

(Phone orders filled.)

Wall Paper, Paints and Baby Carriages

On the fifth floor, all very important in brightening up the home—and all at big reductions.
480 yards Friezes, 9-inch and 18-inch wide, assorted colors. Regular to 15c and 25c yard. Friday, per yard, 3c.
1,650 rolls Color and Glimmer Papers, regular 8c and 10c, Friday 4½c.

2,440 rolls Imported Papers, clean-up lots, assorted colors, regular to 25c, Friday 11c.

CARRIAGES.

12 Baby Folding and Drop-back Carriages, brown and black, regular \$18.25, Friday \$14.95. Regular \$15.25, Friday \$10.95. Regular \$21.25, Friday \$17.95.

250 tins Paint, ½ pints, paint and stovepipe varnish. Regular 15c and 18c, Friday 8c.

Groceries

2,000 Bags Choice Family Flour, ¼ bag, 60c. Currants, cleaned, 8 pounds, 25c. California Seeded Raisins, 3 packages, 25c. Cooking Figs, natural fruit, 4 pounds, 25c. Yellow Cooking Sugar, 10½ pounds, 50c. Canada Corn Starch, package, 7c. Perfection Baking Powder, 3 tins, 25c. Eagle Brand Blueberries, 3 tins, 25c. Canned Corn, 3 tins, 25c. Choice Rangoon Rice, 7 pounds, 25c. Pearl Tapioca, 4 pounds, 25c. Pink Salmon, per tin, 11c.

(Telephone Direct to Department)

2½ LBS. PURE CELONA TEA, 59c.
A blend of Indian and Ceylon Tea, one ton. Friday, black or mixed, 2½ pounds, 55c.