

Simpson's Mid-Winter Sale Starts Today

On the 4th Floor Today--A Special Selling of New Curtain Materials and Lovely Lace Curtains

Bath Towels 19c a Pair
2000 Pairs on Opening Day of the Sale

Do not miss this splendid opportunity to obtain good serviceable bath towels at away less than mill price. They are white Japanese Terry, with attractive blue borders. Not more than 6 pairs to one customer.

On sale 8.30 a.m. today. Per pair, 19c.

And Do Not Miss These Wonder Values in Linens, Bedding and Other Staples.

FINE WHITE MAINSOOK, suitable for dainty, good-wearing lingerie; 35 inches wide. Extra special value today, per yard, 12 1/2c.

HEMMEED PILLOW CASES, a very special value that should attract thrifty housewives. Size 45 x 23 inches. Regular price 85c. Today, per pair, 45c.

BLEACHED LONGCLOTH, in a light weight that is suitable for a host of purposes, such as infants' wear, etc.; 36 inches wide. Regularly 25c. Today, per yard, 19c.

MADAPOLLAM, a fine bleached cotton, 36 inches wide. Regular price 20c. Today, per yard, 15c.

BORDERED CRASH TOWELING, in a strong quality, excellent for hand wear. Regularly 15c a yard. Today special, 8 yards for \$1.00.

CIRCULAR PILLOW COTTON, 42 inches wide. Housewives should take advantage of this splendid bargain, as such qualities are becoming scarcer and prices higher. Regularly priced at 35c. Will sell today, per yard, 27c.

Laces! Laces! Laces!

50c Shadow Flouncings, 25c. White and cream Shadow Lace Flouncings, 12 to 22 in. wide. Regularly 40c and 50c yard. January Sale price, 25c.

Black Silk Lace Insertions, 2 to 6 in. wide. Regularly \$1.00, \$1.25, \$1.50. January Sale, 35c.

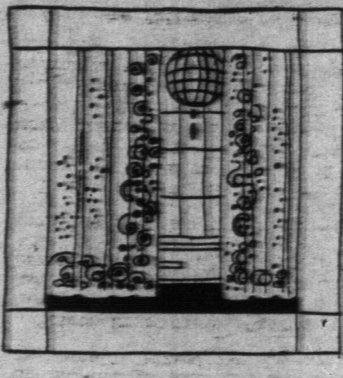
50c Golden Torchon, Cluny and Val. Insertions; 1 in. to 2 1/2 in. January Sale, yard, 5c.

Mid-Winter Sale of Wash Goods

MERCERIZED WHITE MATING. A soft, firm woven material, having a delightfully lustrous finish; suitable for men's shirts and pyjamas, or for tailored waist; 36 inches wide; a splendid value, even at the regular price of 35c, but a rare bargain today, per yard, 25c.

75c WHITE VOILES 39c. Dainty White Voile, in the favored other quality; perfectly woven from Egyptian cotton, and carefully bleached; an occasional oil mark that will wash out is the reason for the very low sale price. Regularly 75c. Today, per yard, 39c.

WHITE JAPANESE CREPE. The quality and finish that is so delightful for underwear, night-gowns, negligees, etc. Will launder beautifully. Regularly 35c. Today, per yard, 25c.



Your Opportunity to Select Artistic Materials and Practice Economy

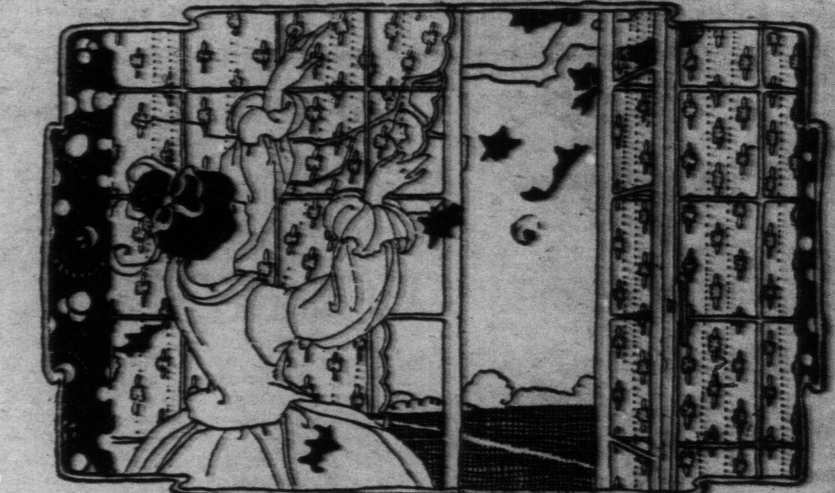
For this special occasion we have arranged for an elaborate display and sale of white goods, introducing the very latest ideas for the decoration of the modern window. The new stocks for the spring season will be at least 10 per cent. to 25 per cent. higher, so we strongly advise you to take advantage of these offerings and so help to keep down the household expenses. Come often and look over the goods displayed on Fourth Floor. Included are:

English Lace Curtains
Voile and Marquisette Curtains
Imported Bungalow Nets
Scotch Madras Muslins
American Scrims and Voiles

Marquisette Curtains With Dutch Valance at \$3.39 Pair

100 pairs of highly mercerized Marquisette Curtains, made up in our own factory especially for this important event. These are in a nice full width, and daintily finished with narrow edging, and complete with an effective valance, in Dutch style, to go between the curtains; both curtains and valance have a double-headed top, ready to slide the rod through, leaving a shirred heading above; choice of white, ivory or ecru; 2 1/2 yards long. Yard, \$3.39.

Net Curtain Materials, 39c
One big table loaded with fine quality voiles and scrims, some having charming small all-over patterns, and others with plain centres and fancy woven borders; also a big lot of Madras muslin, in a score of beautiful designs, suitable for the bedroom or dining-room; choice of white or cream; 36 to 45 in. wide. Per yard, 39c.



Nets, Scrims and Madras, 29c
Big assortment, including durable bungalow nets, in neat patterns; strong scrims, with drawn thread borders, and genuine Scotch Madras muslin, showing dainty floral and conventional designs; in either white, ivory or ecru; 36 to 44 in. wide. Yard, 29c.

Nets, Scrims and Madras, 49c
An immense collection of high-grade quality bungalow nets, in fine and heavy weaves. Durable scrims, with attractive lace edging, so easily made into curtains; huge assortment of Scotch Madras muslin, some having plain double hems, with dainty all-over floral and block patterns; white, cream or ecru. Per yard, 49c.

Lace Curtains, \$1.69
350 pairs, 24 entirely new patterns to choose from, in fine quality imported English lace curtains, manufactured at Nottingham; styles appropriate for practically any room in the home, whether your fancy runs to plain or figured centres; in the popular 2 1/2-yard length; white, ivory and ecru. Per pair, \$1.69.

Boys' \$5 and \$6 Suits Special at \$3.95

This unsurpassed bargain provides fancy Norfolk and Pinch-back Suits of excellent quality grey and brown tweed, just the styles the boys like best having single-breast, patch pockets and belt. Full fashioned bloomers have buckle and strap at knees.

They will prove invaluable for school wear, and you can get them dollars less today. For boys 7 to 14 years. Today, \$3.95.

Boys' \$5.50 to \$7 Junior Overcoats at \$3.95

These well made little numbers sell more rapidly than we can stock them. In this sale are the broken lines from last shipment at a remarkably low price.

Smart double-breasted models—some with convertible collars, others with close-fitting lay-down collars. All have linings of exceptional warmth—and if you wish to procure one you must come early. For boys 2 1/2 to 8 years. Special, \$3.95.

Boys' Better Suits Reduced to \$4.85

Reduced because the lines have become depleted. Smart is no name for the clean-cut pinch-back models shown—they are dashing in appearance. This is one:

Custom tailored from imported winter weight tweed in rich, dark grey and brown shades. Full-fashioned bloomers have expanding knee-bands. For boys 7 to 17 years. Special, \$4.85.



Charming Party Frocks for Juniors and Misses

You should not miss seeing the Evening Gowns we are displaying, for they are simply adorable. Among the many frocks—for the young maiden is a filmy white georgette, with waist and long loose panels, daintily embroidered, and a novel three-quarter sleeve. Price, \$29.75.

Another frock is of soft corn-colored taffeta, with pleated double skirt and waist of taffeta and georgette. Price, \$25.00.

For the misses there is a host of delightful gowns, among which is one of rich satin in draped tunic effect over a skirt of gold lace; touches of gold on low bodice, and gold net shoulder caps. Colors bisque, blue, green, pink. Price, \$45.00.

Another exquisite satin barrel frock, with girle bodice of gold lace, and loose coat panel of tulle, gold banded. Colors blue and rose. Price, \$35.00.

A Great Sale of Coats

In the Women's Department
The Saving on Every Garment is Big

100 Rich Winter Coats, every one at least \$5.00 below its regular value. This will be the "hurry-up" sale special in the Women's Department. Today. There will be kerseys, Whitneys and a few velours; black, navy, brown, green and grey. There will also be novelty mixtures in various plaid and check designs. Every coat up-to-the-minute in style, and every coat an uncommon sale special at \$14.50.



Visit the Spacious Simpson Music Studio on the Sixth Floor and Have Your Favorite Victor Record Played on the Victor Victrola. A Complete List of Victor Records in Stock.

We Pay Freight

on all purchases of \$10.00 or more. We pay transportation charges to any station in Ontario.

Out-of-Town People

are invited to use this store's Rest-room, Post Office, Telephones, Free Parcel Check Room, Restaurant.

3000 Pieces of 75c, 85c and 95c Enamelware at 59c

Grey Enamel Utensils Having Hard Surface

This enamelware resembles "Old English" granite ware in hardness and finish—and there is no enamelware that excels "Old English" in wearing quality. You will be sure to get satisfactory service from these utensils—and you will be delighted with the excellence of the values. Included are the following at 59c each:

Double Boilers, 1 1/2 and 2-quart sizes; Roll Rim Dishpan, 14 quart; Potato Pots, 4 and 6 quart; a limited quantity of Jumbo Baby Bats; Queen Cookers, a combination saucepan, cereal cooker and pudding dish—three in one—all one price today, 59c.

Furniture Prices Reduced

BUFFET of genuine quarter-cut oak, fumed finish only. 52-inch case, plank top, has doiley, cutlery and linen drawers, good cupboard space, back fitted with large bevelled plate mirror. Regular price \$40.00. Today, \$29.85.

EXTENSION TABLE, 48-inch top, solid quarter-cut oak, fumed finish, has double locks, heavy pedestal base, shaped feet, extends to 8 ft. Regular price, \$31.25. Today, \$26.00.

CHIFFONIER, white enamel and walnut finish, slightly damaged, four deep drawers, wood trimmed, back fitted with large bevelled plate mirror. Regular price, \$17.50. Today, \$12.65.

WHITE ENAMEL BEDS, brass knobs and caps, 3.0 and 3.6 sizes only. Regular prices \$4.50 to \$5.50. Today, \$2.55.

MATTRESSES of jute felt both sides, seagrass centre, deeply tufted, encased in good grade of art ticking. Regular price \$4.50. Today, \$3.80.

PILLOWS, mixed feathers, encased in good grade of ticking. Per pair, 95c.

PILLOWS, all feathers, size 19 x 26, weight 6 lbs., encased in good grade of art ticking. Pair, \$1.50.

Silks, Velvets and Wash Satins

IVORY WASH SATINS, 300 yards of a \$2.00 quality; 36 in. wide. On sale today, yard, \$1.50.

NATURAL SILK PONGEE, finer and smoother than shantung, and gives equally good wear. Our special price today, per yard, 55c.

CHIFFON VELVETEENS, in a splendid range of lovely fashionable shades, for suits, dresses, millinery and other purposes; fast pile, fast color, twill-back velvets. Worth \$1.25 to \$1.50. Today, per yard, \$1.00.

SUITING CORD VELVETS, including both fine and wide-wale cords in the most popular colorings. Value 75c. Today, yard, 55c.

Mid-Winter Sale Special Picture Prices

Each year we make January a month of surpassing importance in the Picture Framing Department, offering large assortments of mouldings and frames at exceptionally attractive prices.

Prices in some instances have been cut to less than half regular value. The designs and finishes represent the most desirable of current styles and patterns as well as many novelties.

Today we will frame your pictures up to 11 x 14 in a choice of 1-inch mission oak, 1-inch grey gumwood with black line, 1-inch solid walnut, 1-inch gut, 1-inch antique burnished gilt, complete with glass and back, for 50c.

Also the following at reduced prices:

1-inch polished walnut, with gilt stripe. Regular 20c. Today, 15c.

3/4 and 1-inch Circassian walnut, with two narrow black rims. Regular 25c and 30c. Today, 12 1/2 and 15c per ft.

1 1/4-inch Circassian walnut. Regular 24c. Today, 12c.

2-inch Circassian walnut. Regular 30c. Today, per ft., 10c.

Wonderful Bargains in Women's Trimmed Hats at \$3.95

This sale will comprise the majority of our Winter Hats and will enable our customers to secure a becoming velvet trimmed hat for less than one-third the original cost. There is a vast assortment of styles and shapes, showing a large variety of different styles and trimmings. Today, \$3.95.

Feather Mounts at 10c.
To clean out the balance of our broken assortment of Feather Mounts we will make two large tables of these fancy feathers today, at 10c.

Silk and Wool Fabrics Priced Low

These beautiful fabrics have all the richness of silk, plus the durability of wool, with that between weight so much desired.

SILK AND WOOL POPLIN. Several shades of browns, blues, greys, taupe, purple, navys and greens, also black; 40 to 42 inches wide. On sale today, yard, \$1.95.

SILK WARP POPLIN, an ideal dress fabric in a good color range and black; 36 inches wide. Regularly \$1.28 to \$1.50. Today, yard, \$1.18.

SILK AND WOOL POPLIN away less than today's cost. Rich shades of greys, green, browns, taupe, purple, wine, wisteria, gold, emerald, navy, Belgian, poilu, steel, reseda, etc., also black. Wonderful value. Yard, \$2.50.

CREPE CORD POPLIN, a splendid weave in silk and linen warp, with crepe cord. Not a full color range, but a good assortment, 36 to 40 inches wide. Per yard, \$1.25.

Mid-Winter Sale of Electric Fixtures Started Today

Every one of the following lighting fixture items has been priced to save you money, thus making it worth your while to buy now.

We offer for your selection only fixtures in the latest design and finishes, including the soft semi-indirect, the practical pendant with arms and shades, the graceful candle fixture with silk or glass shades, and the large and small pan fixtures now so widely popular. Here are a few examples picked out here and there from our immense stock:

FOUR-LIGHT, FLEMISH FINISH, with 18-inch pans. Two designs with socket covers, \$11.60.

THREE-LIGHT, FLEMISH FINISH, with 12-inch pans. Three designs with and without socket covers, \$5.75, \$7.00 and \$7.25.

FOUR-LIGHT EXTRA HEAVY FIXTURES, three finishes. Regularly \$17.50, for \$15.75.

THREE-LIGHT BRUSH BRASS AND BLACK FIXTURES, with 18-inch pan, very neat, good length. Regular \$6.75, for \$5.95.

TWO-LIGHT FIXTURES, in all finishes, either close to ceiling type or suspended from chains. Prices ranging \$2.75, \$4.10, \$4.50 up to \$8.75.



ART GLASS SEMI-INDIRECT FIXTURES, with four chains, \$14.95.

FINELY ETCHED OLD IVORY BOWLS, 16-inch diameter, suspended from three rods, silver, brass and bronze, suitable for any room, \$13.35.

OLD IVORY ETCHED 14-INCH BOWLS, on single chain and harp, very effective, \$9.95.

12 SEMI-INDIRECT FIXTURES, with different kinds of hangers and bowls at half price.

The Robert **SIMPSON** Company Limited