

Simpson's Midwinter Sale

Toronto's Foremost Merchandising Event in the New Year Begins Today

We give a hearty welcome to the New Year! and to the new era of Peace!! Industry, Intelligence and Integrity, the Golden Keys which have unlocked the gates of progress and prosperity to Toronto, will open up still greater opportunities to this store and to all who truly seek to serve their fellow-citizens. We welcome back our soldier-citizens, the members of our staff from overseas, and will endeavor to make their New Year most prosperous and happy!



\$2.50 Women's Gloves \$1.59
Medium grey suede—wool lined—perfectly finished. Sizes 6 to 7½. Regularly \$2.50. Today, \$1.59.

**Midwinter Sale of \$2.98 to \$5.00
Lingerie Waists at \$1.98**
(No Phone Orders).

1,000 Waists, fresh from the maker. Sheer white English voiles, showing delicate embroideries—white voiles with colored satin stripes—striped English shirtings in severe tailored styles and about 30 other designs. Special sale price, today, \$1.98.

Simpson's Midwinter Sale of Wash Goods

4 Very Big Opening Specials

- Lot 1—Cotton Diaper at Less Than Today's Cost—Antiseptic and absorbent; 18 inches wide, Ten yards to a piece. Today, piece, \$1.69.
- Lot 2—Fine Needlework Mull—Highly mercerized; 32 inches wide, Regularly 50c. Today, yard, 25c.
- Lot 3—Heavy White Indian Head—Of a high-grade quality, not obtainable nowadays; 32 inches wide. Regularly 50c. Today, yard, 35c.
- Lot 4—White Voiles in shantung weave, 36 inches wide. Regularly 50c. Today, yard, 25c.

Women's \$5 Blanket Cloth Kimonos Today at \$2.95

No Phone Orders.

50 comfortable gowns, grey with white designs, smart collar and girdle. Sizes 34 to 44. Special value, today, \$2.95.

Splendid Midwinter Sale Specials for Children

\$2 to \$3 Velvet Bonnets, 98c

Smart styles in rich velveteen or plush. Warmly interlined and lined. Trimmed with silk ribbon, fur, etc. Colors navy, brown or black. Sizes 15, 16 and 17. Extra value today, 98c.

Crib Blankets, of soft Beacon blanket cloth. Pinks or blues, with floral design in white, and white reverse side. Size 38 in. x 20 in. Regularly \$2.00. Today, \$1.29.

Midwinter Rush Sale of Children's Sweater Coats at 50c

Less than cost of material. Knit in warm stocking rib—convertible collar—patch pockets, and double knit cuffs. Colors navy, brown and light grey in the lot. Sizes 2 to 8 years. No C.O.D. orders, no refunds, no exchanges. Not more than two to each customer. Today, 8:30 a.m., 50c.

Simpson's Midwinter Sale

FURS

Our entire stock of women's furs at record price reductions— from the daintiest neckpiece to imported model fur coats and fur sets.

Hudson Seal Model Coat—48 in. long. Blended mink cape collar and cuffs. Seal and mink sash. Regularly \$680.00. Sale price \$495.00.

Hudson Seal Model Coat—48 in. long. Deep cape collar of finest kolinsky. Regularly \$465.00. Sale price, \$350.00.

Handsome Hudson Seal Coat—42 in. long. Large cape collar, cuffs, and 16-inch hem of rich Scotch moiré. Regularly \$385.00. Sale price, \$299.00.

Plain Hudson Seal Model Coat—42 in. long. Deep cape collar, revers, large flare cuffs. Regularly \$620.00. Sale price, \$475.00.

Hudson Seal Coat—45 in. long. Cape collar and cuffs of best Alaska sable, beautifully lined. Regularly \$325.00. Sale price, \$265.00.

Taupe Fox Scarfs—In full animal style. Natural brush and head. Regularly \$85.00, sale price, \$65.00. Regularly \$75.00, sale price, \$60.00.

Natural Alaska Lynx Scarf—Regularly \$45.00. Sale price, \$32.50.

Natural Alaska Lynx Scarf—Pillow or round shapes. Regularly \$45.00. Sale price, \$32.50.

White Arctic Fox Scarfs and Muffs—Regularly \$92.50. Sale price, \$70.00.

Georgette Fox Scarfs and Muffs—Regularly \$90.00. Sale price, \$70.00.

Alaska Cross Fox Scarfs—In large animal shape. Regularly \$85.00 and \$75.00. Sale prices \$65.00 and \$55.00.

Finest Eastern Canada Mink Muffs—In canteen and barrel shapes; \$75.00 muff for \$60.00; \$85.00 muffs for \$65.00; \$55.00 muffs for \$40.00.

Plucked Canada Beaver Cape—With long roll collar. Pockets. Regularly \$175.00. Sale price, \$140.00.

Large Hudson Seal Capes—With roll collar. Pointed fronts, with pockets. Regularly \$111.00. Sale price, \$90.00.

Natural Alaska Lynx Scarf—Regularly \$45.00. Sale price, \$32.50.

Natural Alaska Lynx Scarf—Pillow or round shapes. Regularly \$45.00. Sale price, \$32.50.

\$10.50 Wool Blankets \$7.95
White Union Wool. Size 64 x 82 inches—thoroughly scoured and shrunk. Sale price, today, pair, \$7.95.

\$4.95 Bed Comforters at \$3.95
Silkoline. Size 72 x 72 inches—light and dark colorings. Regularly \$4.95. Sale price, today, \$3.95.

\$4.50 to \$7.50 Corsets \$2.95
Manufacturers' samples, also broken lines. Many imported models. Of fine coutil with dainty lace trimming. Not all sizes in every line, but sizes 19 to 35 in the lot. Special today, \$2.95.

At 75c—Pink mull, with deep wash satin top, and fitted shoulders. Sizes 34 to 42. Regularly \$1.25, for 75c.

At 85c—Of Jap silk and crepe de chine. White or pink. Yokes of lace. Sizes 34 to 42. Regularly \$1.50, \$1.75 and \$2.00—98c.

At 129c—Flesh pink or white, with yokes of lace. Sizes 34 to 44—\$1.29.

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Holiday Visitors

to Toronto Are Welcome to the Store's Conveniences

The Rest Room—Third Floor. A pleasant spot to rest and meet friends.

The Post Office and Information Bureau—Main Floor, Centre.

The Free Parcel Check Room—Basement. A haven of refuge for the many parcels.

The Telegraph Station—Located in the Basement.

Telephone Booths—Located here and there about the store.

The Palm Room—Sixth Floor. Where Breakfast, Dinner, Afternoon Tea and Lunches are served.

We prepay shipping charges on purchases of \$10.00 or over, to any station in Ontario.

Notions

Barbour's Irish Linen Thread, in black, white and drab. Sizes 60 to 100. Special, spool, 15c.

White Rick-Rack Braid, 4 yards to bolt. Special, 2 bolts for 15c.

Bias Seam Tape, in black and white; 10 yards to bolt. All widths. Special, 15c.

Pin Sheets, 400 plated pins to sheet. Special, 3 sheets for 10c.

Boned Skirt Belting, 2 in. wide, in black and white. Special, yard, 13c.

Lisle Elastic, in black; ¼-inch wide. Special, yard, 3c.

Wooden Coat Hangers, special, 2 for 13c.

Simpson's Midwinter Sale

Whitewear---Corsets---Underwear

A wonderful achievement, the direct result of months of diligent planning. You'll find the newest and daintiest lingerie, embodying highest class materials and trimmings. All regular and extra sizes. So remarkable are these first-day specials that you must come early to get best choice.

10,342 Corset Covers---9 Big Specials

1850 at 29c.
White cotton with pretty lace edging neck and arms and fitted peplum.

1650 at 39c.
Of strong white cotton with yokes of fine lace and finished with fitted peplum. Several designs.

1600 at 49c.
Some have yokes of wide Swiss embroidery, others all lace yokes with dainty lace edging, finishing the neck and arms.

1000 at 59c.
White cotton with yokes of lace insertion and Swiss embroidery. Some have front and back trimmed.

1000 at 65c.
Of cotton with Swiss embroidery and lace yokes, others French design with scalloped edge and machine embroidery in front, fitted peplum.

800 at 73c.
Of cotton with yokes of Swiss embroidery in floral design. Others lace trimmed with pretty ribbon around neck.

600 at 88c.
Yokes of lace insertions and Swiss embroidery—some front and back trimmed.

450 at 98c.
White cotton, some French design with scalloped and machine embroidery and wide ribbon run buttonholes. Others yokes of Swiss embroidery and lace-fitted peplum.

450 at \$1.19.
Of extra fine white cotton with yokes of Swiss embroidery trimmed front and back. Dainty val lace edging finish. Neck and arms—fitted peplum.

1000 at \$1.29.
Slip-over or Mother Hubbard, square, round or "V"-necks. Of white cotton with yokes of Swiss embroidery and pin tuckings. Long, elbow or short sleeves. Today, \$1.29.

At \$1.39.
Of handkerchief lawn, in slip-over style. Yokes of baby embroidery run through with satin ribbon, \$1.39.

At \$1.49.
Button front or slip-over of nainsook, with embroidery and lace yokes. Short or elbow sleeves. \$1.49.

At \$1.69.
Of finest nainsook, Mother Hubbard or slip-over. Yokes of embroidery, medallions, lace insertions, scalloped "V"-shaped necks, fillet lace, pin tuckings and Swiss embroidery insertions and others. Today, \$1.69.

At \$1.95.
Nainsook, slip-over, "V" necks, yokes of Swiss embroidered batiste, neck and sleeves have satin ribbon run through rough buttonhole stitching, \$1.95.

At \$2.19.
"V"-neck style, of extra fine nainsook, scalloped edge, floral embroidery on front. Today, \$2.19.

At \$2.48.
Nainsook, slip-over, round neck, scalloped edge. Floral embroidery design in front and ribbon run buttonholes. \$2.48.

At \$2.69.
Plain tailored nainsook Nightgown, slip-over, "V"-neck, short kimono sleeves. Trimmed with Swiss embroidery. Today, \$2.69.

At \$2.95.
Nainsook, square neck, tailored style, short kimono sleeves, Swiss embroidery trimmings. Special, \$2.95.

At \$3.69.
Nainsook Nightgown, "V"-neck, yokes of Val lace with pretty satin ribbon running through, new wing sleeves. Today, \$3.69.

At \$4.95.
Nainsook, hand-made Nightgown, hand embroidered. Others machine made with embroidery and lace yokes. Today, \$4.95.

At \$4.95.
Nainsook, French Val lace insertions, orquandy medallions and dainty ribbon bows. Special, \$2.95.

At \$4.95.
Nainsook, French Val lace insertions, orquandy medallions and dainty ribbon bows. Special, \$2.95.

8 Splendid Bargain Lots of Women's Drawers

At 69c.
Of white cotton, elastic gathered at knees and waist. Extra full sizes. Today, 69c.

At 49c.
Of fine white cotton, with full ruffle of embroidery. Open or closed. Today, 49c.

At 59c.
White cotton, wide umbrella style, full frill of wide Swiss embroidery. Both styles. Today, 59c.

At 85c.
White cotton, envelope style, with elastic at waist. Scalloped edge at bottom, embroidery at sides. Today, 85c.

At 89c.
Nainsook, French style, handsomely embroidered at bottom. Today, 89c.

At 75c.
Of English lawn, with gored skirt. Bibs of beautiful, hand-loomed Swiss embroidery. Regularly \$1.50. Today, 75c.

At \$1.19.
Of striped print, bungalow style, extra full sizes. Sizes 48 to 52, \$1.19.

At \$1.49.
Yokes of washable satin and val lace insertions, \$1.49.

At \$1.69.
Pink batiste. Yokes of medallions and fillet lace insertions. Fitted shoulder straps. Special, \$1.69.

At \$2.95.
Nainsook, yokes of Swiss embroidered medallions—French val lace insertions, fillet lace and ribbon-run beading, \$2.95.

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Simpson's Midwinter Sale

Sheeting at Less Than Mill Price

Plain bleached and good serviceable quality; 70 inches wide; 1,000 yards to clear. Sale price, today, yard, 45c.

Circular Pillow Cotton—44 inches wide. Sale price, today, yard, 42c.

Nainsook—Fine quality, 36 inches wide; 1,200 yards. Regularly 30c. Sale price today, yard, 24c.

Bleached Longcloth—Medium weight; 36 inches wide. Regularly 26c. Sale price today, yard, 19c.

50c Towels at 29c—Individual Huck Towels—hemmed, Size 14 x 21 inches. Limited quantity to clear. Sale price: today, pair, 29c.

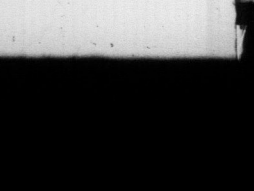
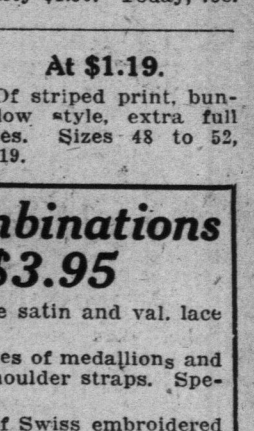
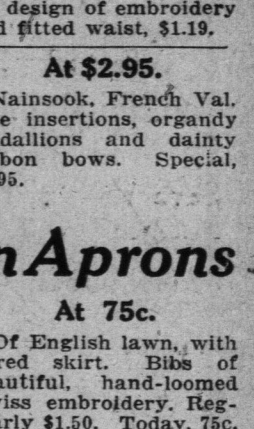
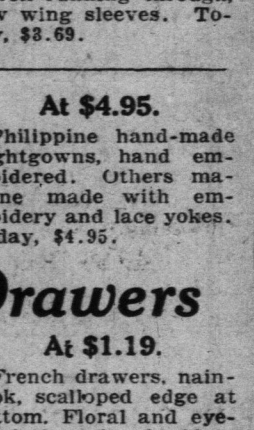
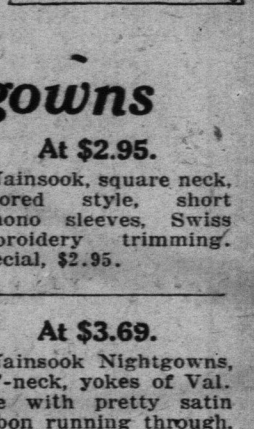
45c Towelling at 35c—All linen checked glass or tea towelling; 24 inches wide. Sale price today, yard, 25c.

Roller Towelling—Linen crash, with tape border. Width 17 inches; 35c quality. Sale price today, yard, 29c.

Bath Towels, Away Less Than Mill Price—49c pair. Serviceable brown, white and red stripes. Large size, and extra heavy quality; 500 pairs to clear. All slightly soiled. Not more than three pairs to a customer. Rush price today, pair, 49c.

35c Flannelette at 25c Yard—2,000 yards in a big range of stripes, for shirts, pyjamas, etc. Width 33 inches. Not more than 10 yards to a customer. Special, yard, 25c.

Simpson's—Fourth Floor.



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