H. H. FUDGER, President. J. WOOD, Manager.

THE ROBERT SIMPSON COMPANY LIMITED

—PROBABILITIES— West to north winds; light snowfalls.

THE ROBERT SIMPSON COMPANY, LIMITED

MONDAY JAN. 2, 1910.

January White Sale

JUST as Christmas time may be robbed of the Christmas spirit, so a White Goods Sale may be devoid of the essence of economy, viz., quality. When you read these items and study and compare the prices, keep this prominently in mind, the goods are Simpson quality, which means not made merely to sell, but made to give satisfaction. **Third Floor, Richmond Street.**

Whiteware Sale

Petticoats, Regularly $1.59 Each, Tuesday Sale Price, $1.00.

Fine cotton, 15-inch lawn flounce, trimmed with tucks, two rows fine lace and row of fine embroidery insertion, finished with deep plain hem, dust ruffle. Lengths 38, 40, 42 inches.

Petticoats, Regularly $5.00 Each, Tuesday Sale Price, $3.65.

Fine nainsook, 18-inch flounce of lawn, wide handsome shadow embroidery insertion and ruffle. Valenciennes lace insertions, dust ruffle. Lengths 38, 40, 42, 44 inches.

Night Dresses, Regularly $1.25 and $1.39, Tuesday Sale Price $1.00.

Fine cotton and nainsook, three dainty styles, high neck or slip-over styles, trimmed with fine embroideries and insertions. Lengths 56, 58 inches.

Night Dresses, Regularly $1.75 Each, Tuesday Sale Price, $1.25.

Fine nainsook, semi-high neck, long or 3-4 sleeves, button front, silk ribbons, two very dainty styles. Lengths 56, 58, 60 inches.

Corset Covers, Regularly 65c Each, Tuesday Sale Price, 45c.

Fine nainsook, Dorothy style, prettily trimmed with Valenciennes lace and embroidery insertions, beading, silk ribbon and frills of lace. Sizes 32 to 42 bust measure.

Corset Covers, Regularly $1.75 Each, Tuesday Sale Price, $1.00.

Beautiful all-over embroidered cross-bar lawn, run around neck with silk ribbon, lace on arms. Sizes 34 to 44 bust measure.

Drawers, Regularly $1.00 a Pair, Tuesday Sale Price, 73c.

Fine cotton, extra deep flounces of fine embroidery and eight small tucks, wide umbrella style, both styles. Lengths 23, 25, 27 inches.

Drawers, Regularly $1.65 a Pair, Tuesday Sale Price, $1.25.

Fine nainsook, fitted on hips, extra wide style, finished with extra fine wide embroidery, both styles. Lengths 23, 25, 27 inches.

Aprons, Regularly 75c Each, Tuesday Sale Price, 65c.

For maids and nurses, fine white lawn, plain bib and shoulder bretelles, 5 inch hem and 5 inch sashes. Size 39x64 inches.

Overall Aprons, Regularly 55c Each, Tuesday Sale Price, 45c.

Heavy blue check gingham, covers entire dress, yoke and shoulder straps, buttoned in back, pocket, width 58 inches. Lengths 52, 54, 56 inches.

Infants' Robes, Regularly $2.25 Each, Tuesday Sale Price, $1.50.

Fine sheer lawn, many small tucks, skirt has four insertions and ruffle of Val. lace, yoke and sleeves finished with lace, a very pretty robe.

Infants' Short Dresses, Regularly $1.10 Each, Tuesday Sale Price, 75c.

Fine nainsook, front box pleated, and trimmed with insertions of fine embroidery, many small tucks, for ages 6 months, 1, 2 years.

Corsets

D. and A. Corsets, Regularly $1.00 a pair, Tuesday Sale price 75c.

Fine white or grey coutil, medium bust, long back, hips and front, fine steels, four wide side steels, four elastic garters, lace and ribbon. Sizes 18 to 26 inches.

Five New Waist Styles---Prices Clipped for Tuesday

THE new designs that are brought out at this season from our Waist Department are as eagerly sought after by Toronto women as the new fashion sheets—they are authoritative. We have five new numbers to show on Tuesday morning, and, as they make their appearance during the Whitewear Sale, we are pricing them far below their normal value.

Waist Department, Third Floor. Five new numbers in Lawn Waists at marked reductions for our Great Whitewear Sale.

1—Fine White Cambric Shirt, with triple hairline of black; the whole front and back of cluster tucking; box pleat front, with three very large pearl buttons; shirt sleeve, with cuff, and white linen collar. Regular $1.98. Whitewear Sale, **$1.25.**

2—A Clear White Organdy Muslin Waist, with black pin spot, graduated tucks back and front, embroidered box pleat, exceedingly smart bishop sleeve, with shaped cuff, trimmed lace, insertion and tucking. Regular $1.98. Whitewear Sale, **$1.39.**

3—A Very Fine White Mull Waist; the whole front of solid tucking, cluster tucking at back, sleeves of the new bishop style, with deep shaped cuffs, lace edging and three pearl buttons. Regular $1.98. Whitewear Sale, **$1.39.**

4—A Very Handsome Waist of Hairline Check Muslin, trimmed in front with three rows of 1 1-2-inch Irish insertion, new bishop sleeve, shaped cuff, trimmed insertion and lace, group tucking at back. Regular $2.25. Whitewear Sale, **$1.48.**

5—A Very Dainty White Mull Waist, yoke back and front of several rows of Irish insertion, three rows of same down front, cluster tucking at back, new bishop sleeve, with deep shaped cuff, trimmed insertion. Regular $2.48. Whitewear Sale, **$1.48.**

Exquisite Tea Gowns at Greatly Reduced Prices

SUCH dainty Tea Gowns as these are rarely advertised — they're veritable works of art, that are worth their original price the year round. All their lovely companions went at Christmas time, and, rather than let the delicate beauty of these last few be marred by much handling in the department, we're offering them on Tuesday at the following prices:

Artistic Tea Gowns, shell pink crepe, embroidered in self shade and Val. lace. Regular $50.00, for **$35.00.**

Cream Crepe Tea Gown, embroidered in gold, dull gold girdle and guipure lace. Regular $50.00, for **$35.00.**

Tea Gown, of nun's veiling, trimmed with soutache braid, touches of velvet and cream soutache. Regular $38.50, for **$19.00.**

Chiffon Tea Gown, trimmed with Chantilly lace and touches of cream satin. Regular $90.00, for **$50.00.**

LADIES' SILK AND VOILE SKIRTS.

One of the latest styles of Separate Skirts is in new pleated style, with yoke effect, finished with deep tuck; material is a rich quality black taffeta silk. Price only **$12.00.**

Smart, Stylish Skirts, of good crisp quality black voile, in a semi-pleated style, with tab effects, trimmed with wide and narrow folds of taffeta silk. Price **$12.95.**

Silks in the White Sale

TIME was when Canadian and American looms contributed most of the fabrics for our White Sale, but now France, Switzerland, China and Japan have caught the contagion, and there's nothing too good to take part in this great New Year's event. We call these four items to witness if we exaggerate:

Second Floor, Queen Street West.

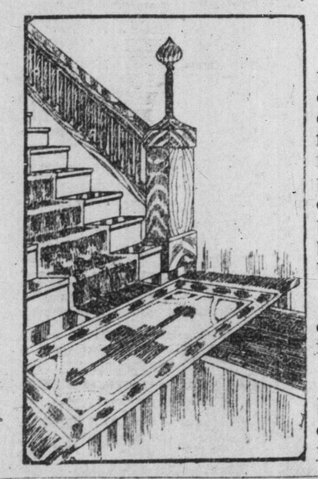
500 yards Duchesse Satin, rich, heavy quality, extra fine finish, suitable for wedding gowns, etc. Special Tuesday, **83c yard.**

700 yards French Finished Habutai Silks, extra heavy quality, fine, even weave, bright, lustrous crepe de chine finish, 36 inches wide, in ivory and cream. Sold regularly at $1.00 yard. Special Tuesday, **75c.**

1000 yards French and Swiss Taffeta Silks, in white or ivory, stately qualities for dresses, slip linings, etc., chiffon or rustling finish. Regular selling price, 85c yard. Special Tuesday, **63c.**

900 yards One-yard-wide Ivory Japanese Habutai Silk, first choice quality; bright, firm, even weave; extremely lustrous; note the width. Regular selling price, 50c yard. Special Tuesday, **39c.**

The Houses, Hotels and Institutions of Toronto



that value their reputations should not let slip the opportunity of re-furnishing offered this month by our New Housefurnishing Club. Our fourth and fifth floors have been spoken of as the best example to be found in Canada of a high-class housefurnishing department. You now have the opportunity to purchase any merchandise on these floors at the marked price (which is a close cash one), and yet spread the payments into the future as you may arrange with the Club Secretary.

Our offer to do all re-upholstering work free, except for the price per yard of materials, means from fifteen to fifty per cent. saving on the total cost.

N. B.—As wagon loads of furniture are being brought in daily to take advantage of the offer, we cannot promise prompt delivery unless we receive your furniture before the middle of January.

Our Annual Clearance of Men's Shirts

3,000 to Go at Half a Dollar Each

SUCH a shirt clearance as this can happen only once a year — immediately after the hurly-burly of Christmas shopping. If such a sensible gift as shirts was omitted from your Christmas stocking, now is the time to lay in a supply at the lowest possible prices.

The Best Shirts We Sell Are Included in this Sale

Every broken line of shirts that sells regularly for $1.00, $1.50, $2.00—shirts from the leading manufacturers of Europe and America—shirts in the newest colors and designs—the shirts you want are here.

When you see them you won't be satisfied with less than half a dozen—they'll be in a Yonge Street window to-day. Eight o'clock buyers will have the best selection. Sizes 14 to 18.

All Our Good Shirts 50c Tuesday

Men's English Worsted Trousers $1.59

There are a dozen or so good soaking storms ahead of you this winter—wouldn't it be a good provision to have a pair of warm, well-tailored trousers to change into, when your regular ones are drenched from the knees down? We have just one hundred and fifty pairs of these thoroughly good trousers to sell on Tuesday at about half their value. You'll be more than satisfied with their wearing qualities and their appearance; here are the specific details:

MEN'S WORSTED PANTS, REGULAR $2.50, $2.75, $3.00, $3.25 AND $3.50, ON SALE TUESDAY, $1.59.

150 pairs Men's Worsted Pants, made from fine quality English worsted trouserings, in winter weight materials; medium and dark grey shades, with self stripe, hairline and colored mixtures; a full range of the very newest weaves and colorings; cut in the latest fashion, and well tailored; side and hip pockets. Sizes 32 to 44. Regular $2.50 to $3.50. On sale Tuesday, **$1.59.**

Men's Fur-Lined Coats $28.00

Did last week's nipping weather make you wish in a vague sort of way that you were the owner of a good fur-lined coat? If so, your chance to realize that wish is at hand. Last week these fur-lined coats were seling for 25 per cent. more than you'll be asked to pay for them on Tuesday. You'll find it worth your while to come and inspect these furs at the prices here quoted:

Men's Fur-lined Coat, fine English beaver cloth shell, collars of choice German otter, and lined with A1 quality Russian mink marmot. Regular $35.00. Tuesday, **$28.00.**

38 only Men's Fur Collars, your choice of astrachan lamb, electric seal, nutria beaver or German otter, well made, and lined with quilted satin. Regular up to $6.00. Tuesday **$4.29.**

Men's Fur Gauntlet Mitts, in Corsican lamb, Galloway and China dog-skin; all are fur lined, with good wearing leather palms. Regular up to $4.00. Tuesday **$2.98.**

Cold Weather Necessaries

Didn't we all find out that December sometimes had teeth that could NIP. If you think she borrowed them from January, rest assured they've been returned, and will be used right soon. Here's your insurance against them at January Sale prices:

WARM UNDERWEAR FOR WOMEN AND CHILDREN.

If you have any needs at all in this line, satisfy them Tuesday. You can save one-third to one-half on all you buy. You had best be early. Phone orders filled.

Women's Vests and Drawers, fine ribbed wool and cotton mixture, colors white and natural. Vests high neck, long sleeves, buttoned front. Drawers ankle length in both styles to match. Sizes 32 to 38 bust measure. Regular values 50c and 55c. Tuesday 38c.

Women's Vests and Drawers, fine ribbed all-wool, white or natural. Vests high neck, long sleeves, buttoned front. Drawers ankle length, in both styles to match. Sizes 32 to 38 bust measure. Regular values $1.00 and $1.25. Tuesday 63c.

Children's Black Tights, fine wool and cotton mixture, elastic or sateen band top, ankle length. Sizes for 2 to 12 years. Tuesday reduced to 39c.

Children's Vests, fine wool and cotton mixture, white and natural, high neck, closed front, long sleeves. Sizes 2 to 12 years. Tuesday reduced to 33c.

Boys' and Women's Heavy All-wool Black Hose, strong and warm, splendid wearing. Sizes 6 to 10. Regular 35c. Tuesday, pair, 25c.

Women's English Made Wool Ringwood Gloves, plain, also fancy colored patterns, Jersey wrist, all sizes. Regular 35c. Tuesday, pair, 19c.

TO SUNDAY SCHOOL LIBRARIANS.

We have in stock a large assortment of Books, suitable for Sunday School Libraries, at practically wholesale prices. Special Terms on application to Department.

On sale Book Department.

Tuesday's Grocery List

One car Redpath's Standard Granulated Sugar, 20 lbs. $1.00.

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

Quaker Oats, 2 packages 25c.

Choice California Prunes, 4 lbs. 25c

St. Charles Cream, 3 tins 25c.

Finest Messina Lemons, large size, 2 dozen 25c.

Canned Beans, Golden Wax and green, small and tender, 3 tins 25c.

Lake of the Woods Five Roses Flour, ¼ bag, in cotton, 85c

Choice White Beans, 6 lbs. 25c.

One car California Navel Oranges, large size, regular 45c per dozen, 35c.

Cowan's Perfection Cocoa, ½-lb. tin 23c.

Shirriff's Marmalade, 2-lb. jar 25c.

Telephone direct to department.

A Sale of Toilet and Manicure Sets

THE "Circle of the Seasons" means that they come round again. With this in mind, many stores put away their unsold Xmas goods. Here we treat broken lots, even of the latest novelties, as having over-stayed their welcome, and we get them out without regard to price.

$7.50 TO $12.00 TOILET AND MANICURE SETS FOR $4.95.

22 only Ladies' Silver Plate Toilet and Manicure Sets. These are all perfect goods, new this season. Regular $7.50 to $12. Tuesday, $4.95.

50 only Gents' Three-piece Shaving Sets, consisting of mug, brush and mirror. Regular $1.59. Tuesday 59c.

ANOTHER SALE OF TOILET GOODS.

Derma-Viva Cream, for the face and hands. Regular price 50c. Clearing Tuesday, 35c.

Campana's Italian Balm, for chapped hands. Regular 25c. Clearing Tuesday, 2 for 25c.

Taylor's Cameo Toilet Soap. Regular 10c cake. Tuesday 3 for 15c.

French Toilet Soap, assorted odors. Regular 40c box. Clearing Tuesday, per box of 3, 25c.

Our special brand of Cherry Tooth Paste. Regular 20c, Tuesday 10c.

Simpson's Lavender Smelling Salts. Regular 40c, Tuesday 25c.

(Telephone direct to department.)

Paris Fashions for Evening Wear

(Trimming Dept., Main Floor.)

Novelties showing for the first time, and confined to us in Canada.

The great novelty is the "Arabian Burnous," a graceful shawl-like evening wrap, thrown loosely over the shoulder, and caught at back by a large tassel; made in the new dew-drop crystal net; bound with a 3-in. strip of satin. Every new color and black, $15.00.

Everyone just returned from Europe has been amazed at the astounding popularity of the scarf as a dress accessory. These must not be confounded with the ordinary evening wrap scarf, but are things apart. We are showing the best assortment of these goods outside of London and Paris, at prices ranging from $7.50 to as high as $35.00, in black, white and some most gorgeous Russian effects.

A word about Dress Garnitures. This store has undoubtedly been the only one in Canada to truly set the style in vogue in the large fashion centres, and our display of new garments, showing now for the first time, is truly marvellous in the magnificence and wealth of color, as well as the distinct shapes displayed. Black, Jet and Silk Garnitures at $7.50, $10.50, $15.00, $20.00, to $50.00.

Colored Garnitures, in panel effects, others in Moyen age, others in "Punchinello," pointed ends, in every variety of style and color, at $7.50, $10.50, $14.50, $17.50, $20.00, $25.00 to $100.00.

Some items now in stock: Silver and Gold Cloth, of tissue, superb Heavy Gold Cloth, Gold and Silver Fish and Tosca Nets, Dewdrop Crystal Nets, in all the pale evening shades.

Linen and Staple Department

Besides three items ready for use of which the quantities are so limited and the prices so extraordinarily attractive that they will be sold out early, this department contributes to the White Sale sheeting and longcloth for home sewers. In addition to the satisfaction and economy of home-made articles, you'll take pleasure in knowing that the market price of cotton to-day would put these fabrics far above our regular figures, to say nothing of the special sale inducements.

(Second Floor, Yonge St.)

500 yards Heavy Bleached Sheetings, plain, strong, round thread, absolutely pure, 9-4 or 80 inches wide. Regular 36c and 35c per yard. Sale price Tuesday 26c.

White Dress Linen, all linen, the heavy thread make, which is so much in demand for the coming season for ladies' white dresses, skirts, blouses, etc.; 36 inches wide. Regular 25c and 30c per yard. January Sale price Tuesday, 19c.

700 yards Very Fine Madapolam or Spanish Longcloth, made from best Egyptian cottons, for dainty underwear, 36 inches wide. Regular 12½c and 15c per yard. Sale price Tuesday 9½c.

35 only Reversible Down Comforters, splendid colorings, English downproof cambric coverings, single and double bed sizes. Regular $3.75 and $4.00 each. Sale price Tuesday $2.00.

40 only Fine Bleached Satin Damask Table Cloths, every thread linen, a clearing of a number of odd lines, 2 x 3 yards, handsome bordered designs. Regular $2.00, $2.25, $2.50 and $3.00 each. January Sale price Tuesday $1.63.

(No mail or phone orders.)

Important Sale of Embroideries

OUR last January record of Embroidery selling was the largest in the store's history. But large and varied as our stock was at that time, it cannot compare with the tremendous variety we have prepared for your inspection on Tuesday. We have more space at our disposal, more help at your disposal, so we've counted on selling far more embroideries, and thus have been able to offer better values.

Here we mention a few of the many features you'll find ready on Tuesday.

20,000 yards 17-inch Cambric Corset Cover Embroidery, embroidery work 8 inches. Per yard, **10c, 15c, 17c, 22c and 25c.**

27,000 yards Cambric Edgings, 2 1-2 to 5 inches wide, also insertions, to sell at special January prices, **5c, 6c, 8c, 10c, 12 1-2c.**

1870 yards Flouncing, 25 inches wide, with 13 inches of embroidery work, four patterns to choose from. Regular 50c yard. January Sale price, **33c.**

8500 yards Swiss Embroidered Blouse Lengths, 25 inches wide, 22 1-2 inches long, very pretty open work designs. January Sale price, each, **25c and 29c.**

HANDKERCHIEFS.

600 dozen Women's All Linen Handkerchiefs, each, **3c.**

500 dozen Women's Lawn Handkerchiefs. January Sale price, **6 for 10c.**

350 dozen Women's Defiance Mufflers, colors black, brown, navy. Each, **25c.**