

SIMPSON

Store Closed All Day To-day.

H. H. Fudger, President, J. Wood, Manager.

Probabilities: Rain, turning decidedly cold, with local snowfalls.

SIMPSON

Corsets and Whitewear

\$2.25 Rengé Belt Corsets, never priced at less, a stylish model in fine white batiste, medium bust, long below waist, finest double watchspring rustproof steels, 4 wide unbreakable side steels, reinforced abdominal sections, heavy spoon clasp, 4 fine garters, lace and ribbon; sizes 26 to 30 inches. January Sale price, Tuesday, \$1.50 pair.

\$1.00 Corsets, Crompton model, in heavy white coutil, medium bust, long below waist, fine aluminum rustproof steels, 4 wide side steels, 4 garters, lace and ribbon trimmed; sizes 18 to 26 inches. January Sale price, Tuesday, 75c.

50c Drawers of fine cotton, umbrella style, deep ruffles of embroidery and cluster of 5 small tucks; sizes 23, 25, 27 inches in bust. January Sale price, Tuesday, 35c pair.

\$1.75 Drawers of fine nainsook, Isabella style, no gathers at waist, extra deep trimmed with fine lace and embroidery insertions and frill of lace, both styles; lengths 23, 25, 27 inches. January Sale price, Tuesday, 95c.

65c Drawers of fine nainsook, umbrella style, deep ruffles of embroidery and cluster of 5 small tucks; sizes 23, 25, 27 inches. January Sale price, Tuesday, 48c.

75c Corset Covers, of all-over fine embroidery, half-inch silk ribbon draw around bust, shoulder straps of embroidery run with ribbon, 3 ribbon bows; sizes 32 to 42 bust. January Sale price, Tuesday, 50c.

\$1.25 Corset Covers, front of cross bar muslin, back of fine tuck nainsook, insertions and frills of Valenciennes lace, beading and silk ribbon draws; sizes 32 to 42 bust. January Sale price, Tuesday, 75c.

55c Corset Covers, fine nainsook, dainty yoke of embroidery in front run with silk ribbon, lace frills on neck and arms, pearl buttons, full front styles; sizes 32 to 44 bust measure. January Sale price, Tuesday, 48c.

\$1.50 Corset Covers, made of extra fine hand embroidery, fine nainsook and wide silk ribbon, pearl buttons, back tucks; sizes 32 to 42 bust measure. January Sale price, Tuesday, \$1.00.

\$1.50 Night Dresses, of fine nainsook, slip-over style, front trimmed with handsome yoke of embroidery, beading, silk ribbon and narrow lace on neck and cuffs; lengths 56, 58, 60 inches. January Sale price, Tuesday, 95c.

\$2.50 Night Dresses, a beautiful gown of fine nainsook, square slip-over style, trimmed with handsome wide embroidery insertions and ruffles of fine embroidery, wide ribbon, tucks; sizes 56, 58, 60 inches. January Sale price, Tuesday, \$1.63.

\$4.75 Night Dresses, daintily hand embroidered, fine nainsook, slip-over style, neck and cuffs trimmed with beading, silk ribbon and fine Valenciennes lace, a beautiful garment; lengths 56, 58, 60 inches. January Sale price, Tuesday, \$3.75.

Women's \$10.95 Winter Coats for \$4.95

Tuesday morning at 8 o'clock sharp we put on sale 100 Women's Serviceable Winter Coats, made in three smart styles; the materials are heavy English tweeds, in stripe effects, or in mixtures of green, grey or brown tones, also diagonal worsteds, in medium dark grey shade; some have flat collar, trimmed with strappings; others with mannish collar, trimmed with buttons or self strappings. Sizes range from 36 to 42 bust measurement. These coats were sold regularly at \$8.50 and \$10.95. To clear, Tuesday, \$4.95.

WOMEN'S SEPARATE SKIRTS, FOR \$2.49.

Clearance sale of oddments and broken lines of some of the best selling styles of Women's Separate Skirts; made of extra fine quality imported Panama, in blue, navy, navy, some have fancy side gores; others pleated panel gores, and others are plain gores styles, trimmed with deep band of self around knee part. These skirts were sold regularly at \$5.00. Tuesday's price, \$2.49.

4 1-4 Inch Silk Ribbon for 10c Yard

If it is a 1/4-inch Taffeta Ribbon, nice stiff quality, that bows out well, that you want, nothing can surpass this line which we offer Tuesday for real good value; the color range is good, white, sky, Mexican, turquoise, pink, navy, brown, champagne, black, cream, amethyst, Nile, old rose, tan, red and sage. Tuesday, per yard, \$1.00.

In the Millinery Department

To make room for our display of Mourning Millinery we clear out all our Colored Dress Hats and Turbans. With the assortment we have we are able to please every one. In the lot are large and small satin hats, with white fur trimming; satin finish French shapes, with Canadian mink trimming; drap silk couched velvets, turbans, with fancy spray and imported French models. The regular prices are \$7.50 to \$12.50. Tuesday, \$3.95.

Snowy White Waists at January Sale Prices

Shirt Waists, in silk spot Madras, front of 1/4-inch tuckings, centre pleat fastens with good pearl buttons, shirt sleeve, linen collar. Sizes 32 to 42. Regular \$1.50. January Sale, 95c.

Smart Tailored Waist, of heavy white lawn, double Gibson pleat over shoulder, buttons side effect, with two large pearl buttons, short sleeve, linen collar and cuffs. January Sale price, \$1.25.

\$2.50 Fine Lawn Waists \$1.75

Lingerie Waists of fine white sheer lawn, dainty yoke and front of lovely Swiss embroidery and Val. lace insertion, baby tucked back, collar and sleeves, with fine Val. lace edging; sizes 32 to 42. Regular \$2.50. January Sale price, \$1.75.

Sample Lengths of High-class Embroideries

1,000 sample lengths of Embroideries, from one of the largest manufacturers in Switzerland. These embroidery lengths are beautifully fine in quality of cloth and designs; no two pieces alike. The entire lot consists of edgings, flouncings, insertions, headings and finished bandings, in Swiss, Nainsook, Batiste and Cambric, 1/4 yards in each length. On sale Tuesday morning at half the regular selling value.

378 Blouse Fronts, in fine batiste and linen, hand embroidered, in floral and conventional designs; the regular selling price is 50c, 75c, 95c to \$2.75 each. On sale Tuesday morning, Half-price.

Smash Go the China Prices

GREAT SALE OF DINNER SETS.

Tuesday will be a whirlwind of bargains in Dinnerware. This lot of sterling bargains does not tell half the story, but come early Tuesday morning and get a share of the many snags that we cannot possibly enumerate.

100 Dinner Sets, high-grade English ware, handsome decorations, gold trimmed, 87 pieces, complete dinner and tea service for 12 persons; choice assortment of designs; sets that sold regularly up to \$14.00. Tuesday's big special, \$7.95.

6 only Dinner Sets, high-grade Austrian chinaware, rich white glazed body, decorated with a beautiful broad, bordered floral design, rich gold finish; 88-piece set. Regular \$35.00. Tuesday, \$19.50.

5 only 102-piece Dinner Sets, in the popular Limoges china, beautiful decorations, in the new Bonaparte shapes. Regular \$40.00. Tuesday, \$27.50.

100 Odd Vegetable Dishes, with covers. Values up to 15c. Tuesday, 8c.

2 only Limoges China Dinner Sets, rich and rare decorations; these sets are fit for a king's table. Regularly \$200.00. Tuesday, \$105.00.

2 only Genuine Coalport China Dinner Sets, in their famous old English shapes and decorations; not often this sort of opportunity. Bargain comes your way to acquire a set of the famous Coalport ware at such a price. Regular \$300.00. Tuesday, \$175.00.

10-piece Toilet Sets, best English ware, some Doulton, handsome Dresden decoration. 12 sets only to clear. \$4.95.

72 only Odd Toilet Jugs, many worth up to \$1.50. Tuesday special, 35c.

40-piece China Tea Sets, dainty decorations, rich gold finish. A snap for Tuesday, \$3.95.

2,000 pieces, oddments in Dinnerware; many will match up open stock sets. Soup, Dinner and Tea Plates, Cups and Saucers. To clear, Tuesday, \$1.50.

60 Large Size Meat Platters, 35c.

200 pieces White China Blanks for painting. Jardines' Vases, Green and Roman shapes, at less than half-price. See tables at 50c and 75c.

200 Fancy Decorated Teapots, good size and shapes. Tuesday, \$1.50.

Tuesday's ad for special sale of Cut Glassware.

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Tuesday's ad for special sale of Cut Glassware.

Men's Sheepskin Lined Coats, \$6

Special value in Men's Heavy Brown Duck Working Coats, lined with prime sheepskin, thoroughly tanned and cleaned; made up in single-breasted style, with fly front, fastened with patent clasp fasteners, pockets and arm pits reinforced with leather; wool wind cuffs in sleeves; finished with deep beaverette collar; sizes 36 to 44. Tuesday special, \$6.00.

WINTER WEAR CAPS.

Men's Winter Wear Caps, in seal-ette, corduroy, beaver cloth or fancy pattern tweeds, in driver, yacht, golf, Brighton and storm beater shapes; warm fur-lined ear bands, best finish. Tuesday, \$1.75.

Black Leather Automobile or Chauffeur's Caps, fine quality mackintosh, fur-lined ear bands. Regular \$1.50. Tuesday, \$1.00.

Men's Fur Caps, wedge shape, in electric seal, Hudson seal, German otter and Australian beaver. Regular up to \$4.00. Tuesday, \$2.95.

Clearance of Men's Fleece Lined Underwear

400 garments of Men's Sanitary Fleece Lined Underwear, heavy Winter weight, light and dark shades, elastic rib cuffs and ankles. Regular 50c. For Tuesday, to clear, 25c.

400 Men's Sweater Coats, made in the waistcoat style, elastic rib knit, perfect fitting, neatly trimmed and well finished; each coat has two pockets and heavy buttons; they are perfect in every way; colors are grey, trimmed with cardinal; men's sizes only. Regular \$1.00. Tuesday, 50c.

January Picture Framing

25 PER CENT OFF PICTURE MOUNTINGS AND STOCK FRAMES.

\$10,000 Stock to Select From. Our January Sale of Picture Frame Mountings and Stock Frames commences on Tuesday. During 1910 we have added to our stock all the latest designs in Frames and Mountings, so that you have the finest assortment in Canada to select from. We make this great reduction:

Because we prefer reducing prices to laying off our expert workmen during the more or less quiet season.

Because so many high-class Frames and Mountings as we are now carry in place of stock-taking.

Because we are aiming to do double the business we did last January.

Bring Your Orders Early and Get First Choice.

(Picture Department, 6th Floor.)



IT is no disordered out-of-stock Store that we present to you with the new year—despite the fact that we never before did such a stupendous Christmas business.

No! When you come to the store to-morrow you'll find attractive stocks, conveniently arranged, and in great variety. Values were never better, and there's a new price-interest at almost every counter; but the greatest interest and the greatest values will be found in our

Wonderful White Goods Sale.

Half-a-dozen departments have now brought their preparations to completion and are ready to show you the results in a saving of dollars on the kind of merchandise you'll surely want to buy.

In wishing our customers the compliments of the season, we cannot suggest any more satisfactory way of starting the new year, than to get the cream of our Great Whitewear Sale by shopping at the store to-morrow. The amount you save in this sale alone should make a nice nest-egg for 1911.

This Store Will be Closed All Day To-day.

The SIMPSON Company Limited

In the Linen Department (Second Floor)

400 Pairs Huckaback Bedroom Towels Clearing at 24c Pair

Nearly all hemmed, some white, some red heading, good large size. "Made in Ireland" towels to give unexcelled wear; regular 35c, 40c, 45c and 50c pair. January Sale price, Tuesday, pair, 24c.

DAINTY TENERIFFE DOYLIES, 6 FOR 25c.

6 x 6-inch round, 7-wheel Teneriffe Doilies, with dainty drawn work in the centre, only about 50 dozen; regular value 10c each. Sale price, Tuesday, upstairs in the Linen Department, 6 for 25c.

500 PAIRS HEMMED PILLOW CASES, 24c PAIR.

42 x 33 or 44 x 33 inches, hemmed ready to use, and all seams finished, made from good stout bleached English cottons. January Sale price, while they last, pair, Tuesday, 24c.

Phone direct to Linen Department.

Wash Goods Department (Second Floor)

A wonderful sale of partly-made Robes and Waist Lengths.

10 only Robes, Indian head suiting, beautifully hand embroidered. Regularly \$3.95. Sale price, \$2.25.

9 only White Heavy Poplin Linen, hand embroidered. Regularly \$10.00. Sale price, \$5.95.

1 only White, very fine Irish Linen, pure bleach, beautifully hand embroidered double skirt. Regularly \$12.00. Sale price, \$4.50.

5 only Cream Mercerized Mull, very fine quality, two flounces and insertion of good hand-made embroidery. Regularly \$15.00 and \$20.00. Sale price, \$5.95.

1 only Very Fine French Linen, exquisite lace on skirt, and more for trimming waist. Regularly \$21.00. Sale price, \$10.00.

1 only, the Finest French Linen, pure quality, most expensive lace and motif trimmed. Regularly \$45.00. Sale price, \$17.00.

6 only Waist Lengths of Cream French Cashmere, embroidered with fine silk, cream, sky or pale pink. Regularly \$6.00 to \$10.00. Sale price, \$1.95.

6 Fine Irish Linen Hand Embroidered Waist Lengths. Regularly \$3.95 and \$4.50. Sale price, \$1.95.

5 only Eppinhol Hand Embroidered Unmade Waists, the most beautiful hand work on front, band and wrists. Regularly \$6.95, \$7.50, \$8.75. Sale price, \$2.95.