

L. SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROB W. and N. W. winds; fair and cold.

L. SIMPSON

Tributes From Every Land Give Generous Values For the January Sale

Both Serviceable and Handsome are these Velvet Garments

No material more thoroughly justifies its use in suits, coats, etc., than a good velvet. When the lines are correct and the finish good a velvet dress or suit is a constant pleasure to its owner.

(Mantle Department, 3rd Floor.)

VELVET DRESSES.

One-piece dress, made of rich velvet, black or navy, has a "V" shaped yoke and collar made of fancy lace, outlined with silk embroidered design; three-quarter sleeves, have under-cuffs to match yoke. They are high-waisted. The skirt has girdle, a wide panelled front, and an embroidered design at the bottom. Special value 21.50

WOMEN'S VELVET AND PLUSH COATS.

A collection of exclusive styles, on straight lines or in a stylish semi-fitting style; large collars, with pointed or round backs; some are braided; all are lined throughout with good quality satin, of black or light. Prices from 27.00 to 47.00

WOMEN'S TWEED SKIRTS.

Plain grey or grey mixtures, are made up in two styles, both six-gored, with loose panels or plain, fastening on side front, and ornamented with buttons. Special value 5.00

New Velvet Cords for Spring Suits

An advance shipment of the new shadow velvet cords and new black and grey stripe velvet cords for spring suits has just been opened. These velvets are of exceptional character, and exclusive, having the new steel grey and the new brown shadow colorings; heavy deep cut cord; guaranteed fast pile and dye; 22 inches wide. Per yard 1.50

Ivory Duchesse Satins, for evening gowns and the bride; soft, lustrous finish; specially dyed ivory; 40 inches wide. Thursday, per yard 1.50 and 2.00

Wash Goods Allied with the White Sale

27-inch White Mercerized Brocade, spots and figures, will wash and wear well. Regularly 20c. Thursday 15

30-inch White Mercerized Brocade, these goods are the kind that look like silk, and always retain their lustre after repeated washings. Regularly 25c. Thursday 20

31-inch the finest quality Vesting made, beautiful designs, made from the finest Egyptian yarn, and highly mercerized; looks like silk, and wears like linen. Regularly 30c. Thursday 25

Mill Ends of Swiss Embroidery

An 8 o'clock Buy

Nine months ago our European buyer made arrangements with eight of the largest manufacturers in Switzerland to send us all their mill ends. They are in good lengths, from 2 yards to 36 yards. They have been carded and sent to us at exactly half-price. Scarcely two pieces alike. There are edgings, flouncings, all-overs, beadings, bandings, French seaming, in cambric, nainsook, Swiss and English longcloth.

Fine Cambric Embroideries, Insertions and Beadings, in every width from the small, narrow button-hole "baby" edging to 5 inches. Thursday 5

Cambric Corset Cover Embroideries, in very effective open-work patterns, all new designs. Thursday 12 1/2

Beautiful Open-work Swiss Flouncings, in lacy and heavy floral or eyelet designs, 27 inches wide. Thursday 37

Dollar Gloves 75c Hats for Women Who Skate

Women's Real French Kid Gloves, made from selected skins, by experienced workmen, gusset fingers, over-sewn seams, dome fasteners, silk point on back; black, tan, brown, grey, navy and green; all sizes. Regularly \$1.00. Thursday, pair 75

Women's Plain Black Cashmere Hose, nice weight for winter wear, seamless, spliced heel, toe and sole. "Penman" make. Sizes 8 1/2 to 10. Thursday, pair 25

Women's "Holeproof" Hose, 8 1/2 to 11. 3 pairs 1.00

Close fitting shapes, with rolling brim, made of rich velvets and plushes; a large and varied showing, and prices that are surprisingly low. Thursday \$2.00, \$2.75 and \$3.50.

The January Lace Curtain Sale is an opportunity for large savings.

The prices are far below anything we have offered recently, and the values are very high.

Fourth Floor.

A Few of the Wall Paper Items

London, Paris, Holland, Sweden, Berlin and New York all contribute their most exclusive designs to this Annual Sale. Only a few rooms of each, and prices are less than half.

Fifth Floor.



New Suitors for Your Favor Make their Bow Thursday at The White Sale at Simpson's

Values that can appear but once, as the supply of any one advertised line is of necessity limited. Watch the programme:

\$2.50 Petticoats at \$1.45—Fine cotton, deep flounce, five wide hemstitched tucks and deep heavy embroidery flounce, dust ruffle, fitted over hips, lengths 38, 40, 42 inches.

\$1.35 Petticoats at 69c each—Heavy cotton, row of insertion and deep flounce of embroidery; lengths 38 to 42 in.

75c Drawers at 39c pair—Heavy cotton, umbrella style, deep flounce of embroidery, and cluster of tucks. Sizes 23, 25, 27 inches, both styles.

50c Drawers, all sizes, at 29c pair.

\$2.50 Night Dresses to go Thursday at \$1.45—Nainsook, deep empire yoke, embroidery beading, silk ribbon and lace, rosettes of ribbon, slip-over style, short sleeves.

\$3.50 Princess Slips to go Thursday at \$1.95—60 only, of nainsook, deep flounce of tucked lawn and embroidery, lace frills and embroidery beading, run with ribbon on neck. Sizes 32 to 42 bust.

75c and 85c Corset Covers, to go Thursday at 50c—Nainsook, with embroidery insertion, lace beadings, silk ribbon draws and lace edges, tucked back. Sizes 32 to 42 bust.

GIRLS' WHITE DRESSES.

Dresses of white lawn, the waist beautifully trimmed with embroidery insertions and frills, and solid tucked yoke, skirt with four half inch tucks and deep hem, 3/4 length sleeves, sizes 6 to 14 years. Regularly \$3.50, Thursday 2.25

CORSETS IN THE WHITE SALE.

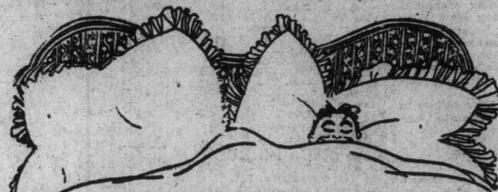
C. C. a la Grace Corsets, new model, in fine white coutil, low girder top bust, extra long skirt, with cut-away front sections, finest non-rustable steels, wide side steels, six fine garters, silk draw cords in bust, lace and ribbon trim. Sizes 18 to 24 inches. Regularly \$2.50, Thursday 1.50

White Lawn Blouses

These Blouses have tucked front, panels of embroidery, and imitation Irish lace, tucked collar, and 3/4 length set-in sleeve. Sizes 32 to 42 inches. Sale price 94

Lingerie Blouse, of fine sheer lawn, kimono style, yoke extending over shoulder, of solid pin-tucking, front of lovely all-over embroidery, pretty short sleeve, lace trimmed, Maltese lace collar. Sizes 34 to 42 inches. January Sale 1.69

Dainty Blouse, of fine sheer lawn. Regularly \$3. Blouse Sale 1.95



BLANKETS Other Staples and Linens

ALL SOILED BLANKETS CLEARING \$2.98 PAIR.

Every pair of soiled or mused blankets, the display lines of our late fall and Christmas selling, will be cleared Thursday morning. All they need is a little tub trip. All sizes. The usual prices run up to \$6.00 per pair. Thursday 2.98 (No mail or phone orders.)

ODD HUCKABACK BEDROOM TOWELS, 29c EACH.

Pure linen, grass bleached Huckaback Bedroom Towels, damask borders, good large sizes. They are a little imperfect in the hemming, but once they are laundered it will not be noticed. Regularly 75c, 85c and \$1.00 per pair. Selling single towels, sale price Thursday, each 29

44-INCH HEAVY CIRCULAR PILLOW COTTON, 15c YARD.

A very superior pillow cotton, Thursday, yard 15

900 YARDS ENGLISH FACTORY COTTON, 11c YARD.

36-inch unbleached cotton, round thread, good sheeting or pillow case weight, a perfect bleaching cotton. Regularly 15c yard. Thursday 11

175 ONLY, RICH SATIN DAMASK TABLE CLOTHS, \$1.58 EACH.

2 x 2 1/2 yards, absolutely all pure fine linen, finest bleach, a lot of elegant bordered designs, for round or square corner tables. Sale price, each, Thursday 1.98 (Second Floor.)

The Robert SIMPSON Company Limited

England's Contribution to Winter Comfort of the Men

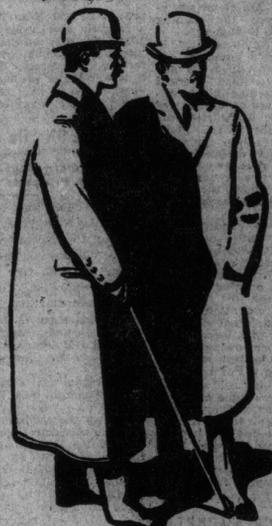
Tweed Suits for Business Men

A light grey and brown mixed fancy English tweed, good wearing quality, good linings and good tailoring; cut single-breasted, three-button style; medium length of panel; sizes 36 to 44 inches. Price 10.50

An excellent Tweed Suit, made from a dark brown fancy stripe English tweed, good wearing; cut in the latest single-breasted, three-button style, with mohair linings; excellent workmanship; sizes 36 to 44 inches. 12.50

BOYS' BLUE SUITS GIVE LARGE VALUES.

A splendid range of Boys' Blue Serge Suits, with coats double-breast, and pants of bloomer style. This is our most popular line, and every suit will give entire satisfaction. Sizes 25 to 30, Thursday \$4.50; sizes 31 to 34, Thursday 5.00



The Raw Weather Brings it Home to You

—doesn't it, that a Fur Coat would be a mighty comfortable thing to have? We show many grades at special prices.

Men's Fur Coats, brown bear, goat, warm and serviceable; for drivers, chauffeurs, or any person exposed to extreme weather; best quilted linings; 52 inches long, and deep, rolling collars. Thursday 15.00

Men's Caps, in corduroy and leather combination, outside pull-down band, and inside drop band, fur-lined; are very comfortable for drivers. Thursday 1.00

UNDERWEAR FOR MEN.

Men's Heavy Winter Weight Scotch Wool Shirts and Drawers; all sizes to 44. Regularly \$1.00. Thursday to clear .59

HEAVY SWEATER COATS FOR BOYS.

Neck Sweaters, with two strong pockets, close-fitting cuffs, a wide variety of colors; sizes 22 to 28 only. Regular 75c. To clear Thursday, each 47

Great Inducements on Large Sized Rugs

9 only English Wilton Rugs, including two-tone green, red and green, Persian, conventional and floral chintz designs; size 11.3 x 13.6. Regular price \$65.00 and \$75.00. January Sale 49.00

Heavy quality Axminster Rugs, regularly \$32.50. January Sale price 24.75

300 Smyrna Hearth Rugs, regular \$2.35. January Sale price 1.75

Marble Statuary, Bric-a-Brac and China In the Great Basement Sale

1,000 Teapots, best English fireproof ware, in all sizes, less than half-price. January Sale .29 (No mail or phone orders.)

75 Complete Toilet Sets, roll rim basin, all pieces standard size, rich gold decoration. January Sale 2.63

200 Odd Toilet Ewers, two-tone and floral designs. Sale special 67

Half-price in Marble Statuary, genuine marbles from the great art studios of Florence. 15 only marble busts. January Sale 2.99

Busts of Dickens, Emerson, January Sale 5.37

\$35.00 busts of Shakespeare, Sir Walter Scott and Burns. January Sale 17.46

49 pieces Bric-a-brac, comprising choice pieces by the great English school of potters and colorists. Bernard Moore, Sabian Ware, Royal Worcester, Royal Doulton, Wedgwood. Regular to \$35.00. January Sale 10.00

Marble Pedestals. January Sale 9.93

\$200.00 Crown Derby Vase. Sale 99.22

\$150.00 Coalport Vase. Sale price 76.38

\$245.00 Royal Worcester Vase. Sale 89.99

10 only Royal Worcester Derby and Coalport Vases. Regular up to \$100.00. January Sale 23.27

Groceries in the Widest Variety

2,000 lbs. Dairy Butter in prints, per lb. 25c. Choice Side Bacon Peameal, half or whole, lb., 18c. 2,000 Tins Canned Tomatoes, per tin, 12c, only 3 tins to a customer. Edwardsburg or Beehive Table Syrup, 5 lb. pail, 25c. Salt in 5-lb. bags, 3 bags 14c. Choice Pink Salmon, 1/2-lb. flats, 3 tins 25c. Telfer's Cream Soda Biscuits, 3-lb. box 24c. Finest Split - eas, 6 lbs. 25c. Fancy Japan Rice, 4 lbs. 25c. Canned Yellow Peaches in heavy syrup, Old Mill Brand, per tin 15c. 1,000 Tins Lowmeyer's Cocoa, regular 25c. per tin 21c. Maggi Soups, assorted, 6 packages 25c. Quaker Oats, large package, 25c. Scott Taylor's Worcester Sauce, 3 bottles 25c.

35c ASSAM TEA 25c. 300 lbs. Fine Rich Full-Bodied Assam Tea, a 35c Tea anywhere, Thursday, per lb. 25c.