

The Robert SIMPSON

Store opens 8 a.m. Closes at 5.30 p.m.

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

PROBABILITIES

Light snowfalls clearing; colder, with northwesterly to northerly winds.

The Robert SIMPSON

A Rare Opportunity to Buy Gloves and Hosiery at Fractional Prices

Good worthy Gloves and Hosiery are never more in demand than at this season—yet we are able to offer our customers incomparable values. Look at these items:

75c KID GLOVES 39c.
Women's Kid Gloves, wrist lengths; in the lot are glace finished and undressed suede finished, in a variety of shades and colors; not all sizes in each color, lot in the lot are sizes from 5 1/4 to 7 1/4; dome fasteners, Paris points oversewn seams. Regular 75c. On sale Saturday morning, pair 39c. Cannot promise to fill phone or mail orders.

75c STOCKINGS 25c.
Women's Hosiery, broken lines from our regular stock, in silk boots, with fancy tops, in colors, lace lilies, plain lilies, in fancy opera shades and colors, fancy striped cashmere; all sizes. Regular 50c and 75c. On sale Saturday morning, pair 25c. Cannot promise to fill phone or mail orders.

Boys' and Girls' All-wool Fine Ribbed Black Cashmere Hose, good weight, tucked heel, toe and sole, seamless; sizes 5 to 10. Regular 35c. On sale Saturday, pair 25c. 3 pairs for 75c.

Women's Natural Shade Chamottee Gloves, dome fasteners, silk points; sizes 5 1/4 to 8. Regular 50c. On sale Saturday, pair 25c.

Men's Wool Lined Gloves, in tan, undressed suede leather and glue kid, all over, workmanship, strongly sewn, perfect fitting, Bolton thumb; all sizes. Regular \$1.25. On sale Saturday, pair 88c.

Men's Cashmere Socks, in black, tan, and fancy colors and embroidered fronts. Regular 25c and 50c. On sale Saturday, pair 25c.

Women's Suits, Made to Order, \$25

The Dressmaking Offer You've Been Waiting For

For seven days, beginning to-morrow, we place our high-class Tailoring Department at the disposal of women who wish to have a good suit made to order at an exceptionally low price. Each suit will be cut by an expert. If you choose from our dollar suitings, the suit will cost you \$25.00. If you choose from our \$1.50 suitings, the suit will cost you \$30.00. In each case a distinguished range of the newest materials are ready for your choosing, and plenty of navys and blacks have been included.

OUR SPECIAL \$25.00 SUIT.
Made from any of our high-class suitings at \$1.00 per yard; strictly plain tailored suit; lined with a special quality tannine silk or satin; best make and finish, fit guaranteed. Special price of seven days only \$25.00.

OUR SPECIAL \$30.00 SUIT.
In this better suit we give you a lovely choice of our best suitings worth \$1.50 per yard; made and finished in the best possible way; coat lined with silk or satin, with silk or velvet trimmings if desired; satisfaction guaranteed. Special price, seven days only \$30.00.

Worth While Savings on Worthy Furs

"You're never sure of a fur bargain unless you're sure of the store," said a woman in our fur department yesterday; "and that is why I come to the store with a great big reputation for honesty and square dealing when I want to buy furs."

This point is worth considering, when you compare the worth of these fur values with others that you've heard of.

MINK MUFFS.
We do not sell any tipped, brushed or blended mink. All our mink furs are made from natural Eastern Canada mink.

Mink Muffs reduced from \$45.00 to \$35.00.

Mink Muffs reduced from \$37.50 to \$30.00.

Mink Muffs reduced from \$30.00 to \$22.50.

Mink Muffs reduced from \$25.00 to \$18.00.

Alaska Sable Muffs, in rug, pillow and Empire shapes, made from prime full-tanned skins, natural, no dyed or blended skins.

Alaska Sable Muffs that were \$30.00 for \$21.50.

Alaska Sable Muffs that were \$27.50 for \$20.00.

Alaska Sable Muffs that were \$19.00 for \$14.50.

Alaska Sable Muffs that were \$15.00 for \$11.00.

Hudson Bay Fox Muffs. The skins used in these muffs are selected from the finest procurable and are all dyed in Leipzig, Germany. A light brown or Isabella color.

Fox Muffs, regular \$32.50, for \$25.00.

Fox Muffs, regular \$28.00, for \$20.00.

Fox Muffs, regular \$18.00, for \$13.50.

A most complete assortment of Mink, Alaska Sable and Fox Stoles, Scarfs and Fancy Neckpieces at greatly reduced prices.

Girl's \$5.25 Winter Coats \$3.49

A little lot of Girl's Winter Coats, made of a good quality kersey cloth, in cardinal and brown, is lined with self material; has deep turn-over collar and patch pockets; collar and cuffs trimmed with black military braid, and is piped with velvet in contrasting shades; sizes are 4 to 14 years. Sold regularly at \$5.25. To clear Saturday \$3.49.

GIRLS' \$8.50 COATS FOR \$4.95.

45 Girls' Serviceable Winter Coats, of a good heavy all-wool serge, in brown, scarlet and red, also in green, lined to waist with self material; deep turn-over collar, trimmed with fur braid; some are inlaid with velvet; fancy patch pockets and cuffs; trimmed to match collar; sizes in the lot, but not in each color, are 6 to 14 years. Regularly sold at \$7.50 and \$8.50. Saturday special \$4.95.

MISSSES' SEPARATE SKIRTS \$1.79.

57 Misses' Separate Skirts, made of serviceable English chevrot, in a variety of smart styles; some have yoke effect, and pleated to bottom in deep side pleats; others with pointed effects on side gores, and trimmed with self strappings and buttons; sizes 28 to 32 inches front measurements. Regularly sold at \$3.25 to \$3.50. Saturday's price \$1.79.

\$3.95 Taffeta Petticoat, \$2.69

Women's Petticoats of fine quality taffeta silk, brown, green, navy and grey; tailored sectional flounces, trimmed with rows of stitching and tucking; some have underpellets of percaline; others dust frill of self; all sizes in the lot. Regular \$3.95. Saturday \$2.69. No phone or mail orders.

FLANNELETTE DRESSING SACQUES 69c.

Women's Dressing Sacques of figured flannelette, neat designs in black, navy cardinal or sky; circular collar, with frill and cuffs trimmed with braid; belt of self and silk tie; all sizes. Special Saturday 69c.

White and Ivory Silks

Pure silks that come in ivory white only, that are important in the January White Goods Sale. Ivory silks for evening wear, bride's dress, and ivory Japanese silks for underwear.

1st—Pure Silk Japanese Taffeta, 27 inches wide. Regularly worth 40c. Sale price, yard 29c.

2nd—Pure Silk Japanese Habutai, yard wide, Lyons taffeta finish, extra heavy quality. Worth 75c. Sale price, yard 48c.

3rd—Pure Silk Ivory Duchesse Faillette, 20 inches wide; a splendid rich silk that always gives satisfactory service for dresses, waists, etc. Sale price, per yard 55c.

4th—Pure Silk Ivory Duchesse Satin de Chine, 20 inches wide; an exceptionally rich silk of a firm, heavy weave; a leader among good silks. Regularly worth, per yard \$1.25. Sale price, per yard 88c.

5th—Pure Silk Ivory Duchesse Mouseline, 28 inches wide, woven and sold as the usual silk soft, rich draping effect, only obtainable in these silks. Regularly worth \$1.75. January Sale price, per yard \$1.34.



Introducing a Whitewear Sale

—OF—
Dignity, Elegance and Variety
With Values that will be the Talk of the Town

This store is very jealous of its well-earned reputation in the matter of worthy Whitewear. Therefore, no sale is entered into until we are assured by our exhaustive preparations that it will be the most important event of its kind in the city.

We do not consider vast quantities the main requirement of a whitewear sale—the points we have always emphasized are *quality, variety and assortment*, combined with unbeatable values. It is of no interest to the individual that there are ten thousand pieces alike—but she is interested in finding an unlimited assortment and variety in just the kind of whitewear she is looking for.

The following items will tell their own story best, but they'll have a much better chance to tell it if you come and see them with your own eyes:

THREE IMPORTANT ITEMS FOR SATURDAY ONLY.

- Corset Covers** (no phone orders), good cotton, plain fitted style, medium high neck, no trimming; sizes 32 to 42 bust measure. Saturday each 10c.
- Drawers, Isabelle style**, fine nainsook, wide bell bottoms, no fullness at waist or on hip; lengths 23, 25, 27 in. No phone orders. Saturday a pair 27c.
- Night Dresses** (no phone orders), good cotton, Mother Hubbard style, yoke has 10 tucks and 4 rows lace insertion, neck, front and cuffs finished with ruffle of goods, pearl buttons; lengths 55, 58, 60 inches. Saturday, each 37c.

FOR SATURDAY AND DURING JANUARY AS LONG AS THEY LAST.

DRAWERS.
Drawers, fine cotton, wide umbrella style, hem-stitched tucks and hem, deep flounces, open or closed styles; sizes 23, 25, 27 inches. January Sale price Saturday 22c pair.

Drawers, fine cotton, wide umbrella style, deep ruffles of fine embroidery and cluster of small tucks, both styles; sizes 23, 25, 27 inches. January Sale price Saturday 50c pair.

Drawers, Isabelle skirt style, fine nainsook, no gathers at waist or on hips, wide bell bottoms, finished with deep ruffle of fine embroidery; sizes 23, 25, 27 inches. January Sale price Saturday 75c.

NIGHT DRESSES.
Night Dresses, two charming styles, in fine nainsook, slip-over or high neck, 3/4 or long sleeves, both trimmed with extra fine embroidery, beading and silk ribbon around neck and cuffs; high neck has many tucks and rows of insertion; lengths 55, 58, 60 inches. January Sale price Saturday \$1.25.

Night Dresses, fine nainsook, slip-over style, front trimmed with embroidery medallions and lace insertions, beading and silk ribbon around neck and cuffs; frills of lace; lengths 55, 58, 60 inches. Regular price \$1.25 each. January Sale price Saturday \$3c.

Night Dresses, two beautiful slip-over styles, fine nainsook, trimmed with fine Valenciennes lace or wide fine embroidery, headings and silk ribbons, 3/4 and short kimono sleeves; lengths 55, 58, 60 inches. Regular values \$2.50 and \$2.75. January Sale price Saturday \$1.95.

COMBINATIONS.
Combination Corset Cover and Drawers, cover of all-over embroidery, run with silk ribbon, embroidery heading and silk ribbon at waist; drawers finished with lace edge ruffles; sizes for 32 to 42. Regular price \$1.75 each. January Sale price \$1.19.

Combination Corset Cover and Drawers; cover and drawers of all-over embroidery, deep yoke band at hip, silk ribbon draw around neck; a beautiful garment; sizes 32 to 40. January Sale price \$1.98.

Combination Corset Cover and Drawers, a charming new style, trimmed with the lace insertions and frills, heading and silk ribbon; sizes for 32 to 42 bust. January Sale price \$1.50.

PETTICOATS.
Petticoats, fine cotton, finished with French band, dust ruffle and 12-inch ruffle of fine heavy embroidery; lengths 26 to 42 inches. January Sale price \$1.50.

Petticoats, two beautiful styles, fine nainsook, deep flounces, trimmed with extra fine lace or embroidery insertions and deep ruffles, dust frills, lace style has embroidery heading around top of flounce; lengths 36, 37, 40, 42, 44 inches. Regular \$4.00 skirts. January Sale price \$2.69.

Petticoats, fine cotton, French band and dust ruffle, 6-inch flounce of fine embroidery; sizes 36 to 42 bust measure. January Sale price \$1.00 each.

PRINCESS SLIPS.
Princess Slips, of nainsook, neck and arms trimmed with fine lace, beading and ribbon around neck, skirt finished with tucked flounce; sizes 32 to 42 bust measure. January Sale price 95c.

Princess Slips, fine nainsook, waist and flounce beautifully trimmed with fine lace insertions and frills, heading and silk ribbon on neck and arms; sizes 32 to 42 bust measure. January Sale price \$1.55.

Princess Slips, fine nainsook, waist trimmed with extra fine hand embroidery and heading, run with silk ribbons on neck and arms; skirt finished with deep flounce of fine embroidery and lawn, with hem-stitched tucks, dust ruffle; sizes 32 to 42 bust measure. Regular price \$4.50 each. January Sale price \$3.50.

CORSET COVERS.
Corset Covers, several dainty styles, in fine nainsook, full front or fitted styles, trimmed with fine embroidery or lace; sizes 32 to 44 bust measure. January Sale price Saturday 60c.

Corset Covers, two pretty styles, fine nainsook, daintily trimmed with fine laces or embroideries, medallions, headings and ribbons, backs tucked; sizes 32 to 44 bust measure. January Sale price Saturday \$1.19.

(Second Floor, Yonge Street.)
200 PAIRS HEMMED BLEACHED SHEETS \$1.00 PAIR.
Torn sizes and standard lines, made from good strong, bleached English sheeting; about 2 x 2 1/2 yards for double beds. January Sale price Saturday, pair \$1.00.

300 LACE TRIMMED DRESSER SCARFS 69c EACH.
18 x 54 inches, beautiful Swiss insertion centre, lace insertion trimmed, and heavy lace all around; perfectly made and finished, and most dainty. On sale Linen Department, upstairs. January Sale price Saturday, each 69c.

CHECK GLASS OR TEA TOWELS 7 1/2c EACH.
Good large size, 23 x 22 inches, ragdy hemmed, made from heavy Irish glass toweling in assorted checks; will dry and polish perfectly. Only 15 dozen. January Sale price Saturday, each 7 1/2c.

SUPERIOR BLEACHED ENGLISH LONGCLOTH 9c YARD.
Yard wide, pure needle finish, beautiful, round, ribbed undergarments; 960 yards in the lot. Regular 12 1/2c, 15c yard. January Sale price Saturday 9c.

BLEACHED SATIN DAMASK TABLE NAPKINS \$1.59 DOZEN.
Strong, durable, perfect laundering Table Napkins, made from pure linen and fully bleached; some are hemmed ready for use; 22 x 22 inches, 110 doz. Regular \$2.00 to \$2.50 dozen. Saturday \$1.59.

FINE AMERICAN CROCHET QUILTS \$1.43 EACH.
For full double bed, fine, white, pure finished Crochet Quilts, hemmed ends, splendid floral and scroll designs; just 100 in the lot, at a big saving. January Sale price Saturday, each \$1.43.

Some Economies for Men in Overcoats, House Coats, Furs and Hats

The man who did not get just what he was expecting for Christmas will find great satisfaction in buying these things for men at such phenomenal savings—if he had got them as a present he would still have an obligation to discharge—so it's a great satisfaction to get them at such prices, without incurring any obligation at all—the obligation, in fact, is all with us, to replace them if they do not prove eminently satisfactory.

SPECIAL CLEARING OF MEN'S OVERCOATS AND ULSTERS AT \$10.45.
Men's Heavy Weight College Ulsters. Sold regularly at \$16.00 to \$22.00. Made from extra quality English and Scotch tweed fancy ulsters, in handsome dark brown diagonal stripes and fancy mixed patterns; cut in the latest single and double breasted styles, with convertible or one-way military collars; also in a rich fast black English melton cloth. Sold regularly at \$15.50; cut from the latest single breasted Chesterfield models. Elegantly tailored and finished with extra quality linings and trimmings; sizes 35 to 44. To clear Saturday at \$10.45.

CLEARING THE ODDS AND ENDS OF OUR MEN'S HOUSE COATS AT \$4.25.
Men's House Coats or Smoking Jackets; made from imported English beaver and chevrot cloths, in rich dark green, blue and grey shades; cut in the latest single breasted style, with long roll collars, trimmed with fancy silk cord on edges, pockets and cuffs; sizes 36 to 44. To clear Saturday at \$4.25.

BOYS' HIGH GRADE SUITS.
Regular Prices: \$6.00, \$7.00, \$7.50 and \$8.50. To Clear Saturday at \$4.99.
Boys' Imported English Worsteds and Fancy Tweed Two-piece Suits, in rich dark grey and brown grounds, with neat self and fancy colored thread stripes; cut in the popular Norfolk or double breasted styles; pants made bloomer style fastened with strap and buckle at knee; sizes 28 to 32. To clear Saturday at \$4.99.

17 only Men's Custom Made Minkrat Lined Coats, black cloth shell, choice outer collars. Regular \$55.00. Saturday \$41.50.
Men's Persian Lamb Caps, deep wedge shape, in rich glossy, even curl, finished with black satin linings. Saturday special \$10.00.
200 Men's Stiff Hats, English fur felt, samples and odds of regular lines. Selling regular up to \$2.50. Saturday special \$1.50.

Men's Shirts up to \$2.00, 79c

We have gathered up all our broken lines and slightly soiled Neglige Shirts left over from a very successful Christmas business, and marked them at half and less than half their regular values, all styles and makes included, the newest designs, latest colorings, and the best quality materials only; come early for best selection.

5,000 Men's Neglige Shirts, included in the lot, are coat styles, plain or pleated fronts; a few slightly soiled. Regular \$1.00, \$1.50 and \$2.00. Saturday 79c.

1,500 garments of Men's "Britannia Brand" Winter Weight Natural Wool Underwear; made from selected yards of Australian wool; they will not irritate the most sensitive skin, and they are guaranteed absolutely unshrinkable; made with spliced elbows and knees, and neatly finished off with elastic rib cuffs and ankles; we had a late shipment of this best quality underwear, which enables us to sell them at this extraordinary low figure. Regular \$1.50 and \$2.00. Saturday \$1.29. (See windows.)

Replace Your Broken Tea Cups and Saucers

1,000 Tea Cups and Saucers, high-grade Canadian chinaware, large assortment of decorations, Kermiss shapes. To clear Saturday, 15c.

700 pieces, decorative and useful, the lot comprises Sugar and Cream Sets, Milk Sets, Jugs, Jardiniere, Vases, Meat Platters, Wash Basins, Fern Pots, Rose Jars. Extra Special for Saturday, 25c.

200 Japanese Dome Lamp Shades, dainty designs. Regular to \$2.50. Saturday, 95c.

Six-inch Silk Ribbon 25c yard

There are many necessities now that require a touch of ribbon. It may be your evening dress or the opera cloak, or it may be that your winter hat needs to be freshened up. Our good heavy quality of taffeta silk is now complete in the color range. The 6-inch width is 25c and the 5-inch 20c per yard.

Millinery Specials DRAPED TURBANS.

Only 56 of this style altogether. The quality is of a high-grade silk couche velvet; the fullness of the drapes gives it a style by itself, finished with a fancy buckle and mount or spray; colors, black, red, navy, brown. Regular price, \$5.00 to \$6.00. Saturday, \$3.85.

100 Trimmed Hats, regular \$4.75 to \$5.50, for \$1.85.
20 dozen Shapes at 25c.

Irish Lace Collars

Irish Crochet Lace "Dutch" Collars, 4 1/2 inches deep. Regular selling value, \$1.50. Saturday, 95c.

Plauen Lace "Dutch" Collars, in white only, large assortment of patterns, all new collars. Regular selling value, 25c. Saturday, 15c.

Box Frillings, five assorted frills in box, in lisse, chiffon and cord. The regular selling value, 25c. Saturday, per box, 15c.

Book Department

DIARIES, 1911.
We have these for the desk or pocket, from 15c to \$1.50.

500 Calendars at less than cost, to clear, 10c each.

New Year Gift Books, standard sets at moderate prices, also the poets in leather, 49c each.

Re-covering Furniture Free!

NO CHARGE FOR THE WORK OF

- Making, lining and laying Carpets.
- Laying Linoleum and Mattings.
- Finishing Rugs with invisible Fasteners and laying.
- Making and Hanging Window Shades.
- Making and Hanging Window Curtains.
- Making and Hanging Portiere.
- Re-covering Furniture.
- Re-covering Cushions.

YOU PAY ONLY FOR MATERIALS

This is the programme which makes January one of the busiest months of the year for our Carpet and Curtain Departments. Thousands of customers avail themselves of this generous and reasonable proposition. Let us give you an estimate of cost for Carpets, Linoleums, Curtains, Re-covering Furniture, etc., and you will find our January no charge for work offer means a tremendous saving.

Your order should be placed at once. The offer must be withdrawn as soon as the capacity of our workrooms for one month has been reached.

The **SIMPSON** Company Limited

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