

The Robert SIMPSON Store

Store Opens 8 a.m.

Closes at 6.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS: Southwesterly to westerly winds; fine and mild.

The Robert SIMPSON Store



The Oriental Bazaar On the 4th Floor

Interesting things from Eastern Rug markets will be sold here to-morrow at just half what you'd expect to pay.

"It lies upon my modern floor,
"And no one prays there any more.
"It never felt the worldly tread
"Of smart bottines, high and red
"In Ispahan."

The beautiful little prayer rugs that Aldrich wrote about will interest you no less than the striking "Kiz Kilims," or dowry rugs, that the maidens used to make for their marriage, weaving all through them tufts of wool, as talismans to avert the evil eye.

If you were in Cairo or Constantinople, you couldn't walk into the bazaars, and even by bargaining for a whole day, buy this interesting merchandise at such low prices as we quote in the following list for to-morrow:

- Bagdad Curtains, regular \$5.00 to \$8.00. Wednesday, each . . . 2.75
- Madras and Cashmere Couch Covers, regular \$8.00 to \$25.00. Wednesday, each . . . 4.00 to 12.00
- Bagdad and Malta Table Covers, regular \$5.00 to \$40.00. Wednesday, each . . . 2.75 to 19.00
- Embroidered Turkish Covers and Panels, regular \$3.50 to \$10.00. Wednesday, each . . . 1.75 to 4.75
- Damasus Lamps, regular \$10.00 to \$46.00. Wednesday . . . 5.00 to 22.50
- Real Antique Kiz Kilims, varying in size from 3 ft. 6 in. x 4 ft. 6 in. to 7 ft. x 11 ft., reg. \$10 to \$45. Wednesday, each . . . 4.75 to 22.50

Interesting Prices on Furniture

Parlor Suites made of birch, mahogany, highly polished spring seats, upholstered in silk tapestry set, consisting of sofa, arm chair and a reception chair. Wednesday selling, \$18.50.

Couches in solid oak frame, golden finish, neatly tufted with spring seat and head end upholstered in good quality of art leather. Wednesday selling, \$14.75.

Settees in solid quarter-cut oak, mission design, Early English or fumed oak finish, loose cushion, seat upholstered in best quality of Spanish leather. Wednesday selling, \$32.00.

Ladies' Writing Desks, made of solid hardwood, Early English finish, large writing space, with good accommodation for stationery, drawers and shelf underneath. Wednesday selling, \$5.95.

33.00 Pictures For Values 75c

700 Pictures of unusual merit are offered on Wednesday below regular FACTORY prices. One glance at a few of them in our Yonge street window on Tuesday will satisfy you as to their suitability for dining rooms, sitting rooms, bedrooms and dens.

700 (about) Etchings, Photographs, Carbons, Artotypes and Pastels, framed in oak, walnut and gilt and burnished sweep frames. Picture Galleries, 2nd Floor.

Groceries

2,000 stone Fresh Rolled Oats, per stone 36c.

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

Canned California yellow Peaches, large tin 25c.

Canned Corn, 3 tins 25c.

Canned Peas or Tomatoes, per tin 11c.

Choice Prunes, 3 lbs. 25c.

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

Telfer's Cream Soda Biscuits, 3 lbs. for 25c.

One can California Sun-kist Oranges, good size, sweet and seedless, per dozen 25c.

Imported Macaroni, 3 pkgs. 25c.

Post Toasties, 3 packages 25c.

Pure White Clover Honey, 3-lb. pail 60c.

TWO LBS. FRESH ROASTED COFFEE, 35c.

300 lbs. fresh roasted Coffee in the bean, ground pure or with chicory, Wednesday 2 lbs. for 32c.

Dinnerware Sale in the Basement

Dinner Set, 97 pieces, first grade English semi-porcelain ware, heavy gold decoration. Complete set, Monday, \$5.75.

97-piece Dinner Set, beautiful floral design, Greek key band, gold line. Regular \$14.50. Wednesday 7.98.

Bavarian China Dinner Set, 98 pieces, an 18 set, Wednesday, special, \$9.25.

102-piece Limoges' China Dinner Set, translucent white china body, dainty violet design. Regular \$30. Wednesday \$16.25.

97-piece Booth's Silicon China Dinner Set, Mazarine blue band, gold trimmed, 15 sets only. Wednesday \$19.95.

100-piece Austrian China Dinner Set, rich broad border design. Wednesday, special, \$25.00.

102-piece Limoges' China Dinner Set, Butcher's floral design. Wednesday \$27.50.

Limoges' China Dinner Set, 102 pieces, gold decoration. Regular \$50. Wednesday \$35.

Theo Haviland Dinner Set, 102 pieces, artistic decoration, heavy gold finish. Regular \$65. Wednesday \$45.

Two Dinner Sets, regular \$75. To clear \$50.

Three Dinner Sets, Regular \$200. To clear, \$100.

Kitchenware in the Basement

1,000 tins Black Stove Enamel, for varnishing stovepipes, grates, registers, etc., large 15c size. Wednesday 8c.

Butcher's White Granite Trays, 500 white oblong granite trays, sizes from 16 to 24 inches, worth as high as \$1.50, some possibly damaged. Wednesday, for quick selling, 39c.

1,000 Rattan Rug Beaters, 25c line. Wednesday 14c.

1,000 pieces white granite ware, big assortment of bowls, saucepans, pudding pans, fry pans and funnels; fine, perfect, white granite; useful household sizes; regular up to 20c. Wednesday for 10c.

Special demonstration of the new patent spirit stove "Symphette," for heating water, curling irons, etc.; useful for travelling; absolutely safe, and no evaporation. Wednesday 25c, 35c and 50c. At bathroom fixture section, in basement.

Where the Real Bargains are Thickest

The climax of our Great January Sale has now been reached. Consider the following values:

Gloves and Mittens

Women's Gloves and Mittens, all left-overs from our regular selling. The lot consists of gloves and mittens in kid, also suede leathers, wool lined. Regular \$1.50. Wednesday, 79c.

Infants' fine imported Cashmere Mittens, in a variety of styles, lines from our regular stock. Regular 25c. Wednesday, pair, 10c.

Women's 2 1/2 Ribbed Black Cashmere Hose, English made, double spliced heel, toe and sole, all wool, fast dye, weight for present wear. Regular 35c. Wednesday, pair, 23c.

Boys' Tan Suede Gloves, broken lines from our regular stock, wool lined, dome fasteners, neat stitched back, small, medium and large sizes. Regular 75c. On sale, Wednesday, pair, 50c.

Men's Heavy All Wool Black 2 1/2 Ribbed Cashmere Socks, double heel, toe and sole, good wearing, soft yarn. Regular 25c. Wednesday, 3 pairs 50c.

Buy Your Wall Papers Now

We are reducing stocks for our regular stock taking. You'd better buy now for spring and save dollars.

For Parlors, Dining Rooms, Halls, Dens, Libraries, cork effects, silk-ettes, damasks, tapestry and flat effects—rich colorings. Regular to 75c, Wednesday 31c. Regular to 50c, Wednesday 21c.

For Sitting Rooms and Bedrooms, florals, plain effects, stripes in good assortment of colors. Regular to 25c, Wednesday 17c. Regular to 15c, Wednesday 7c.

500 Rolls Borders and Friezes for decorating, reg. price to 8, 10 and 15c yard, Wednesday (by the roll) per yard, 3c.

Mid-week Attractions in Millinery

36-Draped Turbans, of silk velvets and black peau-de-sole silk, trimmed with ostrich mounts or osprays, a fancy buckle or pins give the finishing touch, making one of the most stylish small hats for this season wear. Mid-week Sale price, \$3.85.

24 shapes of that bright satin finish only to be had in the better qualities of Fur Felts, tastefully trimmed with drapes of silks, velvets; some with Canadian mink or large rooses and wings. A stylish hat at nearly quarter the value. Mid-week Sale price, \$2.98.

Ostrich Feather, in white, black, light blue, red; 18-inch. Large extra wide fibre. Regular price \$5.00 and 5.50. Mid-week Sale, \$3.69.

Babies' Bonnets, a large assortment at a small price, in colors of white, sky, pink, green; also black and white. Fur Bonnets. Regular up to 2.75. Mid-week Sale, 50c.

Stylish Ready-to-wear Hats, trimmed with silk velvet band and rosette, caught with gilt buckle and quills. Regular price \$2.20 to \$3.00. Mid-week Sale, 50c.

100 Wool and Fur-felt Shapes, 20 different styles. Mid-week Sale price, 19c.

Children's Boots

70 pairs Children's Blucher Boots in all sizes, from 5 to 7 1/2 and 8 to 10 1/2, strong dongola kid leather, medium heavy sole, spring heel. Special bargain, Wednesday, 69c.

Dress Goods on the Second Floor

52-INCH CHIFFON PANAMA, 64c. A beautiful rich Chiffon Panama suiting, made from specially selected pure Botany wool, hard twisted yards, rich lustrous finish; a splendid fabric for tailored suits, dresses or separate skirts, rust resisting, thoroughly sponged, fast unfading dyes; black, navy, Alice blue, Gobelien blue, reseda, brown, tan, greys, etc.; 52 inches wide. Price 64c.

BLACK AND WHITE SHEPHERD CHECK SUITING, 34c. 1,500 yards Shepherd Check Suiting, in the three most popular sizes of check. Fine worsted finish, clear weave, a splendid wearing quality, launders perfectly, 40-42 inches wide. 34c.

Good Books for a Quarter

The Magnolia Library, including "Adam Bede," "G. Elliot," "Donovan," "Edna Lyall," "Hypatia," "C. Kingsley," "Guy Mannerling," Scott; and many others, handsomely bound in cloth. All at 25c each.

Valentines on the main floor.

Feather Boas

35 only Ostrich Feather Boas, splendid grade fibres, in white, grey, green, navy, also black and white; including a few Marabou Stoles, trimmed with astrich feathers, natural color or black, 72 to 78 inches long; odd lines to clear before stock-taking. Values up to \$12.00. Wednesday, \$6.50.

Of Interest to Men and Women



In the departments of men's and women's garments, our big business is constantly breaking up complete lines, and leaving odd sizes and patterns to be disposed of at far less than their value. With the approach of stock-taking, the disposal of this broken stock is of the most sweeping nature, as the following lists will show:

Women's Voile Skirts \$5.69

75 only Women's Separate Skirts, of a good crisp quality French voile, in black only, made in a number of up-to-date styles; some are pleated from waist; others have the banded effect and pleated around the bottom of skirt; all are neatly trimmed with narrow folds of taffeta silk. The early comers have the best choice of these first-class skirts at 8 o'clock. Wednesday for \$5.69.

Women's \$29.50 Dresses for \$16.79

40 only Women's stylish one-piece Dresses, of a fine quality imported broadcloth, in colors of black, brown, navy, grey and green, has dainty net lace collar and yoke, outlined with velvet; waist is neatly trimmed with silk cord; lower part of sleeve has net lace to match yoke; skirt has front and back panel with neatly stitched seams. The regular selling price of these dresses was \$29.50. Wednesday, \$16.79.

Women's Coats only \$7.98

Sale of a special line of Women's High-class Coats; these are made of a medium weight kersey cloth, in navy, black, brown, amethyst or taupe; backs are semi-fitting, double-breasted fronts, tailored collars, trimmed with self strappings and buttons, two styles to select from. These are regular \$16.50 coats. Special for Wednesday's selling, \$7.98.

Shirtwaists \$1.50 and \$2. Wednesday 98c

100 Splendid Shirt Waists of pure Irish linen and figured vesting, all are strictly tailored styles, Gibson pleats, and wide tucking, shirt sleeve, laundered collar and cuffs. These waists are slightly counter mused, but are all washable. All sizes in the collection. Regular \$1.50, \$1.75 and \$2.00. Wednesday 98c.

New Waists of fine black Brussels net, all silk lined, several good styles to choose from, lace yoke effect, and points of rich silk embroidery, 3/4 kimona sleeve or full length sleeve with tucked cuffs, sizes 22 to 42, \$4.00 regular. Wednesday, \$2.95.

100 Dainty Lingerie Waists, fronts of beautiful medallion embroidery, clusters of finest pin tucking, also some with pretty lace yoke and collar, short kimona sleeve, have trimmed back, is tucked and have rows of lace insertion. 300 waists for \$1.95.

Sample Spring House Dresses and Wrappers Clear at Cost

A manufacturer's clearing line of Women's Wrappers in printed percales, cardinal, navy and black, from 49c to \$1.50.

Also House Dresses in percales, ginghams and chambray, stripes and checks, sky, navy and pink with white, 69c to \$1.98.

(No Phone or Mail Orders.)

Men's Tweed Suits

To clear Wednesday at \$7.95. Men's Fine Quality English Worsted Finished Tweed Suits, in dark brown and grey grounds, with neat self and faint fancy colored thread stripes, cut from the latest 3-button single-breasted sack models, excellently tailored and finished with best quality lining and trimmings, regular \$10, \$10.50, \$12.00, \$14. Sizes 34 to 44. To clear Wednesday at \$7.95

BOYS' FANCY OVERCOATS, Wednesday at \$1.98

Boys' Heavyweight Fancy Tweed Overcoats, in assorted neat dark stripe patterns, cut in double-breasted Russian style, with double-row of gilt metal buttons and neat black velvet Prussian collar, lined throughout with warm serge lining. Sizes 20 to 26, fitting 2 1/2 to 7 years, regular up to \$3.75. To clear Wednesday at \$1.98.

FUR COLLARS

Men's Adjustable Fur Collars, best grade skins, in con, astrachan, electric seal, and nutra Beaver. Regular 75c. Wednesday \$3.45.

Men's Persian Lamb adjustable Fur Collars, rich, glossy, even curl, skins satin lined. Wednesday special, \$9.85.

Men's Persian Lamb Fur Caps, in wedge or driver styles, fine grade, even curl and glossy skins, best finish. Wednesday, special, \$9.85.

BODY GUARD UNDERWEAR

1,200 garments of men's "Body Guard Brand" natural wool underwear. Simpson's Body Guard label on men's underwear means perfection in quality, fit and finish, the wool used in the manufacture of Body Guard Underwear is carefully selected by experts, and made up by only the best English and Canadian manufacturers.

To introduce Simpson's Crown Brand we are reducing the price on Wednesday from \$1.50 to \$1.23 per garment. Phone direct to department.



A Trumpet Call From the Great White Way

announces the last days of our Great Sale. Such prices as we are able to quote here shed a dying glory over this sale that will make it long remembered by those women who take advantage of them:

10 Only Beautiful Sets of Lingerie for brides or ladies who desire perfectly matched undergarments: each set consists of Gown, Petticoat, Drawers and Corset Cover, finest nainsook, trimmed with exquisitely fine rose bud embroidery, beading, silk ribbons and narrow lace frills on gown and cover; sizes for 32 to 42 bust measure; regular value \$15.00, a set, Monday, a set of four pieces for \$10.00.

12 Only Matched Sets of fine lingerie, four pieces, Gown, Drawers, Petticoats and Corset Cover, finest nainsook and lawn, handsomely trimmed with maltese lace insertions and frills, pretty embroidery medallions, beading and silk ribbons; sizes 32 to 42 bust measurement; a regular \$12.75 set. Wednesday, a set of four pieces, \$8.50.

24 only Matched Sets of Dainty Lingerie, four pieces, nightdress, skirt, drawers, corset cover, finest nainsook and lawn, trimmed with fine Valenciennes lace, insertions and frills, beading, silk ribbons and hemstitched tucks, sizes 32 to 42, bust measure. Regular price \$9.00 a set. Wednesday, set of 4 pieces, \$6.00.

Marguerite Combinations, corset cover and short skirt in one, trimmed with very fine lace insertions and frills, beading and silk ribbons, two styles, one with dainty embroidery medallions, sizes 32 to 42, bust measure. Regular prices, \$3.50 and \$4.00 each. Wednesday sale price, each, \$2.48.

Nightdresses, a beautiful slip-over; Empire style, trimmed with 30 rows fine hand embroidery and fine Val. lace insertion, neck and short kimona sleeves trimmed with lace insertion and ruffle of lace, draw ribbon in neck, lengths 56, 58, 60 inches, for 32 to 42 bust measure. Regular price, \$4.50 each. Wednesday sale price, \$2.95.

Extraordinary Corset offering, 30 pairs only beautiful white silk corsets, heavy, strong brocade qualities, in fashionable La Reine and C. B. a la Sprite models, medium bust, extra long, stylish, unboned skirts, finest whalebone or whalebone filling, 4 or 6 wide silk elastic garters, some have plush-lined clasps, handsomely trimmed, sizes 18 to 28 inches. Regular prices, \$10.00 and \$12.00 a pair. Wednesday sale price, \$5.00 a pair.

Exclusive Parisian Styles at a Reduction in the Peacock Room

35 fine French Hand Embroidered Sets, in various designs, four pieces at \$11.50, \$18.50, \$19.50, \$20.00.

20 Ladies' Liberty Dresden Silk Underskirts, shaped to fit absolutely over the hips, reduced from \$15.00 to \$10.00.

25 Dressing Jackets, in black and various colors from \$3.50 to \$15, all reduced.

25 Ladies' French Flannel Dressing Gowns, various colors, trimmed lace, reduced from \$10.00 to \$7.00.

10 Babies' Coats, long and short lengths, in cream French elder-down and silk cashmere, reduced from \$15 to \$10.

Baby's Gargoise Rugs, Liberty design, in silk plush, both sides trimmed handsomely with ermine tails, \$12.00 to \$8.00.

Ladies' Knickers, 10 pairs hand embroidered fine French nainsook, reduced to \$3.00 a pair.

French Flannel Nightgowns and Underskirts, much reduced.

10 Bodies, with and without sleeves, French nainsook, trimmed lace and hand embroidered, reduced to \$2.50 and \$3.00.

Princess Slips, in chiffon and satin, reduced to \$15.00.

A number of slightly soiled garments for ladies' and infants' wear, at half price.

Household Linens

(Second Floor, Yonge Street.) FINE NAINSOOKS, ONLY 10c YARD. Beautiful English Nainsooks, made of the very best cotton, perfectly pure, and dainty finish, for fine undergarments, 36 inches wide, 900 yards, regular 12 1/2c and 15c per yard, Wednesday 10c.

SILK AND WOOL FLANNELS, 50c YARD. Our flannel section has about 500 yards fine silk and wool blouse flannels to clear, about 100 3-yard blouse lengths in the lot, beautiful colorings and stripes, will launder like a bit of cotton, regular 75c per yard, Wednesday 50c.

A HEMSTITCHED DAMASK TABLE CLOTH FOR \$1.98. All pure linen, fully bleached, very pretty designs, with inch border all around, also spoke-hemstitched all around, 64 x 86 inches; only 100 in the lot; Wednesday, each, \$1.98.

600 YARDS WHITE IRISH DRESS AND BLOUSE LINENS TO SELL FOR 25c YARD. 36 inches wide, fine round thread, full bleached Dress and Blouse Linens, popular weight; will make a dainty tailored blouse or white, cool frock; selling at white linen counter Wednesday, yard, 25c.

WHITE QUILTS FOR BRASS BEDS, \$1.98 EACH. Fine Honeycomb Quilts, cut in the corners and fringed all around, specially made for brass beds, full double bed size, 60 only at each blanket section, Wednesday, \$1.98.

800 PAIRS WHITE PILLOW CASES, 28c PAIR. 42 x 23 or 45 x 23 inches, torn sizes; good, strong, hard-wearing pillow cases, hemmed or spoke-hemstitched ends; couldn't begin to make them for the money; Wednesday, pair, 28c.

The Robert SIMPSON Company Limited