

# Simpson's Sale of Wear for Women in White.

JANUARY, 1909 — FIRST MONTH OF THE YEAR OF PERFORMANCE.

We mark the initial advance of business on the first floor of the New Building by the opening of the Annual January Sale of Whitewear. The same occasion influences the whole store wherever white goods are stocked. WHITE is the key note of the month.

But the main theme of the January White Goods Sale—THE UNDERMUSLINS—THE LINGERIE—what of it, this January?

Let us give you a few facts and figures, from which you may form your own conclusions.



We have over double the space for the selling of Lingerie this January, the wall between the old and the new building having been removed.

We offer nearly 200 different styles, every one "brand" new for this sale.

Last year's sale was the most successful of the long series of ever increasing successes.

We have aimed to out-do our former best, and we have a new building to help us.

Simpson's reputation for taste, quality and liberal sizing stand behind every January price.

Novelties abound—Parisian Hand-made Lingerie, three-piece Isabella Suits, new ideas and designs, new laces, new embroideries, etc., etc.

Following are a few sample values:

**Night Dresses**—Of fine nainsook, slip-over style, elbow sleeves, silk ribbon in casing around neck and cuffs, a dainty gown, lengths 56, 58, 60 inches. Regular price, \$1.00 each. Sale price - - - - - **73c**

**Corset Covers**—Fine lawn or nainsook, two beautiful styles, one has dainty embroidery yoke, run with ribbons, one has pretty embroidery medallions, outlined with lace insertion, beading and silk ribbons, narrow frills of lace, full fronts, sizes 34 to 44 bust measure. Regular value, 75c each. Sale price, **50c**

**Drawers**—The new "Isabelle" skirt style, fine nainsook, no gathers or fulness at waist or on hips, wide frill with tucks, both styles, lengths 23, 25, 27 inches. Regular value, 65c pair. Sale price - - - - - **45c**

**Petticoats**—Fine cotton, 22 inch full flounce of lawn, 3 clusters of hemstitched tucks, two rows of wide heavy torchon lace insertion and deep ruffle of heavy torchon lace, dust frill, sizes 38, 40, 42, 44 inches. Regular value \$2.75 each. Sale price - - - - - **\$1.95**

**Combination Suit**—Two-piece corset cover and drawers, fine nainsook, insertions and frills of dainty fine Valenciennes lace, embroidery and lace, beading and silk ribbon around neck and waist, drawers are "Isabelle" style, a dainty garment, sizes 32 to 42 bust measure. Regular value, \$2.50 each. Sale price - - - - - **\$1.50**

**Aprons**—Fine white lawn, size 38 x 40 inches, deep hem, sashes. Regular price, 25c each. Sale price - - - **19c**

## Corsets, Extra Special

**Royale Corsets**—A magnificent model in fine white coutil in the new long style, very long back and hips, finest rust-proof steels, 4 wide side steels, medium bust, finished with 4 wide elastic garters, lace and ribbon, sizes 18 to 26 inches. Regular price, \$2.00 a pair. Sale price - - - - - **\$1.00**

Send for our handsomely illustrated Whitewear Catalogue. Your name and address on a postcard is all we ask.

ADDRESS THE ROBERT

# SIMPSON

COMPANY, LIMITED

TORONTO, ONTARIO.

N.M.