WEDNESDAY MORNING

.

THE TORONTO WORLD

The Robert Simpson Company, Limited Store Closes at 5.30 p.m. Store Opens at 8.30 a.m.

NEWS OF TODAY'S SELLING

WIDE CHOICE FOR LITTLE MONEY IN COATS, DRESSES AND SKIRTS. Model Cobis for women, sizes 26 to 25, at \$10.00. Dresses at \$5,95, values to Vests, \$1.75 Baby Dre

THE MID-WINTER MILLINEBY CLEARANCE CONTINUES. CLEARANCE OF FUR-LINED GLOVES.

Men's, to \$2.50, for \$1.98; women's, to A NEW BLACK SECTION IN THE \$2.50, for \$1.38. WASH GOODS DEPARTMENT. WHAT MEN REQUIRE.

erwear, values \$1.25 to \$2.00, for

as, values to \$2.407 for 83c. nter Overconts, big bargains at

OME NEEDS LOW PRICED.

\$2.00 A la Grace Corsets, \$1.00 Wool Vests, \$1.75 Baby Dresses. A SALE OF NEW EMBROIDERIES Swiss Flounding, 24-inch, 48c; 17-in 28c; 17-inch Corset Cover Embroid ies, 19c.

WELL-SELECTED ITEMS IN LINENS AND STAPLES. OODS AND SILKS, with

terence to the new wide-skir ries and new draping deman articular attention is due the Bl

13.10 Mattresses, \$1.95. Nottingham Lace Curtains, pair, 69c. New shipment of English Bone China priced to clear at once. **OTHER ITEMS ANNOUNCED IN DE-TAIL HEREWITH ARE FOR TO-MORBOW'S SELLING.**

Reap the Benefits of This White Sale

No such chances to buy whitewear would now be available if months of careful preparation and planning had not preceded this sale. We who have achieved these prices know how real these benefits are, and are eager that every woman in Toronto should share in this distribution.

3.00 NIGHTDRESSES, WHITE SALE PRICE, THURSDAY \$1.69.

A very beautiful gown, in finest nainsook; slip-over; short sleeves; combination lace, embroidery and ribbon trim; sizes 32 to 42 bust. \$2.25 NIGHTDRESSES, WHITE SALE PRICE, THURSDAY \$1.95

A charming garment, in fine nain-ook; slip-over neck; elbow sleeves; dorned with tucks and very fine unbroidery yoke, run with ½-inch ilk ribbon; sleeves edged with lainty embroidery; all sizes.

\$2.50 PETTICOATS, WHITE SALE PRICE, THURSDAY \$1.69. Fine nainsook: trimmed in beauti-ful taste, with a flounce of shadow lace insertion and frill, with wide ribbon-run insertion between; lengths 38, 40, 42 in.

\$1.85 PETTICOATS, WHITE SALE PRICE, THURSDAY \$1.19. Fine nainsook, trimmed with beautifully fine embroidery insertions and deep embroidery; lengths 38, 40,

\$7.00 DRAWERS, WHITE SALE PRICE, THURSDAY 69c PAIR. A very fine nainsook garment; trimmed with extra quality Swiss embroidery insertion and ruffle; tuster of small tucks; sizes 23, 25,

\$1.69 DRAWERS, WHITE SALE PRICE, THURSDAY \$1.19 PAIR.

\$3.35 COMBINATIONS, WHITE SALE PRICE, THURSDAY \$1.63. A magnificent garment, made alnost entirely of wide floral embroidery, run with silk ribbon around neck; sizes 34 to 42 bust.

\$1.00 AND \$1.25 CORSET COVERS, WHITE SALE PRICE, THURS-

DAY 75c. Four exquisite styles, in fine lace. trims or all-over embroidery; silk ribbons, in beadings and other adorn-ments; full or tight-fitting; sizes 34 to 44 bust.

750 AND 890 CORSET COVERS, WHITE SALE PRICE, THURS-DAY 50c.

Six dainty styles, in fine nain-sook; adorned with fine Val. or linen laces, or beautiful embroidery; sizes 84 to 44 bust.

EXTRA WHITE SALE CORSET OFFERING.

\$4.00 Rengo Belt Corset, White Sale Price, Thursday for \$2.39 a pair. One of the best bargains of the sale; 300 pairs Rengo Belt Corsets; made in fine white brocade, in latest model, medium bust; long skirt; finest double watchspring steels throughout; guaranteed not to rust; six fine strong carters; graduated clasp;

These Fur Prices Have Struck Bottom!

Make sure of getting them before the rebound! Our fur prices this season have appealed to discriminating women-these that are advertised for Thursday are unusual enough to cause a sensation in the fur trade. Don't miss this opportunity.

Electric or Near Seal Coats, from best imported French dyed skins, very newest models, 52 inches long, regularly \$80.00, Thursday \$59.00. 46 inches long, regularly \$75.00, Thursday \$55.00.

Hudson Seal Coats, travelers' samples, 50 inches long Regularly \$140.00. Thursday 95.00

Natural Black Jersey Muskrat Coat, 50 inches long, a* handsome motor coat. Regularly \$175.00. Thursday.. 95.00

Black Fox Furs at greatly reduced prices, one of the most popular furs worn, suitable alike for young or elderly people.

Large Two-Skin Stoles and Scarfs, with head and brush. Regularly \$60.00, for \$45.00, and \$47.50 for \$35.00.

Large Single-Skin Scarfs, with head and brush. Regularly \$25.00 and \$21.00, for 17.50 Large Pillow Shape and Fancy Rug Muffs, regularly

\$60.00. for \$40.00. Medium size, \$45.00 and \$40.00 for \$30.00. Russian Fitch Furs, a fur resembling genuine Russian

sable that is ultra stylish and gives excellent wear. Stoles that were \$25.00, for \$15.00. Muffs that were \$22.50, for \$15.00.

10 Sets only, Tiger Coney and Leopard Coney, large pillow muffs and shawl scarfs, 92 inches long, 8 inches wide. Regularly per set \$20.00. On sale Thursday for 13.50

Just 53 Black Cheviot Overcoats Thursday, \$5.95

JANUARY 18 1915

N.B.-An order for such coats as these, even if it were a very large one, could not be placed with any manufacturer today for within a dollar o our Thursday price.

We consider this the star overcoat attraction of the season —only trouble is then are but fifty-three of them. But isn't it worth while trying to be one of the lucky ones at 8.30 a.m. Thursday?

53 ONLY MEN'S BLACK CHEVIOT OVERCOATS.

They are made up in a smart Chesterfield style, threequarter length, finished with double-stitched raised seams, lined with good quality twilled mohair and well tailored. Sizes 35 to 44. Regularly \$8.50 and \$10.00. To clear Thursday at 5.95

Men's Winter

Caps

In golf shape, fine overcoatings, fleece, Angora and plain finish tweeds, earbands, fur lined. Regularly \$1.00 and \$1.50.

Boys' Tweed Caps, medium peak, golf shape, ear bands, warmly lined. Regularly 45c.

Children's Wool Toques, short or long plain stitch, in dark colors only, 25c, 29c and 39c values.

2000 Neckties at Half Price

ten's Silk Neckties, in ext arge shapes, spiendid assort ment of designs and colorings strong interlinings, which will not rip, 50c quality. Thurs

large, sizes 14 to 18. \$1.50 and \$2.00. T 12

The general predicament of all men, with the possible exception of South Sea Islanders and Highlanders, is as follows: "Trousers wearing out, but coat still good." So when we had a chance to buy up an A1 stock of separate trousers at a low figure, we jumped at it. Result: We can offer many of these trousers on Thursday for less than half the regular price.

Trousers

350 PAIRS OF MEN'S WORSTED

Boys' Mackinaw Russian Overcoats \$3.49

75 Blue and Black and Gray and Black Mackinaw Overcoats; double-breasted style, with collar to button up close to chin; slightly fitting in at back, with all-round belt; red flannel linings; sizes 2½ to 9 years. Regularly \$5.00. To close at

If Ever You Thought of Buying Fur-Lined Coat, Don't Let **This Chance Slip!**

TROUSERS, \$2.49.

The materials are all fancy English ped worsteds, in well selected pat-s; well cut and perfectly tailored; s 31 to 42. Regularly \$3.00, \$3.50, \$4.00, and \$5.00. On sale Thursday at 2.49

immed with ribbon-run wide em-oidery, beading and insertion; lished with wide Maltese lace; th styles; sizes 23, 25, 27 inches.

ion in back; deep trim: a splendid wide elastic section in back; deep lace and ribbon trim; a splendid figure-reducing corset; sizes 21 to 30 inches.

Rush Centres Among Linens and Staples

40c Bleached Sheeting, Clearing at 29c Yard-Made in Canada, close, even weave, free from sing, two yards wide. Regularly 40c yard. Sale price Thursday, yard 29

Big Mill Clearance of Blankets-White Union Wool Blankets, thoroughly scoured and shrunk, weight 7 lbs.; size 64 x 84 inches. Regularly \$4.25 pair. Sale price Thursday, pair 3.38

Madapollam or Spanish Longcloth, for women's and children's undergarments, etc.; width,

- Bleached Sheets, linen finish, deep spoke-hemstitched hems, size 70 x 90 inches. Regularly \$2.00 pair. Sale price Thursday 1.68
- Horrocks' White Saxony Flannelette, 32 inches wide. Sale price Thursday, yard14

Late Season's Prices on Women's Winter

Coats

Fancy Brocade, Plush Caraculs, Plain Silk Sealette Corduroys and Combinations of Broadcloth and

Some of the coats are of corduroy velvet, in two models, a long full flaring style with little fur collars and cuffs and linings to match, and a belted style with flaring skirts. Both come in navy, brown, Copenhagen and wine, and have gay pretty linings. Others are of plain silk plush, brocades and caracul, in new ripple back style with flaring skirt and belts, lined with silks, satins and Farmer's satin. Some are fur trimmed. Colors black, gray, Copenhagen, brown and rose. Each 11.50

WOMEN'S SERVICEABLE WINTER COATS, \$6.75.

In Fancy Tweeds, Zibelines, Chinchillas, Double Faced Coatings and Plain Weaves. Newest winter designs in Russian, Military, Balmacaan, and Ulster models; three-quarter and full lengths. Range of colors includes nigger brown, grays, navy and black. All sizes. Thursday 6.75

SKIRTS FOR MISSES, \$2.89.

Three distinctly new styles with tight-fitting yokes and with side or box pleats. Trimmed with buttons. Splendid serges in black or navy. Sizes 22 to 25-inch waist bands, 33 to 37-inch lengths. Regularly \$4.00. Thursday 2.89

NEW IMPORTED SUITS.

Some of the latest novelty suits are in putty and sand shades; also king's blue, navy and black gabardines, and fine black and white stripes. Prices \$25.00 to \$65.00.

A Very Stylish Suit in Putty Shade, blouse front coat with belt, fastened to the neck, brown, velvet collar and large fancy pockets, yoke skirt with flare and large fancy pocket. Price 29.50

A Smart Style in the Sand Shade, blouse front coat, roll collar, sleeves buttoned to elbow, beautifully lined with flowered silk, skirt plain flare with pocket. Price 65.00 Sensible Gloves and Hose

-76 III

21 KIT HALON KAD

75c Dressing Sacques for 49c

Women's Dressing Sacques, of heavy flannelette, floral patterns, on sky or blue ground; tucked front, belt of self, mercer-ized trimming; sizes 34 to 44. Thurs-

Colored Moire Petticoats, 49c-Imported petticoats of soft finished moire, black, navy, emerald and olive; five-inch novei-ty pleated flounce; sizes 36 to 42. Thursday

Dinnerware at 5c

500 ODD PIECES. Good quality English porcelain dinner-ware, various decorations, breakfast plates, soup plates, tea plates, bread and putter plates, pickle trays, cream jugs, sugar bowls, fruit saucers, oatmeals. Reg-ularly 7c, 10c and 15c. Thursday, 8.30

Floral and conventional designs, vari-ous shapes, some have gold traced edges and handles. Regular values up to \$1.25.

and handles. Regard and the provided of the second second

\$2.25, 21-PIECE TEA SET. \$1.59.

nelette, extra large and long strongly made, all sizes 15 to 20 Regularly \$1.00, Thursday . Staple Boots With Low

Prices BOOTS FOR MEN. \$2.69.

WOMEN'S \$3.00 TO \$3.50 BOOTS AT \$1.69.

BIG GIRLS' BOOTS, SIZES 11 to 2, AT 99c

RUBBERS AT LESS THAN WHOLESALE PRICES.

Men's Plain Rubbers; city weight; sizes 6

Stock Clearings in the **Basement January Sale**

.00	Queen Skates, special for Dominion Skates, special for Empire Skates, special for	4
.50	Empire Skates, special for	T
	OLEADING ENOWELLOSS	

STOVE PRICES MUCH REDUCED.

ed

\$1.35 NICKEL-PLATED KETTLES, 98c.

You can save more than you spend on some of th

Home Furnishings Make Attractive Quotations IMPORTED WOOL AND FIBRE RUGS.

Closely woven, seamless rugs, a variety of mixed blue, green and tan coloring. 8.3 x 10.6 and 9.0 x 12.0, reduced to \$6.35. 7.5 x 10.4 extra quality, reduced to \$7.00. Heavy Wool Back English Axminster Hearth Rugs, Oriental and floral designs, in many different colors. A splendid, hard-wearing Axminster. 28 x 57 inches, \$3.50; 30 x 68 inches, \$4.25; 36 x 7 inches, \$5.75. Sootch Inlaid Linoleums at 850—A serviceable quality, with co-ors inlaid. Per square yard Low Prices on Sootch Tapestry Squares—3.0 x 3.0, special \$7.21; 9.0 x 10.6, special \$6.38; 9.0 x 12.0, special \$9.48; 10.6 x 12.0, special \$11.48. DRAPERY FARRICS

DRAPERY FABRICS.

of

Sunproof Assyrian Cloth at 98c Per Yard-A new portiere fin green, red, brown, blue or natural colors; 50 inches wide; yard

Casement Silks, 50 inches wide. Per yard Combination Opaque Window Shades, 49c-Of good qualifinished cloth, size 37 x 70 inches, in green and white or crean green, Hartshorn rollers

Scotch Madras Curtain Muslin-A number of rich designs inches wide, in white or cream. Per yard

LOW PRICES IN FURNITURE.

Infants' Adjustable Crib, white enamel finish, can be raised a lowered to desired height, fitted with strong safety net; 'springs steel link wire. Regularly \$12.00. Special Child's Iron Crib, white enamel, rails close together, high a and drop sides, in two sizes, 2.6 x 4.6 and 3.0 x 4.6. Regularly \$ Special

Mattress to fit above cot, curled seagrass, with layer of jute at both sides. Special Kitchen Cupboard, of selected elm, golden finish. Special Kitchen Tables, of hardwood, with drawer and white bass top, size 48 inches. Regularly \$2.90. Special Kitchen Chairs, hardwood, golden finish, strongly made.

cial, each

FOR SEMI-INDIRECT LIGHTING.

Alabaster Glass Bowl, 14 inches across, suspended on 3 hanger, old brass finish, wired complete. Regularly \$10.06,

day Marble Glass Bowl, 14 inches across, beautiful diffusing of ties, suspended on 3-chain hanger, old brass finish, wired com Regularly \$15.00. Thursday Not installed at these prices. No 'phone orders.

Club Bags at \$4.95



 THELEPHONE DIRECT TO DEPARTMENT, ADELADDE 6109.

 400 this, Fresh Creamery Buitter, in 1-lb, prints, Per Ib,

 600 this, Fresh Creamery Buitter, in 1-lb, prints, Per Ib,

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 600 this, Fresh Beans, Harioo, Vers, Reg. 15c. 3 tilns

 600 this, Per Ib,

 600 this, Brans, Barioo, Vers, Per Ib,

 600 this, Maamalade, 6-lb, pall

 600 this Mood Oats, Large packages

 600 this Deep Sea Codinsh Steak, Reg. 16c. 2 tils

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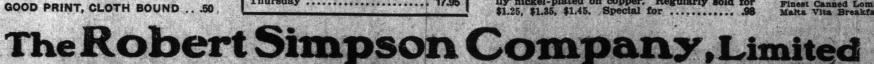
 600 this Deep Sea Codinsh Steak, Reg. 16c. 2 tils

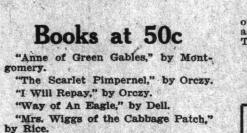
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Jewelry at Half

Price

14k Gold Pearl Necklace, star and

scroll designs, real pearls. Regularly

\$18.50. Thursday, half-price 9.25

Pin, platinum set. Regularly \$10.00.

Thursday, half-price 5.00

14k Gold Oval Locket, single dia-

mond, set in star pattern. Regularly

\$15.00. Thursday, half-price 7.50

fine pearls. Regularly \$16.00. Half-

Four 14k Diamond Rings, single

stone designs. Regularly \$12.50.

Thursday, half-price 6.25

cameos, set in 10k and 14k gold. Reg-

ularly \$11.00 and \$15.00. Thursday,

"Garden of Allah," by Hichens.

"Trail of the Lonesome Pine," by

"Girl of the Limberlost," by Porter.

"Black Creek Stopping House," by

"Beverley of Graustark," by Mc-Cutcheon.

"Queed," by Harrison.

McClung.

"Duncan Polite," by Keith.

half-price \$5.50 and \$7.50.

14k Gold Cameo Brooches, genuine

Three 14k Gold Pearl Sunburst, real

14k Gold, Diamond and Pearl Scarf