Store Opens

# The Robert Simpson Company, Limited

Store Closes at 5.30 p.m.



### R.bbons for Whitewear

dainty lover's knot pattern, broaded on rich satin finished ribbon, washes perfectly. When buy ing "January Whitewear" buy lingerie ribbon to trim it; four colors, white, pink, pale blue and lavender.

78	inch	width,	ber	yaru	
73	inch	width.	per	yard	6
1	inch	width.	per	yard	8
114	inch	width.	per	yard	10
11/2	inch	width,	per	yard	121/2
10000		pile :	Na	FFOW	Widths,
•				a familia	
1/8	inch	width,	per	yard	3
1/4	inch	width,	per	yard	5
1/2	inch	width,	per	yard	10
1/2	inch	width,	per	yard	121/2
1	inch	width,	per	yard	15
11/4	inch	width,	per	yard	20
2	inch	width.	per	yard	25

# and Misses \$4.85

You may be in the habit of paying considerably more than \$4.85 for the kind of coat you wear, but do not let this deter you from seeing the garments we are selling at this price on Wednesday. There are many coats in the lot that have sold this season as high as \$15.00 ulster styles. Made from all-wool tweeds, chinchilla, blanket cloths and fancy fabrics. Grey, brown, tan, navy Copenhagen, green, plaids and mixtures. Bargain, Wednesday ..... 4.85

#### OTHER WINTER COATS AT \$6.75.

Mid-winter Balmacaans, military, Russian, cape, Redingote, and low belted styles, with ripple and cloth. double-faced coatings, chinchilla and curls, in brown, grey, navy, tan, rose and mixtures. Regularly \$10.00 and \$12.00. Wednesday ..... 6.75

EVENING DRESSES AT \$9.95. 35 dresses regularly selling for \$15.00 to \$25.00. Made in this season's styles and from soft fabrics. for afternoon and evening wear black, ivory, pink, blue and lemon colors. Wednesday .... 9.95

SKIRTS FOR STOUT WOMEN. Specially designed in stylish and becoming styles, some with tunic on side gores, others cut on straight lines with pleats to give fullness: trimmed with bone, self-covered or fancy buttons. Materials include crepe armure, fine or coarse weave serges and poplinette in black only. Waist measurements, 30 to 36 in.; front lengths, 38 to 42 in. Prices \$5.50 to \$9.00.

#### NEWS OF TODAY'S **SELLING**

The great Whitewear Sale is in full swing. with values for today including such items as a clearing of 600 pieces of Underwear at 20c, \$1.25 Nightdresses at 87c, \$2.00 Combinations at \$1.19.

The Wash Goods are represented by a long list of Crepes, Kimono Cloths, Velours, etc., at splendid prices; also a fine offering of novelties for the 1915 season.

A display and sale of New Black Millinery, both dress and mourning materials. The price list runs from \$3.50 to \$7.50.

\$2.95 Lingerie Blouses, today, \$1.95.

The Boot Department offers eight exceptionally attractive lines, including Men's Boots at \$2.95, Boys' at \$1.99, and

Women's at \$2.49. Dress Goods and Silks at Sale Prices. \$1.25 and \$1.50 Fabrics, guaranteed cloths, for

95c, and Ivory Duchesse Satin at 96c. The Home Needs are covered by many specials in Window Fittings, Floor Coverings, China and Kitchen Wares,

Picture Framing at a fifth less than usual

Men's Combination Underwear up to \$5.50 for \$2.69.

Guaranteed Groceries Today is the last day for you to select a fars, biscuit ja Choice at, each suit up to \$29.00 in value in our Men's Custom Tailoring Department for

THESE \$2.00 NIGHTDRESSES, tucking in clusters, fine lace edge on neck, cuffs and skirt, very dainty and fine; sizes for ages six months, one and two years. THESE \$1.75 INFANTS' DRESSES

fine embroidery insertion, bead-FOR 95c. ing run with silk ribbon and Very dainty and pretty, made of ruffles of embroidery; sizes 56, fine soft lawn, with panel front and yoke of extra fine all-over THESE 65c DRAWERS FOR embroidery, deep hem on skirt, neck and cuffs, finished with narrow Val. lace: sizes for ages Fine strong cotton, straight six months, one and two years. style, trimmed with insertion and edges of very fine embroidery,

FOR 33c. A choice of three beautiful styles, all in nainsook, prettily trimmed with silk ribbon, full front or

THESE 50c CORSET COVERS

length; beading and silk tapes in neck and arms; sizes 32 to 42° bust. Regularly \$4.50 a suit. Wednesday Sale price, each ... ... 2.95 tight-fitting; sizes 34 to 44 bust. THESE \$1.69 FRENCH GOWNS Fine nainsook, high neck, elbow sleeves, yoke beautifully handembroidered, edges of neck, front

and sleeves hand-embroidered

Women's Wool Worsted Hose

seamless, heavy weight, bright

glossy yarn, extra good wearing:

sizes 6 to 10; 35c value. Wednes-

Boys' and Girls' Finest All-Wool

Ribbed Black Cashmere Stockings,

winter weight, splendid school hose,

sizes 6 to 10, extra value. Wed-

Men's Heavy Wool Worsted Hose,

English make, black and Oxford

SIMPSON DRUG Links

30c Absorbent Cotton, 1-lb. hos-

25c size Arematic Cascara. Spe- .15

88.25 size Horlick's Malted Milk. 2.69

20c size Sweet Caster Oil. Special 50c size Saxolite

25c size Chase's Kidney and Liver

Syringe ..... Nipples. Special,

Pills ... Fullar's Spray 1.45

Novels on Sale

"Things That Count," by Lauren

Eyre ... 1.10
"Areadian Adventures With the Idle Rich," by Stephen Leacock 1.10
"Innocent," by Marie Corelli .. 1.25
"Patrol of the Sun Dance Trail,"

by Ralph Connor .... 1.10
"Eyes of the World," by Harold
Bell Wright .... 1.25
"Way of the Strong," by Ridgwell

Canadian Made

Wringers

GUARANTEED MAKE.

Enclosed cover over cogs, spiral springs, all fittings, thoroughly galvaniged. January Sale prices:

'4.00 "Imperial" Wringer, guaranteed for one year . . . . 2.88

\$4.50 "Easy" Ball Bearing Wring-

ers, guaranteed for one year 3.85 \$5.50 "Viking," guaranteed three

years 4.87 guaranteed three years 5.29

years ..... 5.29 \$1.75 Tub Stands, to hold wringer and two tubs, varnished hardwood,

\$4.50 Washing Machines, "The Mar-

TABLE AND DESSERT KNIVES.

CLEARANCE OF SNOWSHOES. For Women, Men and Youths.

The Groceries

Telephone Direct to Department, Adelaide 6100. 6,000 packages Redpath's Granu-

Finest Canned Cherries. Highland brand, in glass jar. Per jar 20 Canned Pie Peaches. peeled, gallon size tin. Reg. 50c. Per tin 40 Choice Red Lentils for soup. 2

1b. box ..... .24
One car Choice Mexican Oranges

FRESH ROASTED COFFEE, PER

1,000 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Wednesday, per lb., .27

lbs. ..... Fresh Buttermilk. Gallon .....

35c size Formin Tablets, 100

scallops; sizes for 32 to 42 bust. THESE 1.25 PETTICOATS FOR 75c.

Made of heavy nainsook, fitted hips, bottom trimmed with insertion and flounce of fine embroidery; lengths 38, 40, 42 inches.
THESE \$1.00 VESTS FOR 47c. Pure ribbed white wool, Watson's seconds, light weight, unshrink-

able, slightly imperfect, high neck,

long sleeves, button front, silk

front facing; sizes 32 to 40 bust.

yoke and skirt trimmed with pin AT SURPRISE PRICES Exceptional Wash Goods Stocks AT SURPRISE PRICES AT SURPRISE PRICES Coats for Women 86-inch Sheer Linen Lawns, for warsts. Less than NEW WASH FABRICS.

27-inch Heavy White Crepe, for waists, dresses and 45-inch Bordered Crepes, in white only, less than 26-inch Cotton Diapers, absorbent and antiseptic. 36-inch White Ratine, American Crashes, White Crepes and other odd lines in white. A dress manu-

facturers clearance. Less than half price, at.. .25

FOR \$1.45.

Made of very fine nainsook, with

slipover neck and elbow sleeves,

neck prettily trimmed with extra

both styles; size 23, 25, 27 inches

THESE 75c INFANTS' DRESSES

Fine nainsook, front and back

58, 60 inches.

very special values in kimono cloths, velours and 

## sold this season as high as \$15.00 and \$10.00 is the regular price of the least costly coat in the group. Linens and Staples in the Sale white Crochet Bedspreads, soiled and mussed from handling; also a few odd lines. Cannot accept

phone or mail orders. Wednesday Extra Large Flannelette Blanket Sheets, plain white, without borders. Size 70, x 90. Wednesday, pair

Remnants of Flannels, wool, eiderdowns, etc. Clearing at, yard

Bleached English Sheets, free from dressing, spoke hemstitched. Size 70 x 90 inches. Wednesday, pair 1.93 Embroidered Irish Linen Bedspreads, hand-worked in dainty designs, spoke-hemstitched. Size 80 x 108 inches. Regularly \$25.00 and \$32.50. No phone or mail orders. Wednesday ...... 15.75

## Dress Goods and Silks for Wednesday

A SPLENDID DISPLAY AND REMARKABLE PRICES. Gabardine, Armures, Crepes, 75c. Broken lines of \$1.00 goods; a fine range of colors, but not every Black Silks and Satins, \$1.10. Comprising messalines, paillettes and silk-satins; skein-dyed, lustrous blacks, best Zurich manufacturers: widths 36 to 39 inches. Regularly \$1.25, \$1.29 and \$1.33. Yard 1.10 Black Duchesse Satins. Duchesse Silk-satins and Satin Paillettes; 36 to 40 inches ........... 1.43 

#### A Boot Sale of Extraordinary Importance 800 PAIRS OF THE TWO BEST BRANDS IN THE STORE.

"Laird Schober" Boots and Slippers, Wednesday \$5.50. 350 pairs of exclusive boots and slippers. Regularly sold for \$7.50 to \$12.00. Patent colt, gunmetal calf, tan Russia calf, grey, brown and black suede, and French kid leathers; hand-turn and Goodyear welt soles; Cuban, French and kidney heels; box calf, cloth and dull calf uppers. Sizes in the lot 21/2 to . No phone or mail orders filled. Regularly \$7.50 to \$12.00. Wednesday .. .... 5.50 Men's "Simpson Guaranteed" Boots, \$3.95. 450 paids best grade "Victor" Boots, in button and lace styles; patent colt, gunmetal calf, tan willow dalf, nut brown shade, and French kid leathers; light, medium and heavy waterproof soles; flange, military and business heels; conservative and ultra-fashionable. Sizes 6 to 11. Widths C to E. Regularly priced \$6.00 and 

Adjustable Trees to fit. 75c. No phone or mail orders. Men's Skating Boots, \$1.69. 200 pairs Hockey Boots, in English "Can't Tear" calf, tan willow calf, English kip and mule hide leathers; spring and low heels; padded insoles, toe boxes and tongues; ankle supports and ankle straps. Sixes 6 to 10. Regularly \$2.50 to \$3.50. No

phone or mail orders filled. Wednesday ..... 1.69 Skates rivetted on boots, 25c per pair, Rawhide Laces, 10c per pair, Ankle Supports, 24c pair, Men's Rubber Boots, \$1.29. 300 pairs best grade, three-eyelet lace style; snag-proof uppers; heavy double rolled edge soles and heels. Size s 6 to 12. Regularly \$2.50. No mail orders. Women's Light-weight Overshoes, \$1.23. 300 pairs fine Jersey cloth overshoes; button style;

Cuban or military heels; sizes 2½ to 7. Regularly \$1.75. Wednesday . . . . . . . 1.23 Men' One-buckle Overshoes, Wednesday \$1.19. 250 pairs fine waterproof cloth one-buckle overshoes; round and wide toe shapes. Sizes 6 to 12. Regularly \$1.85. Wednesday . . 1.19

## China and Glass at Sale Prices

NEW DINNER SETS. Beautiful New Semi-porcelain. 97 pieces, has pretty red rose border pattern, all gold trimmed. Specially priced .... 9.95 red rose border pattern, all gold trimmed. Specially priced 9.95
Semi-porcelain Dinner Sets, 97 pieces, blue Copenhagen pattern, specially good coloring for the breakfast room. Specially priced 8.95
Decorated Dinnerware at Special Prices, semi-porcelain, fine quality, border patterns: Bread and butter plates. Se each; tea plates, 10c each; breakfast plates, 12c each; dinner plates, 15c each; meat platers, large size, 89e each; gravy boats, 39c each; pickle dishes, 17c; slop bowls, 19c each; cups and saucers, 15c each.

PARTY GIFTS.

PARTY GIFTS.

A very large and finely selected array of party gifts and prizes, fine cups and saucers, choice Satsuma cabinet pieces, almond dishes, comb trays, pen trays, ink stant, match holders, chocolate pots, marmalade

RICH CANADIAN CUT GLASS. Very special values for fine quality sparkling Cut 63 only, Fruit Bowls, 8-inch size, handsome star and diamond cutting, \$3.50 value. Wednesday .... 1,99 46 only, Water Jugs, 2-pint size, hob star design, \$4.00 value. Wednesday ...... 2.19 37 only, Celery Trays, new floral design, \$4.00 value, Wednesday 2.49
44 only, Vases, 6-inch size, trumpet shape, buzz star design, \$1.75 value. Wednesday 1.19

IN THE BASEMENT. Brass Smoking Sets, 63 only Brass Smoking Sets, large tray, tobacco jar, match holder and ash tray, \$2.95 value. Wednesday, each . . . . . . . . . 1.95 Brass Mounted Tobacco Jars. Regularly \$1.50. Wed-

#### Where We Draw The Line It should be understood, especially at this season of sales, that there is a certain standard of quality required in all the

merchandise handled by this Store.

Mere cheapness is never the determining factor with our buyers of products or commodities. All food stuffs must be the very best.

All fabrics must have true merit in weight or weave. All garments must be serviceable.

All furnishings must represent honest workmanship. On the lowest ground of self-defence this becomes necessary, for we refund the money and the carriage on all goodsreturned by customers from any part of the Dominion of Canada. But we draw the line, excluding the lowestpriced merchandise because we thoroughly believe in the old homely adage,

### The Good Thing is the Cheapest

Customers of this Store know that however little money they pay, they get worthy goods.

## Individual Suits for Men 260 Only on Sale Wednes- 9.80 day for .

The firm from whom we bought them makes a specialty of special orders. But in the course of their selling they accumulate odd suits, one or two of a kind, until it is necessary to bulk them at a clearing price, and get rid of themas in this case. Their normal prices are \$15.00, \$18.00, \$20.00, \$22.50 and \$25.00.

A splendid variety of plain and fancy worsteds, English and Scotch tweeds of this season's most called for colorings and designs. There are some stout men's suits, also "long slims," but the majority are of the standard dimensions; tailored and trimmed in the very best manner. 9.80 Sizes 34 to 50. On sale Wednesday at ......

YS' WINTER ULSTERS CLEARING AT \$7.45. 65 Double-breasted Ulsters, with shawl and notch convertible collars and back belt, English and Scotch ulsterings, in solid shades of brown and grey, some stripes and herringbone patterns, sizes 29 to 35. Regularly \$10.50 to \$14.00. Wednesday ..... 7.45 YS' SILK VELVET CORDUROY SUITS.

100 Russian Suits, in sailor and military styles, with bloomer pants, R TRIMMED COATS FOR MEN.

Winter Coats, with deep fur collar of Japanese otter, linings of beaver-brown plush, warmly interlined, black beaver cloth shell. and warm, collars shawl style, trimmed with Oriental otter skins 

N'S HEAVY SWEATER COATS, HALF PRICE. 50 only, Extra Heavy Sweater Coats, high storm shawl collar, weigh 4 to 4½ lbs., colors grey, brown or maroon, sizes 36 to 44. soft double cuffs and laundered neckband, coat style, the very new-long, neat designs and very strongly sewn, all sizes, 15 to 19. Regu-

## The January Picture Framing Includes a marvellous collection of moulding and made-up frames, which we are clearing at one-fifth less than their former prices. Also some odd sizes in oval and square frames at half price.

#### Bedstead, Mattress and Spring Iron Bedstead, white enamel, brass caps. Mattress of curled sea-

grass. Bed Spring, hardwood frame, steel woven wire springs. The above bed, mattress and spring, all standard sizes, complete. ard sizes. Regularly \$3.00. Sale price Wednesday ...... 1.95 BED SPRING, steel tubing and woven steel wire, fully guaranteed, all sizes. Regularly \$5.00. Sale price Wednesday. 3.95
MATTRESS, best curled seagrass and heavy layer of jute felt at both sides, all standard sizes. Regularly \$3.10. Sale price Wednes-

damaged, 3 ft. 6 in. size only. Sale price Wednesday..... 3.75 PILLOWS, mixed feathers. Regularly \$1.35. Sale price Wednesday,

#### Short Ends of Linoleum and Celluloid handles, Sheffield steel, worth \$3.00 dozen. Six for ......79 Serated Edge Cake and Bread Floor Cloth at 19c Yard

All the short ends up to and including 5 square yards of our regular 27c, 36c, 45c and 50c qualities, to clear out 8.30 Wed-

SCOTCH TAPESTRY STAIR CARPETS. SEAMLESS IMPORTED AXMINSTER RUGS. Designs and colors suitable for sitting-rooms and bedrooms,

9 ft. x 10 ft. 6 in... 21.00

9 ft. v 12 ft.... 24.00

in tans, greens and rose; exceptionally low prices:

## Materials for Hangings

ENGLISH WASHING CHINTZES-A beautiful collection of designs in FUTURIST CHINTZES-Unusual designs, printed in beautiful colors, on PRINTED COTTON TAFFETAS-For over-hangings for the bedroom windows; mostly in stripe effects; 36 in. wide. Per yard .. .49 TRIMMED WINDOW SHADES AT 49c EACH—Oil opaque shades; 36 in. wide; 70 in. long; trimmed with Nottingham insertion, in cream, NOTTINGHAM LACE CURTAINS-Rich designs; 3 yards long. Per 

METAL WEATHER STRIPPING AT 10c PER FOOT INSTALLED-Installed in your house at the rate of 10c per foot. Telephone our department, and have a thoroughly experienced and reliable man call at your home and measure draughty doors and windows, and we will let you know the exact cost of having them fitted with a weather stripping that will give you entire satisfaction.

## One car Choice Mexican Oranges, good size and sweet. Per doz. 19 Choice Messina Lemons. Per doz. 15 Easifirst Shortening. 3-1b pail .36 Choice California Prunes, 3 lbs. 25 No-Eg Powder. Per tin ...... 24 Banner Jam. assorted. 5-lb. pail .45 Pure Gold Quick Tapioca. Chocolate and Custard Powder. 3 pkgs. 25 Campbell's Soups. assorted. 2 tins. 24 Room Lots of Wall Paper

For rooms 10 x 12 feet and 9 feet high; wall, border and ceiling; larger rooms at proportionate price. Room lots, regularly \$4.80, Wednesday ... 2.89
Room Mouldings, Chair Rails, Plate Rails, Burlans, Sanitas and Leatherette.

The Robert Simpson Company, Limited

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