

Simpson's Mid-Winter Sale Starts Tomorrow

Mid-Winter Sale Silk Waists at \$1.95

No Phone or Mail Orders.
About 200 very pretty blouses of various styles and many designs, in such materials as crepe de chine, various wash silks and lace. A good choice of light and dark colorings and black combine to make this a real good assortment, and the further fact that every one is in smart up-to-the-minute styles, makes them very desirable. Sizes 34 to 44 in the lot. Regular \$2.95 and \$3.95. Wednesday sale price, each \$1.95.

Clearing Men's Underwear Wednesday at Half Price

No Phone or Mail Orders.
500 Shirts and Drawers in the lot, with former prices ranging from \$1.00 to \$3.00 per garment.

They consist of broken lines from our regular stock of Winter Underwear, superior English and Canadian makes—True Knit, Watson's and Bodyguard wool cashmere, in ribbed and plain. Sizes from 34 to 44. On sale Wednesday as follows:
\$1.00 Garments at 50c; \$2.00 Garments at \$1.00
\$1.50 Garments at 75c; \$2.50 Garments at \$1.25
\$3.00 Garments at \$1.50.

The Newest Arrow Shirts at \$2.00

So crowded are they with orders that this celebrated shirt is exceedingly hard to procure. Doubly hard is it to obtain last minute midwinter designs at the popular price of two dollars. Therefore, this new shipment of shirts at two dollars should receive your prompt attention. All sleeve lengths. Laundered or soft French cuffs. Sizes 14 to 17.

Men's Stock Boots Reduced

Several lines of "Victor" and other well known makes of Men's Boots will be offered Wednesday at the reduced price of \$5.50. These are smart recede and round toe, Blucher and straight lace styles, in Havana brown, mahogany, gunmetal and patent colt leathers. Heavy and medium weight rubber fibre and oak tanned Goodyear welt soles. Regular \$6.00, \$7.00 and \$8.50 boots. Clearance of broken lines is responsible for the low price on Wednesday, per pair, \$5.50.

Broken Lines of Women's Boots

Will Be Cleared on the First Day of the Sale

Both the Men's and Women's Boots in this sale are regular stock goods—they will not be on bargain tables, but will be sold right off the shelves, and every pair will be carefully fitted. All widths and all sizes are included, but not in each line. In the women's boots there are more than 40 lines to be cleared—anywhere from 5 or 6 to 20 or more pairs of a line. We mention a few of the lines to indicate what this sale means to you. The reductions throughout are in the same proportion.

Queen Quality Boots

- 050C—Women's patent colt; white stitching, black cloth top, Spanish heel. Regular \$5.00. Wednesday, \$4.00.
- 056C—Women's patent button, welt sole, Cuban heel, black cloth top. Regular \$5.00. Wednesday, \$4.00.
- 056C—Women's patent lace, patent heel foxing, high Cuban heel. Regular \$5.00. Wednesday, \$4.00.
- 042C—042C—Women's patent colt button and lace, kid and black cloth top. Regular \$5.00. Wednesday, \$4.80.
- 308-2—Brown kid lace, 8 1/2-inch kid top, Goodyear welt sole, Louis heel. Regular \$12.00. Wednesday, \$9.60.
- 217—Gunmetal oak, grey buck top, English last, imitation perforated tip, low heel. Regular \$9.00. Wednesday, \$7.30.
- 115—Black lustre kid, grey kid top, flexible sole, low heel. Regular \$9.00. Wednesday, \$7.30.
- 125—Black kid lace boot, leather Louis heel, blind eyelets. Regular \$8.00. Wednesday, \$6.40.
- 138—Black kid button. 139—Black kid lace. 139X—Black kid lace. Black kid button, plain toe, turn sole, Cuban heel. Regular \$7.00. Wednesday, \$6.00.

Laird & Schober Boots

- 304-5—Brown kid button, brown oose top, Goodyear welt sole, wood covered heel. Regular \$15.00. Wednesday, \$12.00.
- 225—Gunmetal lace, cloth top, Cuban heel. Regular \$7.00. Wednesday, \$5.60.
- 232 1/2—Gunmetal button, cloth top, Cuban heel. Regular \$7.50. Wednesday, \$6.00.
- 236 1/2—Gunmetal button, cloth top, Cuban heel. Regular \$7.50. Wednesday, \$6.00.
- 126C—Gunmetal button, cloth top, Cuban heel. Regular \$8.00. Wednesday, \$6.40.
- 083 1/2—Patent colt button, plain toe, black cloth top. Regular \$7.50. Wednesday, \$6.00.
- 084 1/2—Patent colt button, patent facing and quarter, black cloth top. Regular \$7.50. Wednesday, \$6.00.

Countess Boots

- 141C—Black kid lace, plain toe, Louis leather heel, vanity plate, grey cloth top, black leather collar. Regular \$6.00. Wednesday, \$4.80.
- 383C—Brown kid lace, plain toe, Louis heel, vanity plate, brown cloth top, with kid collar. Regular \$7.00. Wednesday, \$5.60.
- 133W—Black lustre kid, white kid 8-in. top. Regular \$7.00. Wednesday, \$5.60.
- 137X—All black kid lace, English walking boot, low heel, blind eyelets. Regular \$7.00. Wednesday, \$5.60.
- 131C—Black kid lace, grey suede top, 3-inch, Louis heel, plain toe. Regular \$7.00. Wednesday, \$5.60.

Fur Clearance

Liberal Reductions in
Effect on Wednesday

Every Piece of Fur
and Every Fur Garment
Will Be Reduced
in the Mid-Winter Sale

This sale means that every fur in our department has been reduced for clearance during this sale. When you remember that we sell only reliable quality furs, and that our prices are always reasonably low, you will understand the importance of this event.

TAUPE FOX STOLE. Regular \$90.00. Wednesday, \$70.00.

TAUPE FOX SCARFS. Regular \$75.00. Wednesday, \$60.00.

TAUPE FOX MUFFS, new round shape. Regular \$90.00. Wednesday, \$70.00.

TAUPE FOX MUFFS. Regular \$85.00. Wednesday, \$69.00.

TAUPE FOX MUFFS. Regular \$65.00. Wednesday, \$50.00.

LUCILLE FOX SCARF. Regular \$65.00. Wednesday, \$50.00.

LUCILLE FOX MUFFS. Regular \$75.00. Wednesday, \$60.00.

GEORGETTE FOX MUFFS, new round shape. Regular \$75.00. Wednesday, \$50.00.

GEORGETTE FOX SCARFS. Regular \$75.00. Wednesday, \$50.00.

PURE WHITE ARCTIC FOX STOLE AND SCARFS, from the very best skins. Regular \$67.50. Wednesday, \$50.00.

PURE WHITE ARCTIC FOX MUFFS, large round shape, with head and brush. Regular \$67.50. Wednesday, \$50.00.

HANDSOME CROSS-FOX SCARFS, lined or with fur on both sides. Regular \$65.00 and \$75.00. Wednesday, \$50.00.

Hudson Seal Coats

Reduced \$40

2 PLAIN HUDSON SEAL COATS, 45 inches long; full sacque style, with deep cape collar; beautifully lined with French silk brocade. Our regular price was \$225.00. Wednesday, \$185.00.

1 HUDSON SEAL COAT, 45 inches long, with deep cape collar, cuffs, and 5-inch band at hem of the finest natural Alaska sable; rich French brocade lining. Regular price, \$285.00. Wednesday, \$245.00.

1 HUDSON SEAL COAT, 45 inches long, with deep cape collar, cuffs, and 5-inch band at hem of the finest natural Alaska sable; rich French brocade lining. Regular price, \$285.00. Wednesday, \$245.00.

Boys' Norfolk Suits Of Imported Tweed \$8.50

We are featuring a splendid assortment of Boys' Fancy Norfolk Suits at \$8.50. They are tailored from imported English tweeds in seasonable shades of grey and brown, showing neat pick and over-check patterns.

Coats are single-breasted, with form retaining fronts and shoulders, peak lapels and 3-piece belts. Lined with rich twill serge lining.

Full-fashioned bloomers are lined and have belt loops and expanding knee bands. For boys 7 to 16 years, \$8.50.



Thriving On Thrift

"I SUPPOSE you people wouldn't think much of a Thrift campaign!" some one said to us lately.

"WHY not?" we answered. "Isn't it in the public interest, and isn't our interest bound up in that?"

THE casual observer on the outside who saw Christmas crowds thronging the store and Holiday parcels pouring out of our Mail Order Department by thousands throws up his hands and exclaims, "What spend thrifts!"

BUT let him observe more closely; stand by the parcelling desks and note the kind of merchandise the people are buying this year—are they good investments at the price? They are, excellent. Or take our catalogue and mark the popular numbers—can you match these values on useful articles anywhere in Canada?

OUR customers have taken advantage of these good investments on the merchandise they need, or will need for months ahead; but these are not spendthrift ways—these are the ways of thrifty customers—Simpson Customers.

THE year 1917 has been a thriving year for The Robert Simpson Co. and for its customers. Neither they nor we can thrive on extravagance. Their thrift has been our strength. We are planning this year's campaign for bigger business than ever before on the knowledge that

Simpson Customers Are Thrifty Customers



The Mid-Winter Sale of Whitewear

A Simpson clearance at any time is important to those who take advantage of its offerings. But of all the year none is so important as these Final Clearances Before Inventory.

Tomorrow starts our big Mid-winter Sale of Whitewear, with thousands of fluffy white undergarments specially bought for this event, and we have collected many wonderful values.

600 WOMEN'S NIGHTGOWNS AT 95c—Of splendid quality nainsook in various trimming effects with laces and embroideries; round, square or V necks. Sizes 36, 38 and 40. Regular \$1.50 and \$1.75. Wednesday, 95c.

1,000 WOMEN'S CORSET COVERS AT 85c—Made of lovely fine nainsook with round neck and yokes of dainty Swiss embroidery and lace insertion. Neck and arms are lace-trimmed; bottoms have fitted peplum. Sizes 34 to 42. Regular 65c and 75c, for 85c.

1,200 WOMEN'S STRIPED FLANNELETTE PETTICOATS AT 49c—In good fitting gored styles, with neat waist band and draw tape. The bottoms have flounce of self finished with deep hem. Sizes 34 to 36. Regular \$1.96. Mid-winter sale, Wednesday, 49c.

WOMEN'S JAP SILK CAMI-SOLES 75c—Of extra fine quality;

trimmed front and back with handsome deep yokes of effective lace. Lace shoulder straps and elastic gathered waist. Colors pink or white. Sizes 34 to 42. Regular \$1.25. Mid-winter sale, 79c.

600 PAIRS OF THE FAMOUS "GODESS" CORSETS—They are front laced, made of extraordinary good quality white coutil. Medium low bust and long free fitting hips. Sizes 19 to 20. Regular \$3.00, for \$1.19.

MID-WINTER SALE OF KNITTED UNDERWEAR AT HALF PRICE—Upwards of 2,000 pieces of Women's and Children's Vests, Drawers and Combinations. All the mill's odd lines to clear Wednesday at half their regular prices.

VESTS AND DRAWERS—Made of fine combed cotton, wool and

cotton, and all wool. Low neck, no and short sleeves, or V or high neck and long sleeves; drawers are ankle length, both styles. Sizes 34 to 42. Regular \$1.25 to \$5.00. Mid-winter sale, 68c to \$2.50.

WOMEN'S COMBINATIONS 88c TO \$2.00—Perfect fitting garments in fine elastic ribbed cotton, wool and cotton and all wool, and silk and wool. Low neck, no or short sleeves, or V shaped neck and long sleeves, neatly trimmed with shell or beaded trimmings; the drawers are ankle length. Sizes 34 to 44. Regular \$1.75 to \$6.00. Mid-winter sale, Wednesday, 88c to \$3.00.

CHILDREN'S UNDERWEAR—Including infants' bands and shirts, children's vests and drawers and combinations, made of cotton, wool and cotton, and all wool. All styles of garments in the lot, but not in any one size. Colors white or cream. Sizes 6 months to 12 years. Regular 50c to \$2.50. Wednesday at half price, 25c to \$1.25.

GIRLS' \$1.50 NIGHTGOWNS 85c—Made of fine white nainsook slip over, square neck, short sleeve style. Yoke ornamented with insertion of fine lace and pretty embroidery medallion. Fine lace edges on neck and sleeves. Silk draw ribbon at neck. Sizes 4 to 16 years. Wednesday, 85c.

Out-of-Town People

are invited to use
this store's Rest-
room, Post Office,
Telephones, Free
Parcel Check Room,
Restaurant.

\$16.50 Dinner Set \$12.95

We have a limited number of these excellent Dinner sets to sell at \$12.95.

They are of good quality thin English ware, with pretty new rosebud and black border decoration; 97-piece sets. On sale Wednesday at \$12.95.

Wedgwood Set \$14.95

Handsome, rich, wide border design, with gold line handles and edges; choice of ovoid or kermis shaped cups.

This is a thoroughly good set, made of the finest thin Wedgwood & Co. ware. The value, too, is most noteworthy, 97-piece set for \$14.95.

Table Cloths \$1.48

No Phone or Mail Orders.

These Damask Cloths of good serviceable quality are slightly soiled, hence we offer them at this much reduced sale price on Wednesday.

A few "seconds" also included. Sizes 2 x 2 1/2 yards. Reg. \$2.50 and \$3.00. Wednesday, each, \$1.48.

We Pay Freight

on all purchases
of \$10.00 or more.
We pay transportation
charges to
any station in
Ontario.

The **SIMPSON** Company
Robert Limited