

Store Opens at 8.30 a.m.

The Robert Simpson Company, Limited

Store Closes at 5.30 p.m.

PART OF THE WHITEWEAR STORY IS TOLD BY THESE ITEMS

NEWS OF TODAY'S SELLING.

4000 BARGAINS IN KITCHEN AND HOUSEHOLD NEEDS. In the Monday Basement Sale, including 2015 pieces of Granite-ware at 1/2 price.

48 BARRELS OF TABLE GLASSWARE TODAY. Orange Bowls, Butter Dishes, Water Sets, Sugar and Cream Sets, Cheese Plates, etc., at price to clear them today.

IN WOMEN'S WEAR. 1175 Nainsook Ribbed-trimmed Nightdresses at \$10.00, \$2.00 to \$3.00 Corsets, today \$1.50 to \$4.50. Pure Wool Vests, \$1.00 value, for 47c.

Afternoon and Evening Dresses, values to \$30.00, for \$10.95. Dresses for street wear, values to \$15.00, for \$5.00.

WASH GOODS TODAY. 27-inch White Crinkle Crepe at 65c. 25-inch White Granite Crepe, at 65c. 25-inch White Crepe and Ratine Striped Crepe, values to 85c; also 42-inch Crepe, at 85c.

IN DRESS GOODS AND SILKS. Broken ranges of standard Suits, Serge and Suiting, values to \$15.00 to \$10.00 value, for 85c. A display of new Spring Silks, together with many specials.

BOOT PRICES LOWERED FOR TODAY. 1500 pairs Men's \$4.00 to \$5.00 Boots, \$2.95. 500 pairs Boys' \$2.50 to \$4.00 Boots, \$1.95. 500 pairs Women's \$3.50 to \$5.00 Boots, \$2.45. 450 pairs Misses' \$1.50 to \$2.00 Boots, 95c.

WHITE UNION WOOL BLANKETS. 64 x 84 inches, \$4.95 regular, for \$3.95.

A RUSH VALUE FOR MEN IN 140 Suits, \$7.00 to \$9.00 value, Today, \$4.95.

Of Special Note in the January Sale of Wash Goods

Remnants of White Linen, 1 to 5 yards. No phone or mail orders taken. Tuesday, 10 to 12. Regularly \$1.00 to \$1.50.

25-inch Heavy White Granite Crepe, for waists, dresses, underwear, night wear, etc. Regularly 85c. Tuesday selling, 65c.

16-inch Cotton Diapers, absorbent and antiseptic. Regularly 30 yards for \$5.00. Tuesday, 20 yards for \$5.00.

RICH CHOOSING IN THE WOMEN'S SUITS AND COATS FOR TUESDAY

Looking ahead as far as possible, we can see no time in the future when women's coats and suits will be sold at such reductions as we've made for Tuesday. The particular conditions that make it possible now are not likely to recur. Multiply Tuesday's price for example on this first suit item by four, and you get the price at which many of these suits have been sold. It reads almost too good to be true, doesn't it! But come and see Tuesday, Third Floor, 8.30 a.m.

WOMEN'S AND MISSES' SUITS, \$3.75. In good navy and black serges and chevets; carefully tailored, and lined with satin; coats are straight front or cutaway with rounded corners; skirts are in yoke and flare; plain satins or tulle shapes. Regularly \$12.50 to \$15.00 values. Tuesday, 3.75.

The Gloves and Hosiery

Women's All-wool Plain Weave Black Worsted Wool Hose, 12 pairs. Regularly \$1.00. Tuesday, 75c.

Women's Black Cashmere Gloves, all-wool, fleece lined, 2 dome fasteners, perfect finish, sizes 6 1/2 to 8. Regularly 25c. Tuesday, 15c.

Women's Wool-lined Suede and Kid Mittens, elastic wrist, soft pliable, dressing, assorted tan shades. Regularly 40c. Tuesday, 25c.

PURE WHITE SILK, FANCY PATTERNS AND BEAR CLATH GLOVES. In white. Regularly 35c. Tuesday, 25c.

Woolen Mittens in white and cardinal. Great selection of sizes. Regularly 25c. Tuesday, 15c.

Women's White and Cardinal 8 months and 4 years. Regularly 25c. Tuesday, 20c.

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Sale Values in Dress Fabrics

The January Sales make particularly interesting reading and fascinating buying.

ENGLISH SERGES, 48c YARD. This all-wool serge gives the greatest of the bargains yet offered in the sale; navy and black only; fine twill weave; 44 inches wide; 2,000 yards in the lot. Tuesday, per yard, 45c.

ENGLISH DRESS SERGES, 79c YARD. Soap shrunk finish; will pleat well. A range of colors with navy and black; 52 inches wide. Regularly \$1.00 per yard. Tuesday, per yard, 79c.

52-INCH BLACK AND WHITE SUITING. Shepherd and fancy checks. Regularly 75c and 85c. Tuesday, per yard, 55c.

SILK CREPES DE CHINE. Our standard quality, all pure silk and guaranteed. Colors are sand and putty, rose, coral, tango, mahogany, amethyst, purple, sky, Alice, sage, mauve, brown, tan, navy, etc. Regularly \$2.50. Tuesday, per yard, 2.00.

BLACK SATIN FAILETTES, AND 36 and 38-inch widths. Reduced from \$1.25. Per yard, 1.10.

BLACK DRESS AND SUITING SATINS. Swiss and French makes; skin-dyed. Were \$1.50 to \$2.00 yard. Tuesday, 1.55.

CLEARANCE OF BROKEN LINES, SUITING CORD VELVETS. 37-inch woven and Terry cords; cords perfect in dye, fast in pile. Regularly 1.00. Tuesday, yard, 65c.

NATURAL SHANTUNG SILKS. 33-34 inch, fine and medium weaves; bright silk finishes; launder well. 46c.

IVORY JAP. WASH SILKS. 800 yards; has exceptional firmness, and is well suited for waists, dresses, slip-linings, underwear, etc.; 36-inch. Regularly 85c. Per yard, 67c.

So comprehensive are the special arrangements for the January White Sale that only a few of the marvelous values can be sketched day-by-day. Every underwear need you have is provided for in the sale stocks. Make out your list and come at once, before the better values are taken.

Small Prices in the White Sale

Every garment of worthy quality, full sized, exactly sewn and latest cut and style. That's the "Simpson" Whitewear.

- WOMEN'S NIGHTDRESSES,** cotton, fine embroidery trim; slip-over neck; all sizes. Regularly 75c each. Tuesday Sale, 49c.
- WOMEN'S NIGHTDRESSES,** fancy stripe flannelette, double yoke; long trim; full front; sizes 32 to 42 bust. Regularly 35c each. Tuesday Sale price, 25c.
- CORSET COVERS,** nainsook, pretty styles, deep lace and ribbon trim; full front; sizes 32 to 42 bust. Regularly 35c each. Tuesday Sale price, 25c.
- CORSET COVERS,** cotton, plain, high neck; pearl buttons; light fitting; sizes 34 to 42 bust. No phone orders. Tuesday Sale price, 10c.
- WOMEN'S BRASSIERS,** fine white cambric, embroidery trimmed; short boning; hooked front or cross-over; sizes 34 to 44 bust. Two 75c qualities. Tuesday Sale price, 49c.
- WOMEN'S PETTICOATS,** fine, heavy cotton; flounce of good embroidery; fitted hips; lengths 38, 40, 42 inches. Always priced at 75c each. Tuesday Sale price, 49c.
- INFANT'S SHORT DRESS,** fine nainsook; yoked yoke and skirt; lace edges on neck and cuffs; sizes 6 months, 1 and 2 years; very low priced for Tuesday selling. Tuesday Sale price, 49c.
- WOMEN'S VESTS AND DRAWERS,** heavy ribbed pure wool; natural color; for small women or misses; 30 to 34 bust. Regularly \$1.00 each. Tuesday Sale price, 65c.
- WOMEN'S VESTS AND DRAWERS,** extra fine elastic; ribbed white cotton; beautiful quality; sizes for 30 to 34 bust. Regularly 60c each. Tuesday Sale price, 39c.
- INFANT'S RUBENS VESTS,** fine, soft ribbed white cotton; high neck; long sleeves; double front; sizes 3 months to 1 year. Regularly 35c each. Tuesday Sale price, 10c.
- GIRL'S COMBINATIONS,** fine, heavy ribbed white wool, with thread of cotton; high neck; long sleeves; ankle length; sizes for 8 to 11 years only. Regularly \$1.00 each. Tuesday Sale price, 49c.
- WOMEN'S DRAWERS,** heavy white cotton; umbrella style; deep tuffie, with tuck and hemstitched hem; both styles; sizes 23, 25, 27 inches. Tuesday Sale price, 15c.
- WOMEN'S DRAWERS,** nainsook, tucks, insertion and edge of fine embroidery; umbrella style; open or closed styles; lengths 23, 25, 27 inches. Tuesday Sale price, 49c.

OTHER COATS AT \$5.00.

Have detachable and shoulder capes, or are in Russian, ulster and blanket cloths, in grey, brown, tan, navy, black and mixtures; sizes 37 to 47. Regularly \$12.50 to \$15.00. Tuesday, 6.75.

WOMEN'S AND MISSES' SUITS AT \$10.00.—Of navy and black men's wear serge or chevot; plain or fancy tweeds; good straight front; cutaway; blouse, semi-bouche or redingote; styles, lined with heavy satin; plain tailored or tulle skirts. Sizes 16 to 42. Regularly \$15.00 to \$22.50. Tuesday all one price, 10.00.

WOMEN'S AND MISSES' COATS, \$5.00.—No shop-worn garments are these, but all new, stylish coats, just received from the manufacturer, who sold them to us without profit rather than "carry over" stock or materials; splendid, rich materials, and acceptable styles, for Tuesday selling at, 5.00.

GIRLS' WINTER COATS, 95c.

For ages 10, 12 and 14; splendid blanket cloth and crepe, in navy only; also a few tweeds; serviceable garments, that hold for \$3.00 to \$4.00, earlier in the season; some with belts and patch pockets. Tuesday, 95c.

SMARTLY TAILORED SKIRTS FOR MISSES. In a number of the new plain flare and pleated styles, with narrow or deep, tight-fitting yokes, ornamented with small bone buttons; serge in black and navy, and covert cloth in khaki; waist measurements 22 to 25 inches; front lengths 34 to 37 inches. Specially priced, 4.50.

January Sale of Linens and Staples

A practical opportunity in many lines of needed merchandise.

White Union Wool Blankets.—Closely woven, warm and serviceable; size 66 x 82 inches. Sale price, Tuesday, pair, 3.45.

Bleached English Sheets.—Hemmed; size 70 x 90 inches. Sale price, Tuesday, pair, 1.83.

Irish Linen Pillow Cases, deep spoke-hemstitched hems; size 44 x 36 inches. Sale price, Tuesday, pair, 95c.

Semi-bleached Flannelette Sheetings, 70 inches wide. Regularly 50c yard. Sale price, Tuesday, yard, 39c.

Herrocks' White Saxony Flannelette, 32 inches wide. Sale price, Tuesday, yard, 15c.

Crash Reiter Twelling, 17 inches wide. Sale price, Tuesday, yard, 12c.

Unbleached Sheeting, close even weave, will bleach easily, 54 inches wide. Sale price, Tuesday, yard, 19c.

Damask Table Napkins, for hotels, restaurants, etc.; size 20 x 30 inches, hemmed. Sale price, Tuesday, dozen, 1.45.

Brown Holland Linen, 38 inches wide, for wash dresses, aprons, etc. Sale price, Tuesday, yard, 25c.

Madapolam or Spanish Longcloth, 42 inches wide. Sale price, Tuesday, yard, 15c.

Snowy White Crochet Bed Quilts, will launder nicely; size 70 x 90 inches. Sale price, Tuesday, 1.45.

A Critical Examination of Our Men's Fur, Fur Collared and Fur Lined Coats

is the best way to convince yourself of their thorough reliability and more than good workmanship—then look at the prices—they will give you a pleasant shock.



FUR COLLARED COATS AT \$12.95. Made from heavy English black beaver cloth, with linings of heavy curl cloth and interlining of rubber sheeting, proof against wind and rain. The collar is of heavily fur lined Russian marmot, shawl design. The coat is double-breasted, 50 inches long, has wind cuffs and leather shields. Sizes 34 to 44. Special, 12.95.

CHAMOIS LINED, FUR COLLARED COAT, \$28.50. Of fine English black beaver, lined with heavy twill mohair and interlined with chamol; cut double-breasted, miter style, 50 inches long, with shawl or notch collar of Russian marmot fur, and fastened with loops and crocheted silk covered buttons. Sizes 34 to 46. Regularly \$35.00, for 28.50.

In the Men's Furs

Corsean Beaver Fur Coats, of choice skins, full 50 inches long, deep shawl collar and black quilted lining. Regularly \$35.00. Tuesday, 15.50.

Fur Caps, wedge shape, of Corsean beaver. Tuesday, 1.50.

Corsean Beaver Fur Collars, warm, durable collars to fit any coat. Tuesday, 2.45.

Boys' Russian Overcoats \$4.85

75 Double-breasted Overcoats, shawl and permanent stand collars, of Scotch and English tweed mixtures, in brown, blue, and grey, with faint patterns. Red flannel and serge linings. Broken stock lines. \$6.50, \$6.75 and \$7.00 values. Sizes 2 1/2 to 6 years. Tuesday, 4.85.

BOYS' BROWN CORDUROY BLOOMERS, \$1.10. Full cut, with belt loops and straps and buckle at knee. Sizes 24 to 31. Tuesday, 1.10.

Clearing Men's Shirts

1,000 Neglige Shirts. In the lot are plain and striped designs, plain and pleated bosoms; stiff and soft double cuffs; sizes in the lot 14 to 18. Worth \$1.00, \$1.50, \$1.85 and \$2.00. Tuesday, to clear, 65c.

Combinations up to \$2.00, for 95c; of English and Canadian natural wools, natural merinos, heavy ballgrain, etc.; odd and broken lines to be cleared, a few being slightly counter-soiled; all sizes in the lot, 34 to 44. Regularly \$1.50 and \$1.60. Tuesday, 99c.

Medium Weight Sweater Coats; several colors; military collar; two pockets; sizes 36 to 40 only. Regularly \$3.50 and \$3.00. Tuesday, 1.50.

Stock-Clearing Sale in the Boots

Men's Boots, wintry styles, Tuesday \$2.65. 580 pairs. Blusher style, tan winter calf, black tiger calf, whole stock grain calf, and oil-tanned black and tan leathers; double and triple thick, waterproof soles; water-tight bellows tongue; for outdoor wear; sizes 6 to 12. Regularly \$3.00 to \$3.50. Phone orders filled. Tuesday, 2.65.

Men's \$5.20 Hip Rubber Boots, all sizes. Tuesday, 2.99.

Women's Lace and Button Boots, \$1.69. 800 pairs, of patent calf and gummett calf and vic kid; light, medium and heavy soles; full calf and matt kid tops; sizes 5 1/2 to 7. Regularly \$2.50 to \$3.50. Phone orders filled while sizes last. No mail orders. Tuesday, 1.99.

200 pair Women's Satin Slippers, pump and strap styles; blue, pink, white, corn and old gold; slightly soiled from showing; sizes 2 1/2 to 7 in the lot; widths C and D. Regularly \$1.95 to \$3.50. No phone or mail orders. Tuesday, 99c.

550 pair Children's Button and Lace Boots, in Dongola kid, box calf, tan calf and patent leather; good, stout, flexible soles; heels and spring heels; sizes 5 to 10 1/2. Regularly \$1.15 to \$1.50. Phone orders filled. No mail orders. Tuesday, 99c.

150 pair Boys' Hockey Boots, calf, kip and mule-hide lining; heels and spring heels; felt and canvas linings; ankle straps; sizes 11 to 15. Regularly \$1.75 to \$2.25. Tuesday, 99c.

- Black Polo Pasts,** Regularly 10c. Six tins for 35c.
- Raw Hide Hockey Laces,** per pair 30c.
- Ankle Supports,** all sizes, per pair 34c.
- Men's Moccasins,** 1.50.
- Women's and Boys' Moccasins,** 1.00.
- Misses' and Youths' Moccasins,** 99c.
- Children's Moccasins,** 50c.

Good Tapestry Carpets for 65c

Good stair and room carpeting. Splendid values. 27 inches wide. Yard, 65c.

ENGLISH WASHABLE BATH MATS. A variety of designs in green and white, blue and white, and rose and white. Will wash and clean well. Size 18 x 34 inches, \$1.25. Size 23 1/2 x 41 inches, \$1.75. Size 27 x 54 inches, \$2.55.

12.0 x 9.0 ENGLISH BRUSSELS RUGS AT \$16.75. For bedrooms, sitting-rooms and parlors. A variety of different colors. Size 12.0 x 9.0. Each, 16.75.

75 Extension Couch Beds

Frame of heavy angle steel; close coil double woven steel wire spring, supported by fourteen helical springs at both ends. Easily extended from couch to bed. Mattress filled with cotton felt, green denim covering, with valance. Regularly \$9.75. 5.95 Extra special.

The Groceries

- TELEPHONE DIRECT TO DEPARTMENT, ADELAIDE BLDG.
- One car standard Granulated Sugar, in 50-lb. cotton bags, 1.25
 - 4,000 lbs. Finest Canned Peas, only 6 tins, 40c customer, 3.50
 - Canned Beans, Golden Wax or Green, 3 tins, 40c
 - Ogilvie's Cherry Plum, 10 lbs, 40c
 - Choice Picnic Ham, 6 to 8 lbs. each, Per lb., 15c
 - Finest Creamery Butter, Per lb., 15c
 - Pure Lard, 5-lb. pail, 25c
 - Shirley's Marmalade, 5-lb. jar, 25c
 - Choice California Prunes, 5 lbs., 25c
 - Pure Clover Honey, 5-lb. pail, 25c
 - 600 lbs. Sliced Pineapple, Niagara brand, 25c
 - Cotswold Shortening, 5-lb. pail, 25c
 - Holbrook's Klipped Herring, plain and in tomato sauce, 25c
 - Choice Pink Salmon, tall tins, 3 tins, 25c
 - One car Choice Golden Sunkist Oranges, good size, sweet and seedless, Per dozen, 25c
 - Cowart's Cocoa, 5-lb. tin, 25c
 - Imported Malt Whisky, Imperial quart bottle, 25c
 - English Marmalade, 5-lb. jar, 25c
 - Choice Lima Beans, 2 lbs., 25c
 - 600 lbs. Fresh Apple Blossom Biscuits, 2 lbs., 25c
 - Patterson's Worcester Sauce, 15 bottles, 25c
 - Finest's Gravy Biscuits, Per lb., 25c
- GANDY SECTION—3rd Floor and Basement.**
- 500 lbs. Fancy Milk Chocolates, assorted shapes, Reg. 40c. Per lb., 35c
 - 1,000 lbs. Fresh Sliced Peanuts, Reg. 90c. Per lb., 85c
 - 1,000 lbs. Assorted Kisses, Fruit flavored, Per lb., 85c
 - Simpson's Nut Bar, Reg. 5c 3 for 15c

Making the Furs Fly

An announcement about half-price furs has no interest unless the original prices were intrinsically good value. Fur prices that play the old childish game of "first we go up, then we go down," have no interest for people that seek real values.

Our Fur Department's reputation for good values makes the following announcement of special significance:—

Our entire stock of women's furs will be marked at reductions that in many cases will be less than half our regular prices.

If you know our fur stock, you know that the styles are the newest, and the quality is the kind we stand behind with our guarantee—many of these imported garments cannot be duplicated at any price.

- Persian Lamb Coats,** Regularly \$375.00 and \$400.00, for 199.00.
- Persian Lamb Imported Model Coats,** 46 in. long. Regularly \$400.00, for 275.00.
- Hudson Seal Coats,** imported from one of Europe's best designers. Regularly \$175.00, for 110.00.
- Hudson Seal Coats,** sable trimmed. Regularly \$225.00, for 150.00.
- Handsome Hudson Seal Coats,** 46 in. long. Regularly \$135.00 and \$150.00, for 92.50.
- Persian Lamb Coats,** 40 inches long; best skins. Regularly \$280.00, for 150.00.
- Near Seal Coats,** from best No. 1 French-dyed skins; 46 inches long. Regularly \$175.00, for 95.00.
- New Eastern Canada Mink Stoles,** Regularly \$90.00, for 50.00.
- New Eastern Canada Mink Stoles** that were \$45.00, for 37.50.
- New Persian Lamb Muffs,** large pillow shape. Regularly \$40.00 and \$45.00, for 25.00.
- Large Civet Cat Shawl Scarves,** Regularly \$37.50, for 15.00.
- Extra Large Civet Cat Muffs;** new pillow shape. Regularly 18.00 for 12.00.
- Handsome New Black Wolf muffs,** in black, emerald and tan; 24x30x7. Regularly \$12.50, \$15.00 and \$18.00.
- Natural Alaska Sable Muffs;** new heart shape. Regularly \$35.00, for 19.00.



Silk Jersey Petticoats \$3.95

Several different styles in the lot, silk jersey tops with pleated flounces of meshing silks; others of all silk jersey with pleated frills of silk; colors, navy, emerald, gold, Copenhagen, apple, white and black; lengths 38 to 42. Tuesday, 3.95.

Mourning Millinery

FOR YOUNG WOMEN AND MATRONS, JANUARY SALE PRICE \$3.75

50 very good black hats, some with white crepe facings, upper brim and crown of good quality fine black lisse with folds of maline. Good style is close fitting with draped crown, soft bow and loop of lisse and large jet ornament. Suitable for early spring wear. January Sale price, 3.75.

BONNETS FOR WOMEN. Complete range, in all sizes and styles, showing both high and low head sizes. Marked \$3.75, \$4.00 and \$5.00.

Toboggan Hats, in the Millinery Department at the special prices of \$1.00 and \$1.50.

Club Bags and Trunks

Walrus Grain Leather Club Bags, heavy Morris lining, good look and slide catches, sizes 16, 18 and 20 inch. Regularly \$6.75 to \$6.78. Tuesday, 4.45.

Trunk Trunks, well made, waterproof canvas covered, fibre bound, hardwood slats, sheet iron bottom, outside straps, top tray and dress tray, 23-inch, \$6.25; 24-inch, \$6.50; 26-inch, \$6.75.

Shades and Hangings

Framed Window Shades, 40c Each—Oil Opaque Window Shades, size 27 x 70 inches, Nottingham insertion; cream, green or white. Each, 49c.

White Nottingham Lace Curtains, 60c Per Pair—Assortment of new designs, three yards long, floral borders and good net. Per pair, 49c.

Red, Green, Brown or Mixed colorings. Per pair, 3.95.

Southey Madras Curtains Muslin at 44c Per Yard—White or green, dainty patterns, 48 inches wide. Per yard, 44c.

Sale of Lighting Fixtures

Wall brackets, 1 light, old brass, in two styles, "captain" and "swan neck," with shades. Regularly \$1.00. Tuesday, 75c.

Ceiling Shower, 10-inch round plate, 3 lights, old brass, with 2 shades. Regularly \$5.00. Tuesday, 3.75.

Ceiling Shower, 12-inch round plate, 3 lights, old brass and black, with 3 fancy shades. Regularly \$6.75. Tuesday, 4.95.

Drop-down Shower, 12-inch plate, 3 lights, dull brass finish, with crystal shades. Regularly \$8.75. Tuesday, 6.25.

Parlor Crystal Fixture, 12-inch plate, 3 lights, dull brass finish, with crystal shades. Regularly \$8.75. Tuesday, 6.25.

Verandah and Hall Fixtures, cast iron, 2 lights, 24-inch. Regularly \$1.25. Tuesday, 95c.

From this list it is possible to completely equip a room house with lighting fixtures. Regularly \$20.50. Tuesday for \$14.50.

Does not include bulbs, insulation joints or installation. No phone orders filled.

The Robert Simpson Company, Limited