

Store Opens at 8.30 a.m.



Store Closed Today, New Year's Day.

Simpson's Greatest White Goods and Wash Goods Sale Begins Saturday

From the woman's point of view, there is no more important sale than this one! It is safe to say that a great deal of Christmas money and Christmas cheques have been put aside for investment in this very sale—and it begins Saturday.

You Must See These Values to Appreciate Them

Nightdresses, of fine cotton or crepe, slip-over styles, elbow sleeves, fine embroidery or lace trims, silk ribbon draws, lengths 56, 58, 60 inches. Regularly 75c and \$1.00 each. Saturday White Sale... 50
Nightdresses, five beautiful styles; fine, strong cotton; slip-over styles; round or Dutch necks; pretty lace or embroidery yokes, trimmed elbow sleeves, silk ribbon draws in neck; sizes 56, 58, 60 inches. Regularly \$1.00, \$1.19, \$1.25 each. Saturday Sale price, each... 69



Store Closes at 5.30 p.m.

Store Closed Today, New Year's Day.

Nineteen-Fourteen

the year when the Great War broke, is gone. It has shaken us, this old year, but let us hope it has only shaken us awake, shaken the faults and the false out of us, and made us ready to continue our climb from imperfection toward perfection, in the thousand years of peace that are to be.

Such Attractions in Wash Goods Have Never Been Seen Before

27-inch White Seersucker Crepes, in neat stripes. Regularly 15c. Saturday, 1000 yards at... 85c
45-inch White Robe Muslin, a lovely weave, for children's and ladies' wear. Regularly 35c. Saturday... 19

Knit Top Petticoats \$1.00

Suitable for cold weather, warm and especially good fitting. Elastic at waist band, pleated and pink lined. Plain or novelty of "Mervotom", a good wearing cotton fabric; lengths 36 to 42. Saturday 1.00

4-inch Black Ribbon 10c

An excellent hair bow ribbon of Swiss taffeta. Saturday, yard... 10

Embroidered Net Waists

In ivory, ecru and black, all lined with pure China silk; sizes assorted from 34 to 42 inches. Regularly \$2.35. Saturday... 98

Toilet Goods

French Toilet Soaps, rose and violet. Regularly 10c per cake. Special lot... 25
Hanson & Jenks' Ilya Face Powder. Regularly \$1.00. Special... 75

Diamond Rings

Women's single Stone Diamond Rings, genuine white diamonds, set in heavy Mt. gold settings, claw set. Signs: \$12.00, \$18.00, \$17.50 and \$33.00. Saturday, all one price... 95c

Lunch Room

SATURDAY AFTERNOON SPECIAL 3 P.M. to 5.30. Scalloped Oysters, with Lettuce Sandwich, Pot of Tea, with Cream for Cream, 15c, at two persons for 25c.



Linens, Cottons and Bedding

At Prices That Will Mean Enthusiastic Selling for Saturday

Nainsook Clearing, 12 yards for 98c—For making women's and children's dainty underwear, etc., 30 inches wide. Sale price Saturday, 12 yards... 98

Underwear for Men

Broken lines from stock, English natural wools, double breast styles, double breast and double back shirts and double back or single back drawers, heavy and medium weights, not all sizes in any one line, but in the lot sizes from 34 to 44. Regularly \$1.35 to \$2.50. Saturday... 89

New Laces, Nets

Silk Chantilly Laces Flouncings, beautifully finished, in ivory or cream, handsome floral designs in silk needle-run effects. 2 1/2-inch flouncings. Per yard 2.50, 3.50, 4.00, 5.00, 6.00 to... 9.50

Splendid Glove Values

Women's Real French Kid Gloves, two dome fasteners, gusset fingers, best finish, black, tan and white, sizes 5 1/2 to 7 1/2. Worth \$1.00. Saturday... 75

STORE CLOSED TODAY--NEW YEAR'S DAY

The Robert Simpson Company, Limited