Store Opens at 8.30 a.m.

The Robert Simpson Company, Limited

Store Closes at 5.30 p.m.

We have been conducting Whitewear Sales in January for a good many years, but we certainly cannot remember a time when SUCH WHITEWEAR VALUES AS THOSE OFFERED HERE AND NOW were available. If you pay particular attention to the exceptional qualities of cotton, nainsook, lace or embroidery in these garments, you'll realize that such Whitewear values are something that this city has never known before.

$1.75 NIGHTDRESSES REDUCED TO $1.00.

Women's Nightdresses, fine nainsook; slip-over styles; embroidery and Val. lace insertions; lace edges; wide and narrow silk ribbons; lengths 56, 58, 60 inches.

PETTICOATS, GOOD VALUE AT $1.25, ON SALE MONDAY 69c.

Petticoats, extra quality white cotton; insertion and wide flounce of good embroidery; dust ruffle of lawn; lengths 38, 40 and 42 inches.

$3.00 TO $8.00 CORSETS REDUCED TO $1.50 TO $4.00.

Women's Corsets, an extensive clearance of balances of styles from regular stock, and manufacturers' samples; such famous brands included as Warner's Rustproof, C. P. a la Sirene, La Diva, Treco, Redfern and Bien Jolie; in coutil, batiste, brocade and elastic; styles for every figure; sizes 18 to 30 inches in the lot, but not all sizes in any one model. Regularly $3.00 to $8.00 Monday Sale price **$1.50 to $4.00.**

CORSET COVERS, GOOD VALUE AT 25c, MONDAY 15c.

Corset Covers, nainsook; wide yokes of lace; lace on sleeves; silk draw ribbon; assorted patterns; sizes 34 to 40 bust. No phone orders.

WOMEN'S VESTS, REGULARLY $1.00, MONDAY 47c.

Women's Vests, Watson's seconds; guaranteed pure white or natural wool; medium or fine ribbed; high neck; long sleeves; one style has silk facing down front; sizes 32 to 40 bust.

$1.95 WOMEN'S COMBINATIONS REDUCED TO $1.25

Women's Combinations, fine nainsook; insertions and edges of linen lace; wide embroidery insertion, run with silk ribbon in yoke; embroidery beading run with silk ribbon in waist; sizes 34 to 42 bust.

NIGHTDRESSES, GOOD VALUE AT $2.50, MONDAY $1.69.

Hand-made, Hand-embroidered Nightgowns, fine nainsook; slip-over style; embroidered yoke, sleeves and scalloped edges; silk draw ribbon; sizes 34 to 42 bust.

These Wash Goods Have Made a Sensation in the January Sale

THE END OF THESE WHITE FABRICS.

27-inch White Krinkle Crepe, only 1,200 yards left, at 6½
28-inch White Granite Crepe. Splendid value at 9½
28-inch White Repps; strong quality; of English manufacture. A special purchase, to sell at 9½

DOUBLE WIDTH WHITE GOODS.

Reliable and wanted merchandise at an extremely low price. 38-inch Heavy White Crepe and Ratine Striped Crepes, 42-inch Fine White Crepes, 44-inch Ratine Stripes and Marquisette Ratine. Regularly 50c, 75c and 85c. White Sale price ..... .25

LOVELY NEW GOODS.

45-inch Printed Voiles; hairline, raised stripe, and neat floral effects, in pink, maize, blue and mauve. Special price ..... .39
28-inch Mercerized Poplins; superbly finished; all shades, white and black ..... .35
40-inch Avalon Leno, a lace-like cloth; white, with floral patterns. Monday at ..... .39
40-inch Voiles, a big assortment of American weaves, in black and white, and colors. Special price ..... .25
The Kimono Section, specials in velours, eiderdown and kimono cloths. Clearing at 9½

Don't Let the Price on These Suits Scare You!

It's very rarely that we offer suits for sale at this price—but there's a reason! When a manufacturer hasn't enough suits in any one line to send out on the road with his travelers, he's very glad when someone comes along with a cash offer to take the lot.

That's just what happened in the case of these 140 Suits—many of them are all wool English tweeds, and yet our Monday price on them is

$4.95

They are well made, good honest linings, and would be sold regularly for seven, eight and nine dollars. Come early for first choice Monday morning.

BOYS' BLUE WORSTED TWO-PIECE SUITS

Tailored from English worsteds, in navy blue; double-breasted style, with full-cut bloomers, three-button cut, serge linings; sizes 26 to 30, Monday, **7.00;** sizes 31 to 34, Monday **7.50**

Boys' Heavy Underwear

300 garments of English makes, shirts and drawers, sizes for boys four years to twelve years old. Regularly $1.00. Monday ..... .39

"Pen-Angle" and "Lambsdown" Fleece-lined Underwear, shirts and drawers, sizes 22 to 32, for boys four years to fourteen years old. Regularly 50c and 75c. Monday ..... .33

MEN'S COMBINATIONS.

200 suits of pure wool, heavy or medium weights, Stanfian, "Bodyguard," "Wolsey," etc. All sizes in the lot. Regularly $3.50, $4.00 and $5.50. Monday 2.69

Men's Wool Caps at 69c

Balaclava or aviator style, fine materials, in browns, grays, navy and heather mixtures; silk, satin and flannel lined. Regularly $1.00 and $1.50. Monday ..... .69

Men's Winter Caps, with fur-lined ear bands, of fine overcoating cloths, fleece and fancy finish tweeds, golf shapes. Regularly $1.00 and $1.50. Monday ..... .75

Men's Fur-Lined Coats

In fine quality muskrat linings, otter and Persian lamb collars, black beaver cloth shells, splendid values at $35.00 and $45.00.

Quality Maintained---Prices Lowered in the Monday Boot Sale

MEN'S GOODYEAR WELT (TACKLESS INNER SOLES) BOOTS, MONDAY $2.95—1,500 pairs of this season's new style boots, button, lace and Blucher patterns. Leathers are gunmetal calf, patent colt, tan Russia calf, vici kid and box calf; one, two and three-ply soles; some have brass binding shank rivets; cloth and dull calf tops in the lot. Regularly $4.00 to $5.50. All sizes and half sizes. Phone orders filled. No mail. Monday **2.95**

BOYS' BOOTS, SIZES 1 TO 5½, MONDAY $1.99—500 pairs button or Blucher styles, patent colt, box calf, gunmetal calf and vici kid. Regularly $2.50 to $4.00. Phone orders filled. No mail orders. Monday **1.99**

WOMEN'S NEW WINTER BOOTS, $2.49—550 pairs button, lace and Blucher styles, patent leather, gunmetal calf and vici kid leathers; cloth and dull calf tops. Some nurses' boots with cushion soles and travellers' samples in the lot. Widths C, D and E. Sizes 2½ to 7. Regularly $3.50 to $5.00. Monday **2.49**

MISSES' BOOTS, SIZES 11 TO 2, MONDAY 99c—450 pairs button and lace styles, vici kid and gunmetal calf leathers; light and medium weight soles; spring and low heels; round and educator toe shapes. Sizes 11 to 2. Regularly $1.50 to $2.00. No phone or mail orders. Monday.. .99

WOMEN'S BEDROOM SLIPPERS, 39c.

500 pairs, in velvet, satin, shot silk, corded silk and fine felt, with padded soles and heels. Range of colors. Sizes 2 to 7. Regularly 75c to $1.25. No phone or mail orders. January Clearing price, Monday ..... .39

Linens, Staples for Monday in the January Sale

White Union Wool Blankets, thoroughly scoured and shrunk; soft, warm and durable; weight 7 lbs.; size 64 x 84 inches. Regularly $4.95 pair. Monday **3.95**

Bleached English Longcloth, 36 inches wide. Regularly 10c and 12½c yard. Monday, yard .. **.8½**

Bleached Twilled Sheets, extra heavy, hemmed; size 63 x 90 inches. Regularly $1.95 pair. Monday, pair .. **1.48**

English Nainsook; soft needle finish; 36 inches wide; 12-yard lengths. Regularly $1.50. Monday 12 yards for **1.19**

Table Linen Set—Cloth, size 2 x 2½ yards, and 1 dozen napkins, pure linen, size 24 x 24 in.; bordered designs. Regularly $6.25. Monday, set **4.85**

40-inch Factory or Unbleached Cotton. Monday, yard **.10**

Plain Pillow Cotton, 44 inches wide. Monday, yard.. **.15**

Hemmed Huckaback Bedroom Towels; size 19 x 38 inches. Monday, pair ..... **.39**

Hundreds of Wash Cloths, blue and white. Regularly 10c. Monday, each ..... **.5**

Cannot accept phone or mail orders for Wash Cloths.

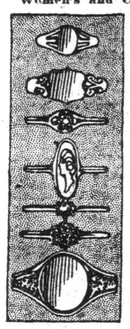
Pictures 66c

In oval white enamel frames, Harrison Fisher series, "Greatest Moments in a Girl's Life," "Cupid Awake and Asleep." Regularly $1.25. January Sale price .... .66

Picture Framing at 20 per cent. discount.

Empty Frames. Regularly $1.50 to $4.00. January Sale price .. .98

2000 Gold Filled and Sterling Silver Rings



Sterling Silver Cameo Rings, fine imitation cameos, in green and pink colors. Regularly 50c. Monday .19

Women's and Children's Gold-filled Birthday Rings, any birthmonth stone. Reg. 50c. Monday ..... .23

Women's Sterling Silver Brilliant Set Dinner Rings, pierced band designs. Monday ..... .59

New Style Black Enamel Sterling Silver Men's and Women's Rings, clusters and single stones. Monday .59

Gold Stone and Turquoise Rings, gold-filled settings, little finger styles. Monday ..... .28

Gold-filled Baby Signet Rings, plain and stone set designs. Monday .19

Gold-filled Amethyst or Topaz Rings, in fine claw settings, real stones. Monday .98

Drapery Fabrics and Fixtures

36-inch Washing Chintz, include nursery, stripe and floral effects; 36 inches wide. Per yard ..... .35
Futurist Chintzes, unusual designs, printed in beautiful colors, on fine cotton repp; 36 in. wide. Per yard ..... .69
Nottingham Lace Curtains, 49c per pair; heavy net, with rich border; 2½ yards long; 36 in. wide. Per pair ..... .49
Oil Opaque Window Shades, 39c each; a number of special window shades, in cream or green only; size 36 in. x 70 in. Each .... .39
Brass Extension Rods, ball end and hook brackets; extending from 26 in. to 50 in. Each ..... .15
Unfadeable Assyrian Cloth; a new portiere fabric, in blue, brown, green or natural; absolutely sun-fast; 50 in. wide. Per yard.. .98

Cocoa Mats and Wool and Fibre Rugs

A Cocoa Fibre Door Mat, in first-class condition, is absolutely necessary at this time of the year; special prices quoted here for two reliable qualities:

14 x 24-inch. Special ..... .60
16 x 27-inch. Special ..... .65

IMPORTED ART WOOL AND FIBRE RUGS.

Two sizes, 7.6 x 10.6 and 9.0 x 12.0, a number of designs and colors:

7.6 x 10.6. Special 7.00
9.0 x 12.0. Special 6.35

ENGLISH AND CANADIAN-MADE WILTON RUGS, $29.50.

Sizes 9.0 x 10.6 and 9.0 x 12.0, Oriental and small conventional designs; green, green and tans and other good colorings. Special 29.50

Chairs, Couches, Tables

8 only Arm Rockers, upholstered in imitation leather. Regularly $16.75 to $17.50. Monday 9.95
Arm Chairs and Arm Rockers, all-over upholstered in imitation leather. Regularly $9.00. Monday 4.95
Couches, in art leather. Regularly $14.00. Monday 9.65
Library Table, fumed oak, five drawers. Regularly $17.50. Monday 12.75
Library Table, fumed oak. Regularly $21.00. Monday 15.75

Breakfast

8.30 to 10.30—Prompt, Courteous Service at 20c—Cereal with Cream. New Laid Eggs, boiled or poached. Toast. Fruit. Tea or Coffee.

At 25c— Half Grapefruit. Cereal with Cream. Sirloin Steak. Hashed Brown Potatoes. Toast, dry or buttered. Tea or Coffee.

Wall Papers

Bedroom Papers, 6c to 75c roll.
Dining-room and Hall Papers, 6c, 8c, 10c to $1.00 roll.
Parlor and Dining-room Papers, 10c, 15c, 25c to $1.75 per roll.
English Cork Oatmeals, 30 inches wide, eight yards long to roll, per roll, 17c.
Tapestry Papers, for best rooms, 25c, 35c, 50c, $1.00 roll.
Varnish Tiles, 20c, 30c, $1.00, $1.25 roll.
Hand-made Blends, for best rooms, 49c and 60c yard.

48 Barrels of Tab'e Glassware

AT GREAT SAVINGS, ON SALE MONDAY.

5 bbls. Orange Bowls, 11-inch size, in pretty cut glass pattern. 49c value. Each ..... .29
4 bbls. Covered Butter Dishes, either in cut style or colonial design. 20c value. Each ..... .10
7 bbls. Water Sets, colonial design, large pitcher and six tumblers. 75c value. Per set ..... .49
3 bbls. Covered Sugar Bowls, with handles, pressed design. 20c value ..... .10
8 bbls. Small Covered Butter Dishes, pressed design. 10c value. Monday, each 5
4 bbls. Cream Pitchers, pressed design. 20c value .10

Discontinued Stock Patterns in Dinner and Tea Ware

5 bbls. Jelly Dishes, 7-inch size; pressed design. 15c value .... .10
7 bbls. Fruit Bowls, 9-inch size; flared edge, pressed design. 25c value ..... .15
8 bbls. Small Orange Bowls, crimped shape, pressed design. 35c value. Monday ..... .20
2 bbls. Cheese Plates, 10-inch, pretty design. 25c value. Each .15

Several dainty decorations to choose from; all on sale at a fraction of their value:

Dinner Plates, each ..... .15
Tea Plates, each ..... .10
Bread and Butter Plates, each 8
Soup Plates, each ..... .10
Cups and Saucers, each ..... .20
Sauce Dishes, each 7
Meat Platters, 49c and 89c.
Covered Vegetable Dishes ..... .98
Gravy Boats ..... .49
Sugar Bowls ..... .35
Cream Jugs ..... .25
Slop Bowls ..... .25

NEWS OF TODAY'S SELLING

Sensational offering of over 10,000 pairs Boots for men, women and children, many at half-price and less.

Some White Sale Items.

12 yards of Longcloth for ..... .98
Horrocks' Circular Pillow Cotton, 45 inches wide ..... .25
Madapollam (Spanish Longcloth), very sheer ..... .15
English Sheets, 70 x 90 inches 1.69
Women's $2.00 Woolen Underwear Combinations 1.00
$2.50 Corsets 1.39
120 Beautiful Hats for women, $10.00 and $12.00 values for 4.35
78 Hats, $6.50 and $7.50 values for 3.00
Paillette Silk Petticoats 3.95
Women's and Misses' Coats at $2.98 and $4.50. Less than cost of material. Were $8.50 and $15.00.
A Great Overcoat Value for men at 12.45
Clearing prices on Men's Furs.
Men's $1.25 to $3.00 Underwear, broken sizes shirts and drawers ..... .79
Natural Shantung Silks, yard ..... .35
$1.29 Black Duchesse Paillette ..... .98
Black Chiffon Velveteens 50
Diamonds, Gold and Platinum Settings, up to $21.00 values 9.95
New Shipments of Bone China specially priced.

4,400 Bargains in Kitchen and Household Needs--- Monday Basement Sale

2016 Pieces Granite-ware at 34c each

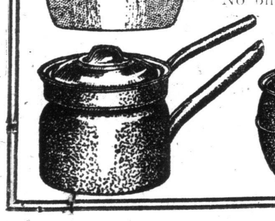
40c, 49c, 59c, 65c AND 75c VALUES.

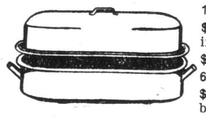
Light blue plain color outside and white lined inside. Smooth finished, all perfect goods. Teakettles, Rice Boilers, Dishpans, Preserving Kettles, Tea and Coffee Pots, Potato Pots, Water Pails, Basins, Berlin Pots, Lipped Saucepans, Covered Vegetable Pans, Breakfast Food Cookers.

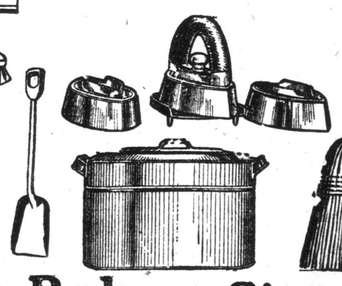
One piece of each kind to a customer.

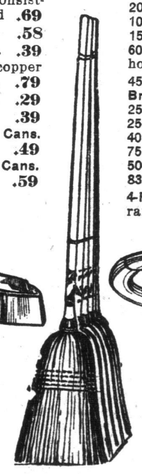
No phone or mail orders.

34c



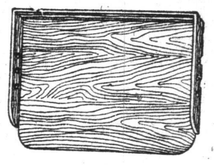


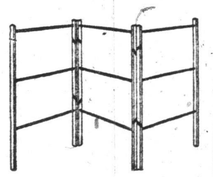


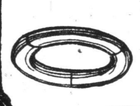


15c Scrub Brushes, special for .10
$1.00 sets of Smoothing Irons, consisting of 3 irons, handle and stand .69
$1.00 Galvanized Wash Boilers .58
65c Double Roaster, black steel.. .39
$1.25 Tin Wash Boilers, with copper bottoms. Monday ..... .79
45c Furnace Shovels ..... .29
55c Bread Boxes ..... .39
65c size Garbage Cans or Ash Cans. Monday ..... .49
75c size Garbage Cans or Ash Cans. Monday ..... .59

35c Coal Scuttles. Monday..... .19
30c Tin Oval Foot Baths..... .21
20c Galvanized Wash Pails .... .15
100 Feet Galvanized Clothes Wire .19
15c Daisy Tin Kettle ..... .12
60c Gold Banded Coal Scuttle, with hood ..... .39
45c Carpet and Rug Sweeping Brooms ..... .29
25c Washboards ..... .19
25c Iron Heaters ..... .15
40c Galvanized Oval Baths ..... .31
75c Galvanized Wash Tubs ..... .49
50c Galvanized Wash Tubs ..... .39
83c Galvanized Wash Tubs ..... .69
4-Foot Clothes Horses, 9 drying rails ..... .36







The Grocery List

TELEPHONE DIRECT TO DEPARTMENT, ADELAIDE 6100.

Fels Naptha Soap. Per bar 5
Sunlight, Surprise and Taylor's Borax Soap. Per bar 4
Comfort and Ivory Bar Brand Soap. Per bar 4
Heather Brand Soap. 7 bars ..... .25
Simpson's Big Bar Soap. Per bar... .10
Pearline. 1-lb. package ..... .10
Ammonia Powder, 4 packages..... .25
Mack's No-Rub, 6 packages ..... .25
Babbitt's Cleanser, 6 tins ..... .25
Old Dutch Cleanser, 3 tins ..... .25
Sapolio, per cake 8
Naptha Powder, package 5
Goldust Washing Powder, large pkg. .23
Lux Washing Powder. 3 packages.. .25
Taylor's Soap Powder, 2 packages.... .9
Panshine Cleanser, 3 tins ..... .25
Royal Blue, 2 packages 7
White Swan Lye. Per tin 7
Canada White Laundry Starch. Pkg. .8
Celluloid Starch. Package 9
Bon Ami, per cake ..... .12
Soclean Sweeping Compound. Per tin .23
Diamond Cleanser. 3 tins ..... .25
2½ lbs. Pure Celona Tea, 62c—1000 lbs. Pure Celona Tea of uniform quality and fine flavor, black or mixed. Monday, 2½ lbs. ..... .62

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