

Store Opens at 8.30 a.m. **The Robert Simpson Company, Limited** Store at 5.30

**R. SIMPSON DRUGS**  
50c Emulsion of Cod Liver Oil. Wednesday, 35.  
\$1.00 Vinal, large size. Wednesday, 75.  
50c also Milburn's Heart and Nerve Pills. 25.  
50c also Pines. Wednesday special, 35.  
50c size Dioxogen. Wednesday, 35.  
50c Waterbury's Preparation of Cod Liver Oil, plain or with cream, large size. Wednesday, 50.  
50c Powdered Ammonia. Wednesday, 4 pack, 25.  
50c Saniflush. Wednesday, 25.  
10c Sea Salt, 6-10, packages. Wednesday, 7.  
Belladonna Plasters. Wednesday, 10.  
\$2.00 English Whirling Spray Syringe, large bulb. Wednesday, 1.35.

**News of Today's Selling**  
Our Great Winter Sale of Furniture, Carpets, Draperies, Electric Fixtures and other Home Furnishings. Special lists for today.  
The February Sale of Hosiery.  
Materials for Spring Dressmaking in Silks, Satinings and Wash Goods, Laces and Embroideries.  
Good lists of Women's Ready-to-wear Clothing.  
Most Needed Footwear at Lowered Prices.  
Men's \$35.00 and \$38.00 Durward Overcoats today \$25.00.  
Other items described herewith in detail are for Wednesday's Selling.

**Supplying the Canadian Family with Hosiery**  
**CANADA FIRST**  
Canadian Mills have furnished us with tremendous stocks of well made Hosiery for our February Sale, in addition to which our buyers have secured excellent British made Hosiery that contributes to the exceptional variety and uniformly high grade of the sale stocks.

**THE PRICES are founded on the desire of the manufacturers to give the public their best at the lowest possible figure. THEY ARE UN-SURPASSED.**

**BE AMONG THE EARLY BUYERS, while the entire variety is here for your choosing.**

- Wednesday's List is as follows:-**  
**Women's Fine Cashmere Hose**, knitted close, soft, seamless finish, Canadian make, good weight; spliced heel, toe and sole; sizes 8 1/2 to 10. Usual 25c value. Wednesday Hosiery Sale price, **.20, three pairs**. .55  
**Women's English Make, Plain and Ribbed Black Cashmere Hose**, manufacturers' samples, extra fine qualities; spliced heel, toe and sole; sizes 8 1/2 to 10. Usual 40c and 45c values. Wednesday Hosiery Sale price **.29**.  
**Women's Silk and Wool Mixture Black Hose**, extra fine quality, strong thread, closely woven, spliced heel, toe and sole; sizes 8 1/2 to 10. Regularly 50c. Wednesday Hosiery Sale **.29**.  
**Women's Silk Boot Hose**, three-quarter silk leg, deep lisle top, strong finish, reinforced heel, toe and sole; sizes 8 1/2 to 10; black and white. Wednesday Hosiery Sale **.15**.  
**Misses' All-Wool English Make Ribbed Black Cashmere Hose**, heavy weight, closely knitted, seamless finish, extra strong, firm yarns, double heel and toe; sizes 6 to 8 1/2. Usual 40c value. Wednesday Hosiery Sale price **.25**.  
**Misses' Plain Black Cashmere Hose**, English sample lot, extra fine qualities, knitted strong, close weave; spliced knee, heel, toe and sole; sizes 6 to 8 1/2. Usual 40c value. Wednesday Hosiery Sale price **.25**.  
**Boys' and Girls' Heavy Weight Ribbed Black Cotton Stockings**, seamless, fast dye, superior quality, wear well, seamless, elastic weave; spliced heel, toe and sole; sizes 5 to 10. Usual 25c value. Wednesday Hosiery Sale price **.12 1/2**.  
**Men's Plain Black Cashmere Sox**, English make, seamless, clean, strong yarn, closely knitted, good wearing; spliced heel, toe and sole; sizes 9 1/2 to 11. Extra value. Wednesday Hosiery Sale **.15**.  
**Men's Shot Effect Black Cashmere Sox**, accordion pleat, fine rib showing red, white and blue colors; dressy and good wearing; extra fine yarn; sizes 9 1/2 to 11. Usual 50c value. Wednesday Hosiery Sale, pair, **.35; three pairs**. **1.00**.  
**Men's Plain Black Imported Cashmere Sox**, English make; manufacturer's sample range, various qualities, extra good value. Regularly 25c and 29c. Hosiery Sale, **.20; three pairs**. **.55**.

**Clearing Day for Little Girls' Winter Coats Wednesday**

Wednesday will be the day of the whole winter in which to buy little girls' warm Ulsters or Coats. The whole balance of stock of several handsome styles will be cleared regardless of cost. The earlier you come the better will be the choice.  
**About 300 Little Girls' Winter Coats or Ulsters**, balance of nine beautiful styles, extra warm and heavy, in fine ulsterings, heavy corded velvet, black pony cloth, broadened velvet, blanket cloth and heavy soft serge, all the season's best colors; velvet collars and large buttons and other adornments; all warmly lined; sizes 2 to 6 years. Regularly \$3.50 to \$6.25 each. Wednesday, each **1.95**.

**WOMEN'S GUARANTEED UNDERWEAR.**

This store and the makers stand behind the wear and washing of every one of these undergarments for women. Every piece is guaranteed to give perfect satisfaction to the wearer.  
**WATSON'S UNSHRINKABLE UNDERWEAR FOR WOMEN**  
Vests and drawers, fine, heavy wool and cotton mixture, ribbed knit, cream or natural color; long sleeve vests, ankle length drawers; sizes 32 to 42. Wednesday, all sizes, each **.50**.  
**"PEN-ANGLE" VESTS AND DRAWERS FOR WOMEN.**  
Fine, plain knit natural wool, unshrinkable, high neck, long sleeve vests, ankle length drawers; sizes 32 to 44. Wednesday, all sizes **1.00**.  
**WATSON'S VESTS AND DRAWERS FOR WOMEN.**  
Heavy ribbed, pure wool, unshrinkable; cream or natural color; vests high neck, long or short sleeves; drawers ankle length; sizes 32 to 42. Wednesday, all sizes **1.00**.

**Suits for Women and Misses Wednesday \$3.89**

An excellent group of suits priced for quick clearance; they are not the very latest styles, or they would sell for many times more than what we are asking.  
**Well-Made Suits**, from gabardines, whipcords, chevrons and serges, in such staple colors as black, navy, brown and gray; sizes 16 to 42. Wednesday **3.89**.  
**NEW DRESSES FOR PRESENT WEAR, \$3.85.**  
A very exceptional collection of splendid wool serges, French solet cloth and paillette silks, in shades of black, navy, Copenhagen green and sand; smart styles, with flared or pleated skirts; collars and cuffs of white pique, black bengaline or faille silk; another very attractive style has skirt with flounce; sleeves and vest trimmed with lace. These dresses were made by our best Canadian manufacturers, and workmanship and style are exceptional. Usual \$5.50 value. Wednesday **3.85**.  
**SKIRTS ON SALE AT \$3.85.**  
A special lot, composed of imported models, greatly reduced; not two of a style; materials include serges, stripes, plaids and gabardines; also a new spring model, made with a narrow yoke and full flare; material is good quality serge, in black or navy. Specially priced Wednesday **3.85**.

**Lingerie Waists at \$1.00**

The effects attained are smart and the styles becoming to most women. The material is soft embroidered voile, made with the new high collar, and some particularly good low-collar styles. All have long sleeves. We show eight styles, exclusively ours. Wednesday at **1.00**.

**Fancy Blanket Robes, \$1.95**

Full-length Lancing Robes, of fancy double-faced blanket cloth, in a variety of patterns: navy, red, Copenhagen, mauve, pink, sky, tan and gray; fastens close at neck; loose back; rope girdle; sizes 34 to 44. Wednesday **1.95**.  
Knicker and Tanager Half-Price—Ladies' Knicker and Tanager Bloomers, satin, glori silk, silk jersey and silk crepe de chine, in black, emerald, purple, rose, white, sky, and tanger; elastic at waist band; satin and ribbon trimmed at knee. Regularly \$2.00, \$3.00, \$4.00 and \$5.00. Wednesday **Half-Price**.  
An Extra Special From the Black Silk Section—Nearly 1000 yards of beautiful Black Duchesse Satins; qualities that we can recommend for their lustrous appearance and for satisfaction in wear. Small lots of \$1.64 and \$1.69 grades. Per yard **1.38**.

**Economy Prices on Dress Goods and Suitings**

2000 Yards English Serges, 80c—Indigo, navy and black, in fine twill finish, soap shrunk and fast dye, for women's spring dresses and suits, misses' suits, gymnasium suits, etc.; 52 inches wide; \$1.00 value. Wednesday, per yard **.89**.  
Black French Broadcloth, \$1.00 Yard—A limited quantity of imported French chiffon and Sedan-finished broadcloth, in fast navy, black, warranted spotproof. Wednesday, yard **1.00**.  
Heavy Black and White Suiting, 57"-52 inches wide, heavy suiting weight, fancy and shepherd check effects, very fashionable for spring wear. Wednesday, yard **.57**.  
French Crepes and San Toys, 75c—A large range of new spring shades, a delightful dress fabric, 44 inches wide. Regularly \$1.00. Wednesday, per yard **.75**.

**446 Leather Hand Bags, 69c**

Usually \$1.00 and \$1.25, manufacturers' clearance of Hand Bags, at less than manufacturers' cost; leathers are seal crepe and pin grain; side or single strap handle; good linings; card case, and swing mirror in each bag; black and colors; \$1.00 and \$1.25 bags. Wednesday **.69**.

**British Cord Velvets and Velveteens**

These early spring suit fabrics are attractively priced for Wednesday:  
Regularly 50c British Woven Cord Velvets, in tans, browns, greens, grays, fawn, drab, wine, ruby, navy, Altos, sage and many lighter colorings; 22 inches wide. Wednesday **.39**.  
Woven Cord Velvets, 75c qualities, 27 inches wide, guaranteed fast pile and color; complete shade range. Wednesday, yard **.55**.  
Black Chiffon Velveteens, 22-24 inches, stamped on selvage "Simpson's fast pile, Worral's dye." Regularly 75c. Wednesday **.65**.  
44-inch Black Dress Velveteen, chiffon finish, a beautiful raven black. Regularly \$2.50. Wednesday **2.00**.  
200 Yards of Wide Black Chiffon Velvet, a lustrous jet black. Regularly \$2.50. Wednesday, per yard **3.00**.

**6 inch Satin Ribbon, 19c**

Rich Satin Ribbon, beautifully soft, every thread pure silk, perfect Swiss weave; good color range, including white, cream, pink, pale blue, sage blue, navy, tan, brown, old rose, bright red, cardinal, turquoise, cerise, purple and black; usually 25c per yard. Wednesday, per yard **.19**.  
Hair-Bow Ribbon, excellent quality pure silk taffeta, 4 inches wide; white, cream, pink, pale blue, sage blue, bright red, cardinal, navy, tan, brown, old rose, and black. Wednesday, per yard **.10**.

See Window Display of latest recruiting posters from London.



**Timely Wash Goods Pricing for Wednesday**

Our late winter campaign has proven to us that women want their spring materials now, so that they can get their sewing started during the long indoors season. Here are items to follow up this demand, including some of the most needed fabrics.  
40-inch White Lawns, a fine, soft weave, at about half the usual price. Yard 3/4.  
32-inch Prints, a splendid lot of designs, in light and dark colors. Regularly 12 1/2c. Wednesday **9 1/2c**.  
36-inch White Indian Head, a heavy weave. Regularly 15c. Wednesday **9 1/2c**.  
40-inch Black and White Striped Voiles, in the latest new effects, at **.25**.  
38-inch Plain White Crepes, a very special purchase. Regularly 50c. Wednesday **.25**.  
30-inch Printed Batiste, large floral patterns, on white or colored grounds. Specially priced at **.15**.

**NOTICE: Our February Sale of Furniture, Carpets and Draperies is Now On**

**The Robert Simpson Company, Limited**

**How Does Your Blue Suit Look?**

If it is not in the fresh, crisp condition that custom demands, take a look at these Men's Blue Worsteds at \$15.00.  
This is our regular price for these suits, not a reduced price, but every suit is an exceptional value, because of the care that was taken in the selection and making of each one.

Made from fine imported West of England Botany worsteds; a fine set twill, in pure indigo dye, materials which we imported before the advance in price, and have made up in our own workrooms; the latest single-breasted sack style, three buttons, with soft fronts, to roll to the second button; every detail is carefully handled, with the result that we can offer the equal of a custom-made suit; sizes 36 - 44, for **15.00**.

**Boys' Norfolk Suits \$3.85**

150 Smartly Tailored Two-Piece Suits, in single-breasted novelty Norfolk styles, with full-cut bloomers; serge linings to match, brown and tan check patterns. Regularly \$6.50, \$7.00, \$7.50 and \$8.00; sizes 25 to 33. Priced to clear Wednesday **3.85**.

**Boys' Blue Serge Bloomers**, of imported English serges; full cut, with strap and buckle at knee, and belt loops; lined with white cotton; sizes 23 to 30, Wednesday, **1.20**; sizes 31 to 34, Wednesday **1.30**.

**Men's Fur Caps Wednesday \$3.95**

Wedge shape, glossy, even curl; piece Persian lamb skins; best linings at 1/2 price. Special **3.95**.  
**Men's Electric Seal Fur Caps**, driver shape, with adjustable or stationary peaks, sliding bands for ear protection. Regularly \$4.50 and \$5.00. Wednesday **3.45**.  
**Men's Persian Lamb Fur Caps**, in driver shape; fine grade skins; even curls, and extra well finished. **5.00**.

**Showing New Spring Shirts for Men**

A splendid new stock of Shirts, in blue and white stripe chambrays, plain blue chambray, new black and blue and white stripe chambrays; pleated and plain white bosoms; all made full standard sizes; in coat style; laundered cuffs; all sizes 14 to 18. Special Wednesday, each **1.00**.

**OTHER MEN'S FURNISHING ITEMS.**

150 Suits of Men's Pure Wool Combination Underwear, in heavy or medium weights, Wolsey, Strathairn and other English makes; also some of our best Canadian makes; unshrinkable qualities; sizes 34 to 46. Regularly \$5.50 to \$4.50. Wednesday, per suit **2.99**.  
700 Silk Neckties for Men, various shapes; stripes, spots and figures; all colors and combinations. Regularly 60c and 75c. Wednesday special, three for **1.00**.  
Several Hundred Pairs Suspenders, odd lines, all elastic web, with non-rust brass trimmings. Usually sold for 50c and 75c. Wednesday **.39**.

**Dominion-made Boots**

Excellent materials, conscientious workmen and perfect lasts have made these Canadian Boots the best you can buy. Nowhere can you find prices so favorable on these qualities.  
**NEARLY 900 PAIRS MEN'S BOOTS.**  
Selected from \$4.00, \$4.50 and \$5.00 lines, Wednesday, \$2.95—Button, Blucher and English lace styles; gunmetal calf, tan, russet calf, French vic kid, polished box calf and enamel calf leathers; all the soles are sewn without stitches coming through insoles to irritate the foot; best grade outsoles; some are viscolized and reinforced; new style toes and heels; leather and twill linings; sizes 5 to 12. Retail values \$4.00 to \$5.00. No mail orders. Wednesday **2.95**.  
**Boys' Winter Boots**, Wednesday, \$1.99—Several Lines of Blucher Style Boots, for dress, street or school wear; in box calf, patent calf, donkey kid, box kip and polish grain waterproof leathers; best grade sole and heel leathers; lined and unlined uppers; round, narrow and wide, roomy toes; sizes 13 to 5. No mail orders. Wednesday **1.99**.

Ladies' \$4.00 and \$4.50 Boots, \$2.49—Fine Grade Winter Dress and Business Boots, in lace, button and Blucher patterns, with cloth and dull calf tops; leathers are patent calf, gunmetal calf and vic kid; flexible, noiseless, oak topped, light and medium weight soles; new uppers and military heels; the new stage and French recede toes; plain or with tips; some styles have natural wool cushion sewn soles; unusual quality; widths C to E; sizes 2 to 7 1/2. Regularly \$4.00 to \$4.50. Wednesday **2.49**.  
Young Ladies' and Misses' Cloth Top Boots, \$1.99—300 pairs, sizes 11 to 2, in gunmetal calf, box calf and vic kid leathers; button and Blucher styles; splendid winter weight soles of solid leather; neat, low heels; "College Girl" and "Educator" toe shapes; patent and plain toe caps; cloth, dull calf and matt kid tops; complete size range in every line from 11 to 2. Regularly \$2.50 to \$2.75 values. Wednesday **1.99**.

**Women's Comfy Slippers**

Ribbon-Trimmed Wool Felt Slippers, with padded soles and heels and pom-pom on the front; black, brown, red and green in the color range; sizes 2 to 7. Regularly 65c. Wednesday **.49**.

**The Silverware**

Salt and Pepper Shakers, sterling silver deposit on clear glass. Wednesday, pair **.49**.  
Biscuit Jar, in English decorated china, different designs, with silver-plated cover; rim and handle. Wednesday, each **1.75**.

**Solbier's Wrist Watch \$2.85**

Only 200 on sale; they have seven-jeweled, lever movement; fully guaranteed; in a thin metal case of nickel, with leather straps attached. Wednesday, to clear **2.85**.

**A Good China List in the Basement**

**THREE STRONG TOILET SET OFFERINGS.**  
Usual \$5.50 to \$7.50 values, for \$4.49—A fine assortment of handsome sets, hardly two alike; decorations and shapes such as are found only in higher-priced bedroom ware. Wednesday **4.49**.  
20 Floral and Gold Designs, 10-Piece Toilet Sets. Special Wednesday **2.49**.  
Ivory and Gold Decoration, 10-Piece Bedroom Sets, extra good value. Wednesday **1.95**.  
A Snap in Salad Bowls, 360 only, new English porcelain, full-sized salad bowls, great variety of full decorations. Wednesday **.29**.  
97-Piece Real China Dinner Set, dainty rose or violet spray decoration; gold-trimmed edges and handles; ketchup and sugar cups. Usually sold for \$15.00. Wednesday, set **9.99**.  
Children's Mugs, big assortment of decorations. Wednesday **.5**.

**Choice Groceries Wednesday**

TELEPHONE DIRECT TO DEPARTMENT, ADELAIDE 6100.  
Choice California Prunes, 3 lbs. **.45**.  
Choice Pink Salmon, 1/2-lb. tins, 3 lbs. **.25**.  
Teller's Cream Soda Biscuits, 3-lb. box, **.27**.  
Banner Brand Jam, assorted, 5-lb. pail, **.49**.  
French Macaroni, 2 packages **.25**.  
Fresh Butter, 1 lb. **.15**.  
Choice Lima Beans, 2 lbs. **.19**.  
One car Choice California Bunkies' Oranges, sweet and seedless. Per dozen **.25**.  
Choice Mescaline Lemons. Per dozen **.15**.  
Pure Gold Jelly Powders, assorted, 3 packages **.25**.  
Ayrmer Raspberry Jam, 16-oz. jar **.29**.  
Onion Salt, for flavoring, etc. Bottle **.14**.  
Campbell's Soup, assorted, 2 lbs. **.24**.  
No. 36. Per tin **.34**.  
Finest Canned Green Gage Plums. Per tin **.27**.  
FRESH ROASTED COFFEE, PER LB. 27c.  
1000 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Wednesday, lb. **.27**.