

Store Opens at 8.30 a.m.

The Robert Simpson Company, Limited

Store Closes at 5.30 p.m.

Great Whitewear Sale is in Full Swing

On Saturday hundreds of enthusiastic customers were on hand to share in the first distribution of the new whitewear. After one month of preparation such a hearty response is most gratifying, and shows that the supreme values and novel styles offered here are making a wider appeal than ever before.

Besides the Underwear at 20c, tomorrow reveals a sheaf of new values that prudent women will not neglect. Here they are: Clearing 600 Pieces Women's Vests or Drawers, medium heavy ribbed knit, white or natural cotton; vests high neck, long sleeves, button front; drawers to match, ankle length, both styles; sizes 32 to 38. Tuesday, each 20

Tuesday's White Sale Programme

A new chapter, as it were, of our great White Sale is published daily. New interest develops as the story of beautiful styles and wonderfully low sale prices unfolds. Come and enjoy and benefit from Tuesday's instalment of our greatest White Sale.

85c White Flannelette Nightdresses, Tuesday, Sale Price, 55c—A splendid new style in fine heavy quality, high neck, long sleeves, double yoke back and front, trimmed with ruffle of goods; lengths 56, 58 and 60 inches.

75c Flannelette Nightdresses, Tuesday, Sale Price, 49c—Fine heavy fancy striped flannelette, pretty patterns, double yokes, ruffle trimmed, large full sizes; lengths 56, 58 and 60 inches.

\$1.25 Nightdresses, Tuesday, Sale Price, 87c—A beautiful style in fine cambric, high neck, three-quarter sleeves, button front, square yoke or wide embroidery outlined with embroidery heading run with 1/2-inch silk ribbon; lengths 56, 58 and 60 inches.

\$1.25 Petticoats, Tuesday, Sale Price, 95c—Fine nainsook, fitted hips, bottom trimmed with plain flounce of embroidery and thread lace insertion and edge of thread lace; lengths 38, 40 and 42 inches.

85c and \$1.00 Corset Covers, Tuesday, Sale Price, 59c—Two very dainty styles in fine nainsook, trimmed with beautiful embroidery or val. lace in combination, with embroidery medallions or Cluny lace, silk ribbon draws; sizes 32 to 44 bust.

\$2.00 Combination, Tuesday, Sale Price, \$1.19—Corset cover and drawers in one; a beautiful garment, nainsook, both cover and drawers trimmed with very fine linen crochet lace, embroidery heading and silk ribbon around waist, silk ribbon in neck, sizes 34 to 42 bust.

\$4.00 La Diva Corsets, Tuesday, Sale Price, \$1.95—A magnificent corset of white peau de suede, stylish Paris model, low bust, long skirt, narrow double boning, no side steels, four fine garters, all steels, have stitched ends, new shape clasp, deep Val. lace trim with bow of ribbon, bust draw cords. A very soft and comfortable model, sizes 20 to 28 inches.



What Attractive Wash Goods!

You'll be delighted to join the chorus of enthusiastic approval if you visit our second floor tomorrow and see what beautiful wash fabrics are being offered there at the prices mentioned below.

27-inch Crinkle Crepes, in white only. Less than half-price for Tuesday 61%

40-inch Bordered Crepes, in white only. Less than one-third of their regular value. Tuesday 33

26-inch Cotton Diapers, antiseptic and absorbent. Tuesday special, 10 yards for 89

28-inch Kimono Cloths, Velours and Erdorwn Weaves—These goods will now be found with the kimono crepes. Some very special values for Tuesday at 91 1/2

Nineteen-Fifteen Fabrics—40-inch Black and White Voiles, all the latest designs, at 25

40-inch Printed Leno or Lace Cloth, a new fabric in dainty designs, at 39

40-inch Gauze Ideal, a new fabric of the lace order, in printed designs, at 50

40-inch Tissue Filet, another new fabric, printed effects in all colorings, at 50

Pure Linen Table Cloths at Big Reductions

They're manufacturers' seconds, but few people would know it unless they were so labeled. The imperfections are very slight and inconspicuous.

40-inch Macpoliam, nice fine quality. Regularly 50c yard. Sale price Tuesday, yard 18

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\$515 to Be Saved on Eighty Overcoats!

25 that were marked \$12.50 These 80 Overcoats
16 that were marked \$13.50 offered
28 that were marked \$15.00 Tuesday
11 that were marked \$18.00 at each... **7.95**
8.30 a.m.

Big business has made big gaps in our size and style ranges of popular overcoats—and here's where the benefit accrues to you. Tuesday's price is really less than manufacturer's cost—and the overcoats are the most popular kind—English tweed ulsterings and light gray mixed Irish coatings, made from double and twist yarns. Also gray nap or chinchilla cloths; double-breasted ulster style, with convertible collars, and some shawl collars; sizes 35 to 44. You'll probably find your size in the coat you want. Come at 8.30 for this wonderful bargain.

Eight Interesting Bargains in the Shoe Department

Men's Winter Weight Boots, Tuesday, \$2.95—1500 pairs Goodyear welt hand-sewn boots, Blucher and button styles; velour calf, box calf and tan Russia calf leathers; oak tanned, double thick soles; smooth solid leather insoles; military and English heels; recede and popular toe shapes; blind eyelets. Sizes 5 to 11. Regularly \$4.50, \$4.50 and \$5.00. Phone orders filled, Tuesday.

Dress Goods and Silks—Sale Prices

\$1.25 and \$1.50 Fabrics at 85c—Guaranteed cloths from the best English and French looms, including givran crepe, San Toy, poplins, fancy crepe armures, all-wool crepe de chine, silk and wool Melba corda, etc.; 42 to 44 inches wide. Regularly \$1.25 and \$1.50. Tuesday, per yard 85

Lingerie Blouses 1.95

A limited quantity, with ten distinct designs and materials, including organzies, marquisettes, grenadines, corded and plain voiles, etc. The lace, insertions, medallions and embroideries are exquisite; showing for the first time tomorrow; all sizes 34 to 42 inch. Regularly \$2.95 and \$3.95. Tuesday 1.95

Women's Mantles

EXCLUSIVE GOWNS, \$25.00 TO \$57.50.
Gowns for dinner, afternoon or evening wear, in this season's modes. New baby waists and very full skirts, full shirred tunic of silk tulle or net with underskirt of charmeuse, handsome models with bead or jet trimmings; popular basque style, with new frilled skirt, and many others. Colors black, green, blue, purple, lemon and ivory. Many priced \$75.00 and \$100.00 in the group. Tuesday 25.00 to 57.50

Some Emphatic Savings for Home Makers

Soiled Window Shades at 19c Each—Widths up to 37 inches, complete with ring pull and brackets. No telephone or mail orders for these shades. Each 19
Weather Stripping at 4c Per Foot—Of felt cloth with rubber tube centre, tight fitting and draft proof; red, green or brown. Per foot 4
Brass Extension Rods, 7c Each—For light window hangings, silvered ends, hook brackets. Each 7
White Nottingham Lace Curtains, 69c Per Pair—3 yards long, floral borders. Special 69
Tapestry Curtains, \$6.48 Per Pair—Some with fringe top and bottom, others trimmed with Vandyke edgings or tapestry bandings on one side and bottom; browns, greens, reds. Pair 6.48
Assyrian Cloth for Portieres, in green, gold or red, 50 inches wide. Special, per yard 98

A Special Purchase of Cocoa Mats

Size 16 x 27 inches; a quality that will wear well. Phone orders filled. Each 55
Low-priced English Brussels Rugs, tan, red, greens and blues, in many different designs, suited to all purposes. 6 ft. 9 in. x 9 ft., \$9.50; 6 ft. 9 in. x 10 ft., \$11.00; 9 ft. x 10 ft., \$14.75; 9 ft. x 12 ft., \$16.75.
Heavy Linoleum at 36c. This popular low-priced, thick, hard-wearing cloth; good variety of designs and colors; 2 yards wide only. Square yard 36

The Groceries

ADLAIDE 6100.
One car Standard Granulated Sugar, in 20-lb. cotton bags. Per bag 1.28
4000 lbs. Finest Canned Peas, only six times to a customer. 3 tins 20
Canned Beans, golden wax or green. 3 tins 25
Choice California Raisins, brand, plain and seedless. Lake of the Woods Five Roses Flour, 1/2-bag 98
Choice Side Bacon, postmeal, half or whole. Per lb. 21
Finest Creamery Butter, Per lb. 32
Finest Canned Peaches, Vine brand. Regularly 18c. Per lb. 15
Pure Lard, 3-lb. pail 45
500 lbs. Fine Sugar Syrup, maple flavor. 3 tins 25
Choice California Raisins, brand, plain and seedless. 500 lbs. Fresh Apple Blossom Elixirs, 2 lbs. 70
Finest Lima Beans, 2-lb. pail 19
Shirley's Marmalade, 5-lb. jar 25
Pure Clover Honey, 5-lb. pail 70
Crowned Flat Brand Kipperd Herring, plain or in butter. Per tin 32
One car Choice California Sun-kissed Oranges, sweet and seedless. Per dozen 25
500 bottles Pickles, Niagara brand, plain and chow. Regularly 10c. While they last, 3 bottles 25
Columb Shortening, 5-lb. pail 36
500 lbs. Fresh Apple Blossom Elixirs, 2 lbs. 70
Cowan's Cocoa, 1/2-lb. tin 22
Post Toasties, packages 15
CANDY SECTION—Milk Floor and Basement.
500 lbs. Choice Cocomo Beans. Regularly 30c. Per lb. 15
1000 lbs. Salted Peanuts. Per lb. 15
1900 lbs. Cheating Candy, assorted flavors. Per lb. 10

Today and Tomorrow Our Semi-Annual Sale in Custom Tailoring Department

You may choose from 150 suit lengths ranging up to \$39.00 regular and have your suit superbly tailored in Sack, Morning Coat or Frock. **\$19.15** Style, for

Men's Fancy Knit Wool Vests

Which sold regularly at \$2.50 and \$3.00. On sale Tuesday at 49c. English-made Vests, in brown, blue, green and black grounds; fancy rib patterns, with green, red and white yarn interwoven; two pockets; bound with mohair braid. Sizes 38 to 40 only. To clear Tuesday 49c
Youth Long Trousers Suits, \$4.95. Regularly \$12.00 to \$12.50. Single-breasted Sacoque Suits, slightly fitted at the waist; two and three button styles; vest and long trousers; gray and brown checked and striped patterns. Sizes 12 to 16. Tuesday 4.95
Boys' Odd Tweed Bloomers, \$1.00. 90 pairs. Holographic woven bloomers brown and gray; check and stripe patterns; belt loops and strap and buckle at knee. Sizes 12 to 14. Tuesday 1.00

Men's Underwear

Men's Combination Suits, all pure wool, silk and wool, spring neck and various knits; Wolsey, Stralian, best English and Canadian makes, all sizes from 34 to 44. Regularly \$3.50, \$4.00, \$5.00 and \$5.50. Tuesday 2.95
Men's Natural Wool Elastic Rib and Mercerized Combination closed crotch, well-tailored, all sizes. Regularly \$2.50 and \$3.00. Tuesday 1.95

Boys' Wool Toques

In plain or fancy finish, all wool yarns, large range of colors in the popular aviator shape. Tuesday special 49c
Men's Cloth Caps, fine navy blue and black beaver cloth, also fancy finish and fancy tweeds, winter weight and ear bands, fur lined. Regularly \$1.00. Tuesday 49c

News of Today's Selling

Monday Basement Sale, including extraordinary China, Tinware, Woodenware, Laundry and Kitchen Utensil values.
Second day of the White Sale.
New 1915 Wash Goods at Sale Prices.
Some of the best Home Furnishing Offerings of the season. Comforters, double bed size. Rush Sale price \$1.00.
\$3.95 Flannel Shirt Waists, \$1.00.
Men's Black Cashmere Hose, three pairs 50c.
Kid, Chamorro and Suede Gloves for Men, Women and Children, 49c and 59c.
Fancy Blanket Robes, \$2.95.
Clearing Sale of Dresses, \$1.39, \$3.95 and \$7.95.
\$6.00 Misses' Coats, \$1.95.
Men's and Women's \$4.00 Boots, \$1.99.
Grocery Department Laundry Specials.

Embroideries in the January Sale

Greater variety and better values than ever: thousands and thousands of clean, new, perfect, wanted styles and patterns; underpriced for the Great January Sale.
Cambric and English Longcloth Embroideries; an immense variety of patterns, including designs for children's undergarments; wider widths for trimming pillow cases, undershirts, pillow shams; good quality cloth; 2, 2 1/2, 3 to 5 inches wide. January Sale price 5
Cambric and English Longcloth Embroideries—Openwork patterns, extra good quality of cambric, large assortment of patterns, new flourishes, 1 1/2 to 3 inches wide. January Sale price 5
Corset Cover Embroideries—17 inches wide, heading for 1/2-inch ribbon, new patterns for 1915, openwork and pretty floral effects. January Sale price 11
SWISS FLOUNCINGS.
26-inch Flourcings—Scalloped and hemstitch borders, a splendid variety of new patterns for children's and misses' dresses. January Sale price, per yard 38
42-inch Flourcings—Scalloped borders, openwork and gimpure lace patterns. January Sale price, per yard 48

New Black Millinery

Dress and Mourning Hats—One of the largest showings we have ever attempted at this season of the year. In black silk velvets, black silk lisse crepes and millines; the styles are the newest, and modest and very becoming. Prices \$3.50, \$5.00, \$6.00 and \$7.50.

Moire Petticoats 69c

Women's Petticoats, of good quality imported moire, in black, navy, emerald and brown; flounce of novelty tucking and knife-pleating; lengths 36 to 42. Tuesday 69

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