

Store Opens at 8.30 a.m.

The Robert Simpson Company, Limited

Store Closes at 5.30 p.m.

NEWS OF TODAY'S SELLING.

The Monday Basement Sale today shows thousands of articles needed by housekeepers, from pots and pans to stoves and washboards, every one with a marked saving.

A 95c Day in the White Sale

For Infants—Three night slips, three barracots, three long skirts, or one of each made of fine, warm white flannel. Regularly 50c each. Tuesday, 3 for 95c.

IT STICKS RIGHT OUT OF THE BRIGHT NEW YEAR



SIMPSON'S FIRST 95 CENT SALE IN 1915

TOMORROW will be the first Ninety-Five Cent Sale Day in this Store this year. It is a GOOD PUSH FORWARD by every department in the store, an honest united effort to send the volume of this business, like a growing snowball, spinning into the new year with a new impetus.

Splendid Wash Goods for 95c

38-inch Plain White Crepes, regularly 50c; 38-inch White Ratine Striped Crepe, regularly 75c; 42-inch Fine White Crepe, regularly 50c. Tuesday, 4 yards for 95c.

Heavy English Prints

Heavy English Prints, 36-inch, in shirting stripes. Regularly 25c; 38-inch Prints, in dark colors, regularly 12 1/2c. Tuesday, 10 yards for 95c.

Four Strong Dress Goods Values

Guaranteed "Seep Shrink" British Serges, 52 Inches Wide, 50c—This is a tried and tested searge in fine twill, suitable for dresses or sport tailored suits.

Four Record Silk Values

All Silk French and Swiss Crepes de Chine, 40 to 42-inch, the most popular selling shades, with quantities of such staple colorings as sky, pink, Nile, ivory and black.

2,350 Pairs Boots, 95c per Pair

Men's Boots, worth \$2.00 to \$4.00. Women's Boots, regularly \$2.50 to \$5.00. Tuesday, 95c per pair.

The Grocery List

TELEPHONE DIRECT TO DEPARTMENT, ADELAIDE 6100. 6000 packages Redpath's Granulated Sugar, 10 1/2 lb. packages, only 5c.

100 Men's and Boys' Sweater Coats

Men's have necks and a few with variety and military collars; boys' all military style. Regularly \$15.00 and \$20.00. Tuesday, 100 for \$1,500.

Men's Odd Vests, 95c

Assorted patterns, English and Scotch tweeds, fancy woadeds and plain blue and black woadeds. Made from short lengths and ends of pieces from our Custom Tailoring Department.

\$1.50 Washable House Suits for Little Chaps

3/4 to 5 years old; broken lines and odd sizes from our regular stock; some are slightly soiled; Russian styles with sailor collars; Brownies and Oliver Twist styles; good assortment patterns, including tans, blue and brown in plain colors and stripe effects.

Men's Fur Caps for 95c

Wedge shape of near seal, Korean Beaver and Antrim Lamb skins. Regularly \$2.00 and \$2.50. Tuesday, 95c.

Drapery Items 95c in the Sale

Colch Covers, full size, Roman stripe, fringed around. Regularly \$1.25. Tuesday, 95c.

Three Hundred and Fifty Good Rug Bargains

A special purchase of matting rugs, large and small, all perfect goods, good designs and colors.

95c Day in Wall Papers

300 Room Lots Wall Paper, wall, border and ceiling, room 10 x 12 x 9. Tuesday, 95c.

In the Basement

Polishing Mops and 25c Bottle of Polish, complete \$1.75 worth. No phone or mail orders.

Wash Waists for 95c

10 big tables piled up with snowy Lingerie Waists, usually priced \$1.45, \$1.95, \$2.25, \$2.50 and \$3.00; long sleeves and short sleeves; high necks and low necks, and made up in lovely English styles and soft sheer Swiss batiste; quite a lot of them are beautifully hand embroidered, and all are trimmed with laces.

Hosiery for Men, Women and Children

Men's Fine Silk and Wool Cashmere Socks, the two-tone effect, with black cashmere heel; toe and ribbed top; plain black or tan, blue and black, tan and silver, and black and silver; sizes 9 1/2 to 11. 50c value. Tuesday, 4 pairs for 95c.

Gloves for Men and Women

Women's Fine Winter Gloves, regularly \$1.25 and \$1.50. Tuesday 95c; tan suede and tan cape; wool-lined; two dome fasteners; perfect finish; all sizes. Tuesday, 95c.

STATIONERY.

Simpson's Special Business Envelopes, 10 1/2 x 14 1/2, 100 per 1000, boxed 250c. Regularly \$1.20 per 1000. Special, 95c.

SIX-INCH SATIN RIBBON.

Complete color range. Will fill Photo and Mail Orders. Regularly \$5.00 yard. Tuesday, five yards for 95c.

The Robert Simpson Company, Limited

Vertical text on the right edge of the page, including 'PECO', 'FACTORY', 'ALL', 'R', 'ARCH', 'TO', 'OF', 'Louvain W', 'Cover U', 'man', 'STORY O', 'Bodies of C', 'moved, B', 'main', 'The followi', 'in Toronto', 'for a Cathol', 'at the burni', 'in the cent', 'It was addre', 'order in Toron', 'from Belgium', 'The friend', 'interest you', 'count of the', 'Louvain', 'What w', 'there remains', 'of child and', 'reflect on the', 'charred pillars', 'streets are not', 'greater number', 'rais. On all', 'dead horses', 'corpses in the', 'position. The', 'German or Belg', 'a goodly num', 'killed during t', 'but the bodies', 'to the allies', 'page could be', 'row of what', 'French or Eng', 'the civilians w', 'were accus', 'had been safe', 'homes. It was', 'ly drunk, who', 'last night of L', 'no combatant', 'night of drum', 'ed up, and', 'the command', 'from the merr', 'ing of the city', 'destroyed origi', 'the ruins of L', 'city that made', 'and which they', 'in the long l', 'these barbarian', 'which they m', 'which they m', 'of L', 'annihilation of', 'Two B', 'of L', 'city hall and', 'the pri', 'minent city', 'of human gen', 'contemplate t', 'of "destructiv', 'and the school', 'The sc', 'of the school', '(Continued)