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

## Dollar Day in Whitewear Sale

The purchasing power of a dollar bill was never better exemplified than in this programme of exceptional values prepared for Thursday. Each item is a money-saving value of the best kind. Phone orders filled.

Night Gowns, fine nainsook, French, hand embroidered yeke, button, front, hand scalloped edges. Regularly \$1.50. Thursday 1.00

Malds Aprons, finest white lawn, handsome embroidery on bib, bretelles and down entire front. Extra value. Thursday 1.00

Children's Pyjamas, extra quality striped fiannelette, perfect, fitting, well made. Sizes 3 to 12 years. Thursday 1.00

Corset Covers, finest nainsook, yokes of beautiful embroidery, edged with fine laces, silk ribbons. Sizes 34 to 42 bust. Regularly \$1.25 and \$1.50. Thursday 1.00

Corset Covers, fine nainsook, daintily hand embroidered, buttonholed and scalloped, silk draw ribbons. Sizes 34 to 42 bust. Regularly \$1.50. Thursday 1.00

Chemise, fine nainsook, daintily hand-em-Chemise, fine nainsook, daintily hand-embroidered yoke, hand scalloped edges, silk draw ribbons. Sizes 34 to 42 bust. Regularly \$1.50. Thursday 1.00

Drawers, white cotton, hand embroidered and scalloped ruffles, open or closed. Regularly \$1.50. Thursday 1.00

Hats Trimmed Free for 3 Days

All Hat Shapes and Trimmings Bought in the Millinery Dept. Thursday, Friday and Saturday

All our best trimmers have re-served their tables for this, and will give the very latest 1914 touch to your hat.

IMPORTANT ITEMS. Velvet shapes, in black, great as-ertment of styles to choose from. Regularly \$2.75 to \$3.75. Thursday Black Beaver Shapes. Regularly \$2.25 and \$2.75. Thursday. 1.00 White Beaver Shapes. Regularly \$3.25 to \$4.00. Thursday... 1.00 Silk Velvet Roses. Regularly 75c, \$1.00 and \$1.25. Thursday......35 Fancy Ostrich Mounts. Regularly \$1.20 to \$3.25 each. Thursday.....50 (Second Floor)

#### Good Laces

3%-inch Cotton Cluny Laces, for trimming undergarments, openwork pattern, with insertion to match. anuary Sale. Thursday, 6 for: . 15 2-inch Machine Torchon Laces, good wearing qualities, for trim-ming undergarments, pillow cases, dresser scarfs, etc. January Sale, 

EMBROIDERIES FOR THURSDAY SELLING. Corset-Cover Embroideries, 17 

### Gloves and Hosiery

Women's Wool-lined Gloves, tan

suede, tan cape and tan kid, with fur top, all are wool lined, two dome fasteners, Dent's and Fownes' makes. Sizes 6 to 8. Regular stock \$1:00; and \$1.25. Thursday .... . 89 Women's Wool Ringwood Gloves, Women's Pen-Angle Brand Plain Children's Black Wool Worsted Hose, bright, glossy, all-wool yarn, closely knitted, heavy weight, soft clean finish, spliced heel, toe and sole. Sizes 6 to 10. Thursday .29 (Main Floor)

#### Ostrich and Marabou

Stoles, Boas and Short Ruffles, in black, brown, white and natural shades. Regularly \$6.50, \$7.50, \$8.00 and \$9.00. Thursday, to clear 3.95 (Main Floor)

#### Bedroom Wall Papers

1914 is showing many new lines of Chintz and Cretonne Papers for bedrooms. The colorings are blue, pink, green, yellow, mauve, on white and light grey grounds, making very pretty walls. We have some in stock already. See them

50 lines of Cretonnes, Chintzes, Chambray, Linen and Stripe Papers for bedrooms, in blues, pinks, creams, grey, green, yellow, mauve, on light grounds. Per roll, 15c, 25c, 35c, 50c and 75c.

Pretty Cut-out and Band Effects, for moulding, trim or panels, any coloring. Per yard, 3c, 5c, 10c, 15c and 25c.

THURSDAY SPECIAL. 1,200 rolls Bedroom Papers, in ht shades and medium colorings blues, greens, greys, pink. Regular 15c roll, Thursday .... . 9 Regular 25c roll, Thursday .... . 16 Regular 35c roll, Thursday .... .22 Regular 50c roll, Thursday .... .34

The January Fur Sale

Fine Mink Marmot Stoles, extra large, wide on shoulder, nicely trimmed with Reads, paws and tails, fine satin lining. Regularly \$19.50, for 15.00 Mink Marmot Stoles, wide shoulder, plain, round backs finished with fancy silk ornaments, fine satin lining. Regularly, \$10.50. Sale price

Mink Marmot Stoles, with square sailor backs, trimmed with tails and paws, long stole fronts, wide shoulder with loose skin effect, good satin lining. Regularly \$12.50. Sale price 7.95

Mink Marmot Stoles, plain round backs, wide should-

#### Flannelette Gowns at \$1.69

Heavy Swansdown Flannelette Kimono Gowns, pretty floral patterns, grey, cardinal, helio and sky; loose and empire styles; three-quarter and long sleeves, satin edging; sizes 34 to 44. Regularly \$2.75. Thurs-

LONG EIDERDOWN GOWNS, \$3.95. 

#### Sample Dresses \$6.35 REGULARLY \$12.50 TO \$15.00, FOR \$6.35.

A purchase at the last minute enables us to give this splendid value. A wide range of sizes in soft messaline, satins and silks in many prettily draped styles. Come early for this bargain. Thursday ..... 6.25

DRESSES FOR PARTY, DANCE AND EVENING WEAR.

In dainty voiles, silks, nets, brocades, chiffons and crepe de chines. Your inspection is cordially invited. Prices \$12.75, \$13.50 to \$21.50. STYLISH WINTER COATS, REGULARLY \$14.50 TO \$17.50, THURSDAY \$8.95.

A particularly choice collection of winter coats in warm reversible cloths, tweeds, curls and blanket cloths, in light or dark shades, in.a number of the very latest styles, suitable for misses or women. Special ..... 8.95 SMARTLY TAILORED SKIRTS,

in a number of this season's best styles, some slightly draped, while others are plain and neatly ornamented with buttons. Materials include worsteds, diagonal tweeds and serges. Suits, Coats and Skirts. Have you seen it? (Third Floor-Yonge Street Elevators.)





## WINTER WEAR For Men

Men's Corduroy, Moleskin and Bedford Cord Coats, with sheepskin and beaverette linings. Regu-larly \$8.25, \$9.80, \$10.50 and \$10.75. To 5.95

40 Coats in the lot, consisting of English moteskins, in fawn shade, and slate grey Bedford cords, lined with prime sheepskins, also grey beavertine and golden brown; heavy corduroy, lined with beaverette; made up double-breasted, with Arctic fasteners; pockets reinforced with leatherette; finished with deep shawl collar of beaverette; sizes 38 to 46. Thursday .... 5.95

MEN'S HEAVY ULSTER OVERCOATS.

Broken lines and odd sizes from our regular stock; in the lot are imported English and Scotch ulsterings, in grsy and brown diagonal weaves; also some plain cloths, riade up double-breasted, with deep storm collar; some have tweed linings; others have heavy mohair; sizes 35 to 44. Thursday 12.50 BOYS' WOOLLEN OUTING SUITS, \$2.98, REGU-

YOUTHS' SMART TWEED SUITS, \$5.95.

## Warmth and Comfort for Men

Special winter garments at greatly reduced prices for extra warmth and comfort during the cold weather that's coming.

MEN'S CEYLON FLANNEL SHIRTS. · 125 only of these splendid Warm Shirts, in two weights, medium and light, stripe designs and a few plain grey of a medium shade, coat style, double cuffs and a separate collar. Sizes 14 to 17. Regularly \$2.50 and \$3.00. To clear, Thursday ..... 1.39

SPLY SWEATER COATS FOR \$5.00. 

DOUBLE BREAST AND DOUBLE BACK UNDERWEAR \$1.00.

## Men's Otter-Tail Gauntlet Gloves

Dark prince furred skins, black-faced palms, best glove finish, warm fur lining.
Regularly \$18.00. Thursday ...... 9.50

MEN'S PERSIAN LAMB FUR COLLARS. Glossy, even curl skins, best finish and full large shape. Thursday special ..... 9.00

FUR ROBES FOR AUTO WEAR in extra fine grizzly brown and black goat skins, looks almost like bearskin; extra well lined and finished, and good big size. Thurs-

## day .... 9.00 Alarm Clocks

Reliable timekeepers, with good rousing alarms that save you money by preventing "sleeping in." Get one to-day. Straight alarm, 65c and 75c. Repeating alarm, \$1.50, \$1.69, \$1.75, \$2.25 and \$3.00. (Main Floor)

The Robert Simpson Company, Limited

Thursday Floorcovering Values

A REDUCED RATE FOR LARGE SIZED, SERVICEABLE WOOL RUGS. Two or three designs, of which we have a big stock will be cleared at this special re-Closely woven, all-wool surface, with strong cotton chain. Size 10.6 x 12.0. Barn AN OPPORTUNITY IN SEAMLESS IMPORTED AXMINSTER RUGS.

9.0 x 12.0 ENGLISH BRUSSELS RUGS AT A LOW PRICE. 

FLOORGLOTH AT 27c.

Heavy, thick quality, bright clean colors and designs for kitchens, sitting rooms, halls-stocked in all these widths: 36, 45, 54, 72 and 90 inch, all one price. Per square yard.....2

#### Stock Taking Week Sale of Tools and Hardware for 23c Each

Nickel Plated Stove Tea Kettles

# Special Sale—Ice Skates STOCK-TAKING WEEK SALE. 1000 Pairs Regular \$1.00 Hockey Skates, welded sole and heel plates, very reliable make, ell steel blades, heavily nickel plated. Special value, Thursday, Stock-taking Week Sale, 1500 pairs Regular Co.

The New Combination Game Board
For Evening Parties and Home Amusement.
TO REDUCE STOCK,

STOCK-TAKING | 95c Line for 75c | STOCK-TAKING WEEK SALE Some of the games which can be played on this board: Canton, Puss in the Corner, Johnny Jumps, Railroad me, Checkers, Hop Steeplechase, American Corners, etc. sular price is 95c. Special Sale price for Thursday.....75

General List of Household Necessities 

Hygienic Dustless Mop Ou'fit
STOCK-TAKING WEEK SALE.
For hardwood floors, tinoleum and all woodwork; cleanspolishes, preserves and disinfects. es, polishes, preserves and disinfects.

Regular \$2.00 Value Long-handled Triangular Medicated
Mop, Thursday, each

Regular \$1.00 Tin of Special Oil for this mop (if sold
with mop), special for Thursday

## Rich Scotch Madras 28c Yard

White and Cream, suitable for curtains in any room, hang gracefully, easily laundered and very durable. Special, yard

Dainty, conventional and floral effects in English Washing Chintz, for bedroom hangings, slip covers, cushions, etc., 31 inches wider yard .22

WINDOW SHADES MUCH REDUCED.

Best quality opaque cloth, mounted on Hartshorn rollers, various sizes, plain and combination colors, in creams, greens, whites, terra cotta, buff, etc. Note the prices:

prices:
Size 36 x 70. Plain. Regularly 60c, for, each ... 42
Size 36 x 70. Combinations. Was 70c, for, each ... 46
Size 42 x 70. Plain. Regularly 75c, for, each ... 46
Size 45 x 70. Combination. Was \$1.10, for, each ... 45
Size 48 x 70. Plain, Was priced \$1.15, for, each ... 46
Size 52 x 70. Brown holland. Was \$1.25, for, each ... 92
Complete with brackets and pulls. Quantity is limited in some sizes.

A0c ROMAN STRIPE TAPESTRY 23c YARD.
Forty inches wide, red and green stripe, a most effective curtaining at a very low price. Thursday, yard .23

LACE CURTAINS AT 79c PAIR.

Nottingham Lace Curtains, at a rraction of their usual cost. White only, 3 x 34 yards long, floral and conventional designs. Thursday at pair .78

KEEP OUT THE COLD—REDUCE THE COAL BILL AND HAVE NO DOCTOR'S BILLS.

By Having The Crown Metal Weather Strip Installed on Your Windows and Doors.

The best on the market brass flange, with metal inset, gives a double protection. Price, per foot, complete in your home .10

#### Stocktaking Rush Prices on Boots, Rubbers and Rubber Boots for 8.30 a.m. Selling "AMERICAN" SAMPLE BOOTS, \$1.95.

Women's High-grade "American" Sample Boots, in button and laced styles; patent colt, tan Russia calf, gunmetal and fine vici I id leathers; narrow, medium and full-fitting lasts; Goodyear welted, flex-ible McKay and hand-turned soles; high, medium 

MEN'S BOOTS, \$2.95. These are broken sizes from regular stock, to clear out before Stock-taking; patent colt, gunmetal, tan Russia calf and fine vici kid leathers; some are tan Russia can and line vici and leathers, some are leather-lined; button and laced styles; single and double Goodyear welted soles; sizes 5 to 11. Regularly \$4.00, \$4.50 and \$5.00. Thursday...... 2.95

STORM RUBBERS. These are bright, new rubbers, perfect in every way; they have high fronts to withstand stormy weather.

PLAIN RUBBERS. Bright finished, reinforced corrugated soles and

## Waterman Pens

Regular size, chased or pla Regular holder, large

each ..... 8.3 Larger sizes, fine, mediu broad and stub points, \$4.00

The Waterman "Safety" pt plain, \$3.00; gold bands, \$4.00. The Self-filler, \$2.50 and \$4.00

(Main Floor).

# Framed Pictures

150 only reproductions in caron of landscapes, figure, religious and animal pictures, by Corott, Landseer, Hobema and other well-know painters. All framed in 2 inch an 2½ inch Circassian walnut and rosewood mouldings, in man shapes. Sizes 14 x 18 to 16 x Regular \$5.00. Thursday.... 2. (Sixth Floor.)

Table Damask Beautiful all-linen bleached s lamask, in handsome designs, nches wide. Regularly \$1.35 sale price, Thursday, yard

75e PILLOW CASES, 58e PAIR

HEMSTITCHED SHEETS CLEAR ING AT \$1.78 PAIR. Made from fine English sheeting with a nice linen finish, spoke hemstitched hems. size 70 x 90 inches Sale price, Thursday, pair

Heavy all-linen huckaback bedroom towels. Sale price, Thursday, pair

BLANKETS.
Flannelette Blanket Sheets, ma from heavy cream English flanne ette. These come in plain only without border. Double bed signature of the shout 70 x 90 inches. Regularly 13 pair. Sale price, Thursday, pair in

LINEN RATINE FOR PRETE HORROCKSES' WHITE FLANNEL White Saxony flannelette, with soft, pure finish 33 inches wide Sale price, Thursday, yard .... (Second Floor)

#### Cow Hide Club Bag \$4.95

Strong Cowhide Club Bag, of grain leather, in black, brown a russet, made on steel frame, leather lined, side pockets a strong swing handle. Size 16 a 17 inches. Regularly \$5.50 and \$6. Our special ..... 4.95

## Clover Leaf Pattern English Percelain Tea Cups and Saucers, per dozen Dinner Plates, each Breakfast Plates, each Tea Plates, each Soup Plates, each

TOILET SETS. 

\$2.90 BRASS SERVING TRAYS, \$1.90 24 only, bevelled glass serving tray board with heavyweight burnished brass and brass handles. Regular price \$2.90. January Sale, Thursday

Groceries

2,000 lbs. Dairy Butter, in prints, per lb.
Smoked Rolls of Bacon, lean and mild, half or whole, per lb...
Edwardsburg or Beehive Table Syrup, 5-lb, pail
Salt, in 5-lb bags, 3 bags.
Upton's Marmalade, 5-lb, pail.
Choice White Beaps, 5 lbs.
Post Toasties, 3 packages
Choice Yellow Peaches, 2 tins.
Maggi Soups, assorted, 6 packages 

35c ASSAM TEA FOR 25c.
1,000 lbs. Fine, Rich, Full Bodied Assam Tea, of uniform quality and fine flavor, a 35c tea anywhere. Thursday, per lb.

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