

# THESE GOODS ON SALE MONDAY AT SIMPSON'S

## Visitors to the City Are Reminded

that shopping at Simpson's is a pleasure, not a toil. Best elevator accommodation in Canada. Breakfast, Dinner, or Tea served in Restaurant. Parcel Check Office. Women's Rest Room. Good ventilation throughout the Store. Purchases of ten dollars and over delivered anywhere in Ontario free of charge.

## WHITEWEAR ON SALE MONDAY

Nightdresses, fine white cotton, slip-over style, V-shaped yoke of handsome embroidery, lace edges on neck and arms, silk draw ribbon; lengths 56, 58, 60 inches. Regular 75c. Monday, special, 50c.

Women's Drawers, strong white cotton, ruffled lawn flounce with edge of wide strong lace, open or closed styles; lengths 23 to 27 inches. Regular 35c. On sale Monday, special, 25c.

Women's Nightdresses, white nainsook, slip-over Empire style, neck, yoke and sleeves finished with embroidery insertion or edging run with silk ribbon; lengths 56, 58, 60 inches. Regular \$1.75. Monday, special, \$1.19.

Women's Underskirt, fine nainsook, deep flounce or handsome embroidery, lawn dust ruffle; lengths 36 to 42 inches. Regular \$1.25. Monday special, for 85c.

Women's Vests, Swiss ribbed, fine pure white wool, high neck, long sleeves, buttoned front; sizes 34 to 40 bust. Regular 75c. Monday, special, 47c.

Women's Nightdresses, finest nainsook, high neck style, yoke

Women's Underskirts, fine white nainsook, deep ruffled flounce of pretty embroidery, lawn dust ruffle; lengths 36 to 42 inches. Regular \$1.75. Monday, special, \$1.25.

Little Girls' Dresses, sheer white lawn, buttoned down front, wide tucks front and back, stitched belt, hemstitching on collar, cuffs, bottom hem and belt, large pearl buttons; sizes 2 to 5 years. Regular \$1.00. Monday, special, 69c.

Women's Combinations, envelope style, fine white nainsook, beautiful embroidery run with wide silk ribbon in yoke, val. lace beadings and edges, wide val. lace edge on skirt; sizes 34 to 42 bust. Regular \$1.75. Monday, special, \$1.25.

Corset Covers, fine nainsook, yoke of very wide lovely embroidery, insertion run with silk ribbon, two rows val. lace insertion, val. lace beadings and edges, silk draw ribbon; sizes 34 to 42 bust. Regular 75c. Monday, special, 50c.

180 Only Pairs Women's Cor-

Underskirt, fine white nainsook, flounce formed of five rows insertion and row of edging of lovely val. lace, val. lace beadings run with wide silk ribbon, lawn dust ruffle; lengths 36, 38, 40, 42 inches. Regular \$2.75. Monday, special, \$2.00.

Women's Corset Covers, finest white nainsook, yoke and short sleeves, have exquisite embroidery and val. lace insertions, val. lace beadings and edging on neck, arms and front, embroidery beadings run with silk ribbon around waist, silk draw ribbon in neck; sizes 34 to 44 bust. Regular \$1.50. Monday, special, \$1.00.

finished with dainty embroidery and fine val. lace insertions, neck and sleeves have val. lace beadings and edges, silk draw ribbons in sleeves and neck; lengths 56, 58, 60 inches. Regular \$2.50. Monday, special, \$1.75.

Princess Slips, fine nainsook, buttoned front, exquisite embroidery edging on neck and arms, silk draw ribbon in neck, beautiful embroidery flounce run with wide silk ribbon; sizes 34 to 42 bust. Regular \$2.75. Monday, special, \$2.00.

sets, in a lovely brocade cloth, medium bust, long hips and back, deep unboned skirt, finest rust-proof double boning throughout, four wide garters, rubber hose buttons, two skirt hooks, bust draw cord, novelty silk trim; sizes 19 to 26 inches. Regular \$3.00. Monday, special, \$1.39.

## Gloves and Hosiery

Women's White Lisle Thread Hose, medium weight. Monday, per pair, 22c.

75c Long Silk Gloves, 59c. Women's Long White Silk Gloves, elbow length, mousquetaire opening at wrist; sizes 5½ to 7½. Regular 75c. Monday, 59c.

## CLUB BREAKFAST

READY AT 8.30 A.M.

Orange Slices or Half Grape Fruit.

Cereal with Cream.

Plain Omelet or Small Sirloin Steak.

Toast, Dry or Buttered, or Rolls.

Pot of Tea or Coffee, with Cream.

25c.

## "Dollar" Lingerie Waists

For Mid-Winter Sale opening day we specialize on an attractive lot of waists at \$1.00. Made up especially for this sale during the past month, from sheer voiles and embroideries.

Eleven styles, distinctly different, yet all showing becoming feature in design of embroidery or collar. Mid-Winter Sale, Monday, \$1.00.

## Handkerchiefs

Swiss Embroidered Corner and Scallop Border Handkerchiefs, slightly mussed. A clean-up after our Xmas trade, 10c and 12½c handkerchiefs. Monday, 6 for 25c. No phone or mail orders.



*This is the first—and from a woman's standpoint the most important—sale of all the glad new year. Christmas cheques are focussed, as it were, on this sale, with the assurance that a maximum of value will be received—and this was never more true than of the sale which starts here Monday morning.*

*Besides the general clearances throughout the store, particular emphasis for the opening day is laid upon the hundreds of new lingerie styles on the Third Floor, and the very exceptional showing of new wash goods on the Second Floor.*

## "All-White" Silks

"Chin-Chin," the new novelty Jap crepe, in ivory, an excellent silk for waists, dresses and underwear; launders well; 36 inches wide. Regular \$1.25. Monday, at 96c.

Ivory Japanese Washing Silks, three special values, on an old contract order, all 36 inches wide. Regular 50c, on sale, 42c; regular 85c, on sale, 69c; regular \$1.25, on sale, 96c.

Ivory Georgette Crepe, all silk Georgette crepes, 40 inches wide; \$1.50 value. Monday, \$1.24.

Ivory Silk Crepe de Chines, French, Swiss and Italian; 40 to 42 inches wide. Regular \$1.50. Monday, \$1.29.

Ivory Duchesse Messaline, 36 inches wide. Regular \$1.25. Monday, 95c.

White Cord Velvets, in white, Terry and wide wale, 27 inches wide. Special, 75c and \$1.00.

Hollow Cut Cord, 27 inches, extra value, \$1.50.

Shirting Silks, newest, light and natural grounds; with dainty stripes, in Alice, reseda, petunia, black, magenta, sky, rose, green, etc. Regular \$1.50. Monday, \$1.25.

## WHITE DRESS GOODS.

White Chinchilla Cloaking, 98c. Smart and dressy, 54 inches wide. Regular \$1.50. Mid-Winter Sale, Monday, 98c.

White Suiting Serge, 74c Yard. English twill serges, worsted finish. Regular \$1.00. Mid-Winter Sale, Monday, 74c.

White Wool Kautona, 63c. A dainty fabric for dresses, skirts or children's wear; will not shrink in washing. Regular 75c and 85c. Mid-Winter Sale, Monday, 63c.

## EXCLUSIVE PATTERNS IN WASH GOODS.

A lot of "experimental" pieces of the finest grades of wash goods have come into our hands; beautiful designs that were never placed on the market in quantities, and therefore each one exclusive. The colorings, weaves and patterns are exquisite and no two alike. Embroidered silk and cotton fabrics, plain silk, cotton tussahs and Shantung, plain silk and cotton voiles and marquisettes, embroidered voiles, seed cloths, striped voiles, crepes and seed cloths in all the new Nub-Yarn effects. All 36 inches wide. Mid-Winter Sale, Monday, 25c, 50c, 75c and \$1.00. Many pieces cost four times these prices to produce.

## OTHER SPECIAL VALUES.

Mill Ends of White Lawns, lengths one to ten yards. Regular 12½c and 15c. Monday, 5c.

30-inch Japanese White Crepes and Rice Cloths, less than half-price, Monday, 9½c.

36-inch White Reps. Regular 25c. Monday, 15c.

## Unusual Items in Linens and Staples for the Mid-Winter Sale

\$2.75 and \$3.00 Table Cloths at \$1.50. Round, Scalloped Damask Table Cloths, pure linen; varied designs; sizes 68 or 70 inches. Phone orders filled while goods last. Monday, \$1.50.

\$2.25 and \$2.50 Damask Napkins, \$1.95. All linen, good designs, 21-inch size. Monday, dozen, \$1.95.

Brown and White Linen Crash Roller Towelling, made in Scotland, 17 inches wide. Monday, yard, 10c.

White English Satin Bed Quilts, floral and conventional designs, medium and extra large double bed size. Regular \$5.00, \$5.50 and \$6.00. Monday, \$3.95.

Hemstitched Sheets, 72 x 90 inches. Regular \$1.55 pair. Monday, pair, \$1.19.

White English Flannelette, 31 inches wide. Regular 12½c yard. Monday, 10 yards, 98c.

Longcloth, fully bleached, 35 inches wide. Monday, yard, 7½c.

Wash Cloths. Monday, each, 5c.

Madapolam, 42 inches wide. Monday, yard, 15c.

Hemmed Pillow Cases, size 42 x 33 inches. Monday, 4 pairs for 98c.

Bed Comforters, odd and broken lines, some covered with silk mull; size 72 x 72 inches. Regularly \$8.50. Monday, \$4.95.

Huckaback Bedroom Towels, red border, hemstitched hems. Monday, pair, 49c.

**Store Remains Closed All Day**  
**Saturday, New Year's Day—These**  
**Goods on Sale 8.30 a. m. Monday.**

## Mid-Winter Sale Boot Prices Monday

MEN'S \$5.00 TO \$6.00 BOOTS, MONDAY, \$2.99.

Over 700 Pairs of High-Grade Boots, in selected gunmetal calf, velours calf, tan Russia calf, fine vici kid and patent colt leathers; made on new, popular and conservative lasts, in button, lace and Blucher styles; soles are Goodyear welted, and cut from solid oak bark tanned leather, in light, medium and heavy weights; every pair is perfect in workmanship and material. There is a style and size for every foot; sizes 6 to 14. Regular \$5.00 to \$6.00. Monday for \$2.99.

WOMEN'S \$3.50 TO \$5.00 BOOTS, \$1.99.

600 Pairs Street and Dress Boots, black cloth, dull kid and colored uppers; vamps of patent colt, gunmetal calf, fine vici kid, chocolate kid and very fine tan Russia calf leathers; flexible McKay, hand-turned and Goodyear welt soles. Almost all sizes in the lot. Regular \$3.50 to \$5.00. Monday, \$1.99.

DURABLE BOOTS FOR BOYS, \$1.99.

Blucher Boots, with solid leather soles and heels; sizes 1 to 5, Monday, \$1.99. Youths', sizes 11 to 13, Monday, \$1.69.

CHILDREN'S \$1.25 BOOTS, MONDAY, 89c.

Button and Blucher Boots, for little boys and girls; dongola kid, with patent toecaps; street weight soles; spring and low heels; sizes 5 to 10½. Regular \$1.25. Monday, 89c.

## RUBBERS AND RUBBER BOOTS.

FOR MEN.

Knee Rubber Boots, \$3.14.

Three-Eyelet Rubber Boots, \$1.39.

City Weight Boot Rubbers, 72c.

First Quality \$1.00 Sole Rubbers, 39c.

FOR WOMEN.

Bright-Finished Knee Rubber Boots, \$1.99.

City Weight Rubbers, with low, medium and high heels, 52c.

Fine Jersey Top Button Overshoes; low, medium and high heels, \$1.74.

Fine Jersey Top Storm Rubbers; low, medium and high heels, 86c.

FOR BOYS.

"Boy Scout" Rubbers, with double soles and heels; sizes 1 to 5, 57c; sizes 11 to 13, 52c.

One-Buckle Style Overshoes, sizes 1 to 5, \$1.19; sizes 11 to 13, \$1.09.

FOR MISSES AND CHILDREN.

Bright-Finished Knee Rubber Boots, sizes 11 to 2, \$1.74; sizes 5 to 10½, \$1.44.

Rubber and Wool Overstocking, combined; sizes 11 to 2, 99c; sizes 5 to 10½, 89c.

Good School Weight Rubbers, sizes 11 to 2, 43c; sizes 3 to 10½, 36c.

## Smart Clothes For Women at Mid-Winter Prices

300 WARM WINTER COATS, \$6.95.

Were \$10.00 to \$15.00.

Some selected from our regular stock; others manufacturers' clearing lines. Dozens of good styles and serviceable materials; sizes 32 to 42. Mid-Winter Sale, Monday, \$6.95.

SAMPLE DRESSES FOR WOMEN, \$8.98.

Were \$12.50 to \$16.50.

75 Dresses, in military, pleated, silk combinations (in plain or plaid), with serge, also taffeta and messaline with lace, silk or fur trimmed, novelty or transparent waists; sizes 34, 36, 38 and 40. Mid-Winter Sale, Monday, \$8.98.

WOMEN'S SUITS AT \$9.50.

\$17.50 to \$25.00.

150 Suits, sizes principally 38, 40 and 42; all this season's and the newest styles in black, navy and a few mixtures. Mid-Winter Sale, Monday, \$9.50.

STYLISH AND ATTRACTIVE SKIRTS.

Belted or yoke effects, shirred or pleated back panels, and other smart styles, in serges, gabardines, poplins, velvets, corduroys, silk poplin and taffetas. Prices \$5.00 to \$16.50.

## THE NEW MARKET

TELEPHONE ADELAIDE 6100

### MEATS.

Choice Stewing Beef, boneless, 2 lbs. for 25c.

Choice Brisket of Beef for Boiling, only 12½c per lb.

Choice Shoulder Roast of Beef, cut from Christmas cattle, 14c and 15c per lb.

Choice Blade Roast of Beef, 18c per lb.

Choice Thick Rib Roast of Beef, 18c and 20c per lb.

Simpson's Family Sausage, 2 lbs. for 25c.

Simpson's Pure Pork Sausage, 17c per lb.

Home-made Beef Dripping, 15c per lb.

Mid Cured Breakfast Bacon, whole or half piece, 26c lb.

GROCERIES.

Monarch Flour, ¼ bag 75c.

Finest Goldust Commensal, per stone 38c.

Tillson's Premium Oats, large package 24c.

5000 tins Finest Canned Tomatoes, per tin 8c. Only 6 tins to a customer.

Upton's Marmalade, 6-lb. pall 60c.

Fancy Japan Rice, 3 lbs. 25c.

Pure Cocoa in Bulk, per lb. 25c.

Peanut Butter in Bulk, per lb. 16c.

Finest Prunes, Green Feather Brand, 5-lb. package 60c.

500 pails Strawberry Jam, Lily Brand, per pall 70c.

Finest Pot Barley, 6 lbs. 25c.

Wax Candles, per dozen 10c.

Mustard in Bulk, per lb. 20c.

Diamond Cleanser, 3 tins 20c.

Fels-Naptha Soap, per bar 5c.

Sunlight and Surprise Soap, 6 bars 25c.

Comfort and Taylor's Borax Soap, 6 bars 25c.

Simpson's Big Bar Soap, per bar 10c.

Peasline, large package 10c.

Lux Washing Powder, 3 packages 35c.

Old Dutch Cleanser, 3 tins 25c.

Mack's No Rub, 6 packages 25c.

Powdered Ammonia, 4 packages 25c.

Ivory or Silver Gloss Starch, 5-lb. tin 50c.

1000 lbs. Pure Celona Tea of uniform quality and fine flavor, black or mixed. Monday 2½ lbs. 74c.

VEGETABLES AND FRUITS.

New Brunswick Potatoes, per box 35c.

Choice Table Turnips, 2 for 5c.

Choice British Columbia Apples, per box \$2.50.

Malaga Grapes, per lb. 25c.

ARTIFICIAL FLOWERS.

Poppies, Daisies, Roses, Daffodils, etc., many colors in bunches. Bunch 35c up.

Artificial Palms, 90c. \$1.45 and \$1.85.

Large Size Rubber Plants, Monday 50c each.

Boston Sword Ferns, special 75c.

TELEPHONE ADELAIDE 6100.

**The Robert Simpson Company, Limited**