

Linens in the January White Sale

HORROCKES' SHEETS, \$1.56 PAIR.
Plain Bleached Sheets, heavy quality and free from dressing, double bed size, 2 x 2 1/2 yards. Regularly \$2.00. January Sale, Friday, pair...\$1.56

75c PILLOW CASES, 53c PAIR.
Pillow Cases, made in England, from a firm, closely-woven cotton. These come in two sizes, 42 x 36 and 45 x 36, and are nicely hemstitched. Sell in the regular way at 75c pair. January Sale price, Friday, pair...53c

FLANNELETTE BLANKETS REDUCED TO CLEAR AT \$1.29 PAIR.
Best quality Canadian Flannelette Blankets or Winter Sheets, warm and durable. Largest size, 70 x 84. In white only, with pink or blue borders. January Sale price, Friday, pair...\$1.29

RUSH PRICE ON DAMASK TABLE CLOTHS.
500 Damask Table Cloths, all pure linen, good sturdy quality and splendid designs to choose from. Size 2 x 2 1/2 yards. Regularly \$2.45 and \$3.00. January Sale, Friday...\$1.69

60c CREAM DAMASK, 47c YARD.
Heavy Semi-bleached Table Damask, assorted designs 70 inches wide, will give good satisfaction and bleach perfectly. Regularly 60c. January Sale, Friday, yard...47c

35c BLEACHED SHEETING AT 29c YARD.
Plain Bleached Sheeting, in a firm, even weave and nice linen finish, width 70 inches. This sheeting will launder perfectly and give good satisfaction in every way. Regularly 35c yard. January Sale, Friday, yard, 29c

DOUBLE BED SHEETS AT \$1.00 PAIR.
500 pairs of plain Bleached Sheets, hemmed ready for use. Size 2 x 2 1/2 yards. January Sale, Friday, pair...\$1.00
No phone or mail orders for this.

THIS FLANNELETTE SHOULD GO WITH A RUSH.
White Flannelette with a nice, even nap, soft, warm, and durable, 26 inches wide, splendid quality for ladies' and children's wear. Regularly 15c and 18c. January Sale price, Friday, yard...13c

\$2.33 WHITE QUILTS, \$1.70.
Snowy White American Crochet Bed Spreads, heavy quality, with a pure finish and good designs to choose from, ends nicely hemmed, larger size, 78 x 88 inches. Regularly \$2.33. January Sale price, Friday...\$1.70
5,000 yards White English Longcloth, 35 inches wide. January Sale, Friday, yard...55c
(Phone Second Floor—Linen Dept.)

**Warmth for Winter Winds
Daintiness for Winter Pleasures**

In women's wear the extremes meet—fluffy, filmy gowns and indoor wraps must be supplemented and covered out-of-doors by cosy enveloping coats with warm collars and loose sleeves. This list includes both; every garment bought for this one day's selling, and priced irresistibly.

WOMEN'S AND MISSES' EVENING DRESSES, \$9.25.
Crepes de chine, charmeuse silks, and dainty chiffons, effectively trimmed; blue, yellow, pink, white, and Copenhagen, are the colorings. Worth \$15.00 to \$17.50. Sale price...\$9.25

DRESSES AT \$5.95.
All sample, no two alike, from New York; stunning brocades, Bedford cords, soft French serges, and a variety of silk, help to make this offering an exceptional bargain; shades are black, navy, brown, blue, grey, and tan. Sale price, Friday...\$5.95

WARM WINTER COATS, REGULARLY \$7.50 TO \$10.00.
Warm Winter Coats for Winter wear; suitable for misses and women; imported tweeds, chevrons, frieze, and blanket cloths, in light or dark shades; styles are new, but not extreme; satisfactory for hard wear. Sale price...\$4.95

STYLISH WINTER COATS AT \$6.95.
In imported tweeds, blanket cloths reversible and curl cloths, in a large variety of becoming styles, suitable for misses and women; some attractive models, with the new sleeve and yoke; other smart styles handsomely trimmed with plush or velvet. Worth \$13.50 to \$17.50. Sale price at...\$6.95
(Third Floor.)

The January Black Silk Sale

Gives early opportunity for the purchasing of the most reliable black silk merchandise, bought in enormous quantities from European makers of repute. Every yard bears the Simpson guarantee for wear, perfect finish, and dye. This ensuring entire satisfaction to our customers; all of our blacks are "skin-dyed," and Saturday's specials have the new charmeuse-duchesse finish. Black "charmeuse-duchesse," 39 inches wide; a \$1.50 quality. January Sale, per yard...\$1.15

BLACK "CHARMEUSE-DUCHESSE," 39 INCHES WIDE, \$1.29.
Of Swiss manufacture, this fine-grade dress satin has all the requirements for present style. January Sale...\$1.29

Black "Charmeuse Silk-Satins," a combination of the softer supple satins, with high bright finish, 40 inches wide. Sale price...\$1.46

BLACK SUITING SATINS, 38 AND 40 INCHES WIDE, PER YARD \$1.63.
Qualities that are usually sold at \$2.00 per yard, and include a fine selection in French and Swiss weaves. January Sale...\$1.63

Jewelry

Gold-filled Necklets, curb pattern and curb and fancy bar link designs, best gold-filled quality \$1.49
Gold-filled "Roses," with topaz amethyst, and other colored, cut beads, and engraved mounts. Sale price...\$1.49
(Main Floor.)

**Special Picture Framing
Prices for January**

An opportunity to have photographs, engravings, and prints of all kinds framed at small cost. Our entire stock of mouldings and made-up frames will be sold at one-fifth less than usual prices. Finishes include walnut, rosewood, mahogany, ebony, satin-wood, and all antique finishes of old gold and silver.
(Main Floor.)

Toilet Goods

Hard Rubber Dressing Combs, 3 inches long, regularly 35c, special...25c
Real Ebony Hair Brushes, with 11 rows of pure bristles, regularly \$1.00, special...85c
Imported French Tooth Brushes, with pure, hand-drawn bristles, regularly 20c, special...10c
Nail Brushes, solid backs, with pure bristles, regularly 20c, special...10c
Imported Nail Brushes, with pure, hand-drawn bristles, regularly 50c, special...25c
Hair Brushes, solid backs, with 11 rows bristles, regularly 50c, special...25c
Down Powder Puffs, regularly 30c, special...10c
(Main Floor.)

**Waterman Fountain Pens
FROM \$2.50 TO \$10.00.**
Gold Mounted Pens, for presentation, from \$3.50 to \$25.00.
(Main Floor.)

**Boots, Slippers & Leggings
at Friday Bargain Prices**

MEN'S GOODYEAR WELTED BOOTS.
Standard, Braided Goodyear Welted Button and Laced Boots, gummetal, patent coil, viscolized tan calf, viel kid, and black Winter calf leathers; 300 pairs; are leather lined, single, double, or triple thick Goodyear welted soles; all sizes from 5 to 11. Regularly \$3.50, \$4.00, and \$4.50. Sale price, less than factory cost, Friday...\$2.75

WOMEN'S AMERICAN BOOTS \$1.99.
1,250 pairs High-grade Boots, including many well-known brands, made on new and popular lasts, in button and laced styles, patent coil, tan, Russia, calf, gummetal, and viel kid leathers. Goodyear welted, McKay and hand-turned soles. French, Cuban, Military, and low matron's heels. Sizes 2 1/2 to 8. Regularly \$3.50, \$4.00, and \$4.50. January Sale, less than factory price, Friday...\$1.99

BOYS' BOOTS \$1.99.
420 pairs Boys' Winter Calf, Dongola Kid, Patent Coil, and Box Kip Boots, in laced Blucher style; double solid leather soles. Sizes 1 to 5 1/2. Regularly \$2.50, \$3.00, and \$3.50. Sale price...\$1.99

CHILDREN'S BOOTS.
"Mother Hubbard" and "Adams" brands; made from fine chocolate and black kid, in button and laced styles; hand-turned and medium-weight McKay new soles; spring heels; sizes 2 to 10 1/2. Regularly \$1.00 and \$1.25. Sale price...65c

LIGHT CITY-WEIGHT RUBBERS.
Bright finished, reinforced, corrugated soles and heels:
Men's sizes 6 to 12. Regularly 95c. Sale price...69c
Women's sizes 2 1/2 to 8. Regularly 75c. Sale price...57c
Youths' sizes 4 to 11. Regularly 65c. Sale price...47c

STORM RUBBERS.
These are bright, new Rubbers, with extra high fronts, perfect in material, fit, and finish:
Men's sizes 6 to 12. Regularly \$1.15. Sale price...76c
Women's sizes 2 1/2 to 8. Regularly \$1.00. Sale price...57c
Misses', sizes 11 to 2. Regularly 60c. Sale price...47c
Children's, sizes 2 to 10 1/2. Regularly 55c. Sale price 38c
(Second Floor.)

FIRST DAY OF SIMPSON'S JANUARY SALES

That Happiness and Prosperity may be your lot during the year about to begin is the earnest wish of

The Robert Simpson Company
The Store will remain closed To-day, New Year's Day.

Friday morning we will launch our January Sales, Stock-Clearing Sales, and White Sale, with a huge bargain day such as has never been equalled in the store for wealth of opportunity.

You are invited to be present at this first bargain day of 1914, and are assured of the heartiest possible welcome.

The January Sale of Whitewear

The great event of January, the White Sale, is ushered in by a list that is representative of the values to come. Numberless lines enter into the splendid stocks, and every price is special. The Sale begins at 8.30 o'clock Friday morning.

VALUES IN SPLENDID CORSETS.
HANDSOME \$2.00 MODEL, \$1.00—Women's Corsets, in one of the latest styles; fine white coutil; medium low bust; extra long skirt and back; finest rustproof boning; wide side steels; six wide, strong garters; bust draw cord; dainty embroidery trimming. Sizes 19 to 26 inches. Price...\$1.00

A \$3.00 C. C. A. LA GRACE MODEL, \$1.70.
A charming C. C. a la Grace Corset, in the latest straight tip shaping; extra fine, white coutil; empire bust; very long back; finest rustproof boning; four wide side steels; very deep skirt, with hook in front; six wide, silk elastic garters; bust draw cord; dainty embroidery trim. Sizes 18 to 26 inches. Price...\$1.70

PRINCESS SLIPS.
Slip of nainsook, dainty embroidery yoke, run with silk ribbon, embroidery edges on arms, deep flounce of embroidery. Sizes 34 to 42 bust. Regularly \$1.50. Friday...\$1.00
Slips of fine nainsook, yoke of embroidery, linen lace edges on neck and arms, silk draw ribbon, insertion and deep flounce of embroidery on skirt. Sizes 34 to 42 bust. Regularly \$2.50. Friday...\$1.50

EXCEPTIONAL CHOICE IN COMBINATIONS.
Combination Corset Cover and Drawers, all-over embroidery, front run with silk ribbon, neck, arms, and drawers edged with Val. lace. Sizes 34 to 42 bust. Regularly \$1.50. Friday...\$1.00
Combination Corset Cover and Drawers, fine nainsook, yoke and drawers trimmed with torchon lace beadings, insertions and edges, silk ribbon, new embroidery beading at waist. Sizes 34 to 42 bust. Regularly \$2.25. Friday...\$1.50

WONDERFUL VALUES IN DRAWERS.
Drawers, heavy fine cotton, umbrella ruffle style, deep ruffle with wide hemstitched tuck and deep hem, open or closed styles. Lengths 23, 25, 27 inches. Regularly 35c. Friday's special price...25c

PRETTY CORSET COVERS.
Corset Cover of nainsook, extra deep lace yoke run with silk ribbon, lace edges on arms, pearl buttons. Sizes 34 to 42 bust. Friday special...25c

\$16.00 MATCHED BRIDAL SETS AT \$11.50.
A set of fine lingerie, six beautiful pieces—Night Dress, Corset Cover, Princess Slips, Combination Underskirt, and Drawers—of very fine nainsook and beautiful eyelet embroidery, beading, insertion, and deep flounces. Set of six pieces, regularly \$16.00. Friday...\$11.50

NIGHT GOWNS, CRISP AND DAINTY.
Our range at this most popular price has never been surpassed. Slip-over, high neck, and V-neck styles, in fine cottons and nainsooks, with trimmings of Valenciennes lace or dainty embroidery. Lengths 56, 58, 60 inches. Friday special...\$1.00

A Charming Night Dress in semi-high neck style, made of extra quality nainsook, yoke of very pretty embroidery, run with silk ribbon and finished with tucks, embroidery ruffles on elbow sleeves. Lengths 56, 58, 60 inches. Friday special...\$1.50

SPECIALS FOR GIRLS AND INFANTS.
Girls' Night Gowns, fine cotton, solid tucked yoke, ruffles of embroidery on neck, front and cuffs. Sizes 2 to 12 years. Friday...43c
Girls' Princess Slips, nainsook, embroidery flounce, embroidery edging on neck and arms silk draw ribbon in neck. Sizes 6 to 16 years. Friday...95c

PERFECT-FITTING UNDERSKIRTS.
Underskirt, fine, strong cotton, wide insertion and edge of strong lace Lengths 38 to 42 inches. Regularly \$1.50. Friday...\$1.00
Underskirt, fine nainsook, deep flounce of beautiful embroidery with wide insertion to match. Lengths 38 to 42 inches. Regularly \$2.75. Friday...\$1.95

The Robert Simpson Company, Limited

Men's Overcoats & Ulsters

Regular \$10.00, \$12.00, and \$12.50. Special \$6.95.
Broken lines and odd sizes, also a clearing line of Men's Ulsters from a leading manufacturer. The colors are grey and brown, in heavy diagonals, also plain patterns, made up single and double-breasted, with convertible storm collars, well tailored and perfect fitting. Sizes 34 to 44. To clear at...\$6.95

MEN'S ENGLISH TWEED SUITS.
Regular \$10.50, \$12.00, and \$13.50, for \$7.45.
In English tweeds, medium and heavy Winter weights, assorted patterns, dark grey and brown grounds, with neat colored stripe effects, made up in single-breasted, three-buttoned style, lined with fine twilled mohair lining. An excellent suit for business wear. Sizes 34 to 44. On sale at...\$7.45

MEN'S CHAMOIS-LINED BLACK BEAVERCLOTH OVERCOATS.
Black English beaver, lined with a heavy silk-finish twill uolair, interlined to the waist with chamouis skins, double-breasted, with deep shawl collar of Persian lamb, and Persian lamb trimmed down front, well tailored, warm, and will give fine wear. Sizes 36 to 46. On sale at \$42.50 and \$46.00.

BOYS' BLUE SERGE DOUBLE-BREASTED SUITS.
Regularly \$7.50 and \$8.00, for \$4.95.
A very special clearing sale of Boys' Smart Double-Breasted Two-Piece Suits, fine English cassimere worsted, in a rich navy blue, high-grade tailored and lined with serge linings. Sizes 25 to 38. Special Thursday...\$4.95

YOUNG MEN'S LONG-TROUSERED SUITS, \$5.95
Regular Value \$7.50, \$8.50, and \$10.00.
Smart Single-Breasted Saccos, Coats, single-breasted vests and medium-cut long trousers, made from dark serviceable English tweeds, in brown and grey shades, well tailored, with twilled linings. Sizes 32 to 38. Special Thursday...\$5.95
(Main Floor.)

Men's Fur Coats
In first grade black Galloway, made from most pliable and best furred skins. Extra well lined, deep shawl or rolling collar. Regularly \$65.00. Friday bargain...\$29.50
Fur Robes, in grey goat skin and mountain bear, goat black or brown, well lined and trimmed, and good large size. Friday bargain...\$10.00
Men's Fur-lined Coats, line black beaver cloth shell, and lined with full-furred, dark and well matched American muskrat skins, shawl or rolling collar of first grade German otter. Regularly \$45.00. Friday...\$28.00
Men's Fur Gauntlet Mitts, in Corleian lamb, Galloway, black dog, and coon skin, made from good quality skins, and fur lined. Friday bargain...\$2.95
Men's Fur Caps, wedge shape, balances of lines in nutria beaver, electric seal, astrachan, and Coeven beaver. Regularly \$2.50 to \$3.50. Friday bargain...\$1.45
Men's Winter Wear Caps, in fancy patterns of tweeds, light, medium and dark colors, bands to cover the ears, are fur lined. Regularly 75c and \$1.00. Friday...50c
Children's Wool Toggles, short and long style, in fancy or plain stitch, complete assortment of popular colors. Friday bargain...15c
(Main Floor.)

**Men's Neglige
Shirts for 88 Cents**
Odd and broken lines of Men's Neglige Shirts from regular stock. Plain or fancy shirts, with pleated or plain bosom, all cut coat style, some have the detached soft collar and double French cuffs. All sizes in the lot. Regularly \$1.00, \$1.25, and \$1.50. Sale price...88c

SWEATER COATS WORTH WHILE AT \$3.98.
\$1.00, \$2.00, and \$3.00 to be saved on our better lines. All sizes, styles, and colors. Regularly \$5.00, \$6.00, and \$7.50, for...\$3.98

HEAVY UNDERWEAR AT 63c.
1,000 garments of Men's Heavy Winter Weight Underwear, Shirts and Drawers, double-breast styles, some of the best makers, including Lamb-down, Fleeces, Stralian, Pen-Angle, and Ellis brands, in natural or Scotch wools, the best quality fleece lined, etc. A splendid range of sizes in each line. Regularly 89c, \$1.00, \$1.25, and \$1.50. To clear, Sale price, a garment...63c

Gloves
Women's Tan Suede and Glace Finish Wool-lined Mitts elastic wrist, assorted tan shades, sizes 6 to 7 1/2, regularly 75c. Friday...59c
Women's Fleece-lined Black Cashmere Gloves, 3-dome fasteners, best finish, sizes 6 1/2 to 8 1/2, regularly \$1.00. Friday...69c
Women's Fleece-lined Black Cotton Hose, fine thread, fast dye, applied heel, toe, and sole, 5 1/2 to 10. Friday...12 1/2c
Children's All-wool Worsted Black Ribbed Hose, heavy, close finish, soft, bright yarn, applied heel, toe, and sole, sizes 4 to 10, 25c value. Friday...29c, 3 pairs 85c
(Main Floor.)

**Upholstering Tapestries
Sterling Values**
English, French, and German Upholstering Tapestries, 60 inches wide, in various conventional, Oriental, and Oriental effects. Per yard...\$1.35
Qualified men will call at your house and give estimates on all kinds of upholstering work. Free of charge. Measures taken and estimates given on window shades, curtains, etc.
MADRAS CURTAINS, 75c PER PAIR.
2 1/2 yards long, pretty designs, cream only, attractive and durable. Friday, per pair...\$2.00
Novelty Embroidered Curtains, a lovely collection to select from, suitable for bedrooms, drawing-rooms, and sitting-rooms. Regular value \$3.50 and \$4.00. Friday, per pair...\$2.50

**EXTRA SPECIAL UP TO \$7.50
VALUES FOR \$4.25.**
Sericin Curtains, with pretty laces and insertions, cream, ivory, and white, a wide range of high-class curtains to choose from. Regular value \$4.50, \$6.00, \$6.75, and \$7.00. Friday, per pair...\$4.25

KEEP OUT THE COLD.
By having the Crown Metal Weather Strip on your windows and doors. It is the best.
Place your order at once. We are getting busier every day. All orders taken attended to without delay, and completed inside the week.
The Crown Metal Weather Strip is a sure preventive against colds, keeps all drafts out, reduces the doctor's and coal man's bills, and wears a lifetime. Installed complete in your home, on windows and doors, at per foot...10c
(Fourth Floor.)

Furniture
Chiffoniers in quartered oak finish, golden color, five deep drawers, with brass handles. Regularly \$7.00. Friday bargain...\$4.95
Dressers in quartered oak finish, golden color, three deep drawers. Top part has British bevel mirror 20 in. x 16 in. Regularly \$7.50. Friday bargain...\$5.95
Princess Dressers in solid quartered oak, mahogany veneers, large British bevel mirror, 40 in. x 20 in. Regularly \$25.00. Friday bargain...\$20.00
Odd Chiffonier in ivory enamel, has triple mirror and plate glass top. Regularly \$75.00. Friday bargain...\$57.00
Dressing Table to match above, has triple mirror and plate glass top. Regularly \$75.00. Friday bargain...\$57.00
Chiffonier to match above pieces, plate glass top. Regularly \$35.00. Friday bargain...\$25.00
Extension Couch Bed. The frame is of heavy steel, finished in gold bronze. The spring is close coil, woven wire, suspended with helicon springs. The mattress is tufted and covered in green denim with valance at front and both ends, size when closed 2 ft. 2 in. when extended 3 ft. 6 in. Regularly \$10.95. Friday bargain...\$8.75
All Brass Beds, with extra finish, have 2 in. posts with heavy fillers, supplied in standard sizes. Regularly \$11.50. Friday bargain...\$9.45
(Fifth Floor.)

Candies
1,000 lbs. Assorted Pastilles, fruit flavors, per lb...20c
1,000 lbs. Quaker Chewing Candy, regular 15c, Friday...10c
1,000 lbs. Walnut Maple Cream, per lb...10c

Friday's Grocery List

4,000 tins Canned Peas (only 4 tins to customer) 4 tins, 25c
1,000 tins Canned Corn 3 tins, 25c
4,000 tins Canned Sweet Pumpkin 3 tins, 25c
One Car Standard Granulated Sugar 20 lb. cotten bag 95c
2,000 Eggs Choice Family Eggs 3 packages 25c
California Seeded Raisins 3 1/2 bags 50c
Choice Currants cleaned 3 lbs. 25c
Yellow Cooking Sugar 11 lbs. 50c
Choice Cooking Figs 3 packages 25c
Pure Kettle-rendered Lard per lb. 18c
New Orleans Molasses 2-lb. tin 10c
Perfection Baking Powder 3 tins 25c
Finest Creamery Butter, per lb. 25c
Canada Cornstarch per package 7c
500 Pickled Shoulders of Pork, 6 to 8 lbs. each, per lb. 14c
Pure White Clover Honey 5-lb. pail 55c
Choice Pink Salmon, regular 10c
Pearl Tapioca 4 lbs. 25c
Choice Rangoon Rice 5 lbs. 25c
200 cases Finest Mexican Oranges, good size and sweet, regular 20c; while they last, per dozen...15c
1,000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black mixed, Friday...2 1/2 lbs. box (basement)