Store Opens at 8.30 a.m.

The Robert Simpson Company, Limited

Store Closes at 5.30 p.m

THE LAST WEEK OF

The White Sale

Has a Double Incentive

Stocktaking a few days away and this wonderful Saleinits last week have spurred us on to bigger and better values. There are in the list for Monday several values which you cannot easily pass by.

Phone Orders Filled.

Women's Nightdresses, two lovely slip-over styles, in fine nainsook, elaborately adorned with fine embroidery and Val. lace insertions and edges; silk ribbons; lengths 56, 58, 60 inches. Regularly \$1.75 and \$2.00. Monday Sale

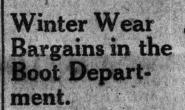
Women's Nightdresses, fine soft cotton crepe; slip-over style; insertion, beading and edges of dainty lace; silk draw ribbon in neck; lengths 56, 58, 60 inches. Regularly \$1.25.

Women's Drawers, knicker style, fine nainsook; wide, ine embroidery at knee; run with silk ribbon; open or closed; lengths 23 to 27 inches. Regularly 89c. Monday Sale

Women's Combinations, fine nainsook; neck, arms and drawers finished with real linen lace; embroidery beading run with silk ribbon at waist; silk draw ribbon and bows; fizes 34 to 42 bust. Regularly \$1.75. Monday Sale price 1.19 Little Girls' Dresses, heavy, fine corded velvet; navy,

Children's Rompers, fine gray flannelette; collar and celt of red cambric; elastic at knees; sizes 2 to 6 years.

Women's Combinations, Merode orand; finest white cotton; velvet fleeced lnish; high neck; long sleeves; ankle length; shaped waist; silk draw tapes: hand-finished; sizes 32 to 44 bust. Regularly \$1.35 and \$1.75. Monday Sale



MEN'S GOODYEAR WELTED BOOTS, \$2.95.

299 PAIRS MEN'S RUBBER BOOTS

141 PAIRS HIP RUBBER BOOTS.

MOCCASINS LOW PRICED MONDAY. Genuine Elk Skin Natural Tan Moccasins. Youths' and Missee'. Monday \$1.00; Boys' and Women's, Monday \$1.25; Men's, Monday \$1.50.

How All Can Help the Empire

The Empire needs food and clothing and war supplies for its soldiers, and every farmer, manufacturer, retailer or workman who helps

in the production and distribution of these things, satisfied with the small profit necessary for carrying on his labors, is doing a man's work for the Empire.

This is the kernel of our "Canada first" idea. Primarily we distribute goods made by Canadian manufacturers. This keeps unemployment at a m nimum, for manufacturers have co-operated nobly in the movement and profits have been lowered all round for the sake of keeping men busy.

But this policy must not be exclusive. We are still importers from Britain and Britain's Allies, as well as from the United States. We must not forget that imports contribute to the revenue which provides for our soldiers at the front and those preparing to go. Last fiscal year's Customs revenue was over a hundred million dollars! This year will show a big slump, with expenditure largely increased by the war. So BUYING IMPORTED GOODS YOU CONTRIBUTE DIRECTLY TO THE SUPPORT OF THE CANADIAN CONTINGENT OF THE BRITISH ARMY, for it is the duty on these goods that provides the "Sinews of War."

NEWS OF TODAY'S

SELLING.

THE JANUARY SALES.

wo Showers of Whitewear are scheduled for 8.30 a.m. and 12.30 p.m. today, with a list of really striking savings for each

The Wash Goods offer 12½c Lawns for 6½c; 15c to 25c Crepes at 9½c, and a good list of other white and colored fabrics liberally priced.

The Towels, Linens and Bedding are priced for rush selling.

Dress Goods and Silks combine a display of new goods with very interesting specials in many lines.

The Wamen's Model Millinery this season's

n Women's Model Millimery this season's Hats that sold for \$10.00 to \$15.00 will be cleared for \$4.00.

be cleared for \$4.00.

Smart Gloves and reliable Hoslery are attractively priced today.

Electric Lighting Fixtures afford imany substantial savings on practical, well-finished goods.

Ninety-nine Fine Overcoats for men have had their prices revised from \$16.50, \$18.00 and \$22.00 to \$12.40 for today.

The Boys' List coverts Serge Suits at \$4.95, with two pairs of bloomers; Chinchilla Ulsters that were \$10.00 at \$5.05; Tweed Bloomers at \$56.

New Books

"King Albert's Book," a magnificent volume of tribute to the Belgian King and people from representative men and women throughout the world. Illustrated in color and black and white. Bound in white cloth and boxed ... 1.25

N.B.—Publishers devote their entire proceeds from the sale of this book to the Belgian Relief Fund. A NOVEL OF THE PRESENT WAR.

"All for a Scrap of Paper," by Joseph Hocking; a most exciting story; 255 pages; cloth-bound50 CHRISTIANITY AND THE

New Spring Serge Suitings

Reducing Black Silk Stocks

Regular \$1.25 and \$1.29 Black Duchesse Messalines and Satin Paillettes; 38 in. wide

January Wash Goods Sale

40-inch White Lawn, a soft Flaxon finish, about half-price. Monday at 61/2 Kimono Cloths, Eiderdown and Velour Weaves, in a good assortment of colors and 40-inch White Lawns, soft finish, a cancelled factory order, secured at a low price. NINETEEN-FIFTEEN FABRICS.

The Men's Store

TROUSERS, \$1.49.

Serviceable, well-made Trousers, of English tweeds and a few worsteds, in grays, with neat stripe designs or dark brown; sizes 34 to, 42. Regularly \$2.00, \$2.50 and \$2.75 1.49 HEAVY FRIEZE REEFERS, \$4.50.

For out-of-door workers; made from heavy Canadian frieze, in dark gray; cut double-breasted, with storm collar; heavy tweed linings. Sizes 36 to 44. Monday 4.50

BLUE SUIT AT \$12.50.

We import this English Clay twill blue worsted cloth from the English mills. In our own workrooms it is made into goodfitting, stylish garments. The coat is single-breasted, three-button style, with natural width shoulder and semi-body-fitting. The vest is single-breasted, me-dium high cut; twill mohair linings. Sizes 34 to 44. Monday 12.59

FOR THE BOYS.

BOYS' FULL CUT BLOOMERS, 77c.

BOYS' SHIRTS AND UNDERWEAR. Penman's Boys' Fleece-lined and Scotch Wool Underwear, Shifts and Drawers; sizes 22 to 32. Regularly 44c and 50c. Mon-

Boys' Neglige Shirts, white ground cambrics, with black or blue hairline stripes; also several in assorted colors; sizes 12 to 14. Regularly 50c and 75c. Monday. each

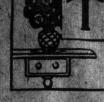
100 Boys' Sweater Coats, military collars; mostly gray or brown colors; sizes 24 to 32. Regularly \$1.00. Monday ...,50

60c 4-foot Folding Clothes Horses,

65c 4-foot House Step Ladders . . .47 100 feet Galvanized Braided Clothes

35c Self Wringing Mops, for 24

330-BIGGEST GRANITEWARE



HE HOME and Its Needs **Well Covered**

SERVICEABLE BEDDING

dd Bed Sheets at 69c—Fully bleached, double-bed size, 76 a few counter soiled. No phone or mail orders. Mon Plain Bleached Sheeting, heavy quality, width 24 yard ularly 50c yard. Monday

FINE COTTONS

ached English Longcloth, 36 inches wide. Regularly

TABLE LINENS

Linen Damask Table Cloth, satin finish, bordered d with a deep spoke-hemstitched hem, size 64 x 86 ask Table Napkins, size 20 x 10 inches, hemmed. 1 Brown Holland Linen, 38 inches wide, for wash dresses, a

IN THE FURNITURE

IN THE CARPETS

Heavy Quality Floor Officioth, coming in many designs s, for rooms, halls or kitchens, 26, 45, 54 and 72 inches w Two Hundred and Fifty Japanese Matting Squares at 90 Closely woven, size 6.0 x 9.0, in greens, browns, reds and bluegularly \$1.50. Monday, each

DRAPERY SPECIALS

REDUCTIONS ON WALL PAPERS

GAS SUPPLIES

Goose-neck Inverted Incandescent Gas Burners, complete whall or half-trosted globe and mantle. Regularly 65c. Monday.

Upright Incandescent Gas Burners, complete with white opglobe and mantle. Regularly 60c. Monday.

Double Swing Gas Brackets, brush brass finish. Regularly 56 donday, complete with pillar and tip.

Single Swing Gas Brackets, brush brass finish. Regularly 26 donday, complete, with pillar and tip.

Stiff Gas Brackets, brush brass finish. Regularly 25c. Comlete, with pillar and tip.

White Opal Upright Gas Globes. Regularly 15c. Mo All or Half-frosted Inverted Gas Globes. Regularly

FIRST-GRADE TUNGSTEN LAMPS.

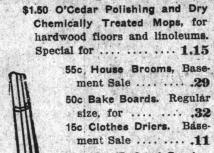
Monday China Sale Including Glassware



GLASSWARE SPECIALS.



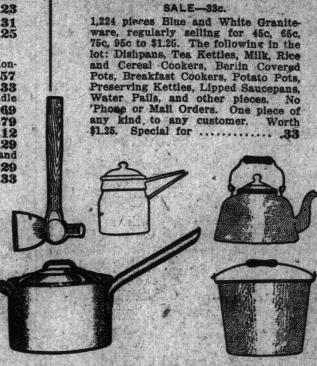
THE MONDAY BASEMENT



15c Clothes Driers. Basement Sale11 12c, 15c, 17c Scrub Brushes \$2.00 Tub Stands. Basement Sale 1.49 25c Wash Boards, zinc, 22c Galvanized Pails. Basement Sale16 for17

8-foot Clothes Props, hardwood, for .15 25c Long Handle Snow and Furnace Shovel15 40c Furnace Shovel31 20c Ash Sifters, for14 65c Garbage Cans49 75c Covered Ash Cans, galvanized ware,59 75c Stable Lanterns59 40c Gold Band Coal Scuttles, for .. .23 HARDWARE.

75c House Axes, for general use. Mon-men 1.29 \$2.25 Ladies' and Men's Skates for 1.33



The Robert Simpson Company, Limited

50c Galvanized Wash Tubs, for39 Tubs, for 49
75c Galvanized Wash
Tubs, for 59 Tubs, for59 \$1.25 and \$1.35 Tin Wash





\$1.25 Sizes & C. A Calvanized Wash Boilers, with covers, special for

The Groceries

Telephone Direct to Department, Adeialde stores Naptha Soap. Per bar Sunlight, Surprise and Taylors Borax Soap. De Comfort and Ivory Bar Brand Soap. Per bar Heather Brand Soap. 7 bars Simpson's Big Bar Soap. Per bar Proctor & Gamble's Ivory Soap. Per bar Proctor & Gamble's Ivory Soap. Per bar Pearline. 1-lb. package
Ammonia Powder. 4 packages
Mack's No-Rub. 6 packages
Mack's No-Rub. 6 packages
Gid Dutch Cleanser. 3 tins
Babbit's Cleanser. 6 packages
Sapollo. Per cake
Naptha Powder. Package
Goldust Washing Powder. Large package
Lux Washing Powder. 3 packages
Paylor's Soap Powder. 2 packages
Panshine Cleanser. 3 tins
Pearline. 1-lb. package
Royal Blue. 2 packages
White Swan Lye. Per tin
Canada White Laundry Starch. Package
Bon Ami. Per cake
Soclean Sweeping Compound. Per tin
Diamond Cleanser. 3 tins 21/2 LBS, PURE CELONA TEA, 62c.

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