

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 Sale in its 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 edging; silk ribbons; lengths 56, 58, 60 inches. Regularly \$1.75 and \$2.00. Monday Sale price..... 1.19
Women's Nightdresses, fine soft cotton crepe; slip-over style; insertion, heading and edges of dainty lace; silk draw ribbon in neck; lengths 56, 58, 60 inches. Regularly \$1.25. Monday Sale price..... .89
Women's Drawers, knicker style, fine nainsook; wide, fine embroidery at knee; run with silk ribbon; open or closed; lengths 25 to 27 inches. Regularly 89c. Monday Sale price..... .65
Women's Combinations, fine nainsook; neck, arms and drawers finished with real linen lace; embroidery heading run with silk ribbon at waist; silk draw ribbon and bows; sizes 34 to 42 bust. Regularly \$1.75. Monday Sale price 1.19
Little Girls' Dresses, heavy, fine corded velvet; navy, cardinal or brown; lace edged plique boufe and cuffs; novelty buttons; deep hem on skirt; sizes 2 to 5 years. Regularly \$2.50. Monday Sale price..... 1.50
Children's Rompers, the gray flannellet; collar and belt of red cambrie; elastic at knee; sizes 2 to 6 years. Monday Sale price..... .50
Women's Combinations, Merode brand; finest white cotton; velvet fleeced finish; 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 price..... .95
Children's Drawers, fancy pink or blue striped flannellet; full sizes; well made; ages 2 to 18 years. Regularly 25c. Monday Sale price at..... .12 1/2



Winter Wear Bargains in the Boot Department.
MEN'S GOODYEAR WELTED BOOTS, \$2.95.
150 pairs, storm calf, gummetal calf, vital calf, patent calf and tan Russian calf leathers; dull calf and mat; kid uppers. Sizes 5 to 11. Regularly \$4.00 to \$6.00. Monday..... 2.95
WOMEN'S SUPERIOR BOOTS, \$2.49.
600 pairs button and lace styles, with cloth, dull kid, matt calf and polished calf uppers; various leathers are patent calf, gummetal calf, vital kid and military tan calf; sizes 2 1/2 to 7. Regularly \$2.50 to \$5.00. Monday..... 2.49
BOYS' BOOTS, MONDAY, 99c.
200 pairs in box kip, kangaroo, elk and tan calf leathers; skating, hockey and gymnasium styles; sizes 10 to 12. Regularly \$1.65 to \$2.25. Monday..... .99
299 PAIRS MEN'S RUBBER BOOTS.
Heavy corrugated rubber soles; solid and rolled heels; reinforced mag-proof duck tops; large protruding eyelets; steel bladders; one and two-buckle and three and four-eyelet styles; sizes 6 to 12. Regularly \$2.99 to \$3.00. Monday..... 1.25
141 PAIRS HIP RUBBER BOOTS.
With straps to fasten to belt; sizes 6, 7, 8, 9, 10 and 11. Regularly \$3.50. Monday..... 2.59
MOCCASINS LOW PRICED MONDAY.
Genuine Elk Skin Natural Tan Moccasins, Youths' and Misses', Monday \$1.00. Boys' and Women's, Monday \$1.25; Wee'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 minimum, for manufacturers have co-operated holly 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."

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.

NEWS OF TODAY'S SELLING.
THE JANUARY SALES.
Two Showers of White-wear are scheduled for 2.30 a.m. and 12.30 p.m. today, with a list of really striking savings for each hour.
The Wash Goods offer 1 1/4% Laws for 65c; 15c to 25c Crozes at 50c, and a good lot of other white and colored fabrics liberally priced.
The Towels, Linens and Bedding are priced for each selling.
Dress Goods and Silks combine a display of new goods with very interesting specials in many lines.
In Women's Model Millinery this season's Hats that sold for \$10.00 to \$15.00 will be cleared for \$4.00.
Smart Gloves and reliable Hosiery are attractively priced today.
Electric Lighting Fixtures afford many substantial savings on practical, well-finished goods.
Ninety-nine Fine Overcoats for men have had their prices revised from \$16.00, \$18.00 and \$22.00 to \$12.00 today.
The Boys' List covers Serge Suits at \$4.95, with two pairs of bloomers; Chinchilla Turtles that were \$10.00 at \$6.95; Tweed Bloomers at 95c.
Other items advertised herewith are for Monday's selling.

A NOVEL OF THE PRESENT WAR.
"All for a Scrap of Paper," by Joseph Hooking; a most exciting story; 255 pages; cloth-bound..... .50
CHRISTIANITY AND THE WAR.
A volume of sermons by Rev. John McNeill, Walmers Road Baptist Church, Toronto, entitled "World Power," cloth-bound..... 1.25

New Spring Serge Suitings
New Vigogne Serges, specially finished to the specification of leading costumiers. An extra fine, soft finish for pleating, etc. "Best London shrunken" variety of weaves and weights. Also Men's English Worsted Serges for the practical hard-wearing suits. Special display in our West of England Suits Section, Second Floor.
\$1.25 English Worsted Serge Suiting, 90"—In two guaranteed shades of navy and black, 52 inches wide and shrunken. Monday, per yard..... .84
College Serges, Clearing at 48c Yard—For misses' and juniors' school wear; in navy and black. Was 65c. Monday, per yard..... .48

Reducing Black Silk Stocks
Regular \$1.25 and \$1.29 Black Duchesse Messalines and Satin Paillettes; 38 in. wide. On sale Monday, yard..... .97
\$1.50 Black Silks and Satins; wide choice, in rich skein-dyed blacks, including weaves from C. J. Bonnet. On sale..... 1.24
\$1.59 Black Duchesse Satins; deep, lustrous dyes; guaranteed. Monday, yard..... 1.38
\$2.00 Black Suiting Satins; 36, 38 and 40 inches wide; the best Lyons and Zurich makers. Monday, yard..... 1.68
All Silk Crepes de Chine, in black and ivory only; 1,000 yards of \$1.50 to \$1.75 grades; 42 to 44 inches wide. Monday, per yard..... 1.18

January Wash Goods Sale
40-inch White Lawn, a soft Flaxon finish, about half-price. Monday at..... .5 1/2
Kimono Cloths, Elderdown and Velour Weaves, in a good assortment of colors and designs. Monday..... .37 1/2
36-inch Crepe, in sky, navy, green and old rose. Regularly 39c. Monday..... .11 1/2
40-inch White Lawns, soft finish, a cancelled factory order, secured at a low price. Monday special..... .9 1/2
38-inch Plain White Crepe, heavy weave. Regularly 50c. Monday..... .25
NINETEEN-FIFTEEN FABRICS.
38-inch English Galateas, in stripes and spots, on white grounds. Crum's make..... 15
32-inch Crum's Standard Prints, a big showing to select from, at..... 15

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 good-fitting, stylish garments. The coat is single-breasted, three-button style, with natural width shoulder and semi-body-fitting. The vest is single-breasted, medium high cut; twill mohair linings. Sizes 34 to 44. Monday..... 12.50
FOR THE BOYS.
BOYS' SHIRT WAISTS, 39c.
Slightly soiled and incomplete lines from regular stock; full cut; (apeless); with attached collars and bar fasteners for tie; blue chambray; plain white and tan, black, blue and mauve striped fancy Madras shirtwaists; sizes 6 to 14 years. Regularly 50c, 65c, 75c. Monday..... .39
BOYS' FULL CUT BLOOMERS, 77c.
300 pairs; strongly tailored from imported tweeds; in browns, grays and fancy mixtures; sizes 24 to 34. Regularly \$1.00 to \$1.25. Monday..... .77
BOYS' SHIRTS AND UNDERWEAR.
Penman's Boys' Fleece-lined and Scotch's Wool Underwear, Shirts and Drawers; sizes 22 to 32; Regularly 44c and 50c. Monday..... 25
Boys' Gray and Navy Flannel Shirts, with reversible collar; sizes 18, 19 1/2, and 14 only. Regularly 69c and 75c..... 29
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..... .37
Boys' Flannellet Pyjamas, pink or blue stripes; white frogs; sizes 22 to 34. Regularly 89c. Monday..... .83
100 Boys' Sweater Coats, military collars; mostly gray or brown colors; sizes 24 to 32. Regularly \$1.00. Monday..... .59

THE HOME and Its Needs Well Covered
SERVICEABLE BEDDING
Odd Bed Sheets at 65c—Fully finished, double-bed size, 70 x 90 inches, a few counter soiled. No phone or mail orders. Monday..... 55c
Heavy Bleached Towels, hemmed ends, 24 x 40 inches. Regularly \$1.50 and \$1.75 pair. Monday, pair..... 1.10
White Union Wool Blankets, size 84 x 82 inches. Monday, pair..... 2.50
Snowy White Hommed Crochet Bed Quilt, size 78 x 90 inches. Regularly \$1.75 and \$2.00. Monday, pair..... 1.49
Plain Bleached Sheetting, heavy quality, width 24 1/2 yards. Regularly 90c yard. Monday..... .88
White Saxony Flannellette, pure finish, 22 inches wide. Monday, 10 yards for..... .48

FINE COTTONS
Bleached English Longcloth, 48 inches wide. Regularly 11 1/2c yard. Monday..... 10 1/2c
English Nainsook, sheer weight finish, 36 inches wide. Regularly 13 yards for \$1.50. Monday, 12 yards for..... 1.29

TABLE LINENS
All-India Danish Table Cloth, extra finish, bordered design, finished with a deep pocket-hemmed hem, size 78 x 78 inches. Monday..... 2.19
Danish Table Napkins, size 20 x 30 inches, hemmed. Monday, dozen..... 1.69
Brown Holland Linens, 28 inches wide for wash dresses, aprons, etc. Monday, yard..... .25

IN THE FURNITURE
Library Table, fumed oak, copper fittings. Regularly \$11.00. Monday..... 10.00
Library Table, fumed oak. Regularly \$11.50. Monday..... 10.50
Dining-Room Chair, fumed oak, upholstered in genuine leather, nye side and one arm chair in set. Regularly \$17.50. Monday 11.50
Dresser, fumed oak. Regularly \$13.50. Monday..... 12.00
Princess Dresser, fumed oak. Regularly \$15.00. Monday \$12.50
Kitchen Table, hardwood frame, golden finish, white washwood top, size 48 inches. Regularly \$21.00. Monday..... 18.00
Scotch Tapestry Squares, a good, hard-wearing carpet in floral and Oriental designs. Six handkerchief patterns, 9 x 9 x 1 1/2, \$1.25, \$1.00, \$1.00, \$1.00, \$1.00, \$1.00. Regularly \$1.00. Monday, each..... .85
Two Handicraft and Fifty Japanese Matting Squares at 60c. Closely woven size 6.0 x 2.0 in. Regularly \$1.50. Monday, each..... .35

IN THE CARPETS
Heavy Quality Floor Oilcloth, coming in many designs and colors, for rooms, halls or kitchen. Size 24 x 12 inches wide. Square yard..... .27
Scotch Tapestry Squares, a good, hard-wearing carpet in floral and Oriental designs. Six handkerchief patterns, 9 x 9 x 1 1/2, \$1.25, \$1.00, \$1.00, \$1.00, \$1.00, \$1.00. Regularly \$1.00. Monday, each..... .85
Closest woven size 6.0 x 2.0 in. Regularly \$1.50. Monday, each..... .35

DRAPERY SPECIALS
Nottingham Lace Curtains at 90c Per Pair—A large selection, 3 yards long, white only, rich floral borders and white center, per pair..... .90
Madras Curtain Mullin, in white or cream, 27 to 30 inches wide, good designs, per yard..... .59
Brass Extension Rods, with rounded end brackets, each..... .49
Opagie Window Shades at 80c Each—An oil-finished cloth, in cream or green only, size 6 to 7 feet, with strong rollers, brackets and pull, each..... .80
Pinchuck at 40c Per Yard—A new pattern fabric, inexpensive, yet has the effect of the most expensive. Rich floral patterns and window curtains, in green, brown, blue or red, 10 inches wide. Regularly \$1.00 per yard. Monday, 70c per yard..... .70
English Washing Chains, newest designs and color combinations, 30 inches wide, per yard..... .25

REDUCTIONS ON WALL PAPERS
Broken Lots of Good Wall Linings.
3500 Rolls Imported and Made-in-Canada Wall Papers, in two-tones, illustrative, followed by green, purple, chamberlaine, regularly 20c and 25c. Monday 14c; regularly 35c and 50c. Monday 25c; regularly 75c. Monday..... 19 to 11 1/2
1000 Rolls Leathette or Imported Scotch green, brown, tan, gray. Regularly 35c to \$2.35. Monday..... 19 to 11 1/2

GAS SUPPLIES
Gas-cock Imported Incandescent Gas Burners, complete with all or half-fitted globe and main. Regularly \$1.00. Monday..... .69
Upright Incandescent Gas Burners, complete with white soap globe and mantle. Regularly 40c. Monday..... .25
Double Swing Gas Bracket, brush brass finish. Regularly 50c. Monday, complete with pillar and tip..... .45
Single Swing Gas Bracket, brush brass finish. Regularly 35c. Monday, complete with pillar and tip..... .25
White Opal Upright Gas Globes, Regularly 15c. Monday..... .10
All or Half-fitted Imported Gas Globes, Regularly 35c. Monday..... .25
Invented and Upright Gas Mantles. Regularly 15c each. Monday..... .10
Regularly 10c each. Monday, 9c for..... .90

Monday China Sale Including Glassware
"Grindley" Dinner Sets, 19 only. Finest quality Grindley's English semi-porcelain, handsome French border, full gold handles, new set shaped ware, 37 pieces. Regularly \$15.00. Monday Basement Sale..... 14.75
35 only, Cottage Dinner sets. Good quality semi-porcelain, 52-piece cottage dinner set, double crystal border, gold traced edges and handles. Regularly \$25.00. Monday Basement Sale..... 23.05
Glass Tumblers, 300 colonial pressed glass. Colonial Glass Covered Butter Dish..... 15
Colonial Glass Cream Jar..... 19
Colonial Glass Sugar..... 10
\$15.00 China Dinner Set.
Excellent quality real china dinner set, 87 pieces; choice of pretty pink floral and violet decoration. Kerms shape cups. Regularly \$15.00. Monday..... 13.00
15c Double Handle Bonbon Dish..... .30
20c Pressed Glass Fruit Bowls..... .35
Small Covered Glass Butter Dish..... 10
Fruit Bowls..... 10
Open Vegetable Dishes, 19—decorations in plain white dishes 7 1/2 and 8-inch sizes. Monday Basement Sale, each 19
TURBID CUT GLASS SPECIALS.
Fruit Bowls—Star cutting, full 8-inch size. Regularly \$3.50. Monday..... 2.29
Water Glasses—Star cutting, latest floral style, cut glass. Regularly \$4.00. Monday..... 2.88
Star and Wire Cutting Cut Glass Vases—8-inch size, regularly \$1.75, for \$1.49; 12-inch size, regularly \$6.50, for \$4.49.

THE MONDAY BASEMENT SALE

\$1.50 O'cedar Polishing and Dry Chemically Treated Mops, for hardwood floors and linoleums. Special for..... 1.15
55c House Brooms, Basement Sale..... .29
50c Bake Boards, Regular size, for..... .32
15c Clothes Driers, Basement Sale..... .11
12c, 15c, 17c Scrub Brushes for..... .9
\$2.00 Tub Stands, Basement Sale..... 1.49
25c Wash Boards, Zinc, for..... .17
22c Galvanized Pails, Basement Sale..... .16
8-foot Clothes Props, hardwood, for..... 15
25c Long Handle Snow and Furnace Shovel..... 15
40c Furnace Shovel..... 31
20c Ash Sifters, for..... 14
65c Garbage Cans..... 49
75c Covered Ash Cans, galvanized ware, for..... 59
75c Stable Lanterns..... 59
40c Gold Band Coal Scuttles, for..... 23
55c Bread Boxes..... 31
45c Granite Water Falls..... 23
HARDWARE.
75c House Axes, for general use. Monday..... 57
45c Hatchets..... 33
\$1.00 Set of Polished Irons, 3 Irons, handle and stand, complete for..... 69
\$1.25 Family Size Food Choppers for..... 79
\$2.50 3-burner Gas Plates, for..... 2.12
\$1.75 2-burner Gas Plates for..... 1.29
\$2.00 Pattern Skates, for ladies and men..... 1.29
\$2.25 Ladies' and Men's Skates for 1.33
10c Package Six Dozen Clothes Pins, for..... .5
60c 4-foot Folding Clothes Horses..... 39
55c 4-foot House Step Ladders..... 47
100 feet Galvanized Braided Clothes Lines..... 19
35c Self Weighing Mops..... 24
35c—BIGGEST GRANITWARE SALE—35c.
1,234 pieces Blue and White Granite-ware, regularly selling for 45c, 65c, 75c, 95c to \$1.25. The following in the lot: Dishpans, Tea Kettles, Milk, Rice and Cereal Cookers, Berlin Covered Pots, Breakfast Cookers, Potato Pots, Preserving Kettles, Lipped Saucepans, Water Pails, and other pieces. No Phone or Mail Orders. One piece of any kind, to any customer. Worth \$1.25. Special for..... 33

The Groceries
Telephone Direct to Department, Adelaide Street
Fels Naptha Soap, Per bar..... 4
Sunlight, Surprise and Taylor's Borax Soap, per bar..... 4
Comfort and Ivory Bar Soap, per bar..... 4
Heather Brand Soap, 7 bars..... 4
Simpson's Big Bar Soap, Per bar..... 4
Proctor & Gamble's Ivory Soap, Per bar..... 4
Pearline, 1-lb. package..... 4
Ammonia Powder, 4 packages..... 4
Mack's No-Rub, 3 packages..... 4
Old Dutch Cleanser, 3 tins..... 4
Habit's Cleaners, 3 packages..... 4
Sapolite, Per cake..... 4
Naphtha Powder, Package..... 4
Goldust Washing Powder, 3 packages..... 4
Lux Washing Powder, 3 packages..... 4
Taylor's Soap Powder, 3 packages..... 4
Pearline, 1-lb. package..... 4
Royal Blue, 3 packages..... 4
White Swan Lye, Per tin..... 4
Canada White Laundry Starch..... 4
Bulletproof Starch, Package..... 4
Bon Ami, Per cake..... 4
Goldust Saponifying Compound, Per tin..... 4
Diamond Cleanser, 3 tins..... 4
2 1/2 LBS. PURE CELONA TEA, 6c.
1,000 lbs. Pure Celona Tea of uniform quality and fine flavor, black or mixed. Monday 2 1/2 lbs..... 4

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