

Store Opens  
at 8.30 a.m.

# The Robert Simpson Company, Limited

Store Closes  
5.30 p. m.

## Linens in the White Sale

The linens show a scale of prices for the sale that should centre interest upon these household indispensables. Some things, other than white, are included in this excellent list for Monday.

**DAMASK TABLE CLOTHS AT A GREAT REDUCTION.**  
Heavy all linen Scotch damask table cloths, good designs and will launder perfectly. Size 2 x 2 1/2 yards. Regularly \$2.45. January Sale Price, Monday 1.49.

**22 1/2 WHITE QUILTS FOR \$1.00.**  
Snowy white American Crochet Bed Spreads, closely woven in a heavy quality, ends nicely hemmed. Large size, 78 x 88. Regularly \$2.25. January Sale, Monday 1.00.

**66-INCH UNBLEACHED SHEETING REDUCED TO 25c YARD.**  
Heavy unbleached sheeting, closely woven, will bleach easily. Regularly 35c yard. January Sale Price, Monday, 25c.

**10c NATURAL FLANNELLETTE, 10c YARD.**  
Natural flannellette, extra heavy weight, with a soft warm nap. Regularly 15c. January Sale, Monday, 10c.

**All Linen Crash Roller Towels, good sturdy quality. Regularly 15c and 20c. January Sale, Monday, 10c.**

**CLEARING UP BEDROOM TOWELS, 25c PAIR.**  
Huckaback towels, with ends nicely hemmed, good serviceable quality for general use. January Sale, Monday, pair 25c.

**FINE COTTON REDUCED.**  
Madapolam for making dainty undergarments etc., wide width, 46 inches. Regularly 25c yard. January Sale Price, Monday, 15c.

**12 YARDS OF LONGCLOTH FOR \$1.10.**  
English longcloth, with a pure finish, width 36 inches. Regularly \$1.45. January Sale, Monday, 1.10.

**Fine English Nainsook, 36 inches wide. January Sale Price, Monday, 10c.**

**Heavy circular pillow cotton, 42 inches wide. Regularly 25c yard. January Sale Price, Monday, 10c.**

**35c A-D 50c WHITE LINES, 25c YARD.**  
White corded dress linen, splendid wearing quality. Regularly 35c and 50c. January Sale, Monday, 25c.

## New Year's Prices in MILLINERY

200 TRIMMED HATS AT \$1.00.

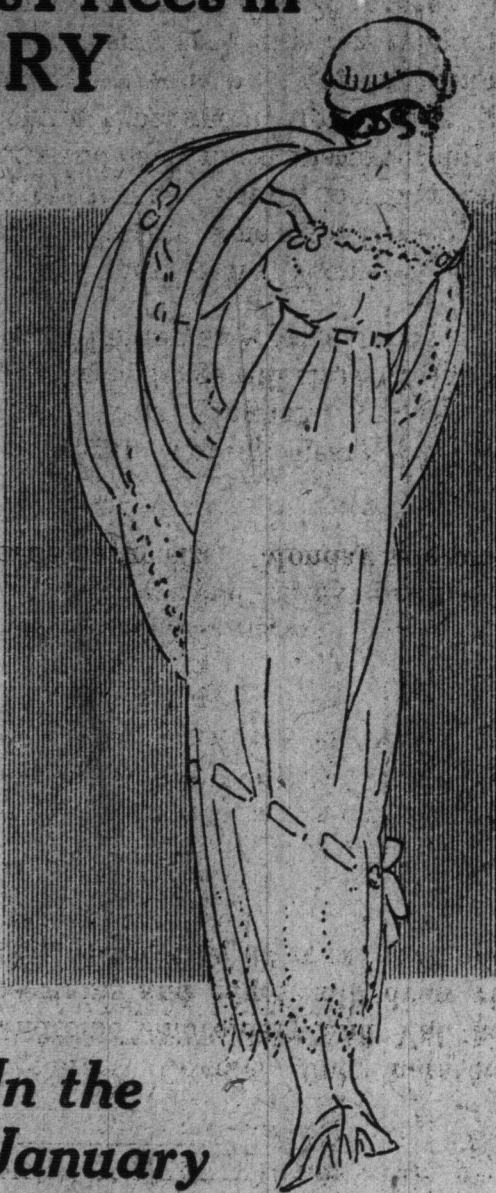
Regularly marked at \$2.85, \$3.85 and \$5.00. Hats for matrons, younger women and misses, with a big assortment of colors.

109 TRIMMED HATS AT \$2.50.

From our better lines. Good midwinter styles; plenty of black. Monday 2.50

SKATING HATS AND SPORT HATS.

The correct, nifty thing for out of doors sports, white wool, with Angora finish, with different styles of trimming, which add greatly to the smart effect. Monday special. 1.75



## In the January Whitewear Sale

Simpson Whitewear is the 'Quality' kind, known and valued for its fine textures, perfect fit, and satisfactory wear. This Whitewear is being offered now at irresistible prices.

True economy suggests a visit to the store Monday.

Women's Combinations, fine nainsook, embroidery medallions, Val lace insertions, beadings and edges; silk draw ribbons; sizes 34 to 42 bust. Regularly \$2.50. Monday sale price at 1.75

Corset Covers, fine nainsook, handsome embroidery and Val lace insertions and edges, silk draw ribbons; sizes 34 to 42 bust. Monday sale price 50

Women's Flannelette Gowns, fine quality white flannelette, tucked Mother Hubbard yoke, pearl buttons; lengths 56, 58, 60 inches. Regularly 75c. Monday sale price 50

Kitchen Aprons, navy with white dot print or blue check print, well made; large size. Monday sale price, at 15

Overall Aprons, heavy blue and white check gingham, princess or loose style, large full sizes. Regularly 50c. Monday sale price 37

180 only pairs Women's High-grade Corsets, a new La Diva model, in finest white coutil, low bust, long hips and back, finest rustproof duplex boning throughout, four wide side steels, six wide fine garters, rubber hose clasps, deep fine lace trim, bust draw cord; sizes 18 to 26 inches. Regularly \$4.00. Monday sale price 2.25

## Men's or Boys' Wool Toques

In new designs; new and plain stitch; made from specially fine all-wool yarns, in plain or fleece finish. Specially priced at 35c and 45c.

CHILDREN'S FUR ROBES.

Pocket style, in No. 1 grade, white, China sheepskins; large shape and white felt lined. Monday 1.95

## Your Eyesight

needs your constant care. If you have any unexplained about it, consult our specialists. ALUMINICO GLASSES AT \$1.00 AND OVER.

Gold-filled from \$2.50. Bifocal (double sight) lenses made to order. Optical Dept., Second Floor.

## Men's High Quality Trousers

English tweeds and worsteds, in the new patterns of browns, and grey, in neat stripe; stylish and well tailored; sizes 32 to 44. Price 1.75

Men's Corduroy Pants, of English goods, in a fair size cord, in dark brown; well tailored, with strong pockets. Sizes 32 to 44. Price 3.00

Men's Fine Worsteds Trousers, made from an English trousering, neat stripe pattern, in a good shade of grey; stylish and well tailored. Price 3.50

MEN'S FUR COLLAR OVERCOATS. Made from a fine English black beaver cloth; will give excellent service; double-breasted; 50 inches long; with shawl collar of Russian marmot; good quality quilted lining. Price Monday 15.00

Fur Collar Overcoat, made from a superior quality English black beaver cloth; double-breasted, ulster style, with shawl collar of whole skin Persian lamb, and Persian lamb trimmings down the front; chambray lined to waist; heavy tuck mohair linings. Price 42.50

BLUE SERGE NORFOLK SUITS, \$4.75. Smartly tailored, single-breasted Norfolk Suits for boys; made from an imported, good-wearing, English navy blue serge, coat has box pleats and belt; the bloomers are full cut and lined with white cotton; sizes 24 to 30. Monday 4.75

BIG BOYS' DOUBLE-BREASTED SUITS. In rich shade of navy blue; smart, double-breasted style coat with bloomer pants; well tailored, with twilled linings; sizes 21 to 34. Price 5.50

\$1.50 Umbrellas at 98c. Men's and women's styles; silk mixed covers; paragon frames; handles of the newest designs. Regularly \$1.50. Special 98c

\$2.00 OSTRICH NECK RUFFLES AT \$1.15. Short ruffles, in the new plain and shaded effects. Regularly \$2.00. Special 1.15

## Kitchenware Needs

White Granite Sink Strainers, in 2 sizes. Regularly 60c size, Monday, each 45c. White Granite Sink Strainers, for wall, with loose trash can. Regularly \$1.00. Monday, each 75c.

White Granite Chamber Pails, with white granite cover and ball handle, useful size, strong make. Monday, each 1.25

White Enamelled Tea Steepers, with tin cover. Monday, 25c and 35c.

White Enamelled Coffee Pot, with hinged metal cover. Regularly 45c. Monday, each 39c.

OAK HEATERS. Oak Heater with Feeder, and strong cast iron deep fire pot, with five flues to shake and dump, cast base and cast metal top with hinged grate, nickel plated top rail and cast base. Regularly \$1.50. Monday, each 1.25

Oak Heater, with flat grate to shake and dump, and cast metal fire pot with ventilated door to ash pit, swing ornamental dome, cast top and hinged grate. Monday, each 1.75

Base Burner Heater with cast Feeder, duplex grate with shaking ring and separate grate for wood, mica doors on 3 sides, heavy cast metal base, trimmings and dome top. A most substantially built stove, elaborately nickel-plated. Heater fitted with double attachment. Special, Monday 2.50

Gas Heater, suitable for the office or home, equipped with separate tap to allow of heater being moved about as required. Substantially made, light in weight, powerful in heating. Price was \$3.00. Special 2.25

ICE SKATES. Regularly \$3.00. "Rob Roy" Skate, with double ends, right and left sole plate, riveted sole and heel plate, straight runners, 4 1/2 inch. Regularly \$3.00. Monday, each 2.50

Regularly \$2.00. Special Line of Ice Skates, with straight runners, riveted sole and heel plate, puck stops, highly tempered steel. Regularly \$2.00. Monday, each 1.50

Regularly \$1.00. Payette Skate, welded sole and heel plates, ed. Monday, each 75c.

Ladies' Skates, for fancy skating, with rocker bottoms, very highly tempered steel, right and left sole plates, riveted sole and heel plate, in sizes 5 1/2, 6, 6 1/2 and 10. Monday 5.00

HARDWARE NECESSITIES. Regularly 20c. Metal Ash Sifter, with wood handle. Monday, each 15c.

Regularly 25c. Steel Snow or Coal Shovel, with long wooden handle. Monday, each 15c.

Chopping axes, with cast steel heads, reliable quality. Monday, 75c. \$1.00, \$1.25.

Hand Hatchets for kindling wood, cast steel heads. Regularly 45c. Monday, each 35c.

Clothes Wringers of best Canadian manufacture, with special quality of rubber rolls, fully guaranteed, covered, cogs wheels, two clamps, and adjusting screws, all complete. "Imperial" Wringers, guaranteed for 12 months. Regularly \$3.00. Monday, each 2.50

Easy Wringers, with ball bearings and rolls guaranteed for 5 years. Regularly \$1.00. Monday, each 75c.

Regularly 35c. Glass Faced Wash Boards. Monday 25c.

Regularly 25c. Zinc Faced Wash Boards. Monday 18c.

Regularly 45c. Monday 35c.

Regularly 75c. Monday 55c.

Hardwood Knife Boards. Monday 15c.

Hardwood Steak Beaters. Monday 25c.

Hardwood Cooking Spoons. Monday 15c.

Individual Hardwood Butter Prints. Monday 15c.

Regularly 35c. Wicker Knife Baskets. Monday 15c.

Stair Carpet Brooms, best make, wood handle. Regularly 10c. Monday, each 8c.

Stair Carpet Brooms, with bamboo handle, best make. Regularly 20c. Monday, each 15c.

Found Seamless Self Basting Covered Roast Pan. Regularly 15c. Monday, each 12c.

Steel Double Bread Pans. Regularly 25c. Monday, each 20c.

Quare Cake Tins. Monday, 14c; 10 1/2 inch, 17c; 11 1/2 inch, 19c.

House Size Coal Hod, strong make. Regularly 40c. Monday, each 35c.

Stove Shovel, strong galvanized metal. Regularly 25c. Monday, each 20c.

Ash or Garbage Can, with cover and ball handle, in three sizes. Regularly 60c size, Monday 50c.

Regularly 75c size, Monday 65c.

Regularly 85c size, Monday 75c.

Phone orders direct to department.

## Furnishings for Boys Show Greatly Reduced Prices

Everything seasonable will be on sale Monday. Buy the boys warmer clothing for the extreme cold weather now.

200 Boys' Shirts, including work shirts in light or dark colorings, mostly stripes, and a few all-wool flannel shirts in plain navy or grey. Regularly 50c to \$1.25. All sizes 12 to 14 in the lot. Monday 39

250 SUITS OF BOYS' HEAVY ELASTIC RIB COMBINATION UNDERWEAR. Long sleeves and ankle length, all sizes 22 to 32. Regularly \$1.25. Monday, a suit 89

BOYS' "STRALIAN" BRAND ENGLISH NATURAL WOOL. In a heavy winter weight, shirts and drawers, in sizes 22 to 32. Regularly \$1.00. Monday 65

100 ONLY BOYS' PYJAMA SUITS. Splendid quality, sizes for 8 years to 16 years. Regularly \$1.25. Monday 89

BOYS' "PENANGLE" AND GENUINE "LAMBDOWN" FLEECE. Not all sizes in each line, sizes in the lot 22 to 32. Regularly 50c and 75c. Monday 33

200 BOYS' ENGLISH FLANNELLETTE NIGHTROBES. Large and roomy body, heavy weight. Monday 45

150 BOYS' PURE WOOL SWEATER COATS. High collar, either in the prospect or varsity shape, several colors and all sizes, 8 years to 16 years. Regularly \$2.50 and \$3.00. Monday 1.79

## Middy Blouses Low Priced

The latest ideas and fancies from the States; hips tightly belted or drawn tight with elastic; loose, slouch effects, and belted Norfolk; all new, fresh and ideal for the New Year. Prices, \$1.00, \$1.29, \$1.48 and \$1.95.

## Special Values in Fine Furniture Monday

Secretary, in solid mahogany, "Colonial" style, neatly arranged drawers, bow front and turned legs. Regularly \$47.50. Special Monday at 30.00

Secretary, "Colonial" in solid mahogany, has double cupboard, door, and long drawer; inside of desk is conveniently arranged. Regularly \$64.00. Special Monday at 42.00

Writing Table, "Colonial" in solid mahogany; very massive. Regularly \$48.00. Special Monday 36.00

Desk, in Circassian walnut, "Louis XV" period; has three deep drawers, trimmed with antique brass fittings. Regularly \$80.00. Special Monday 55.00

Desk, "Colonial" style, in mahogany; has fine crotch, veneered drawer and desk flap. Regularly \$85.00. Special Monday 56.00

Curio Pedestal, in "Sheraton" design, solid mahogany inlaid; has plate glass sides and shelves. Regularly \$60.00. Special Monday at 40.00

## Nottingham Lace Curtains at 79c Pair

Nottingham Lace Curtains, white only, full size, in floral and conventional effects; worth almost double the price marked; 220 pairs in the lot. Monday, per pair 79

## POINT ARABE CURTAINS.

Rich Hand-made Lace and insertion, on heavy quality net; a beautiful curtain for the front room; save dollars Monday. 38 pairs marked for, pair 4.98

\$1.00 PER YARD, ALL-WOOL HOMESPUN, 69c YARD. 50 inches wide, in rich shades of green; a heavy, reversible all-wool fabric, in an artistic weave; suitable for door or window curtains. Monday, pair 69

## "THE CROWN" METAL WEATHER STRIP.

Keeps out cold, dust and damp. Keeps the doctors' bills low, and saves the coal. 10c per foot, installed at your home. Phone, or write Drapery Department, fourth floor. Estimates given free. Order now, and avoid delay.

## Women's Dresses Priced \$7.95

Afternoon and Evening Dresses, no two alike, in messaline, silk crepe, charmeuse, satins, velveteen and satin marked less than maker's wholesale cost. All fresh and clean, in the newest styles; colors, black, navy, Copen, tan, brown, green, grey and white. Priced at 7.95

DRESSES PRICED \$4.35. Good-looking Dresses for Misses and Women, made of splendid broadcloth, in clever style, with velvet collar and bow tie; splendidly tailored; brown, navy, wine and black. Specially offered 4.35

WINTER COATS IN FASHIONABLE STYLES, REGULARLY \$13.50 TO \$17.50, MONDAY \$9.95

Warm tweeds in the newest patterns, reversible and blanket cloths, light or dark colorings and latest styles, three-quarter length, with the new sleeve, and becoming longer models. 8.95

GRACEFUL SKIRTS. For outing or house wear, made from grey and black diagonal tweeds and grey worsted, excellent for wear. Plain gored or draped styles. Price 5.00

PLAID SKIRTS. different tartans, in a variety of styles, including two and three tier effects, peg top, draped and plainer models, suitable for wear with fur coats. Prices, \$5.50 to \$13.50.

Seasonable Silks. 27-inch Ivory Brocaded Habutai Silks, in neat figure designs. Per yard 50

Ivory Brocaded Silks, in spot, spray and small figured effects; very dainty; 1 yard wide 1.00

Brocaded Crepes, in rich ivory tones, and pretty flowered patterns; 36 inches wide. Per yard 1.50

Black and Ivory Japanese Silks, in tatefuta finish; best Lyons dye; 36 inches wide. Special at 48

Black Duchesse Satin, a 39-inch satin that we consider good value at \$1.50. On Monday 1.15

Black Satin Mousseline, in 28 and 39-inch; several specially selected pieces at a keen bargain figure. Per yard 1.29

C. J. Bonnet's Double-faced Black Silk. Beau de Soie, equally well finished on both sides; guaranteed not to cut or split in wear. The regular standard \$2.50 number. On sale at 1.95

## January Sale of Black Dress Fabrics

Black Poplins, San Toys and Bengallie Cords, in fine and medium cords; made, dyed and finished by the best French experts; 44 inches wide. Extra good value Monday 69

\$1.25 DRESS FABRICS FOR 96c. Including French armures, French Melrose, French crepes de chine, silk and wool collenees, silk and wool grenadines, all-wool velour Henriettes, fine English mohair lustras, etc.; extra fine values, and best permanent dye and 44 in. wide. Per yard 96

\$1.50 BLACK BROADCLOTHS, PER YARD \$1.18. A rich, imported Sedan finished French broadcloth, in two weights; specially suited for dresses or tailored suits; made from selected pure Botany yarns and best French dye; warranted thoroughly shrunken and spot-proof; 52 inches wide. Monday, per yard 1.18

Men's High Rubber Boots. First grade, dull finished, pure para gum rubber boots, high thigh style, corrugated soles, solid rubber, non-slip heels. Every pair guaranteed perfect and to give satisfactory wear. Sizes 6 to 12. Regularly \$5.50. Monday 3.95 (Telephone orders filled.)

MEN'S \$2.85 RUBBER BOOTS, \$1.99. Best quality, Snag-proof Rubber Boots, two-buckle or three-eyelet style, rolled edge soles, solid rubber non-slip heels, bellows tongue; sizes 6 to 12. Regularly \$2.85. Monday 1.99 (Telephone orders filled.)

STORM RUBBERS AT LESS THAN COST. Bright finished, city weight rubbers, high front storm style. Every pair perfect and guaranteed to give satisfactory wear. Monday—

Men's, sizes 6 to 12 76

Women's, sizes 2 1/2 to 8 58

Misses, sizes 11 to 2 47

Children's, sizes 3 to 10 1/2 38 (Telephone orders filled.)

# The Robert Simpson Company, Limited

## Cocoa Mats for Monday

Keep your floors clean by having a good practical Cocoa Mat at every entrance door.

Skeleton Rope Mats, 16 x 27 in., 90c; 18 x 30 in., \$1.10; 20 x 32 in., \$1.35.

Cocoa Mats with shoe scraper inset, 16 x 27 in., \$1.10; 18 x 30 in., \$1.25.

Plain, Thick Cocoa Mats, in two excellent qualities, 16 x 24 in., 80c and 90c; 16 x 27 in., 80c and \$1.15; 18 x 30 in., \$1.00 and \$1.35; 20 x 32 in., \$1.25 and \$1.75; 22 x 36 in., \$1.50 and \$2.00.

Extra Fine Quality, English made, inlaid designs, 18 x 30 in., \$2.50; 20 x 38 in., \$3.25.

A Useful Small Rubber Mat, heavy grade, 18 x 30 in., \$1.25.

Beautiful New Scotch Inlaid Lineums, a wonderful range of different styles are shown in two splendid qualities, bright, clean tile effects, well colored carpet designs, hardwood floor effects, at per square yard, 85c and \$1.00.

Selection and Values in Scotch Tapestry Carpets that cannot be equalled. In every quality we are showing a big range of the most useful and attractive styles for rooms and stairs—be sure to see this stock of Scotch carpets if you need an inexpensive and hard-wearing floor covering. Variety in each of the following prices, per yard, 55c, 65c, 75c, 80c, 85c and 95c.

Stair Carpets, 22 1/2 and 27 in. wide, at the following prices: 22 1/2 in. wide, 45c, 55c, 65c, 70c and 75c. 27 in. wide, 55c, 65c, 75c, 80c, 85c.

Big, Good-looking Rugs. For very small outlay you can secure a rug for a room of a good size that will give great satisfaction. Best designs and colors. Size 9.0 x 10.0, \$9.00 each.

## Tungsten Electric Bulbs

OUT DOWN YOUR ELECTRIC LIGHT BILL.

One 16 candle power carbon lamp consumes 56 watts and gives 16 candle power illumination.

One 35 watt Tungsten lamp consumes 25 watts and gives 30 candle power illumination.

One 60 watt Tungsten lamp consumes only 4 watts more than one 16 candle power carbon lamp and gives 48 candle power illumination.

SEE WHAT YOU SAVE. Monday morning, at 8.30, we will place on sale continuous wire drawn filament Tungsten Lamps. Our regular price is 60c. Monday bargain prices:

45 watt (20 candle power) 45

40 watt (22 candle power) 45

60 watt (48 candle power) 40

No phone orders taken. (Electric Fixture Dept.—5th Floor.)

## The Grocery List

Pearline, 1-lb. package 39

Fels Naptha Soap, per bar 25

Sunlight, Surprise and Taylor's Borax Soap, 6 bars 25

Wide Awake and Comfort Soap, 6 bars 25

Heather Brand Soap, 7 bars 25

Simpson's Big Bar Soap, per bar 10

Powdered Ammonia, 4 packages 25

Old Dutch Cleanser, 3 tins 25

Sapolio, per cake 25

Naptha Powder, package 7

Goldnut Washing Powder, large package 23

Lux Washing Powder, 2 packages 25

Taylor's Soap Powder, 2 packages 25

Fan Blue Cleaner, 3 tins 25

Royal Shine, 2 packages 25

Parowax, 1-lb. package 25

50 Clean Sweeping Compound, per tin 25