

The Robert Simpson Company, Limited

Store Opens at 8.30 a.m.

Store Closes at 5.30 p.m.

Pretty Mid-Winter Millinery

BLACK BEAVER SHAPES AT \$1.00.
In eight different styles; long, fluffy nap, with rich, glossy appearance; a manufacturer's clean-up. Regularly \$2.50 and \$3.00. Saturday special \$1.00. (No mail or phone orders for these.)

Black Velvet Shapes at \$1.00.—These are some of New York's best styles in silk velvets, also a few plushes in styles for younger women and misses. Regularly \$2.75, \$3.50 and \$5.00. Saturday special \$1.00.

Trimmed Hats at \$1.00. Regularly \$2.25 to \$5.00. \$1 in the lot. The ribbon alone in these hats is worth more than \$1.00. Saturday special \$1.00.

Feathers—A big assortment of odds and ends including Duchess Feather Tips, Mousseline, fancy Ostrich, etc. Regularly from \$2.00 to \$4.50. Saturday special \$1.00.

CHILDREN'S MILLINERY.
Fine sample lots of Hats, Caps, Wool Bonnets, Silk Bonnets, also Velvet, Plush and Teddy Bear Bonnets. Regular selling price from \$1.00 to \$2.75; more at \$1.25 and \$1.75 than any other price. Saturday special \$1.00.

\$1.25. Flowers and Corsage Bouquets just in from New York, beauties, selling at \$1.00 and \$1.25. (Main Floor.)

January Sale of Black Silks

For months past our Silk Department has been planning and working to make this sale the most extraordinary in the history of the department. Hundreds of rolls of rich, Raven Black Silks have been bought at prices which enable us to offer you truly wonderful values. The following will give you a slight idea of the values offered, but a visit to the department will show you many others equally desirable.

- \$1.19 YD. BLACK SATIN PAILLETES.** See YARD. A splendid quality of Black Satin Paillette, 36 inches wide. Rich in appearance and will give the limit in wearing service. Regularly \$1.19. January Sale Price, per yard. 88
- \$3.50 BLACK CREPE CHARMUSE.** YARD, \$2.44. Here is wonderful value in a beautiful Crepe Charmuse, of a deep, full black and even weave, made in Lyons, France. A special purchase makes this remarkably low price possible. We recommend this as a truly perfect fabric. Regularly \$4.25. January Sale Price, per yard. 2.44
- \$1.25 YD. BLACK DUCHESS SATIN.** See YARD. Rich Black Duchess Satin, has a lovely soft finish; is firm in texture, ensuring good wear. 36 inches wide. Regularly \$1.25. January Sale Price, per yard. 88
- \$1.25 YARD DUCHESS PAILLETES.** See YARD. A splendid quality of Duchess Paillette, 36 inches wide. Regularly \$1.25. January Sale Price, per yard. 88
- \$1.50 YD. RICH BLACK SILK SATIN.** See YARD. An ideal fabric for draped dresses, drapes beautifully, soft and rich in appearance. 38 inches wide. Regularly \$1.50. January Sale Price, per yard. 1.24
- \$1.75 YD. BLACK DUCHESS MOUSSELINE.** See YARD. This is a good quality of Duchess Mousseline, is perfect in weave, dye and finish, splendid appearance, wear assured. 40 inches wide. Regularly \$1.75. January Sale Price, per yard. 1.38

White Voile Blouses \$2.00

The voile is the best English manufacture, made up in three really beautiful styles.

One with lace trimmed jabot front and sailor collar, another collarless effect, with beautiful hand-embroidery back and front; the third of "Dolly Varden" voile, with colored voile collar, all fresh, new goods; sizes up to 42-inch. Regularly \$2.95. Saturday at. 2.00 (Third Floor.)

Toilet Goods

Roger and Gallet's Orchid Perfume, 2-ounce bottle, in dainty box. Regularly \$1.25. Special. 95

French Tooth Brushes, with pure hand-drawn bristles. Regularly 15c. Special. 10

Hair Brushes, solid backs, with 11 rows of pure bristles. Regularly 30c. Special. 25

Sale of Imported Bath Brushes at Half Price.

Houbigant's Talcum Powder, in glass jars. Odors Ideal, Cour de Jeunesse, La France Rose and Ouel Gue Fleur. At per bottle. 50

Yale's Lily Skin Whitener. Regularly \$1.00. Special. 75

Dorin's Theatre Rouge No. 18. Regularly 15c. Special. 10

Chappo, the wonder hand lotion. Regularly 25c. Special. 15

(Phone direct to Toilet Goods Department.) (Main Floor.)

Real Battenberg Lace Tablecloths

AT LESS THAN HALF-PRICE

100 lovely pieces, in various grades of heavy, hand-made lace, and snowy white centres, 54 x 54 inches. Regularly \$2.00, \$2.50 and \$2.98. Saturday 1.29 (Third Floor.)

Big Book Price Reductions

"Boys' Own Annual," the last issue, bound in cloth. "Girls' Own Annual," the new volume, cloth bound. "Scout Volume," Regularly \$1.75. Saturday 1.35

25c FICTION FOR 15c.

Novels by the best writers. "Little Shepherd of Kingdom Come," by Fox; "Wings of the Morning," by Tracy; "Silent Places," by White; "Message," by Tracy; "Conjuror's House," by White; "Captain of the Kansas," by Tracy; "Wheels of Fortune," by Tracy. Regularly 25c. Saturday 15

500 Colorings without paints, cut-out painting books, for the children, four kinds. Regularly 25c. Saturday 10 (Main Floor.)

Winter Coats for Feminine Wear

REGULARLY \$10.00 TO \$15.00, SATURDAY \$5.95.

Of exceptionally good tweeds, blanket and diagonal cloths, in light or dark shades; a number of smart styles; youthful models for misses, and substantial styles for older women. Special 5.95

\$10.00 AND \$12.50 DRESSES AT \$5.95.
Collection of serges, Bedford cords, silks, in all the new colors, showing a variety of novelty touches; colors blue, tan, black, navy and brown. Saturday 5.95

SALE OF SUITS, \$5.00.
A clearance of finely-tailored Suits, in a wide variety of tweeds; cut carefully, and lined with good quality silk. Saturday 5.00

GIRLS' COATS, \$2.95.
Specially priced; of cheviot serge and mixed tweeds; trimmed with contrasting colors; they have belts and patch pockets; ages 6 to 14 years. Saturday 2.95

SKIRTS.
New, clean goods, in styles that are new, and fit perfectly; materials include Bedford cords, serges, plaids, black and white checks, chevrons, Panamas and fancy materials; good assortment of sizes. Very special at. 3.35 (Third Floor.)

Flannelette Kimono Gowns at \$1.69

Heavy Velours Flannelette, in fancy floral patterns, navy, cardinal, grey or sky; trimmings of satin or fancy self border; many different styles in the lot; sizes 34 to 44. Regularly \$2.75 and \$3.00. Saturday. 1.69

No phone or mail orders.

MOIRE PETTICOATS, 75c.
Imported Moire Petticoats, in black only, flounce is made with groups of knife-pleating and is trimmed with black and white satin stripes. Lengths 36 to 42. Saturday. 79 (Third Floor.)

Hosiery and Gloves

Children's All-wool Plain and Ribbed Black Cashmere Hose, extra fine yarn, knitted closely, good weight, spliced heel, toe and sole; sizes 6 to 8 1/2. \$5c value. Saturday. 29

Women's "Penangle" brand, plain Black Cashmere Hose, seamless, winter weight, extra good wearing, spliced heel, toe and sole; sizes 8 1/2 to 10. Saturday 35c, 3 pairs \$1.00.

Skating Gloves and Mitts for women and children, finest all-wool yarn, with musketeer ribbed effect; long cuff, fitting high over cuff sleeve; shades red, grey, black, white, brown. Saturday 50

Women's Tan-Suede Leather Gloves, wool lined, 2 dome clasp, perfect finish, rich tan shades; sizes 6 to 8. \$1.00 value. Saturday 79

Men's Leather Gloves, wool lined, tan suede, tan cape and glaze kid, 1 dome clasp, best finish, assorted tan shades; all sizes. Saturday 1.00

Men's Working Mitts, made from heavy pliable leather, in black back with musketeer palm, seams strongly sewn, wool lined, pure wool cuff. Regularly 50c. Saturday. 43 (Main Floor.)

Men's \$2.50 and \$3.50 Boots \$1.99

Laced Blucher style, in patent calf, box calf, dongola kid and strong box kid leathers; Good year welted and standard screwed single or double soles; sizes 5 to 11. Regularly \$2.50 to \$3.50. Saturday bargain 1.99

WOMEN'S \$2.50, \$3.00 AND \$3.50 BOOTS, \$1.99
Patent calf, tan Russia calf, gunmetal, velours calf and fine yvic kid leathers, made on new and popular lasts in button and laced styles; Goodyear welt, flexible McKay and hand-turned soles; all styles of heels; sizes 2 1/2 to 8. Regularly \$2.50, \$3.00 and \$3.50. Saturday bargain 1.99

WOMEN'S SATIN AND KID SLIPPERS, 25c.

Regularly 95c and \$1.25 Kid, Satin, Suede and Buckskin Bedroom Slippers, in colors red, brown, black, blue, pink and grey. They are all slightly soiled from showing. All sizes in the lot from 2 to 7. No home orders filled. Saturday bargain 25

CHILDREN'S \$2.25 LEATHER LEGGINGS, 49c.

Just 150 pairs finest quality Chocolate Kid Leggings, "over the knee" style, warm red felt lined, beautifully finished. Sizes to fit from 1 to 6 years. Regularly \$2.25. Saturday bargain 49

WARMEN'S HOUSE SLIPPERS, 25c.

Child, comfortable House Slippers, made from thick "Arctic" cloth, in a neat plaid pattern, turn-down collar and silk pom-pom, flexible leather soles, soft and fleecy inside; sizes 12, 13, 1 and 2. Regularly 45c. Saturday bargain 25

MEN'S WARM HOUSE SLIPPERS, 75c.

Clearing imported lines in genuine camel hair, with hand-turned leather soles, and grey French felt with soft padded insoles and flexible leather soles; sizes 6 to 11. Saturday bargain 75 (Second Floor.)



The Whitewear January Sale

As surely as the month comes, comes the splendid White Sale that has turned January into a lingerie buying month. So limitless the supply, so breath-taking the prices, that no mere woman can resist the voice of wisdom and neglect to supply her wardrobe for the coming season. Dainty hand made garments, sturdy factory products and garments that combine the two. All can be had now at prices such as the following:

Nightgowns, extra quality nainsook, yoke of four pretty embroidery medallions, outlined with Val lace, neck and sleeves lace edged, silk draw ribbons; lengths 56, 58, 60 inches. Regularly \$1.75. Saturday 1.15

Women's Corsets, fine white coutil; medium bust, long hips and back, deep unboned skirt, all rustproof, steel-filled, four wide side steels, hook in front of skirt, four garters, bust draw cord, deep lace trim; sizes 18 to 26 inches. Regularly \$1.25. Saturday 75

Corset Covers, fine nainsook embroidery and Val lace insertions, beadings and edges, silk draw ribbons; sizes 34 to 42 bust. Regularly 50c. Saturday 35

Princess Slips, fine nainsook, yoke and skirt finished with insertions and edge of linen lace, silk draw ribbons; sizes 34 to 42 bust. Regularly \$2.00. Saturday 1.25

Drawers, fine nainsook, new straight style, narrow scalloped edges, embroidery beadings; lengths 23 to 27 inches. Regularly 75c. Saturday. 47

Nightgowns, fine cotton crepe, requires no ironing after washing, slip-over style, edges on neck and arms of linen lace, silk draw ribbons; lengths 56, 58, 60 inches. Regularly \$1.50. Saturday 1.00

Combinations, corset cover and drawers, fine nainsook, daintily adorned with embroidery medallions, linen lace insertions, beadings and edges, silk draw ribbon; sizes 34 to 42 bust. Regularly \$2.50. Saturday 1.75

Linens in the Sale

HEMSTITCHED SHEETS REDUCED FOR QUICK SELLING.
Fine Hemstitched Sheets, delightfully finished with a 2 1/2-inch spoke hemstitched hem across the bottom; large size, 70 x 90 in. Regularly \$3.00. January Sale price Saturday, pair 1.08

PILLOW CASES, 3 PAIRS FOR \$1.00.
Plain Hemmed Pillow Cases, in two sizes, 42 x 33 or 46 x 38. January Sale price Saturday, 3 pairs for 1.00

4,000 yards of Factory or Unbleached Cotton, 36 inches wide. Regularly 10c and 12 1/2c yard. January Sale price Saturday, per yard 7 1/2

Dutch Cream Flannelette, heavy quality, with a warm, soft napping; width 28 inches. Regularly 10c and 12 1/2c. January Sale price, Saturday, yard 7 1/2

Checked Glass or Tea Towelling; 28 inches wide. January Sale price, Saturday, yard 7 1/2

Madapolam or Spanish Longcloth; sheer needle finish, for dainty undergarments; 42 inches wide. Regularly 15c and 16c yard. January Sale price, Saturday, yard 12 (Second Floor.)

Wonderful Ulster Coat Bargains

REGULARLY \$12.00, \$13.50 AND \$15.00 VALUES, TO CLEAR AT \$8.95.

200 Men's Heavy Winter Ulsters, of fine English tweeds, in fancy browns and greys; also some plain greys; they are tailored in good fitting, stylish, ulster style; 50 inches long, with two-way convertible collar; the popular style winter coat; the tailoring is the very best, and linings are of heavy 8.95 twill mohair; a good winter coat for a small price

YOUNG MEN'S ATTRACTIVE SUITS.
Made from good quality English tweeds, in black and grey; neatly striped; one of the newest single-breasted, three-button styles, with natural shoulder; short coat, high-cut vest, and medium narrow cuffed trousers; beautifully finished. Sizes 36 to 42. Price 15.00

A FINE ENGLISH WORSTED SUIT.
A good shade of brown, in almost plain pattern; perfect fitting; single-breasted, three-buttoned style, with linings, tailoring and finish of the best. Price 18.50

YOUNG MEN'S TWEED SUITS.
Neatly tailored from an imported English tweed of a dark brown, with small stripe; smartly tailored, single-breasted style, with single-breasted vest and long trousers; splendidly lined; sizes 32 to 35. Saturday special. 7.95

BOYS' BLUE NAP JUNIOR ULSTERS.
A particularly attractive style; made from imported blue nap cloth; cut double-breasted, with shawl collar, and all-around belt. Sizes 5 to 9 years. Saturday special 6.50 (Main Floor.)

Men's Combinations at \$2.75

Suits of men's pure wool, silk and wool mixtures and wool and cotton mixtures; made in the combination style, with closed crotch, wide back flap, fashioned to fit perfectly; every suit guaranteed unshrinkable. Regularly \$3.50, \$4.00, \$4.50, \$5.00 and \$5.50. Saturday, a suit, at 2.75

BOYS' SUPERIOR QUALITY SWEATER COATS.

These heavy Sweater Coats for boys are made from the very best pure wool yarns; fashioned to fit; made with the new shaker roll collar, which fits high and close to chin; colors are plain grey or maroon, or grey with maroon trimmings; sizes 26 to 32. Regularly \$3.50 and \$4.00. Saturday. 2.89

RUSH PRICE ON MEN'S NECKWEAR, 19c.

Men's Pure Silk Neckties, and several hundred pure silk knitted ties, in this season's colorings and designs, left over from Christmas selling. Regularly 50c and 75c. Saturday 19 (Main Floor.)

New Laces

Another lot of New French, German and Nottingham Filmy Laces, for evening gowns; many patterns and styles, in 12, 18 and 31-inch Flourishes.

20,000 dozen Val. and Torchon Laces to sell less than half-price, 12c per dozen, 2c, 3c and 5c yard.

HANDKERCHIEFS.

Lawn Handkerchiefs for men, 3 for 25c, 4 for 25c.

Lawn Handkerchiefs for women, 6 for 25c, 8 for 25c, 10 for 25c.

CORSET COVER EMBROIDERIES.

Underpriced for Saturday's selling, yard .11 (Main Floor.)

Framed Pictures 29c

Framed Pictures; odd lines left from Christmas stock; sepia and full color, landscapes and figure; many mouldings. Big value for early shoppers, at 29 (Sixth Floor.)

Rattan Rockers

Made of strong reed, in green, brown or natural finishes. Regularly \$3.10. Saturday special 2.85

Chiffonier, in mahogany, has large circular mirror. Regularly \$41.00. Saturday special 32.50

Dresser, in solid quarter-cut oak, golden finish. Regularly \$52.00. Saturday special 40.00

Dressing Table, to match above dresser. Regularly \$29.50. Saturday special 21.00 (Fifth Floor.)

Linoleums, Floorcloths and Tapestry Rugs

Hard-wearing Scotch and English Linoleums; a liberal choice of the best designs, in a good quality that will give you service for kitchen, sitting-room, bedroom or surround. Per square yard 39

Good Floor Oilcloth at 27c square yard; nice, bright, fresh-looking colors, and the best of tile and carpet designs; 36, 45, 54, 72 and 90 inch widths, at square yard 27

Scotch Tapestry Rugs; dozens of good designs, in green, tan, red and browns. 7.6 x 9.0, \$6.50; 9.0 x 10.6, \$7.75; 9.0 x 12.0, \$9.00; 10.6 x 12.0, \$10.25.

Special \$1.65 Mottled Axminster Rug, hard-wearing, made up of short ends of yarn; a good-looking rug; size 27 x 54. Special 1.65 (Fourth Floor.)

Men's Fur Lined Coats

Shells are made from extra fine Black English Beaver Cloth, thoroughly tailored and specially well trimmed. Shells that will retain their shape for years. The linings are the choicest Canadian spring muskrat, heavily furled, and nicely matched, the collars are of choice grade Canadian otter or select, even glossy curi Persian Lamb, in shawl or lapel shape. Our regular \$75.00 garments, Saturday, for 50.00

Men's Cloth Caps in corduroy, leather, beaver cloth and fine all-wool tweeds, in new colors and finishes, furnished ear bands. Saturday, special 75c

Men's Stiff Hats, finest English manufacture and the smartest 1914 shapes, made from extra fine grade fur felt with best quality custom leather sweatbands, in easy, self-comforming hat, and good buying at \$2.50. Saturday, special price 1.99

Men's soft hats, samples and balance new fall and winter styles, in plain and rough finish, felt, good range of color and sizes. 5% to 10% off. Regularly \$1.50 and \$2.00. Saturday. 75 (Main Floor.)

Pudding or Bake Dishes

Full silver-plated, bright finish, complete with inner lining and separate cover; several designs. Regularly \$6.00 to \$10.00. Saturday half-price, \$3.00 to \$5.00.

LARGE SILVER-PLATED TEA TRAYS.

With handles; slightly scratched. Regularly \$20.00 and \$25.00. Saturday \$9.00 and \$11.00.

3-PIECE SILVER-PLATED TEA SETS.

Including teapot, cream jug and sugar bowl. Regularly \$12.50 set. Saturday, set 9.65 (Main Floor.)

Odd Pieces of Fine Dinnerware

Dinner Plates, each 5
Tea Plates, each 5
Bread and Butter Plates, each. 4
Meat Platters, each, 15c and 25c.
Covered Vegetable Dishes, each 39
Cups and Saucers, each 30
Sauce Dishes, each 14
Sugar Bowls, each 19
Cream Jugs, each 10

DECORATED TEAPOTS.

Rockingham ware, with a variety of patterns; 4, 5 and 6-cup sizes. Regularly 30c, 35c, 40c. Special, each 19 (Basement.)

Silver Wrist Watches \$4.50

7 and 15-jewel Silver Wrist Watches, with straps of various colors, fine lever movements. Written guaranteed. Regularly \$6.00 to \$7.50. Special \$4.50 (Main Floor.)

Groceries

Finest Creamery Butter, White Clover Brand. Per lb. 24
Toasted Cornflakes, 3 packages 25
Imported French Peas. Per tin. 11
Finest Canned Corn. 3 tins. 25
Loaf Sugar, 4 lbs. 25
Rich Red Salmon, Tiger Brand. Tin. 15
Canned Fruit, Raspberries, Strawberries and Cherries. Per tin. 18
Clark's Pork and Beans, in Chili Sauce. Per tin. 10
One can California Sunkist Oranges, good size, sweet and seedless. Doz. 15
Finest Cuban Grapefruit, 4 for. 15
Gorton's H. P. Salmon, Fresh. Per bottle. 25
Macaroni's Pickles, mixed, chow white onion. Per bottle. 25
Baker's Cocoa, 5-lb. tin. 22
California Canned Asparagus Tips. 1 tin. 15
Crossed Fish Brand Sardines, 2 tins. 24
Finest Mild Cheese. Per lb. 18
Imported Canned Carrots, small and tender. 2 tins. 25
Fresh Peas, 1 lb. 15
Fancy Mixed Ricotta, 2 lbs. 25
Shirley's Macaroni, 2 lbs. 25
1,000 Fresh Roses, assorted colors, Reg. 75c. Per dozen 45 (Basement.)

Candies

1,000 lbs. Simpson's Special, an assortment of chocolate creams, fudge, caramels and bon bons. A very dainty candy for a week-end treat. Special, per lb. 25
Imported Rings, fruit flavors. Per lb. 25
Fresh Buttercups. Per lb. 10