

Store Opens at 8.30 a.m.

# The Robert Simpson Company, Limited

Store Closes 5.30 p. m.

## In the Whitewear Sale

The extremely generous values for Wednesday cannot but make your shopping trip a source of pleasure and profit. Simpson White-wear is of the better kind, yet priced no higher than the ordinary brands at any time, and offered this month at remarkable savings. Phone orders filled.

Women's Corsets, a most fashionable Royal Worcester model, in heavy white coutil; medium low bust; very long skirt and back; extra deep unboned skirt; finest rustproof boning; four wide side steels; six wide fine elastic garters; rubber hose clasps; bust draw cord; wide satin ribbon, edged with lace trimming; sizes 18 to 26 inches. A regular \$2.00 model. Wednesday, a pair ..... 1.25

Women's Night Gowns, nainsook, slip-over style; silk draw ribbon; lace edges on neck and sleeves; lengths 56, 58, 60 inches. Regularly \$1.25. Wednesday ..... 75

Night Gowns, fine nainsook; slip-over style; yoke of wide fine em-broidery insertion in shape; fine lace edges on neck and sleeves; wide and narrow silk ribbon; lengths 56, 58, 60 inches. Regularly \$2.50. Wednesday ..... 1.50

Princess Slips, fine nainsook; Val. lace insertions, beadings and edges; silk draw ribbons; sizes 34 to 42 bust. Regularly \$1.50. Wed-nesday ..... 1.00

Corset Covers, fine nainsook; yoke of insertions, beadings and edges of beautiful linen lace; silk draw ribbon; sizes 34 to 42 bust. Regularly \$1.00. Wednesday ..... 75

Drawers, heavy white cotton; ruffles of goods edged with wide lace; open or closed; lengths 23 to 27 inches. Regularly 35c. Wednesday for ..... 25

Combinations, fine nainsook; trimmed with embroidery medallions, Val. lace edges; silk draw ribbons; sizes 34 to 42 bust. Regularly \$1.50. Wednesday ..... 1.00

**\$3.00 CHILDREN'S COATS, \$1.50.**  
Children's Coats, heavy wool navy cloth; unlined, bound seams; stitched velvet collar; two patch pockets; novelty buttons; sizes 2 to 5 years. Regularly \$3.00. Wednesday clearing at ..... 1.50  
(Third Floor.)

## "Priestley's" Black Dress Fabrics

WEDNESDAY \$1.00. REGULARLY \$1.25 AND \$1.50 PER YARD.

Reliable black dress fabrics, made from the very finest yarns; dyed and finished by experts. Some of the newest weaves for the early spring season of 1914, including: Black Resilida, in rich silky finish, that are guaranteed positively unshrinkable. Black Cremona Pop-lins, a new weave, in fine crepe finish. Black Kremola Crepes, in fine worsted finish; a fine dust-resisting fabric that give extra good wear. Black Krimpola Armures, Black Ve-lasca, Black Sea Tulle, Black Mohairs, etc. Regularly \$1.25 and \$1.50 per yard. Wednes-day, per yard ..... 1.00  
Dress Goods Dept., 2nd Floor.

## "Initial" Handkerchiefs

for children, white lawn, with colored border and neat colored initial. January Sale, Wednesday, 6 for ..... 10  
"Initial" Handkerchiefs for Men, white lawn, 3/4-inch hemstitch border, full size, silk embroidered initial. January Sale, Wednesday, 4 for ..... 25  
Children's White Lawn Handkerchiefs, narrow hemstitch border, fine smooth finish. January Sale, Wednes-day, 5 for ..... 10  
(Main Floor.)

## Remnants of Embroideries

Mill Ends of Embroideries, an im-mense variety of patterns, clean-up; the remnants are all clean, fresh from the mill; insertions, edgings, beadings; corset covers and flouncings; lengths 1 1/4 to 5 yards. On sale Wednesday. Half Price

Corset Cover Embroideries, 17 in-ches wide, good quality of cloth, pretty openwork patterns; specially bought for our January White Goods Sale. Special Wednesday, per yard ..... 18  
(Main Floor.)

## New and Delightful Lingerie Waists

THREE FOR CHOSEN SPECIAL DESCRIPTION

79c—A very fine English cambric, in light butcher blue; fastened in front with white crocheted buttons; low "Sunshine" collar and cuffs of white pique, with scalloped border; all sizes to 42. Regularly \$1.00. Wednesday special ..... 79

80c—A Dainty Shirt Waist of fine white linen, fastened in front with crystal buttons; low "Sunshine" collar, with triangular corners of blue cambric, finished white edging; patch pockets and cuffs to match; sizes 32 to 42 in. Regularly \$1.25. Special Wednesday ..... 80

80c—A splendid Waist of white English crepe, made in severely tailored effect; open front, fastened pearl buttons; shaped yoke, and dropped shoulders; turn-over collar, man's coat style; long sleeves; fancy cuffs; sizes 32 to 42 in. Regularly \$1.48. Wednesday special ..... 95  
(Third Floor.)

## White Beaver Hats \$1.50

MIDWINTER WEAR, REGULARLY \$3.75 AND \$4.50.

200 shapes, with long, fluffy nap; small and medium styles, from one of the best manufac-turers in England. Bought to sell regularly for \$3.75 and \$4.50. Wednesday ..... 1.50

Black Beaver Hats, of the same quality, from the same manufacturer. Have been selling for \$2.25 and \$3.00. Wednesday ..... 1.00

Trimmed Hats from our reserve cases, pre-pared for the holiday rush; all strictly up-to-the-minute. Regularly \$4.85, \$5.50, \$6.50 and \$7.50. Wednesday ..... 2.50

Skating Hats and hats for out-of-door sports; complete range. January prices \$1.50 and \$2.25.  
(Second Floor.)



## Clean-up Sale of Men's Ulsters at \$8.95

These winter coats are worth \$12.00, \$13.50 and \$15.00, and at the price we mark them for Wednesday make an attractive bargain. The materials are English tweeds in all the new shades and patterns of browns and greys, a good wearing, serviceable cloth. Double-breasted ulster style, 50 inches long, with two-way convertible collar; strong, good wearing linings and good tailoring. Wednesday ..... 8.95

**OUR \$15.00 SUITS FOR MEN.**  
Most satisfactory suits that stand the wear, give service. The biggest value to be had. English tweeds and worsteds; fancy stripe patterns; plain blue and blacks and plain grey; beautiful cloths that are most desirable. Cut single-breasted, three-button style, with splen-did twill mohair linings and tailored by the most expert tailors; sizes 34 to 44. Price 15.00

**MEN'S SUPERIOR QUALITY SUITS.**  
The material in these high-grade suits is a beautiful English worsted in a rich brown. Only a very small and subdued stripe pattern is shown. Cut in a good fitting single-breasted, three-button style, finest twill mohair linings, and the workmanship the best. Price 22.00.

**BOYS' WOOLEN TEDDY BEAR SUITS, REGULARLY \$4.50, FOR \$2.95.**  
Four-piece suits, made from wool yarns in grey and red. Smart little coat sweaters to button up close to neck, long trousers with leather strap to fit over shoe, hockey style toque and mittens to come well up over the sleeves of sweater; sizes 3 to 6 years. Wednesday 2.95

**BOYS' GREY AND FANCY-TWEED ULSTERS.**  
Single and double-breasted ulsters, strongly tailored from imported cloth, in dark shades, well lined and finished, convertible collars; sizes 32 to 35. Wednesday ..... 4.95

**Men's Tweed Golf Caps**  
Medium large peaks, with snap fasteners; made from fine all-wool materials, in new patterns and colors, to match the present popular colors and patterns in overcoats; each cap with fur-lined ear-bands. Wednesday's special ..... 95

**MEN'S PERSIAN LAMB CAPS.**  
In driver shapes; round and square crowns, with adjustable peaks and sliding bands; well lined and finished. Wednesday's special ..... 4.95

## Dresses for Misses and Women Wednesday \$7.95

REGULARLY \$17.50 TO \$22.50.

Sample Dresses, all different, made from satins, silks, charmeuse and velvets, all in the newest styles. Colors are brown, navy, black, Copen, purple, tan, etc. Wednesday ..... 7.95

**WINTER COATS IN SMART STYLES, REGULARLY \$12.50 TO \$16.50, WEDNESDAY \$5.65.**  
Warm tweeds, reversible and blanket cloth and diagonals. The styles are all the very latest becoming models, with the new sleeves and yokes. Smart sports coats and suitable styles for elderly women. Wednesday ..... 5.65

**GIRLS' COATS, SPECIAL AT \$2.95.**  
All the odds and ends of the better materials, such as tweeds, chevots and beaver cloths, in a splendid variety of styles for girls from 6 to 14 years of age. Clearing Wednesday ..... 2.95

**TWEED SKIRTS, \$2.35.**  
Made from all-wool tweeds, in mixtures of light or dark grey, green, brown and tan. A number of smart plain styles, made to sell at double the price. A good assortment of sizes. Wednes-day ..... 2.35  
(Third Floor.)

## An Unusual Offer of Colored Dress Satins at \$1.18 Per Yard

Widths run from 36 to 40 inches, and colors include all the popular evening tones, with plenty of darker shadings. The weaves are satin messaline, satins de chine, duchesse paillette, and several two-tone shot effects. A few of the colors are: Copenhagen, saxe, brown, Alice, reseda, tan, purple, empire, old rose, maize, gold, amethyst, sky, pink, taupe, new navy. Sale price Wednes-day, per yard ..... 1.18

**SUBSTANTIAL REDUCTIONS IN THE BLACK SILK SALE.**  
It is well to remember that black will be universally worn during the coming season, and the early buyer effects considerable savings during this sale.

**REGULAR \$1.25 BLACK SILKS, 95c.**  
Nearly 1,000 yards of a lovely quality paillette de chine; very fine, pure dye, black, that drapes nicely; 38 inches wide ..... 95

**REGULAR \$1.35 BLACK SATIN, \$1.18 YARD.**  
A satin messaline of perfect weave, good weight and rich finish; 38 inches wide. Regularly \$1.35, for \$1.18. Wednesday ..... 1.18

**REGULAR \$1.50 BLACK DUCHESE, \$1.35.**  
39 inches wide; a number we have never sold under \$1.50 previously; bal-ance of 300 yards at this reduction ..... 1.33

**REGULAR \$1.85 BLACK SUITING SATIN, \$1.53.**  
This is of Swiss manufacture, and carries with it the maker's guarantee of quality. Regularly \$1.85. January Sale ..... 1.53  
Telephone Orders Filled.

## Clearing Lines of Boots and Rubbers

**MEN'S \$2.50, \$4.00 AND \$4.50 BOOTS, \$2.45.**  
2,000 pairs of men's button and laced boots in patent cow, box kip, dongola kid, tan Russia calf and gummett leathers. Every pair perfect in finish, fit and material, and sold regularly at \$2.50, \$4.00 and \$4.50. Some are leather lined. All sizes from 5 to 11. Rush price, Wednesday 2.45  
Telephone Orders Filled.

**WOMEN'S \$2.50, \$3.00 AND \$3.50 BOOTS, \$1.95.**  
Every size but 8 1/2 and 9 in these special clearing lines of women's button and laced boots. They are standard American and Canadian makes in all popular leathers (including 300 pairs of "Queen Quality" samples). Sizes 2, 2 1/2, 3, 3 1/2, 4, 4 1/2, 5, 5 1/2, 6, 6 1/2, 7 and 8. Regularly \$2.50, \$3.00 and \$3.50. Rush price, Wednesday 1.95  
Telephone Orders Filled.

**FINEST IMPORTED CAMEL HAIR AND WOOL SHIPPERS, WITH BEST QUALITY FLEXIBLE LEATHER SOLES, VERY WARM AND COMFORTABLE:**  
Men's, sizes 8 to 11 ..... 55  
Women's and Boys', sizes 3 to 7 ..... 50  
Misses' and Boys', sizes 11 to 2 ..... 45  
Children's, sizes 3 to 10 ..... 40  
Infants, sizes 3 to 6 ..... 35

**WARM HOUSE SLIPPERS.**  
Light city weight reinforced, corrugated soles and heels:  
Men's, sizes 8 to 12. Wednesday ..... 75  
Women's, sizes 11 to 2. Wednesday ..... 47  
Child's, sizes 3 to 10 1/2. Wednesday ..... 35

**LEATHER TOP RUBBER BOOTS, \$2.49.**  
Best quality, snap-proof rubber boots, with rolled edge soles and solid rub-ber heels, bellows tongue, 3-inch leather top, strong leather laces with every pair. Sizes 6 to 12. Regularly \$3.25. Wednesday ..... 2.49

**GUM RUBBER BOOTS, \$1.50.**  
Heavy snap-proof, pure Para gum rubber boots, two buckle and three eyelet styles, reinforced rolled edge soles, solid rubber heels, bellows tongue. Sizes 6 to 12. Regularly \$2.85. Wednesday ..... 1.50

Made on neat, easy-fitting lasts, in button and laced styles, fine black and chocolate kid, medium weight, flexible McKay and hand-turned soles. Sizes 2 1/2 to 10 1/2. Regularly \$1.00 and \$1.25. Wednesday ..... 95  
(Second Floor.)

## The Picture Framing Offer

During January we are giving a reduction of 20 per cent. on all mouldings and made-up frames. Large variety to select from. We also quote on the re-silvering of old mirrors.

**METAL PHOTO FRAMES, 35c.**  
300 only, gilt and antique gilt frames, in assorted sizes; mini-ature card and cabinet, square and oval shapes, solid metal backs; will either stand or hang. Regu-larly 50c. Wednesday ..... 33  
(Sixth Floor.)

## Optical Service

Scientific examinations by Doc-tors of Optometry.  
Optical Dept., 2nd Floor.

## French Ivory Toilet Goods

Engraved without charge Wed-nesday. We will engrave Loonen's and Dupont's ivory goods free of charge in whichever of the newest effects you prefer; you will save money by taking advantage of this offer. We import direct from the makers. Our prices are based on direct importation.  
(Main Floor.)

## Washable Materials

28 Inch Mercerized Striped and Cross-bar Muslins, pure bleached, for waists and dresses. Regularly 25c. Monday special ..... 15

27 Inch Wrappettes, in dark colors, also black and red reversible checks and tartan plaid. Regularly 12 1/2 and 15c. Bargain Counter .S

28 Inch Mercerized Vesting, in figures, spots or stripes; some shop soiled. Wednesday clearing ..... 10  
(Second Floor.)

## Double Bed Quilts \$1.48

White Crochet Bed Spreads, heavy quality, good designs, with hem-mended ends, late size, 67 x 86. Regularly \$2.00. January Sale Price, Wednesday ..... 1.48

**STURDY ALL LINEN TABLE CLOTHS, \$1.98.**  
Damask Table Cloths, in pretty round designs, size 2 x 2 1/2 yards. January Sale Price, Wednesday ..... 1.98

**60c CREAM TABLE DAMASK, 48c YARD.**  
Heavy all linen semi-bleached Table Damask, will bleach perfectly white, width 70 inches. Regularly 60c yard. January Sale Price, Wed-nesday, yard ..... 48

**BLEACHED SHEETS REDUCED TO \$1.05 PAIR.**  
Plain Bleached Sheets, firm, even weave, with a nice linen finish, late size, 2 1/2 yards. Regularly \$1.00 pair. January Sale Price, Wednesday, pair ..... 75

**Hamstitched Pillow Cases, free from filling, two sizes, 42 x 38 and 48 x 24. January Sale Price, Wednesday, pair ..... 43**

**CLEARING OF CREAM FLANNELLETTE.**  
Cream Dutch Flannellette, heavy quality, with 35 inches. Regularly 12 1/2c yard. January Sale, Wednesday, yard ..... 9

Factory or Unbleached Cotton, 34 inches wide. Clearing Wednes-day, yard ..... 4

No phone or mail orders for this.

**NAINSOOK REDUCED FOR QUICK SELLING.**  
Fine English Nainsook, 38 inches wide, sheer needle finish, for adult and children's dainty underwear. Done up in lengths. Regularly \$1.30. January Sale Price, Wednesday, 12 yards for ..... 1.30

2,500 yards Circular Pillow Cotton, width 42 inches. Nice even weave, free from filling. Regularly 35c yard. January Sale Price, Wed-nesday, yard ..... 18  
(Second Floor.)

## 97-Piece Dinner Sets \$7.25

Semi-porcelain, with a two-color floral de-coration. Regularly \$9.25. Special at 7.25

Blue Decorated Dinnerware, on fine semi-porcelain, underglaze decoration, with gold tracing. Dinner Plates, 8c each. Breakfast Plates, 7c each. Tea Plates, 5c each. Bread and Butter Plates, 5c each. Cups and Saucers, 8c each. Meat Platters, 10c each. Salad Bowls, 15c each.  
(Basement.)

## Men's "Penangle" Fleece Underwear

1,000 garments, with double breast and double back to the shirts and double seat to the drawers; linings are pure wool, san-itary fleeces, with shells of a strong cotton, in light drab; all sizes in stock from 34 to 44. Regularly 75c. Wednesday ..... 63

**LAMBSOWN UNDERWEAR, 75c.**  
700 garments of Men's Genuine Lambe-down Pure Sanitary Fleece Underwear, shirts and drawers; extra heavy weight, grey cotton shell; all sizes in stock. Regu-larly \$1.00. Wednesday ..... 75

**"ELLIS" PURE WOOL UNDERWEAR.**  
1,000 garments of the natural shade pure wool underwear, shirts and drawers; knitted in the spring needle style; these are the last from the Ellis factory, and sold regu-larly for \$1.50. Wednesday to clear 1.00  
(Main Floor.)

## Comfortable Carpets for Winter Days

A big wide range of useful carpets is displayed in the various sections of the Carpet Department, covering all require-ments in both style and price.

**Union and Wool Carpets, 36 inches wide.** At per square yard, 37c, 48c, 68c, 75c, 85c and \$1.00.

**An Enormous Range of Scotch Tap-etry Carpets, 27 inches wide.** At per square yard, 55c, 60c, 65c, 75c, 80c and 95c.

English and Domestic Brussels Car-pets, Oriental styles, self colors and floral effects, \$1.00, \$1.15, \$1.35, \$1.45 and \$1.60 per yard.

Splendid Axminster Carpets that will wear well and have a good appearance, at per square yard, \$1.50, \$1.75, \$2.25, \$2.75 and \$3.25.

**Lovely Seamless Wilton Rugs, of super-bior quality, designs and colors that are entirely unobtainable in anything but these wonderful rugs which are woven absolutely without seams. The most costly and famous Oriental rugs are re-produced in these fabrics in a way that is wonderful. We stock the following sizes in a great many different styles—**  
4 1/2 x 2 1/2, \$5.85; 5 1/2 x 2 1/2, \$7.50; 4 1/2 x 6 1/2, \$16.00; 5 1/2 x 7 1/2, \$22.50; 6 1/2 x 9 1/2, \$35.00; 7 1/2 x 11 1/2, \$45.00; 9 1/2 x 12 1/2, \$59.50; 9 1/2 x 12 1/2, \$59.50; 9 1/2 x 13 1/2, \$75.00; 11 1/2 x 13 1/2, \$81.50; 11 1/2 x 14 1/2, \$85.00; 11 1/2 x 15 1/2, \$90.00.  
(Fourth Floor.)

## Draperies Specially Priced

**MERCERIZED TAPESTRY CUR-TAINS, \$2.75 PAIR.**  
In olive, green, brown and crim-son; also two-toned effects; a very heavy, classically woven curtain. Wed-nesday, per pair ..... 2.75

**ORIENTAL COUCH COVERS, \$3.49 EACH.**  
In medallion and conventional ef-fects. Oriental colors and designs; reversible, heavy and durable; size 60 x 100 inches. Very special value each at ..... 3.29

**UPHOLSTERING TAPESTRIES, \$1.85 YARD.**  
English, French and German manufacturers are represented. This stock is selected with the utmost care and judgment, gained by years of experience; 50 inches wide, for wall decorations, hangings, and cov-ering furniture, tapestry is always in style. See the ranges. Yard 1.85

**LACE NETS.**  
A large assortment of designs to suit almost any window, in heavy or light effects; 60 inches wide. Very special value at, yard ..... 25

**ENGLISH CHINTZ, 28c YARD.**  
A wonderful collection of colors and designs, 32 inches wide, suitable for slip covers, bedroom hangings, cushions, etc.; all fast washing shades. Regular values 35c and 40c. Wednesday, yard ..... 28

**40c ROMAN STRIPE TAPESTRY, 25c YARD.**  
Forty inches wide; red, green and white stripes; a most effective cur-tain for a very low price. Wednesday, yard ..... 25

**NOTTINGHAM LACE CURTAINS, 80c PAIR.**  
3 and 3 1/2 yards long; white only. About 175 pairs in this lot. On sale Wednesday, pair ..... 80  
Estimates on all kinds of uphol-stering given free of charge at the house. Phone call or write Drapery Department, Fourth Floor.

## Living Room Papers

Where living rooms have taken the place of the parlor, papers should be used that are artistic, practical and colored to suit the styles and colorings of draperies and finishes.

Hand-made blends can be match-ed exactly, and leave no seams on the walls; can be used with or without panelling.

Room lots, \$8.40 and upwards.

New Tapestries, Leatherettes, Clochettes, Damaska, Cretonnes, Me-tallics, Velours, in latest designs and colorings of soft greys, tans, browns, greens. Per roll, 50c, 50c, 75c, \$1.00 up.

Bands or Straps, in wood or paper, for panelling or decorating walls or ceilings. Per foot or yard, 5c, 8c, 10c, 15c, 25c, 35c.

Beautiful Friezes for uppers or under plate rails, scenic and fruit. Per yard, 15c, 25c, 50c up.  
(Fifth Floor.)

## Ladies' Sterling Silver Card Cases

At One-Fifth Less Than Ordinary Prices.

With chain attachment, the very newest pat-terns, hand engraved or engine turned, straight line engraved, fleur-de-lis and line engraved. Every case is stamped English hall mark, lined in silk and suede with card pockets, some with celluloid writing tablet and sterling silver pen-cil. Regular selling prices \$8.00, \$9.00, \$11.00, \$12.00, \$12.75, \$13.00 to \$19.00. Wednesday 25 cents will be taken from every dollar of these prices.  
(Main Floor.)

## The Groceries

2,000 stone Fresh Rolled Oats, per stone ..... 35

Choice Side Bacon, peameal half or whole ..... 25

Best B. Leatherettes ..... 25

Canned Corn or Peas, 3 tins ..... 25

Finest Canned Tomatoes, per tin ..... 25

Choice Pink Salmon, 1/2-lb. flats, 3 tins ..... 25

One ear Finest Mexican Oranges, good size and sweet. Regularly 30c. Per doz. ..... 45

Eastport Shortening Compound, 3-lb. pall. ..... 45

Pot Barley, 5 lbs. ..... 45

Canned California Peaches, large tin ..... 45

Pure White Clover Honey, 5-lb. pall ..... 45

Oxo Cubes, 2 tins ..... 25

Teller Cream Soda, 3-lb. box ..... 25

Grappa Nuts, 2 packages ..... 25

Canned Beans, golden wax or green, 3 tins ..... 25

Bluebell Jelly, Powders, assorted, 4 pkgs. ..... 25

Canned Beets, Rosebud brand, per tin ..... 25

Finest Evaporated Peaches, 2 lbs. ..... 25

Spanish Onions, 5 lbs. brand, per tin ..... 25

Scott Taylor's Worcester Sauce, 3 bottles ..... 25

Onion Salt for flavoring meats and gravies, per bottle ..... 25

**FRESH ROASTED COFFEE, PER LB., 24c.**  
1,000 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Wednesday, per lb. ..... 24  
(Basement.)