

Store Opens at 8.30 a.m.

The Robert Simpson Company, Limited

Store Closes at 5.30 p.m.



Whitewear Sale

A Revelation of Novelties and Values

Knowing what preparation has been made for this sale, we know a few printed lines are quite inadequate to give you any idea of these attractions. It is necessary to see to appreciate them.

Every section of our great Whitewear Department on the Third Floor is showing attractive novelties in new styles at prices that are away below what could reasonably be expected. Women's, children's and infants' wear of the newest and most attractive design are contained in this sale.

Corsets—A special purchase of fine corsets of a famous make, 600 pairs for Monday's selling. A stylish model in fine white coutil, low bust, long skirt, 4 fine garters, finest ruffled boning, free hipbone model, fine embroidery trim, silk draw cords in bust, sizes 28 to 28 inches. Regularly \$2.00 pair. Monday sale price, pair 1.00

Corset Covers—2 dainty styles in nainsook, full front, all lace trim or with lace and embroidery trim, silk ribbon draw, Dorothy and K brand makes. Sizes 32 to 42 bust. Regularly up to 50c each. Monday sale price25

Corset Covers—2 exquisite styles in all-over embroidery or nainsook, with beautiful embroidery trim, silk ribbon draws. Sizes 32 to 44 bust. Regularly \$1.00 and \$1.25 each. Monday sale price75

Brassieres—4 "Bism Jolie" and H and W styles, fine balliste, hooked front or crossed-back styles, short steels in front sections, beautiful embroidery or linen lace trims. Sizes 34 to 46 bust measure. Regularly 95c, \$1.00 and \$1.25. Monday sale price60

Nightdresses—Fine white flannelette, yoke-back and front, 24 small tucks in clusters, high neck, long sleeves, hemstitched ruffle on neck and cuffs, large full sizes; lengths 56, 58 and 60 inches. Regularly 85c each. Monday sale price55

Combifronts—Heavy ribbed knit white cotton, high neck, long sleeves, ankle length, buttoned down front, bead trim, neat lace edge trim, small edges. Sizes 32 to 42 bust. Regularly 75c and 85c each. Monday sale price, all sizes, each50

Boudoir Caps—Clearing many exquisite styles in fancy mulls, voiles and all-over lace, silk ribbon rosettes and edges of crimped lace, elastic in band. Regularly 75c, 85c and \$1.00 each. Monday sale price, each45

Nightdresses—A beautiful nainsook gown in low neck elbow sleeve style trimmed with very fine val lace and embroidery, and wide and narrow ribbons. Lengths 56, 58 and 60 inches. Regularly \$2.00 each. Monday sale price 1.95

Petticoats—Two handsome styles, nainsook, beautifully fine embroidery or lace flounce, perfect fitting around hips; lengths 38, 40 and 42 inches. Regularly \$2.00 and \$2.50 each. Monday sale price, each 1.60

Infants' Night Slips—Fine white flannelette, tucked front, lace edge on neck and cuffs; length 30 inches. Regularly 50c each. Sale price 35c

Girls' White Dresses—A charming style, fine all-over eyelet embroidery waist and skirt, V neck, short sleeves, neck formed with rows of val lace insertion and edge of lace; sizes 6 to 14 years. Regularly \$4.00 and \$4.25, according to size. Monday sale price, each 2.75

Flannel Shirt Waists \$1.00

Of French or English pure wool and silk and wool flannel, light and dark stripes and plain colors, cream, scarlet, navy, etc.; severe tailored style; all sizes. Regularly \$2.50 and \$3.50. Monday 1.00
No Phone or Mail Orders.

Cut Glass
Handsome 4-in. Fruit Bowl, with floral cutting, \$5.50 value. Monday 2.95
Wares, 10-inch size, new shape and floral cutting, \$5.00 value. Monday 2.75
Wares, 7-inch size, trumpet shape, pair star cutting, \$2.95 value. Monday 1.49
Wares and Cut Glass Sets, handsome satin finish, floral design, \$2.75 value. Monday, per set 2.75

News of Today's Selling
The Great White Goods Sale begins. Display of Spring 1915 Wash Goods, Women's and Misses' Coats and Suits less than half price. First Foot Sale of the New Year. Great opportunity for buying Black Dress Fabrics, Silks, Satins, Moires, Cordes, and Scotch Cloths. Specials in House Furnishings, including Furniture, Stoves, Draperies, Chinaware and Electric Fixtures.

Dinner Set
97-piece Semi-porcelain Dinner Set, with underglaze border pattern, in neutral blue. Regularly \$6.95. Monday, set 4.95
Only one set to customer. Cash not promise to fill phone or mail orders.

Water Dish, 15c; Sugar Bowl, 15c; Tea-Bon (handled), 15c; 8-inch Fruit Bowl, 15c; Cup and Saucer, like cut, 7c.

At 19 Cents
450 Fruit Stand, 25c China Dinner Plates, 35c Meat Platters, 45c Glass Syrup Jugs, 3c 3-cup Decorated Teapots, 40c Salad Bowls, 2-cup Cream Jugs, 35c China Cups and Saucers, roll handles, 35c Glass Water Pitchers, 15c Cut Glass Salt or Pepper Shakers.

Fancy Blanket Robes \$2.95
Luscious Robes of double-faced fancy blanket cloth, Copenhagen or grey with white, also navy with red; rope girdle at waist, sailor collar finished with fine ribbon, sizes 34 to 44. Monday 2.95
Extra Quality Mercerized Satin Petticoats, in black only, cut extra size to suit stout figures, hip measurement 44 inches, flounce of knife-pleating and pin-tucking with deep underpick, lengths 38, 40 and 42 inches. Monday 2.00
Misses' Petticoats, ribbons, and small women's petticoats of soft finish mercerized satinen, in black only, flounce of pin-tucking, finished with knife-pleated fill, with underpick, lengths 32, 34 and 36 inches. Monday75

Our Semi-Annual Sale in the Custom Tailoring Dept.

will be the event of the year in the clothing business. It includes:

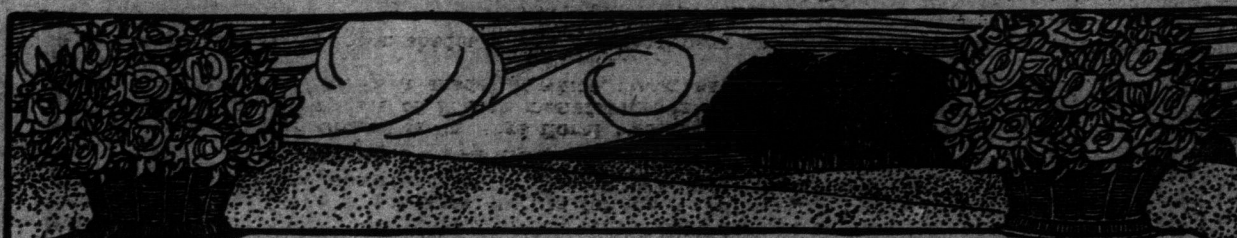
Highest class Custom-made Suits less than half price.

Choice of Sack, Morning Coat or Frock Coat.

No matter what you're paying for a suit, you cannot get any higher grade clothing or more exclusive tailoring than we guarantee in this sale.

150 Suit Lengths in the lot, which we sold in the regular way for \$25.00, \$28.00, \$30.00, \$34.00, \$37.00 and \$39.00 the suit. The materials are personally selected by our buyer for high-class custom tailoring trade, and include the newest patterns of the most celebrated makers. Fancy chevrons and worsteds of English make, also Scotch and Irish tweeds, in rich browns, greens and grays. Made in sack, morning coat or frock coat style from measurement taken Monday or Tuesday. All one New Year's price **19.15**

N.B.—See Window Display.



NEW SEASON 1915 WASH GOODS IN JANUARY SALE

A new feature of our January Sale is the display of 1915 Wash Goods. New York stores get them early for customers who spend the winter in the south. Our buyer has secured many novelties which will be all the rage here next May, and you may have them made or make them up yourself at your leisure in the simple effective designs now authoritatively announced for spring wear. Some of these goods will be very scarce later in the season. Buy them now.

28-inch Heavy White Granite Crepe, for waists, dresses, underwear, nightwear, etc. Regularly 25c. Monday15
28-inch White Spot Crepe, a soft wear suitable for many purposes. Regularly 25c. Monday15
18-inch Cotton Diapers, absorbent and antiseptic. Regularly 10 yards for 90c. Monday, 10 yards 60c.

NEW WASH FABRICS ALL OVER THE DEPARTMENT
40-inch Silk and Cotton Organzies, in large floral effects on colored grounds. Special price 40c
40-inch Ratines, heavy weights of French manufacture in marie effects. Exceptional value 40c
28-inch Fine Mercerized Poplin, in shades of white, black, sky, Copenhagen, navy, pink, lavender, etc. Very special value 25c
38-inch Crepes, a clearing lot in shades of sky, old rose, navy and green. Less than one-third less than their regular value 11c

Linens and Staples in the Sale

500 Comforters, Rush Price \$1.00. Double bed size, 70 x 70 inches. Cannot accept phone or mail orders, and not more than three to a customer. 8.30 a.m. Monday 1.00
Flannelette Blankets, for double beds, size 64 x 76 inches. A limited quantity. Monday, pair 1.00
Bleached Sheets, hemmed, size 70 x 90 inches. Monday, pair98
Striped Flannelette, soft, warm napping, for night shirts, pyjamas, etc. 32 inches wide. Regularly 15c and 16c yard. Monday, yard11
Elastic Sheeting, heavy round thread, linen finish, width 80 inches. Regularly 35c yard. Monday, yard25
48-inch Circular Pillow Cotton, closely woven. Regularly 25c. Monday, yard21
Fine English Nainsook, 36 inches wide, in 12-yard lengths. Regularly \$1.50. Monday, 12 yards for 1.13
Bleached English Longcloth, 36 inches wide, "Queen's Own" brand. Regularly 18c yard. Monday, yd. 13
Heavy Cream Flannelette Sheeting, 70 inches wide. Regularly 50c yard. Monday, yard39
Round Scaloped Damask Table Cloths, size 72 x 72 inches, assorted designs. Monday 1.95
Maish Bed Comforters, laminated cotton filling, alkali-free covering; size 72 x 72 inches. Regularly \$4.50. Monday 2.95
Damask Table Napkins, bordered designs; size 22 x 22 inches. Monday, dozen 1.95
Brown Holland Linen, for serviceable wash dresses, aprons, etc. 38 inches wide. Monday, yard25

Winter Clothing for Men and Boys

MEN'S WORSTED TROUSERS, MONDAY, \$1.48.
Regular \$2.50 and \$2.75 values 500 pairs of good serviceable trousers, made from English trousers in striped greys; sizes 32 to 44. To clear 1.48
Boys' Blue Check Skater Coats, \$4.75—Double-breasted with shawl collar, of mackinaw cloth in blue and black checks; sizes 6 to 15 years. Monday 4.75
Men's \$3.00, \$3.75 and \$4.00 Worsteds Trousers at \$2.49—Medium and dark greys, neat stripe designs; sizes 32 to 44. To clear 2.49

MEN'S WHITE SHIRTS, 50c.
Pleated bosom, Canadian manufacture, laundered cuffs and collar bands; all sizes 14 to 18. Regularly \$1.25. Monday 50c

BOYS' FAWN CORDUROY SUITS, MONDAY \$6.00.
Single-breasted, yoke Norfolk style with bloomers; sizes 12 to 15 years. Monday 6.00
Boys' Heavy English Natural Pure Wool Shirts and Drawers, in sizes for four years to twelve years only. Regularly \$1.00. Monday50
Boys' Heavy English Flannelette Nightrobes, a few slightly counter soiled, all sizes in the lot, 11 to 14. Regularly 75c. Monday49
Boys' Negligee Shirts, laundered cuffs and collar bands; all sizes. Regularly 50c. Monday30
Boys' All-Wool Combinations, heavy weight, English make, sizes for 11 to 14 years only. Regularly \$1.50. Monday80

SALE OF FURNISHINGS FOR BOYS.
Many lines of boys' underwear, these lined or merino, shirts and drawers, not all sizes in each line. Regularly 50c and 75c. Monday, each garment 35c
Boys' Heavy English Natural Pure Wool Shirts and Drawers, in sizes for four years to twelve years only. Regularly \$1.00. Monday50
Boys' Heavy English Flannelette Nightrobes, a few slightly counter soiled, all sizes in the lot, 11 to 14. Regularly 75c. Monday49
Boys' Negligee Shirts, laundered cuffs and collar bands; all sizes. Regularly 50c. Monday30
Boys' All-Wool Combinations, heavy weight, English make, sizes for 11 to 14 years only. Regularly \$1.50. Monday80

CHILDREN'S WOOL TOQUES.
Plain stitch, dark shades. Regularly 25c and 30c. Monday 15c
Boys' Cloth Caps, golf shape, in tweeds, fur and cloth lined ear bands. Regularly 35c and 45c. Monday 25c
Children's Fur Robes, Thibet lambskin, large size, envelope or square shape. Feet lapped. Regularly \$4.00. Monday 4.50

Our Climate Demands Good Boots

MONDAY'S SALE WILL PROVIDE THEM. MEN'S \$3.00 TO \$4.00 BOOTS, MONDAY \$1.99.

Lace, Blucher and elastic styles, gunmetal calf, tan and black tiger calf, box calf and box kip leathers. Solid boots, suitable for dress or service wear; sizes 6 to 11. Regularly \$3.00 to \$4.00. Monday bargain 1.99

WOMEN'S BOOTS, MONDAY \$1.99.
Dress or street boots, in button or lace styles, gunmetal calf, vic kid and patent calf leathers, solid leather, flexible soles; spool, Cuban and military heels; cloth, full kid and mat calf tops in the lot; plain and toecap vamp. All sizes 2 1/2 to 7. Regularly \$2.75 to \$4.00. Monday 1.90

WOMEN'S HOUSE AND EVENING SLIPPERS, MONDAY \$1.25.
450 pairs hand-turned soles, one and two-strap and four-bar styles. Cuban and low heels; fine patent and kid leathers; sizes 2 1/2 to 8. Regularly \$1.40 to \$1.75. Monday 1.20

BOOTS FOR BOYS, MONDAY \$1.99.
300 pairs of whole stock grain calf boots; the leather the British soldiers are wearing. Blucher style, belows tongue to top; heavy winter soles; solid leather heels; water-proof as it is possible to make leather; sizes 1 to 5. Regularly \$2.50. Monday 1.99

CHILDREN'S BOOTS AND SLIPPERS, 50c.
350 pairs English made slippers and hand-turned sole boots. Made of fine kid leather. Slippers are one-strap style. Boots have patent toecaps. Spring and low heels in the lot. Boots, sizes 3 to 7. Slippers, sizes 7 to 10 and 11 to 3. Regularly 65c, 75c and \$1.00. Monday 30c
No Phone or Mail Orders.

Dress Goods and Silks

4,000 Yards All-Wool Crepes—Color range including Copenhagen, brown, Alice, pink, purple, Russian green, battlehip grey, smoky tan, brown, taupe, midnight blue, etc. Regularly \$1.00 and \$1.25. Monday, yard 75c
2,000 Yards English Serge and Cheek Suiting, guaranteed thoroughly soap shrunk and fast dye, fine and medium wools, in all the staple shades, shepherd checks, four sizes of check, all 32 inches wide. Regularly 75c and 85c yard. Monday 55c
\$1.25 Silk and Wool Poplin, for afternoon or party dresses, superb color range. Monday, per yard80

THE BLACK SILK SALE.
35-inch Black Duchesse Satin and 38-inch Satin Fallottes. Regularly \$1.25. Monday 1.10
300 Yards of 39-inch Black Silk-Satin. Regularly \$1.95. Monday 1.90
"Bonnet's" Fanned Black Suiting Satin. Regularly \$1.44. Monday 1.44
"Bonnet's" Black Peau-de-Seigle, 36-inch wide. Per yard 1.44
\$2.00 Black Dress and Suiting Satins—Severe finishes and weights. Monday 1.95
Black Moire Velours—Reduced from \$3.00 and \$3.50 to, yard 2.44

Fine Scotch Tapestry Rugs

BEST DESIGNS AND COLORS FOR ALL ROOMS.
9.0 x 9.0, special value 7.99
9.0 x 10.0, special value 9.25
9.0 x 12.0, special value 10.45

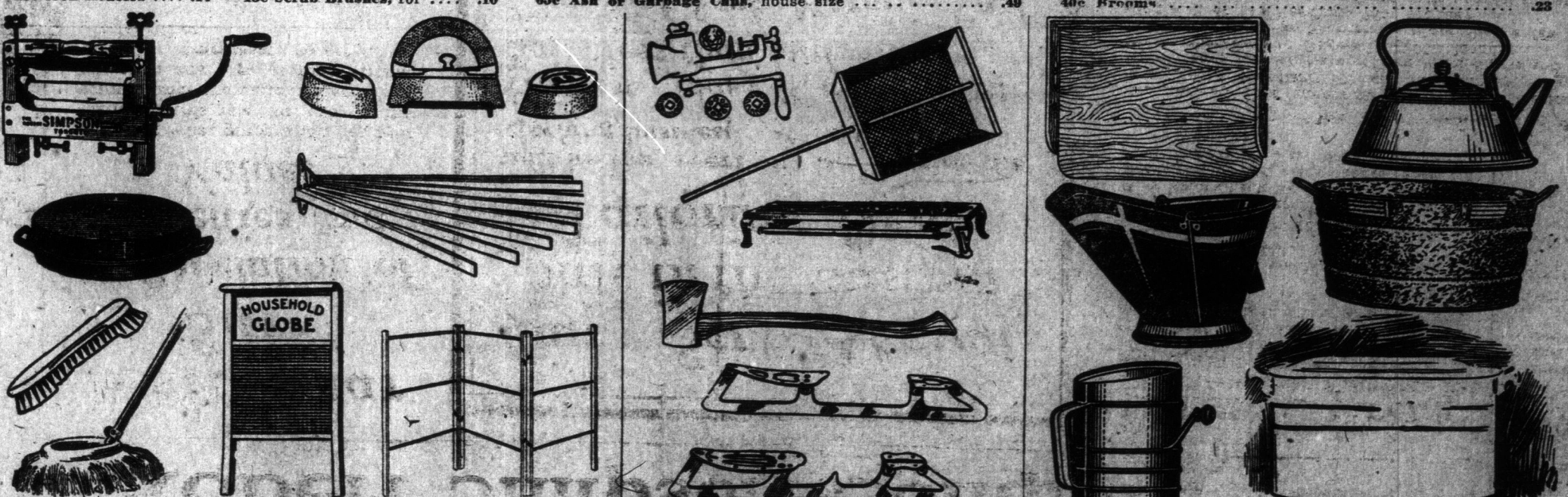
SCOTCH INLAIN LINOLEUMS AT 85c.
A big range of tile and block designs, colors go through to the back, two yards wide only, per square yard 85c
CLEARING OF BEAMLESS AXMINSTER RUGS AT \$15.00.
Sizes 7.5 x 10.4, 8.3 x 11.6, 9.0 x 10.6 and 9.0 x 13.0. Various colors, \$25.00 rugs in the lot, to clear Monday 15.00

The Furniture Items

Mattress of cotton felt, built in layers, all standard sizes. Regularly \$3.50. Monday 4.00
Arm Chairs and Arm Rockers, upholstered all-over in imitation leather. Regularly \$9.00. Monday, each 4.95
Extension Couch Beds, steel and woven wire, mattress in denim with valance. Regularly \$9.25. Special Monday 6.95
Dining-room Chairs, fumed oak, loose silk seats, in genuine imitation leather. Regularly \$24.75. Monday 16.50
Parlor Arm Rockers and Arm Chairs, in mahogany finish, seats upholstered in green silk stripe material. Regularly \$7.75. Special, each 5.00
Baking Cabinets, hardwood, natural finish. Regularly \$6.50. Special Monday 4.50

IN OUR MONDAY BASEMENT SALE

FOR KITCHEN—LAUNDRY—HARDWARE.
15c Ox-Cedar Mops, for hardwood floors 1.19
50c Clothes Boves for 2.95
\$4.00 Wringers 2.95
25c Washboards35
\$1.50 Triangular Shape 1.19
25c Clothes Boves15
80c Step Ladders 4-foot size49
15c Set of Polishing Irons for71
25c Iron Heaters14
15c Scrub Brushes, for10
75c Chopping Axes, for58
25c Ash Sifters, galvanized21
\$1.75 Two-burner Laundry Plate 1.25
75c Lanterns, guaranteed, for55
\$1.50 Food Choppers81
50c House Hammocks 2.89
\$2.25 Ice Shaver for 1.39
65c Ash or Garbage Cans, house size40
\$1.25 and \$1.35 Wash Boilers, copper bottom, either size98
15c Tricottles, Tin Dairy, for11
15c Flour Sifters11
25c Gold Band Corn Sifters19
25c Galvanized Clothes Line, 100 feet19
75c Galvanized Laundry Tubs, with wringer attachment57
65c Galvanized Wash Tubs, with wringer attachment49
50c Bake Boards for29
25c and 35c Brooms for29
40c Brooms29



The Robert Simpson Company, Limited

GROCERIES

Telephone Direct to Department, Addressed to 1177.
4,000 tins Finest Canned Corn only 2.95
500 bags Monarch Flour, 5 bag 25 2.95
2,000 tins Finest Gold Dust Cornmeal 2.95
For stock
Choice Picnic Ham, 5 to 8 lbs. each 1.19
Choice White Beans, 4 1/2 lbs.25
Choice Salmon, 3 lbs25
Finest Canned Lombard Pickles in syrup25
Pure Cocoa in bulk, per lb.25
Tilton's Premium Oats, Large pack25
Upton's Marmalade, 5 lb. pack25
Fancy Carolina Rice, 5 lbs25
Finest Pot Barley, 5 lbs25
Choice Mince Pie, 3 lbs25
Maik's No-Rub, 6 packages25
Teary or Silver Gloss Starch, 6 lb. tin25
Fancy Carolina Rice, 5 lbs25
Sunlight and Surprise Soap, per bar25
Comfort and Tender's Bone Soap, per bar25
A Simpson's Big Soap, per bar25
Old Dutch Cleanser, 3 tins25
3 1/2 LBS. PURE CELONA TEA, 65c. 1,000 lbs. Pure Celona Tea of uniform quality and fine flavor, black or mixed. Monday, 3 1/2 lbs.65

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