

Store Opens at 8.30 a.m.

The Robert Simpson Company, Limited

Store Closes at 5.30 p.m.

The White Goods Sale

From the Bon Marche in Paris the business world has copied the idea of an Annual Sale of White Goods.

From the thrifty housewives of France, Canadian women speedily learn the advantage of replenishing their

TABLE CLOTHS AND TABLE NAPKINS, SHEETS, PILLOW CASES AND TOWELS, LINGERIE, APRONS AND BLOUSES,

at the very economical prices which our great Sale makes possible. The very low price of cotton is one reason why this is a specially good time to buy white goods, and is the reason for our early showing of

NEW WASH GOODS FOR SPRING, 1915.

This is one of the most popular features of the Sale.

(Third Floor, Whitewear).

NIGHTDRESSES, of extra quality white flannelette; heavy and fine; double yokes; roll collar; ruffe of goods on collar, cuffs and around front; pleated, double stitched throughout; lengths 54, 55, 56 inches. Regularly \$1.00 each. Thursday Sale price, each .63

DRAWERS, fine white flannelette; knicker style; elastic at knee; finished with ruffe; lengths 25, 30, 32 inches; open or closed styles. Regularly 35c a pair. Thursday Sale price, pair .25

CORSET COVERS, white cotton; tight fitting style; low neck; all double stitched seams; neck and arms trimmed with embroidery; sizes 34 to 42 bust. Regularly 35c each. Thursday Sale price .25

CORSET COVERS, a beautiful style, in fine nainsook; full front; deep yoke of wide embroidery, run with wide silk ribbon; linen lace edges; trim with narrow draw ribbon; pearl buttons; sizes 34 to 44 bust. Regularly 75c each. Thursday Sale price .50

INFANTS' LONG DRESS OR ROBE; nainsook, all-over embroidery yoke, narrow lace on neck and cuffs, deep hem on skirt, length 30 inches. A regular \$1.00 robe. Thursday Sale price .95

INFANTS' ROBES, choice of two dainty styles, embroidery or lace trimmed, skirts cluster tucked and trimmed, pretty yokes, narrow lace edges, lengths 30 and 36 inches. Regularly \$1.50 and \$1.25. Thursday Sale price .95

A CHARMING BRIDAL SET OF MATCHED LINGERIE, nightdress, drawers, skirt and corset cover, fine nainsook, trimmed with beautiful floral and eyelet embroidery, beadings and ribbons; gown lengths 58, 60 inches; skirt lengths 38, 40, 42 inches; bust measures 34 to 42. A regular \$7.50 set. Thursday Sale price \$5.25

NIGHTDRESSES; good strong cotton; all-over neck; three-quarter sleeves; neck and sleeves trimmed with frill of fine embroidery; large, full sizes; lengths 56, 58, 60 inches. Regularly 75c each. Thursday Sale price .49

A SALE OF GIRLS' FINE DRESSES. Thursday Sale price \$2.39—This day's sale \$4.50 to \$7.00. Dresses, Thursday Sale price \$2.39—This day's sale \$4.50 to \$7.00. Dresses will be right in conjunction with our great White Sale on the third floor. When you visit one sale don't miss the other if interested.

220 Only, Girls' Extra Quality Winter Dresses, a clearance of eight handsome styles in fine serges and plain Venetians; in colors navy, sage, cardinal, brown and tan, also black and white shepherd's check; all tastefully trimmed and made in very latest modes; sizes 6 to 14 years. Regularly \$4.50 to \$7.00 each. Thursday Sale price 2.39 day Sale price .17

And Here Are the Wash Goods (Second Floor)

1 Case Only, White Lawn Mill Ends, lengths of 1 to 5 yards. Regularly 12 1/2 and 15c. No phone or mail orders. Thursday 6 1/2 to 27-inch Heavy White Crepes, for underwear, nightwear, etc. one of the greatest values we ever offered at 9 1/2

45-inch Fine Bordered Crepe, in white only. Regularly \$1.00. Thursday .33

36-inch Heavy English Shirting Prints, in black and white and blue and white stripes only. Regularly 25c. Thursday .12 1/2

A Jobber's Clearance of Prints, Wrappettes and Monoplane Flannels. Half price, Thursday, at .75

A Jobber's Clearance of Heavy Eiderdown and Mink Kimona Cloths, both light and dark colorings in this lot. Less than half price. Thursday .9 1/2

NEW WASH FABRICS.

40-inch Embroidered Voiles, of French manufacture. Lovely goods at 1.00

27-inch American Voiles, new designs on white and colored grounds and very specially priced at .17

Fine Values in \$1.00 Waists

Beautiful Snowy White Voile Waists, perfectly made and up-to-the-second in style, with open fronts and long sleeves. Four styles:

FIRST—Roll collar, hemstitched panel front and raised floral design each side, sizes 34 to 42.

SECOND—Front of alternate panels of embroidery and lace, low turnover scalloped and embroidered collar, all sizes.

THIRD—Front embroidered, low embroidered collar with lace edging.

FOURTH—6-inch panels of heavy embroidered lace each side of fastening, low organdie collar and smart French cuffs, all sizes.

ON SALE THURSDAY, EACH 1.00

Sale of Linens and Staples

A FEW OF THE BIG VALUES TOMORROW.

New Wool Napped Blankets Clearing at \$2.69 Pair. Made from extra heavy flannelette, with soft, warm napping. Large size 72 x 84 inches. Plain white, tan or gray. Thursday, pair .269

Plain Bleached Sheets, hemmed, size 70 x 90 inches. Regularly \$1.75 pair. Thursday, pair 1.43

36-inch Twill Longcloth. Thursday, yard .15

Gray or Unbleached Sheetings, 72 inches wide, and Mink Kimona Pure Linen Huckaback, for collar towels, 18 inches wide. Thursday, yard .18

WHITE ENGLISH SATIN BED QUILTS, floral and conventional designs, size 78 x 90 inches. Thursday .165

Bridal Madapolam, fine needle finish, in dainty boxes, 12 yards in each piece, 36 inches wide. Thursday .148

Nottingham Wash Laces

New patterns in Machine Torchon Laces, Cotton Cluny and Valenciennes, thousands of yards with an immense variety of patterns and different widths. Thursday these laces will be divided in three lots as follows:

LOT 1—1 inch to 2 1/2 inches wide. Thursday January Sale price, yard .2

LOT 2—2 inches to 3 1/2 inches wide. Thursday January Sale price, yard .4

LOT 3—1 inch to 4 inches wide. Thursday January Sale price, yard .5

Splendid Boots at Rush Prices

MEN'S BOOTS, THURSDAY, \$3.25.

Blucher and button styles, patent calf, summer calf, tan calf and box calf leathers; light, medium and heavy winter weight Goodyear welt soles, new style toes and heels, dull matt calf and cloth tops; sizes in the lot 5 to 11. Phone orders filled. No mail orders. Regularly \$4.00 to \$6.00. Thursday .325

383 pairs Button and Lace Boots, in kid, calf and patent calf leathers, with plain and brocade cloth, matt calf and dull kid upper, Goodyear welt soles; some rubber heels and waterproof soles; all sizes, 2 1/2 to 7. No phone or mail orders. Regularly \$4.00 and \$5.00. Thursday \$2.95

BOYS' WATERPROOF BOOTS, \$1.98.

The best boots we could buy to stand hard wear and tear; whole stock grain calf; heavy double oak tanned soles. Blucher styles, bellows tongue, sizes 1 to 5. Phone orders filled while sizes last. Regularly \$2.50. Thursday .198

WATERPROOF SPORTING MOCCASINS.

Wear-resisting, oil-tanned Cowhide Moccasins, large eyelets, natural hide laces, misses' and youths' sizes, Thursday \$1.49; boys' and ladies' sizes, Thursday \$1.99. Snowshoe and Toboggan Elkskin (Natural Tan) Moccasins, hand-sewn toes and heels, large eyelets, women's and boys' sizes, Thursday \$1.25; men's sizes, Thursday \$1.95

MISSIE'S AND CHILDREN'S OVERSHOES.

Buckle and button styles, sizes 5 to 10 1/2, regularly \$1.50, Thursday .95; sizes 11, regularly \$1.85, Thursday \$1.15

MISSIE'S AND CHILDREN'S LEGGINGS.

Corduroy Leggings, can be washed, two and three straps and buckles, colors blue, black, brown and white, sizes 2 to 7, Thursday .95; sizes 8 to 10, Thursday .85; sizes 11 to 2, Thursday .95c

RUBBERS AND OVERSHOES.

Rubbers, men's, 59c; boys', 55c; youths', 49c; women's, 40c; misses', 38c; children's, 35c

OVERSTOCKINGS, with rubbers attached, women's, \$1.25; misses', \$1.10; children's, 95c

OVERSHOES RUBBERS, men's, \$1.19; women's, 84c; women's, to fit high heels, 89c

Pebbled Kne Rubber Boots, women's, \$1.99; misses', \$1.79; children's, \$1.59

One-buckle Overboots, men's, \$1.19; boys', \$1.09; youths', 99c

Two-buckle Gum Rubbers, men's, \$1.49

High Leg Overboots, two straps and buckles, men's, \$2.55; boys', \$2.45

Gloves and Hosiery FOR WOMEN AND CHILDREN.

Women's and Children's Long Wool Mittens, for skating and tobogganing; heavy ribbed finish; gray, brown, white, cardinal and scarlet. Regularly 50c. Thursday .35

Women's Wash Chamousette Gloves; 2 dome fasteners; perfect finish; natural and white; extra fine cloth. Sizes 5 1/2 to 8. Regularly 50c .39

Women's "Pan-Angle" Brand Plain Black, Tan, White and Cardinal Cashmere Hoses, seamless, winter weight; sizes 8 1/2 to 10; extra value. Regularly 35c. Thursday; 3 pairs for .95

Women's and Children's Heavy Wool Hosiery; seamless; bright, glossy yarn; soft, strong yarn; English make; spliced heel, toe and sole. Sizes 6 to 10. 85c value .25

Outsize Moirette Petticoats, \$3.50

Extra size petticoats of English silk moire, in black, also green and blue shots; cut extra size for stout figures; hip measurement, 54 inches; five-inch flounce of knife pleating; lengths 38 to 42. Regularly \$4.50. Thursday .350

Satins and Silks



Serges and Tweeds

At Big Reductions

WHEN we announce big reductions in our famous department of Silks and Dress Goods, women know they may confidently look forward to rare buying chances. The appended list will show that they're not going to be disappointed.

These fabrics are in daily demand and the supply has been indefinitely interrupted. But the approach of stock-taking means getting this stock into ship-shape, and the general overhaul will reveal some great opportunities. Here's what we've found for tomorrow:

THE SILK WEAVES.

48-inch Pleated Ninons, in Ivory, black, pink, sky and maize. Regularly \$1.35. On sale .100

\$1.50 Silk Crepes, the newest of colorings, with good quantities of Ivory and black. On sale .148

Colored Dress Silk Satins. Regularly \$1.18 and \$1.25. Beautiful evening tones, with 200 yards of Ivory satin duchesse. On sale .96

One Sale, 900 Yards, Natural Shantung Silk, 38 and 34 inches wide. Wears well and launders well. The 50c quality on sale .39

Black Duchesse Satins, in 38 and 39-inch. Satins of rich appearance, formerly priced at \$1.44. On sale .124

3,000 YARDS SERGES AND TWEEDS CLEARING 65c YARD.

Odd pieces and broken lines in guaranteed qualities of imported English serges, in fine and wide twill. The lot makes up a splendid color range, also navy and black, 44 and 50 inches wide. Tweeds come in a big assortment of mixtures, check and plaid mixtures, for suits or separate coats. All clearing at, per yard, Thursday .65

You May Leap Through Winter

In solid comfort if you take advantage of the daily opportunities our Men's Store affords. Look at the prices marked on the following winter comforts, and you won't feel like going without them:

Men's Overcoats, \$15.00

Including English chinchillas, in blue; made up Balmaceda style, and gray or brown English ulsterings; a thick, lofty material; light and warm; made up in double-breasted Antiprude style, with split sleeve and belt back; some lined throughout; others quarter-lined with silk; piped seams and patch pockets; sizes 34 to 44. Regularly \$20.00 to \$24.00 and \$25.00. On sale Thursday .15.00

SHEEP-LINED COATS, \$8.45.

Made from excellent English Bedford cord, in slate gray; cut double-breasted, with fur collar; lined through the body with smooth, shorn sheepskin; the sleeves are lined with leather, and have wind cuffs; three pockets; leather bound; fasteners with Artistic fasteners; sizes 33 to 50; a sure protection against Arctic weather, and at the same time trimly made. Regularly \$12.00. On sale Thursday .85

BOYS' AND YOUTH'S WINTER ULSTERS, \$10.00.

150 only of imported Scotch and English ulstering, in neat patterns, and grays, tans and browns; double-breasted style, with wide convertible collars and belted backs; sizes 25 to 35. Thursday .10.00

BOYS' ENGLISH SUITS, \$6.00.

Single-breasted Norfolk coats, with belt and pleats running over shoulder; four-button cut, with short lapels; full cut bloomers; semi-riding style, that button below the knee, and fit into stockings; tall, tan, gray English tweed; sizes 25 to 32. Thursday .600



Big Reduction in Men's Furs

Men's Fur Gauntlet Mitts, in black dogskin, Galloway and raccoon skin; warmly lined, and strong leather palms. Regularly \$3.50 and \$4.50. Thursday .275

Men's Canadian Otter Gauntlet Gloves and Mitts; dark prime skins, fur-lined, and durable palms. Regularly \$18.00. Thursday .10.00

Imitation Black Persian Lamb Gauntlet Mitts; warmly fleece-lined, black leather palms. Thursday special .100

Men's Winter Wear Caps, in fleecy materials, and overcoating cloth; new patterns, and popular colors; golf shape; fur-lined ear-bands. Regularly \$1.50. Thursday .95

Scotch Plaid Shirts for Men, \$1.98

250 only Pure Wool Tartan Flannel Shirts, in tan or green plaids; heavy weight; reversible collar; large, roomy body; double sewn throughout; sizes 14, 14 1/2, 16, 16 1/2, 17 and 18 only. Regularly \$3.00. Thursday .1.98

MUSHROOM PLEATED SHIRTS, 98c.

150 only, fine hairline striped material; soft double cuffs; starched collar band; all sizes 14 to 17. Regularly \$2.00. Thursday .98

MEN'S SWEATER COATS, \$2.89.

400, heavy and medium weights; all-wool; Toronto made; splendid range of colors; plain or fancy weaves; high collar or V neck style; all sizes 36 to 44. Regularly \$4.50 and \$5.00. Thursday .2.89

Plush and Caracul Coats for Women, at \$11.65

We are disposing of all that are left of this season's sealtite, plush and caracul coats; regularly selling for \$18.55 to \$35.00. They are made from beautiful plain and brocade sealtites, corded velvets and caraculs, in navy, brown, green, blue and black; some are fur-trimmed, and all are lined throughout with satin or Farmer's satin; great assortment of styles and sizes. Thursday at .11.65

NEW FASHIONABLE DRESSES AT \$14.85.

For street or afternoon wear; a number are in advanced styles for spring; serge and silk combinations; velvet and paillette or silk crepe; in navy, green, rose, amethyst and black; flare skirts; empire waists; coat effects and pleated tunics. Values \$30.00 to \$25.00. Thursday .14.85

MISSIE'S AND WOMEN'S SKIRTS, \$1.59.

Well-fitting skirts, of many good styles; materials are serges, whip-cords, tweeds and Bedford cords, in colors black, navy, gray and tan. Regularly \$3.50, \$4.00 and \$4.50. Thursday .1.59

News of Today's Selling

The feature of the Whitewear Sale is a big offering of Olive Silk Undergarments for women, including vests, usually \$2.50, for \$1.85, and Combinations, usually \$4.50, for \$2.98. Bloomers and Combinations come in light blue and pink, as well as in white.

The Wash Goods offer a good list of specials of particular interest for house wear and spring sewing.

White Crochet Bed Spreads, solid from handling, 88c; \$25.00 and \$22.50 Embroidered Irish Linen Spreads, \$15.75

Surprising values in Coats for Misses and Women at \$4.85.

500 pairs of Laird Schober Boots and Slippers make a big special in the Boot Department, values of \$1.50 to \$12.00, being offered for \$5.50.

Complete outfit of Iron Bed, Spring and Mattress, usually costing together \$18.00, for \$9.50.

Shirt Ends of Linoleum, up to 5 square yards, at 10c a square yard.

269 Suits for Men, \$15.00 to \$25.00 values, today, \$9.90.

Men's Fur and Fur-trimmed Coats offer many extremely interesting possibilities for winter comfort.

Men's \$7.00 Sweater Coats, today, \$3.50.

Groceries

Telephone Direct to Department, Adelaide 6100.

4000 lbs. Finest Canned Tomatoes, 9 lbs. to a customer, 3 lbs. each .20

2000 lbs. Fresh Creamery Butter, in 1-lb. prints, per lb. .20

Smoked Rolls of Bacon, lean and mild, per lb. .19

500 packages Tate's Coffee Sugar Cubes, packages .25

French Macaroni, 3 packages .25

Lipton's Macaroni, 5-lb. pack .22

Robin Hood Tea, large package .22

Fresh Flaked Wheat, per stone .58

Edwardsburg Beehive Table Syrup, 5-lb. pack .25

Finest Featherstrip Coconut, lb. .17

Special 1 lb. for .14

1000 lbs. Fresh Evaporated Apples, per lb. .15

500 Cakes, 1-lb. .25

Choice Olives, in quart glass jar .20

Scott Taylor's Worcester Sauce, 2 bottles .25

Imported Mail Vinegar, Imperial quart bottle .25

One Car Finest Grapefruit, large size. Regularly 10c. Special 1 lb. for .05

500 lbs. Deep Sea Codfish Steak. Regularly 15c. .25

Choice Olives, in quart glass jar .20

Peanut Butter, in bulk, per lb. .20

Onion Salt, for favoring gravies, etc. bottle .14

Special 1 lb. for .10

40c ASSAM TEA FOR 25c.

1000 lbs. Fine Rich Full-bodied Assam Tea of uniform quality and fine flavor, a 40c tea anywhere. Thursday, per lb. .20

Various Furniture Items

DRESSER, "Colonial" mahogany finish, oval British bevel mirror. Regularly \$26.00. Thursday .21.75

CHIFFONIER, "Colonial" to match above. Regularly \$21.75. Sale price, Thursday .17.90

BAKING CABINET, hardwood, natural finish, large white basswood top. Regularly \$8.50. Sale price, Thursday .6.75

COUCHES, well upholstered, in art leather. Regularly \$14.00. Sale price, Thursday .9.65

DEN TABLE, golden oak. Regularly \$9.00. Sale price, Thursday 4.95

ODD PARLOR ARM CHAIRS, in mahogany finish, upholstered seats in stripe silk material. Regularly \$7.75. Sale price, Thursday 3.99

MATTRESS, all pure elastic cotton felt, built in layers. Regularly \$8.50. Sale price, Thursday .4.65

Pressed Glass, a Special Selling

Orange Bowls, 11-inch size, pretty design in cut glass style. 49c value. Thursday, each .29

Covered Butter Dishes, either pressed pattern or Colonial design. 20c value. Thursday, each .10

WATER SETS, colonial style, large pitcher, 6 tumblers. 65c value. Thursday, set .29

Fruit Sets, colonial style; 8-inch bowl and 6 saucers. 49c value. Thursday, per set, for .29

SUGAR BOWLS, with cover; fancy or colonial pattern, 20c value. Thursday, each .10

Footed Fruit Bowls, colonial design. 35c value. Thursday, each .19

THIN WATER TUMBLERS, engraved with pretty lace design, \$1.50 value. Thursday, per dozen .38

Window Accessories

Window Shades, 25c Each—Opaque cloth, size 36 inches x 70 inches. Each shade and all are lined throughout with heavy material. Regularly \$1.75. Sale price, Thursday 3.99

Extension Rods, brass extending from 28 to 48 inches, silvered ends .7

WEATHER STRIPPING AT 4c PER FOOT.

A strong, durable and satisfactory weather stripping, made of good quality felt cloth, with rubber tube centre. Very special, per foot .4

Swiss Lace Curtains, \$5.29 per Pair—New and artistic designs, floral borders applied on fine Brussels net, three yards long. Regularly \$7.50 and \$8.50 per pair. Special, per pair .5.29

FIGURED SATEN AT 18c PER YARD.

Rich designs in newest color combinations, 30 inches wide, per yard .18

STRIPED ART TICKING, 22c PER YARD.

36 inches wide, complete range of colorings for pillows, mattresses, box coverings, curtains and furniture, per yard .22

Novelties in Seamless Kirman Rugs for Thursday

Beautiful, close, velvety pile surface; very uncommon designs and colors; very moderately priced. 6 ft. 9 in. x 9 ft. 9 in., \$25.00; 8 ft. 9 in. x 11 ft. 1 in., \$39.50.

NEW PLAIN SEAMLESS AXMINSTER RUGS.

English Rugs, in rose, brown, green and blue; the quite plain floor covering makes a splendid ground for good furniture and decorations. 7 1/2 x 9.0, \$22.50; 9.0 x 9.0, \$27.00; 9.0 x 10.6, \$31.50; 9.0 x 12.0, \$36.00.

FLOOR OIL CLOTH, 27c SQUARE YARD.

A good choice of designs for kitchens, hallways, sitting-rooms and bathrooms, 36, 45, 54, 72 and 90 inches wide, per square yard .27

A SPECIAL PURCHASE OF REVERSIBLE BEDROOM RUGS.

Very serviceable little rugs, in plain colors with contrasting colored end borders, both sides are alike giving added life to the rug. Colors red, green, blue and gray. Size 37 inches x 51 inches. Special, each .75