

Store Opens at 8.30 a.m.

A Carefully Selected List at Simpson's

Store Closes at 5.30 p.m.

Replenished Daily With Fresh Values Our Whitewear Sale is the Centre of Interest

In spite of the tremendous distribution of Whitewear from this department, customers will find our display undiminished in volume and interest. The mid-week specials mentioned here are a few of the outstanding features for tomorrow.

And when you come for Whitewear, don't forget the Wash Ribbons (Main Floor) to go with them. There's a delayed shipment mentioned below that will interest you:

Corset Covers, two dainty styles we are clearing Wednesday at about half-price. Fine muslin, elaborately trimmed with fine Valenciennes lace insertions and trims, heading and silk ribbon draws; sizes 34 to 42 bust. Wednesday Sale price 35

Handsome White Crepe Nightdresses, a beautiful style with V-neck slip-over neck and kimono sleeves. Finished with fine Valenciennes lace insertions and edges. Run with wide silk ribbon; sizes 34 to 42 bust. Regularly \$1.50. Wednesday Sale price 89

This \$2.50 Petticoat to Go Wednesday for \$1.45—Fine muslin, decorated with fine deep embroidery around the waist and fine Valenciennes lace above the waist. Run with wide silk ribbon; lengths 38, 40, 42 inches. Wednesday Sale price 1.45

This Elegant \$2.25 Nightdress, Wednesday for \$1.25—A copy of a beautiful French gown, finest pattern, with slip-over style, short sleeves, edges of small embroidered scallops, front delicately embroidered. Run with half-inch brocade ribbon; sizes 36, 38, 40 inches.

50c Lace Thread Vests to Go Wednesday for 25c Each—A beautiful fine sheer quality in elastic draw neck, low neck, short sleeves, silk ribbon and heading around neck; sizes 32 to 40 bust; only 300 to go at this price.

Women's Nightdresses of heavy fine white flannel-ette, large full-size bodice, high neck, long sleeves, narrow ruffs at good neck and front. Double-broasted throughout; sizes 32 to 40 bust. Regularly 75c each. Wednesday Sale price 55

HANDSOME VELVET DRESSES FOR JUNIOR GIRLS—Here is a wonderful mid-week bargain in Junior Girls' Winter Dresses. We have sold hundreds of them during the season at considerably more than double the price they will be sold at tomorrow.

Clearing 100 Only, Junior Girls' Heavy Plain Velvet Dress, plain skirt with high waist line, waist trimmed with black silk collar and cuffs; V neck with all lace let-in front and lace cuffs; small black and ivory buttons; a beautiful dress; colors cardinal, brown, navy or Alice blue; sizes 12, 14, 15 years; length from shoulder seam at neck to bottom of skirt hem 47, 49 or 51 inches. Our regular price \$4.00 each. Wednesday, each 2.75

\$4.00 CORSETS FOR \$1.95 A PAIR—Here is a mid-week bargain to come early for. Phone Orders filled while they last.

Women's Corsets, clearing a beautiful "La Diva" model, made in very latest style, in fine white chambray cloth, soft and strong, medium bust, long skirt, finest rustproof boning, new French clasp, all steel, attached around side, four strong garters, deep lace trim, satin bow, bust draw cords; sizes 21 to 28 inches. A regular \$4.00 corset. Wednesday price 1.95



Wash Ribbons for Whitewear

When buying "January Whitewear," buy wash ribbon to trim it. Fortunately a delayed shipment of our dainty "Lovers-Knot" Wash Ribbon has just arrived. This ribbon is of pure silk, with a beautiful satin finish, having a lovers' knot neatly brocaded on it; intricate colors only, white, pink, pale blue and mauve, in seven widths, 1/4 inch width, per yard, 3c; 1/2 inch width, per yard, 5c; 3/4 inch width, per yard, 8c; 1 inch width, per yard, 12c; 1 1/4 inch width, per yard, 15c; 1 3/4 inch width, per yard, 18c; 2 inch width, per yard, 22c.

Heavy White Jap Silk Blouses \$1.95

Made from a heavy silk that improves in washing, and wears without end; made up in three styles; all with open front; low and medium collars; and short sleeves; all sizes. Regularly \$2.95. Wednesday 1.95

January Sale Values in Wash Fabrics

30-inch Crepes, plain shades, Japanese hand weave. Regularly 25c. Wednesday 15c
28-inch Heavy White Crepe, regularity 35c. Wednesday 25c
36-inch White Repp, heavy English weave. Regularly 25c. Wednesday 15c
40-inch Embroidered Lace Cloth, different shades of embroidery on white, a new French weave. Price 1.00
27-inch Kimono Cloths, velours and elderdown. Wednesday 80c
36-inch Plain Ratines, in Copenhagen, black, pink, linen, olive, rose, and some white, with black and red stripes; 40 inches wide. Regularly 50c and 75c. Wednesday 15c

MORE NEW GOODS.

40-inch Plaid Check Voiles, latest from Europe. Wednesday 50c
40-inch French Voiles, in new stripes of the military order; newest from Paris. Price 1.00
40-inch Plain Voiles, with spots of the same color. Price75

Moire Petticoats, 95c

Women's Petticoats of extra quality soft finish moire; black, navy, Copenhagen, gray, brown and green; flounce of knife-pleating; lengths 36 to 42 inches. Price 95c

LONG CREPE KIMONOS, \$1.95

Long Kimono Gowns of serpentine crepe, in floral and plain colors, silk stripe designs, elastic at waist, V neck, three-quarter sleeves, white or black; collar, trim, and lace, another style with floral self border and pointed sailor collar edged with silk ribbon; mauve, sky, pink, Copenhagen, rose, wisteria, tan, mahogany and new blue; sizes 34 to 44. Wednesday 1.95

A Well-Planned Boot Offering

MEN'S MID-WINTER BOOTS, \$2.49—850 pairs of Blucher, Button and Lace Boots; box calf, waterproofed elk, viscolized kangaroo, box calf and Dongola kid leathers; light, medium and extra heavy solid leather reinforced soles; military and low heels; wide foot comfort and narrow toes; new style lasts; leather and canvas linings; some styles especially adapted for the outdoor man; sizes 6 to 11. Regularly \$2.95 to \$4.00. No mail orders. Wednesday 2.49

WOMEN'S BOOTS, \$1.99—500 cases, 1,500 pairs, of Button and Blucher Boots; made from vic kid, patent calf, gummetal calf and tan calf leathers; flexible wear-resistant sole leathers; McKay and Goodyear sews; new style toes and heels; plain and toe-cap vamp; dull calf and kid tops; English, French and American styles; sizes 7 1/2 to 7; widths C to E. Regularly \$2.75 to \$4.00. No mail orders. Wednesday 1.99

MISSIES' AND YOUNG LADIES' BOOTS, \$1.89—Over 400 pairs of Boots, sizes 11 to 2, in button and lace styles; made of selected, polished box calf and gnuce kid leathers; flexible solid leather McKay soles; "College Girl" heels and toes; fine, strong twill linings; all are stitched with extra strong silk twist; sizes 11 to 2. Phone orders filled. Wednesday 1.89

BOYS' SCHOOL AND PLAY BOOTS, \$1.99—Over 350 pairs, in black grain waterproof calf, tough English kip and box calf leathers; oak butt leather soles and heels; solid box toes to stand the knocks; bellows tongue to keep the slush out; all are perfectly made and built over foot-fitting lasts; sizes 1 to 12, regularly \$2.50 to \$3.00. Wednesday \$1.99; sizes 9 to 12 1/2, Wednesday \$1.69.

CHILDREN'S BOOTS, \$1.99 TO 10c AT 85c—Very fine but strong Dongola kid Blucher Boots, with patent leather toe-caps and top trimmings; neat, heavy soles; spring heels; full round toes; perfectly made and lined with fine quality twill; sizes 5 to 10 1/2. Regularly \$1.10 to \$1.35. Phone orders filled. Wednesday 85c

9k., 10k. and 14k. Gold Brooches, at \$7.95

Cameo Brooches, in pink and salmon colors, also a few blue Wedgwood Cameos, set in 10k and 14k gold; Sunburst of 81 genuine pearls, set in 14k gold, with pendant attachment and safety catch; large amethyst and topaz brooches, surrounded with plain gold band, or with pearls; crescents of pearls, opals and pearls, and amethysts and pearls, leaf cluster of seven whole pearls, six half pearls and six turquoise; bar and spray brooches of genuine pearls and colored stones in 9k. and 10k. gold settings. Regularly \$10.00, \$12.50, \$14.50 and \$18.00. Wednesday 7.95

Gloves and Hosiery for Wednesday

Women's Glace Kid Gloves, two dome fasteners, perfect finish, soft pliable skin; a clearing of regular stock; black, tan and white; sizes 5 1/2 to 6 3/4; extra value. Wednesday 40c

Men's Tan Suede Gloves, soft pliable skin, soft warm wool lining, one dome fastener, best finish; sizes 8 to 10 1/2; 65c value. Wednesday 43c

Infants' Woolen Mittens, fancy patterns, cardinal and white, English make, great variety. Regularly 20c and 25c. Wednesday 10c

Women's Shot Silk Black Cashmere Hosiery, accordion pleat, two-tone effect, red, white and blue; sizes 3 1/2 to 10. Regularly 50c. Wednesday, three pairs \$1.10; pair 50c.

Women's Silk Embroidered Black Cashmere Hosiery, English make, seam worked in red, white and blue colors; sizes 3 1/2 to 10; 29c value. Wednesday, 19c; three pairs 50c.

Men's Heavy Wool Worsted Socks, English make, soft, glossy yarn, closely knitted, seamless; sizes 9 1/2 to 11. Wednesday 25c

- ### E. SIMPSON DRUGS
- 30c Absorbent Cotton, 1-lb. hospital rolls 23
 - 40c Pure Norwegian Cod Liver Oil, Wednesday 25
 - 50c size Pape's Diaphepsin, Wednesday 29
 - 25c size Dandergine, 16c; 60c size, 25c; \$1.00 size, 50c.
 - \$1.00 size Virol, Wednesday 73
 - 75c Vin Sangins, 39c; \$1.25 size 72
 - 50c Salalone, for kidney troubles 25
 - 60c Olive Oil, best Californian 49
 - 10c Toothpicks, hardwood 7
 - 90c Wool Body Belts, red and gray, to clear Wednesday 25
 - 20c Feeding Cups for Invalids 10
 - \$1.00 Kyrton Foot Warmers, suitable for carriage or auto 75
 - 10c Wash Cloths, Wednesday 5

Embossed Stationery

Libert's Linen Paperette, 24 sheets fine white linen note paper, embossed British and French flags in gold and colors, with envelopes to match. Special, a box 25

Queen's Court Initial Paperette, containing 24 sheets pure white linen note paper, embossed initial in gold, with envelopes to match. Special, a box 19

The Mayfair Initial Cabinet contains 24 linen-faced correspondence cards, stamped any letter in gold, with envelopes to match. Special, a box 19

News of Today's Selling

- This is Ninety-five Cent Day
- Throughout the Store.
- Almost Every Department
- Contributes
- Extraordinary Values
- at the Uniform Figure 95c.

Staple Cottons

Bleached English Longcloth, a good general-purpose cotton; 35 inches wide; 3600 yards Wednesday at 7c
Bridal Madapolam, soft needle finish; a splendid fabric for women's and children's undergarments; width 36 inches. Wednesday, 13 yards for 1.48
Big Clearing of Mill Ends of White Flannellette; hundreds of pieces; lengths from 3 to 7 yards. No phone or mail orders. All one price Wednesday, yard 3c

Towels

Huckaback Bedroom Towels, pure linen; spoke hemstitched hems. Wednesday, pair 49

Table Linens

Table Cloths, \$1.88. Pure linen damask; sturdy Scotch make; bordered design; sizes 2 x 3 yards and 2 x 2 1/2 yards; we are clearing odd lines of white napkins having been sold. Regularly \$3.60 and \$3.00. Wednesday, yard 1.88
Damask Table Napkins, assorted designs; size 20 x 20 inches; hemmed. Wednesday, dozen 84
Round Scaloped Damask Table Cloths, handsome designs; size 31 x 31 inches. Wednesday 2.28

Pre-Inventory Prices on Staple and Popular Dress and Suiting Fabrics for Wednesday

Today England is supplying the world with Woolens. After the Germans had pocketed the indemnity paid by French manufacturers for the protection of their factories, they proceeded in true barbarian style to blow all the factories to pieces. But in spite of England's being responsible for the whole supply, these prices have not been raised. They are values that will be hard to find again.

Black and Navy British Serge and Diagonal Suitings, Per Yard, 45c—Guaranteed all-wool, a variety of weaves and finishes, broken lines and odd pieces of our best selling qualities; also a special purchase of serges in black and three shades of navy. Regularly 65c and 75c per yard. Wednesday, yard 48c

50c Shepherd Check Suitings, a good firm worsted finished black and white suitings, in our sizes of checks; always popular for early spring suits; dresses; one of the best bargains in shepherd checks ever offered by this store. Regularly 60c per yard. Wednesday 37c

50-inch Dollar Serge, our standard dollar serge, 1,000 yards in two guaranteed shades of navy and black; bright, clean, soap shrunk serge, in correct weight for tailored suits or dresses, guaranteed thoroughly shrunk and spotproof. Wednesday 60c

Black French Broadcloth, these particular fabrics are very scarce, rich good finish, guaranteed shrunk and unspottable, deep full raven black, 32 inches wide. Regularly \$1.50. Wednesday, yard 1.18

Silks and Velvets

Colored Satin Duchesse, a host of pretty shades, including the much wanted Belgian blues, new grays, ruoy and wine reds. Regularly \$1.50. Wednesday 1.24

Black Satin Paillettes and Satin Messalines, two reliable weaves, 35 inches wide. Regularly \$1.19 per yard. Wednesday 84c

Black Satin Suitings, 40 inches wide, weighty qualities for spring suits and coats. Regularly \$1.50. Wednesday 1.48

Black Chiffon Velveteens, 44 inches wide, Worrall's perfect dye, "Simpson's fast dye," \$2.50 quality. Wednesday 2.00; \$3.00 quality, Wednesday \$2.50.

French and British Corduroy Velvets, 27 inches wide; Terry, woven and novelty cords, in a big range of popular shades. Wednesday 48c

Bedding

Soiled Blankets at \$3.38. White Wool Blankets, soiled and mused from handling and display. Regularly \$4.50, \$5.00 and \$5.50. Cannot accept phone or mail orders for blankets. Wednesday, per pair 3.38

Plain Bleached Sheets, two sizes, 63 in. x 90 in. and 70 in. x 90 in.; hemmed. Regularly \$1.75 and \$1.95 pair. Wednesday, pair 1.38

White English Satin Bed Quilts, pretty floral and conventional designs; double bed size, 80 x 94 in. Wednesday 1.98



'Do You Remember the Forty Thieves?'

Asked our overcoat buyer when we proposed to sell forty of his best overcoats at \$15.00 each. "It's just like stealing these coats for men to get them at this price!"

We ask our customers to make allowances for his vernacular way of putting it; we think they will if they read the following short inventory:

- 3 ONLY, DOUBLE-BREADED AINTREE IMPORTED ENGLISH COATS. Were \$36.00. Tomorrow 15.00
 - 4 ONLY, BLACK FRENCH MONTENAO CHESTERFIELDS, velvet collars, Skinner's satin lined. Were \$30.00. Tomorrow 15.00
 - 5 BLUE WHITNEY CLOTH, Grampian style, unlined, with satin piping and sleeves. Were \$28.00. Tomorrow 15.00
 - 4 EXTRA HEAVY DOUBLE-BREADED ULSTERS, brown mixture, fancy back, unlined. Were \$28.00. Tomorrow 15.00
 - 3 EXTRA HEAVY ENGLISH ULSTERS, fancy plaid back, unlined, satin saddle. Were \$25.00. Tomorrow 15.00
 - 11 BROWN MIXED CHINCHILLA DOUBLE-BREADED ULSTERS, shawl collar. Were \$22.50. Tomorrow 15.00
 - 10 BLUE ENGLISH CHINCHILLAS, double-breasted, shawl collar. Were \$20.00. Tomorrow 15.00
- 40 IN ALL, SIZES 36 TO 44 IN THE LOT. 8.30 A.M. WEDNESDAY.

Men's Shirts and Underwear

MEN'S HEAVY BLUE CHAMBRAY WORK SHIRTS, with yoke; all made large in body, and sleeves, pocket; sizes 14 to 17. Wednesday, each 57c

300 ONLY, WHITE PLEATED NEGLIGE SHIRTS, medium size pleat; laundered cuff style; also plain white fronts; made with small laundered cuff; all sizes. Regularly \$1.00 and \$1.25. Wednesday, each 47c

MEN'S BEST QUALITY FLEECE-LINED UNDERWEAR, "lambadown" and "Penman" makes; also "Penman's" dark shade natural wool in shirts and drawers; 34 to 44. Regularly 80c and \$1.00. Wednesday, per garment 69c

Extra Value in Men's Heavy Frieze Reefers, \$4.50

Of dark Oxford gray Canadian frieze, a heavy durable material, made up double-breasted style, 24 inches long, with deep storm collar that can be worn buttoned up to the throat or turned down lapel style; lined with warm, serviceable, cozy sizes 38 to 48. Wednesday 4.50

Boys' Fawn Corduroy Suits \$6.00

Single-breasted yoke Norfolk style, with full cut bloomers; splendid wearing suits; sizes 10 to 17 years. Wednesday 6.00

BOYS' ROUGH SERGE SUITS. Single-breasted, yoke Norfolk and double-breasted sack styles, with full cut bloomers, of all-wool mill-finished rough serges, in navy blue, very smartly designed; sizes 25 to 40. Wednesday \$8.00. Sizes 31 to 34. Wednesday \$9.00.

The Men's Furs

FUR COATS, in Korean beaver, black China dogskin, and mountain beaver, well lined, deep rolling collars, 60 inches long. Regularly \$25.00. Wednesday 15.00

MEN'S IMITATION FUR-LINED COATS, piece Persian lamb shawl collar, rubber interlining, black beaver shell. Regularly \$18.00. Wednesday 9.00

IMITATION PERSIAN LAMB AND BROWN BUFFALO GAUNTLET MITTS, warmly lined; strong good wearing palms. Wednesday at 1.00

Furniture, Carpets and Draperies

3 ONLY ARM ROCKERS, covered all over in imitation leather. Regularly \$14.75 to \$17.50. Wednesday 8.95

ARM CHAIRS AND ARM ROCKERS, all-over upholstered, in imitation leather. Regularly \$9.00. Wednesday 4.90

COUCHES, covered in art leather. Regularly \$14.00. Wednesday 8.00

LIBRARY TABLE, fumed oak. Regularly \$17.50. Wednesday 12.75

LIBRARY TABLE, fumed oak. Regularly \$21.00. Wednesday 15.75

Rugs and Squares

ENGLISH AXMINSTER HEARTH RUGS. Size 27 in. x 37 in. Special, each 1.25

EXTRA BIG VALUE ENGLISH BRUSSELS SQUARES. Oriental, floral and conventional designs; colors tan, green, blue and red; size 9 feet x 12 feet. Each 14.75

PRINTED LINOLEUM. A number of bright, new designs. Per square yard 1.00

Curtains and Draperies

NOTTINGHAM LACE CURTAINS, 40c PER PAIR. A good curtain, with ribbon border; strong white net; 2 1/2 yards long. Per pair 48c

TRIMMED WINDOW SHADES AT 49c EACH. Oil opaque window shades, size 10 in. x 70 in., trimmed with Nottingham insertion, in cream, green or white. Each 49c

PRINTED COTTON TAFFETAS, 49c. Stripe effects, for bedroom curtains or covers; 36 in. wide. Per yard 49c

PLUSHEEN FOR PORTIERES, 49c. A new and inexpensive portiere fabric, heavy art serge, with a finish similar to velour; 50 in. wide; colors blue, green, brown or red. Per yard 49c

WEATHER STRIPPING AT 4c PER FOOT. An inexpensive yet satisfactory weather stripping, made of felt cloth, in green, brown or red, with rubber tube centre, making the doors and windows draught and dust proof. Per foot 4c

Wardrobe Trunks

Slightly soiled. Regularly \$41.00 to \$67.50, for 25.00

Steamer, three-quarter and Full-sized Wardrobes, made in three-ply veneer, fibre bound, and of canvas, fibre, enamel duck and pantalone coverings, fitted with hat box, drawers and full wardrobe section. Regularly \$41.00 to \$67.50. Wednesday 25.00 (No phone or mail orders.)

China Factory Overmakes

25c; 35c and 50c Baby Plates, splendid English ware; many decorations. Wednesday 19

220 "Grimwode's" Patent Bakers, English patented semi-porcelain; several sizes; fine quality. Wednesday, each 19

Plain White Earthenware Chambers; factory overmakes. Wednesday 19

Decorated Chambers, Wednesday 23

\$3.00 Dinnerware Set, good English semi-porcelain, 97 pieces, pretty blue printed "Copenhagen" decoration; newest shapes. Regularly \$8.00. Wednesday 4.95

\$9.95 Dinner Set, 30 sets only, 97 pieces; large enamelled rose decoration; good English semi-porcelain. Regularly \$9.95. Wednesday 5.25

\$15.00 Real China Dinner Set, fine translucent china; several decorations; rose and violet patterns; kermis shape cups; 97 pieces. Regularly \$15.00. Wednesday 9.95

Groceries

Telephone Direct to Department, Address 690.

1,000 Stines Fresh Baked Cuts. Per tin 25

Sugar Cured Ham, half or whole, 10 lbs. Choice Pink Salmon, 1-lb. tins. 3 tin 15

Fresh Butter, 1-lb. tins. 3 tin 15

Choice Prunes, 3 lbs. 25

Pure White Clover Honey, 5-lb. pails 25

Talor's Cream Soda Biscuits, 1-lb. pails 25

Farrow's Petit Pois Pasa, 8 packages 25

One car Sunlight Oranges, good size, sweet and seedless. Per dozen 25

Finest Klipped Herring, Cross Fish brand. Per tin 25

Eastfire Shortening, 3-lb. pail 25

Banner Brand Jam, 5-lb. pail 25

E. D. Smith's Marmalade, 1-lb. jar 25

No. 10 Powder, Per tin 25

Apple and Custard, 1 pkg. 25

Choice Meringue Lemons, Per dozen 25

Campbell's Soup, assorted, 3 tins 25

Canned Green Gage Plums, in syrup. Per tin 25

FRESH ROASTED COFFEE, PER LB. 1,000 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Wednesday, per lb. 27

The Robert Simpson Company, Limited