

The Robert SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS: Fair and cold.

The Robert SIMPSON

The Highest Standard for Merchandising is Set By The Simpson Store



The Old Adage :-

"The Proof of the Pudding is in the Eating Thereof"

has a parallel in the broadly planned special values outlined on this page. One trip over the store will be ample test of the feast we have spread for you.



More Price Surprises in the Great WHITE SALE

Nightdresses of cotton, have square neck, elbow sleeves, and tureen lace run with silk ribbon. Sizes 32 to 42 bust. Regular \$1.50 each, White Sale Wednesday, each **1.00**

Another Charming Gown of imported cotton, has high neck and long sleeves. Sizes 32 to 42 bust. Regularly \$1.75 each, White Sale Wednesday **1.17**

Nightdresses, of white flannelette. Sizes 32 to 42 bust measure. Regularly \$1.00 each, White Sale Wednesday **.75**

Corset Covers are wonderfully low priced, 2 styles in fine nainsook, trimmed with lace and embroidery insertions, beading, silk ribbon and frills of lace. Sizes 32 to 42 bust. Regularly \$1.00 each, White Sale Wednesday **.35**

Only four of these to any one customer.

Corset Covers of cotton, plain fitted style, no trimming, medium neck, full length style. Sizes 32 to 42 bust. White Sale price **2 for .25**

Drawers of fine English nainsook. Sizes 23, 25, 27 inches in both styles. Regularly \$1.00 a pair, White Sale Wednesday, pair **.75**

Another style of Drawers. Sizes 23, 25, 27 inches, in both styles. Our regular 75c quality, White Sale Wednesday **.50**

INFANTS' WEAR IN THE WHITE SALE.

Infants' Night Slip, of white flannelette. 30 inches. White Sale Wednesday **.50**

Infants' Long Dress of lawn. Lengths 30 and 36 inches. Reg. \$1.00 each, White Sale Wednesday **1.19**

Infants' Short Dress of nainsook. Sizes 6 months, 1, 2 years. Regularly 90c each, White Sale Wednesday **.59**

ANNUAL SALE OF WHITE



Corsets at Half Price

600 pairs of D. and A. Model, long and graceful, with the new low bust, filled with finest rustproof steels, four wide side steels, six strong elastic garters, skirt hook below front clasp; deep, handsome lace and ribbon; model for medium figures. Sizes 18 to 26 inches. Regularly \$2. White Sale Wednesday, pair **1.00**

A New Sale Price for White Blouses

Smart Tailored Shirt Waists of white vesting, silk stripe, and figured design, are plain fitting, and have the new set-in sleeves, strapped seams, kerchief pocket, and linen collar. Regularly \$1.50. Wednesday **1.00**

White Lingerie Blouse, of fine sheer lawn, baby tucking, front and back, yoke of lace insertion and embroidery motif; smart kimono sleeve, tucked and lace trimmed. Regularly \$2.00. Wednesday **1.59**

Quick Clearing Prices for Women's Suits and Coats

(Also Misses' Sizes)

They might reasonably be expected to bring more nearly their value, for they are good in every way, and very attractive in material and cut. Nevertheless they must go before stock-taking, and many a woman will profit by the business exigency.

REGULAR PRICES \$15.00, \$17.50 AND \$25.00, WEDNESDAY \$8.79.

Suits for misses and women have coats lined throughout with silk or satin, show mannish tailoring on their notched or large velvet collars; they are velvet or braid trimmed, and have slash or patch pockets; the panel skirts are pleated or plain; made from imported tweeds, English serge and French Venetians; colors in the lot are brown, green, navy, black and tweed mixtures. Regular prices \$15.00, \$17.50 and \$25.00, **8.79**

WINTER COATS FOR WOMEN.

These coats are cut from English tweeds, in dark mixtures, broadcloths in navy and grey, and Irish frieze cloth in brown and in navy; the coats show a variety of styles, with semi-fitting or loose backs; tailored sleeves and turn-back cuffs or raglan sleeves; some have velvet or satin trimmings. Reg. **8.79** ular \$15.00 to \$22.50, for **3.25**

WOMEN'S TWEED SKIRTS \$3.25.

Walking Skirts of camel's hair tweed, in dark green or grey mixtures, are made in a 6-gore style, with plain front and double panel effect in back. Special value. **3.25**

Baby Ribbon in Bunches

Single Face Satin Baby Ribbon, white, sky, pink, yellow, Nile, turquoise, black, old rose, purple, moss and red; widths 1/8, 1/4 and 3/8 inches. Regularly 1c, 1 1/2c and 2c per yard. All to be cleared on Wednesday at Half-price.

- 3/8-inch width, 10 yards **.5**
- 1/4-inch width, 7 yards **.5**
- 3/8-inch width, 5 yards **.5**

Materials for Dresses and Gowns

approved by fashion centres and recommended by decided price reductions.

SILK STRIPED VOILES AT 29c.

Fortunately for our customers these goods were delayed and are now an odd lot, the other voiles of the lot having arrived and been sold. We cannot carry them past stock-taking, and are prepared to stand a loss on them to effect an immediate clearance, 33 pieces in all, comprise a full range of evening wear shades and darker shades for street wear. One day's selling at this price should clear them. 40 inches wide. Regularly 50c per yard. Wednesday **.29**

FROM THE SILKS AND VELVETS.

300 yards Rich Black Satin-finished Silk, full black, French dyed, one yard wide. Regularly \$1.34. Wednesday, per yd. **1.10**

110 yards only Black Silk Plush, heavy fast pile and perfect finish. The balance of our stock of guaranteed coating plushes. Regularly up to \$8.00 per yard, to be cleared Wednesday. 50 inches wide. Per yd. **4.25**

Snapshots From the Millinery

Ostrich and Marabou Mounts, 40 dozen, black, white, sky, navy. Regularly 85c to \$1.20. Wednesday, each **.35**

1,000 shapes, 12 styles. Regularly \$1.00, \$1.50 and \$2.00. Wednesday **.25**

Full Benefit From the Investment

comes with every one of our fur coats, particularly at this season of the year.

Men's Canadian Raccoon Fur Coats, made from dark heavy furred and large skins, have the finest of quilted black Italian linings. Coats are cut 52 inches long, full sweep, and deep rolling collars. Reg. \$70.00. Wednesday **56.50**

Men's First-grade Black Galloway Fur Coats, extra heavy and close, full furred skins, give long wear and always retain their luxurious appearance. Wednesday **29.50**

Many Pennies to be Earned By the Savings on the Linens and Staples

The values are strong even for this department, which has a reputation for liberality in its specials.

ENGLISH SAXONY FLANNELETTE 5c YARD. 27 inches wide, strong cloth, white mostly, made in England. Sale price, Wednesday, yard **.5** (No Mail or Phone Orders.)

ODD SATIN DAMASK TABLE CLOTHS \$2.43 EACH. 2 x 3 and 2 1/2 x 2 1/2 yard sizes only, full fine satin damask, elegant bordered design, thoroughly bleached, and of the purest of linen; about 45 cloths in all; a clearing of half a dozen odd lines. Regular prices up to \$6.00 each. Sale price Wednesday **2.43** (No mail or phone orders.)

ALL \$2.00 HORSE BLANKETS \$1.00 EACH. Only about 50 to sell, best makes in canvas or jute, with full kersey lining, shaped and strapped, and some fitted with stay-on. Regular \$2.00 each. Sale price Wednesday **1.00**

300 PAIRS HEMMED SHEETS \$1.22 PAIR. 70 x 90 inches, for double beds, made from stout English sheetings, plain bleached; rare value for buying in your sheet supply. Sale price Wednesday, pair **1.22**

BLEACHED ENGLISH LONGCLOTH 8c YARD. Yard wide, finely woven, yet strong, longcloth, for nightgowns, underwear, etc., needle finish; only 1,200 yards. Regularly 10c and 12c per yard. Sale price Wednesday **.8**

400 YARDS WHITE BLOUSE LINEN 29c YARD. Yard wide, pure linen, finest bleach, superior Irish manufacture; a delightful blouse linen. Sale price, per yard, Wednesday **.29**

NAINSOOKS, FINE QUALITY, 12 YARDS \$1.78. A delightful English nainsook for night gowns and lingerie, free from dressing, beautiful round thread, 36 inches wide, 12 yards in each piece. Sale price Wednesday, 12 yards for **1.78** (Second Floor.)

Second Day of the Lace Curtain Selling

This sale comprises a large selection of Nottingham, Irish Point, Battenberg and Point Arabian Curtains, shown in many attractive designs, with neat and pretty effects. The extremely low prices quoted below compel the consideration of careful buyers.

3,000 pairs Nottingham Lace Curtains. Regularly 75c and \$1.00 pair. Sale price, pair **.59**

1,000 pairs Nottingham Lace Curtains. Regularly \$1.25. Sale price, pair **.79**

Many other special pairs in curtains of all grades.

Get a New Wringer

Imperial Wringers, best Canadian make, with spiral springs, covered cog wheels, standard grade rubber rolls, and improved sure grip clamps; will fit any tub. A written guarantee for one year from date of purchase given with each wringer. Regularly \$4.00. Wednesday **2.98**

Arctic Snow Shovels, steel blade, long handle, for snow or coal. Regularly 25c. Wednesday **.15**

Rob Roy Hockey Skates, double end, solid steel blade, heavily nickelled, straight runners, strongly braced and light; sizes 8 1/2 to 11. Regularly \$3.00. Wednesday **1.89**

Holding the confidence of the men is the secret of the steady growth of our Men's Wear Section. Whatever is new and desirable finds its way promptly to our counters.

Wednesday's Trousers Sale

English Worsted Trousers, in fancy stripe materials, medium shades of greys, made in the prevailing style, with five pockets, side straps, tabs on hip pockets, all well tailored. Regularly \$2.75, \$3.00 and \$3.50. Wednesday **2.49**

Worsted Trousers, in medium shades of grey, well tailored in good style and giving big values. Wednesday **1.95**

Neglige and Dress Shirts. Reg. \$1.25, \$1.50 and \$2. Wednesday each **.98**

Three Items from the Boot Section

BOYS' BOOTS. 400 pairs Boys' Boots, box kip leather, blucher style, solid leather soles and heels, a boot that will stand hard usage and neat enough for dress wear. Sizes 1 to 5. Wednesday **1.69**

MEN'S BOOTS. 360 pairs Men's Boots, button and blucher styles, tan Russia calf, patent colt, gunmetal and vicci kid leathers, single and double Goodyear welted soles; sizes 5 to 11. Wednesday **2.95**

WOMEN'S BOOTS. 600 pairs Women's Boots, patent colt, tan calf, gunmetal and velours calf leathers, light, medium and heavy soles; button and blucher styles; sizes 2 1/2 to 7. Wednesday **2.49**



A Lesson in Home Economy--See the Simpson Basement Sales

Every Kind of Glassware HAS ITS SPECIAL PRICE

Rarely can you do so much to equip your dining-room, kitchen and cabinets for so little money. Some of the pieces are as follows:

700 dozen Table Tumblers, all straight shape, assorted etched and plain. January Sale, dozen **.45** (No mail or phone orders.)

Salt and Pepper Shakers, glass tops, Chippendale cut design. Regular 35c. January Sale, per pair **.21**

400 pieces Genuine Cut Glassware, many in the new matt finish, Toothpick Holders, Mustards, Marmalades, Salt Cellars, Knife Rests, Olive Dishes. While they last **.29**

100 pieces Venetian Glassware, beautiful gold laid design. Footed Comports, Water Jugs, Cream and Sugar Sets, Water Bottles, etc. January Sale **1.00**

300 Lemonade Sets, 7 pieces, handsome decorations. Regular \$1.00. January Sale **.49**

\$3.25 Sugar and Cream Sets, sparkling cut glassware. January Sale, per set **1.99**

\$200 Punch Bowls, sapphire design. January Sale **75.99**

\$50 sample pieces of Cut Glassware, comprising Corset Shape Vases, Large Rose Bowls, Tankard Jugs, Handsome Trays. One price, January Sale **19.99**

GENUINE HAND CUT GLASSWARE FOR \$3.99. (See Special Table.)

Many of these pieces are regularly sold for prices ranging above \$7.00. The assortment comprises Berry Bowls, Sugar and Cream Sets, Wine Decanters, Claret Jugs, Flower Vases. January Sale special **3.99**

The Graniteware Sale

Still continues to give its unprecedented values. Come and supply your needs while the supply is unbroken.

See the Demonstrations of Pure Foodstuffs in the GROCERY SECTION

ITEMS FOR WEDNESDAY

One car Standard Granulated Sugar, 17 lbs., 1.00. 2,000 stone Fresh Rolled Oats, per stone, 43. 1,000 lbs. Choice Prunes, 2 1/2 lbs. .25. Finest Canned Corn, 8 tins, 25. Canned Peas, per tin, 11. 400 Choice Picnic Ham, smoked, lean and mild, 6 to 8 lbs. each, per lb., 13. Pure White Clover Honey, 5 lb. pail, 88. Laks of the Woods Pure Rose Flour, 1/2 bag in cotton, 83. One car California Sunlight Oranges, good size, sweet and seedless, per dozen, 25. Heather Brand Cocoa, 1/4 lb. tin, 20. Canned Haddie, Brunswick brand, per tin 11. Canned California Yellow Peaches, large tin, 25. Post Toasties, 3 packages, 25. Edward's Dehydrated Soups, tomato, white and brown, 6 packages, 25.

FRESH ROASTED COFFEE, 25c.

300 lbs. Fresh Roasted Coffee in the bean, ground, pure or with Chicory. Wednesday per lb. **.25**

The Robert SIMPSON Company Limited