

Store Opens at 8.30 a.m.

The Robert Simpson Company, Limited

Store Closes at 5.30 p.m.

News of Today's Selling

Today is \$1.95 Day throughout the Store. Every department is represented by values of extraordinary interest at \$1.95.

Compelling Prices on These Women's Dresses and Coats Wednesday

Consider the smartness of these garments, and you'll wonder at the very modest Wednesday price—Third Floor. The Dresses are an especially attractive lot, in silk and serges, suitable for street and afternoon wear; the colors are black and good shades of navy, Belgian blue, brown and reseda; smart spring styles, featuring the new wide skirt, pleated or flare, and empire waist; also some coat effects that are popular; other dressy modes have organza or pique collar and cuffs, and vest and collar of lace; misses' and women's sizes, in adaptable styles; \$7.50 values. See window display 4.95

Our Wash Goods Values Have Created Great Enthusiasm

Such phenomenal values have done much towards making this 1915 sale a huge success. We enter on this the last week with values equal to any that have gone before.

- 28-inch White Ratine Strips Crepe. Regularly 75c, for 25
42-inch Fine White Crepe. Regularly 75c, for 25
38-inch Heavy White Crepe. Regularly 80c, for 25
45-inch White Robe Muslin. Regularly 25c, for 19
45-inch White Crepe With Ratine Border. Regularly \$1.00, for 33
18-inch Cotton Diapers. Regularly 10 yards for 95c, for 59
28-inch Cotton Diapers. Regularly 10 yards for \$1.25, for 89
40-inch White Fawn Lawn. Regularly 12 1/2 yds for 97c
40-inch White Flaxon Lawn. Regularly 15c, for 9 1/2

NEW FABRICS

from New York and Europe are already to be seen in abundance, and all the latest designs for summer dresses. Our staff are very enthusiastic about the fabrics, and are glad at all times to give samples and show goods not already displayed on the counters. Additional space makes the department easy of access, and the display is more complete than ever before. You are welcome to come and study the new features of these materials at your leisure. They are well worth a visit.

- THE SIMPSON DRUG COMPANY LIMITED
Beecham's Peppermint Cure. 40
Fellows Compound Syrup Hypophosphites. 59
Modified Milk, large size. Wednesday 45
Chassa's Nerve Food. Wednesday 45
Pure glycerine 1-lb. bottles. Wednesday 33
Sugar of Milk. Wednesday 40
Best 1-lb. tin. Wednesday 40
Triangle Food, 9c size. Wednesday 40
Alcohol Sterile, strong and durable. Regularly 1.50. Wednesday 1.25
Wonder Balm, large bottle, bent neck. Regularly \$2.75. Wednesday 1.95

Scarf Pins

- 9k. Gold Pearl-Set Scarf Pins, in maple leaf, scroll, fairy, circle, bird, knot, leaf and a few olive and pearl designs. Regularly \$1.75
14k. Gold Fancy Twist Pearl Scarf Pins, Roman finish circles and two whole pearls. Wednesday 3.50
14k. Gold Scarf Pins, four whole pearls on a bar. Wednesday 3.95
14k. Gold Single Pearl-Set Scarf Pins, genuine whole pearls. Wednesday 4.50
14k. Gold Single-Stone Diamond Scarf Pins, claw setting, invisible and sherry styles. Regularly \$35.00. Wednesday 19.95

Greatest Values Yet Offered in Black Silks

Qualities of sterling worth; qualities that are carefully selected from the best makers. The essential soft touch, deep dyes, and perfect finishes of these silks admirably suited for draped garments. The raven blacks featured this season are obtained by a new dyeing process. Regularly \$1.50 Black Duchesse Satin, Duchesse Paillette, satin Messaline, with several pieces of C. J. Bonnet Fleur de Nise Satin. Regularly \$1.50 and \$1.75 Black Dress and Suiting Satins, lovely qualities, fully guaranteed, and with our name on the selvage, \$3 and 49 inches wide. Sale price 1.38
New Black Satin Charmeuse, 40 inches wide. Regularly \$2.50. Same in \$3.00 Qualities, 48 inches wide. Wednesday 2.49
1000 Yards of Black Duchesse Satin, Paillette and Messaline, all sizes wide, from 36 to 52 inches. Wednesday 1.96

Attractive Display of New Spring Serges and Broadcloth

The most unique and comprehensive showing of new materials for spring suits and dresses, fabrics that Fashion has selected, endorsed by leading customers. Wednesday we make a special display of these materials in the west end of our Great Goods Department, Second Floor. English College Serges, \$1.00 Yard—Pure wool, sport shrunk, college serge, in demand for dresses; a new shipment in marine, midnight and black. See the special display of fancy trimming silks for contrast. Serges 52 inches wide. Wednesday, per yard 1.00
Vigogne Botany Serge, \$1.50 Yard—A new serge, in weights for dresses and suits, soft chambré finish in marine, midnight and black. Wednesday 1.50
New Broadcloth, \$1.00 Yard—An advance shipment of lovely satin-finished broadcloth, in African brown, Belgian blue, green, battleship gray, putty, sand, black, navy purple, etc. Wednesday, per yard 1.50
Suede Broadcloth, \$2.00 Yard—Retains its appearance; rich new spring shades, for suits, evening wraps, etc.; sport shrunk and spotproof. Wednesday 2.00

Women's \$6 Suede Boots 2.49 Men's \$6 Militia Boots \$2.99 Boys' \$3 to \$4 Gunmetal Calf Boots \$2.49

Women's \$6.00 Black Suede Boots, \$2.49—900 pairs Popular Winter Boots, in button and lace styles; black, brown and gray suede; patent calf, gunmetal calf and fine kid leathers; superior quality flexible lath, medium and heavy weight soles; kidney, Cuban and military heels; very new recode, French stage and popular toe shapes; best trimmings and linings; brands in this sale you will recognize as the product of leading manufacturers. All sizes 2 1/2 to 7. Regularly \$6.00. No mail orders. Wednesday 2.49

Men's \$6 Militia Boots \$2.99 Boys' \$3 to \$4 Gunmetal Calf Boots \$2.49

Men's Militia Boots, \$2.99—1500 pairs Men's Goodyear Welt Hand-sewn Boots, in button, Blucher and lace styles; militia calf, black calf, patent calf, gunmetal calf, American elk and box calf leathers; dress, street and service weight soles, reinforced to keep out the wet; dress and business boots made in the season's new lasts; militia boots are built on the regulation army lasts, and made without toe caps and toe boxes; all sizes in the lot 5 1/2 to 11. Regularly \$4.50 to \$7.00. Wednesday 2.99

Women's Rubbers, Wednesday, 190—375 pairs Light City Rubbers, Cuban heels; sizes 3 1/2 and 3 only. Regularly 65c. Wednesday 1.19

Women's Jersey Rubbers, Wednesday, 480—150 pairs, loose heel, Cuban heels, sizes 3 1/2 to 3 only. Regularly \$1.00. Phone orders filled while they last. No mail orders. Wednesday 49c

OIL-TANNED MOCCASINS FOR MEN AND BOYS.

Extra thick oil-tanned cowhide, wax-end sewn seams, with extension edges to protect stitches. Men's sizes, Wednesday, 1.50. Women's and Boys', Wednesday, 1.40. Misses' and Youths', Wednesday 1.25



Canada, and the Empire

Across the line at the present time there is a great movement under the slogan "made in U.S.A."

This is a good policy for our neighbors, because they are not at war; they have only themselves to consider. Canada, as part of the British Empire, is now engaged in the most serious war of all time. When it is over we will be proud to hear Britain's "Well done, Canada."

Let us deserve this by our broad Imperial policy even in buying and selling.

These last days of our January Sales offer great inducements in Canadian-made goods, and wonderful values in goods made by Britain and the Allies.

Only Four Days More in Our Great Whitewear Sale

And each of the four days will bring arresting values. Look carefully through this list, and see what you do not want to miss tomorrow:

- Handsome Petticoats, of fine nainsook, trimmed with founce and rows of wide insertion of fine embroidery; lengths 38, 40, 42 inches. Regularly \$1.00 each. Wednesday Sale price .75
Corset Covers, three dainty Dorothy styles, in fine nainsook; trimmed with deep lace and embroidery, draw ribbon in neck, pearl buttons; sizes 32 to 42 bust measure. Wednesday Sale price .25
Corset Covers, clearing two exquisite styles, in extra fine material; trimmed with beautiful embroidery or with embroidery and lace combined; silk draws; sizes 34 to 44 bust. Two splendid 75c values. Wednesday Sale price .45

600 Nightdresses for Wednesday selling; made of fine, heavy flannelette, double yoke in front and back; all double stitched, making all seams perfectly flat; narrow ruffle of goods on neck and front; lengths 54, 56, 58 inches, for 32 to 42 bust measure. A regular 65c gown. Wednesday, each .45

Women's Vests, heavy and fine quality; ribbed all-wool; white or natural color; neatly trimmed; "Watsons" or "Hygeian" unshrinkable makes; sizes 32 to 40 bust. Regularly \$1.00 and \$1.25 each. Wednesday Sale price, each .50

Girls' Combinations, heavy ribbed white wool and cotton mixture; unshrinkable, high neck, long sleeves, button front, ankle length, sizes for girls of 8 to 11 years only. Regularly \$1.00 each. Wednesday Sale price .49

Nightdresses, for extra large women, fine nainsook, semi-high Dutch ruffles, low collar, sleeves, buttoned down front, neck and sleeves finished with dainty fine embroidery, run with silk ribbons; sizes for 42 to 48 bust measure. Regularly \$2.00 each. Wednesday Sale price .129

Petticoat, of nainsook; an exquisite style, finished with 8-inch founce of beautiful embroidery, run with silk ribbon; large ribbon bow; lengths 38, 40, 42 inches. Regularly priced at \$2.00 each. Wednesday Sale price .149

Drawers, fine nainsook, wide Isabelle style; short skirt effect; beautifully trimmed with extra fine embroidered ruffles, with row of matched insertion above embroidery; both styles. Regularly \$1.25 a pair. Wednesday, a pair .69

400 Pairs Corsets, clearing balances of fall styles we are discontinuing. Royal, D and A. C. C. In Grass, C.B. and other famous makes; not all sizes in any one model, but all sizes 18 to 30 inches in the lot. Wednesday all at Half-Price

Women's Glee Kid Gloves, extra soft pliable skins, perfect finish, two 5/8 to 7/8; 690 values. Regularly 1.50 yard. Sale price Wednesday .59

Women's Black Cashmere Gloves, fleece-lined, all-wool yarn, extra fine down weave, two dome fasteners, perfect finish, sizes 6 1/2 to 8; 25c value. Wednesday .15

Women's Plain Black Cashmere Hosiery, seamless, winter weight, knitted close and elastic, extra good wearing, sizes 3 1/2 to 10; 35c value. Wednesday, 19; three pairs .35

Women's All-Wool "Liams" Cashmere Hosiery, seamless, medium weight, extra fine yarn; sizes 3 1/2 to 10. Regularly 35c. Wednesday, three pairs .30

Men's Plain Black Cashmere Socks, extra fine quality, seamless, good wearing; sizes 9 1/2 to 11; extra value. Wednesday, 19; three pairs .55

Dinner 25c

- Broiled Fresh Cod Steak, Aurora Sauce, or Prime Roast Beef, Brown Gravy, or Roast Young Chicken, Gilet Gravy, Baked or Mashed Potatoes, with Sweet Corn, Apple Sauce, Fudding, Lemon Sauce, or Flaming Potatoes, Ice Cream, Bread and Butter, Tea or Coffee.
AFTERNOON TEA, 3 p.m. to 5.30. 10c, or two persons for 25c.

Groceries

- Telephone Direct to Department, 165 Adelaide 5100.
6000 lbs Finest Canned Peas, only 8 cts to a customer. 3 tins .30
2000 stone Fresh Rolled Oats, Per Stone .21
Choice Side Bacon, peameal, half or whole. Per lb .31
Clare's Pork and Beans, in chili sauce, tall tins. 3 tins .25
Panic Japan Rice, 5 1/2 lb. .25
Finest Canned Pitted Cherries, tin. 18
Mexican Baking Powder, 1-lb. tin. 21
Choice Pink Salmon, 3/4-lb. tins. 25
Fresh Butter, Milk, Gallon .18
Teller's Cream Soda Bicuitia. 3-lb. tin .25
Sausage, 3-lb. tin .25
Banquet Shortening, 3-lb. tin .25
100lb Head Onions, 4 packages .35
Potted quart bottle .25
Banquet Brand Jam .25
Choice California Prunes, 3 lbs. .25
French Macaroni, 4 packages .35
Ons car Choice California Sun-dried Tomatoes, 4 packages .35
Dosen .25
Choice Gingham, Lemon, 3 1/2 yds down 15
Tobin Hood Oats, Large package .25
Poser Clark's Custard Powder, 5-lb. tin. 25
Campbell's Soup, assorted, 3 tins. 25
Newell Brand Raisins, 3-lb. tin. 25
FRESH ROASTED COFFEE, PER POUND, 75c
1000 lbs Fresh House Coffee, in the bean, ground pure or with chicory, Wednesday, per lb. .17

The Picture Framing Sale

Only a few days left in January during which we offer the discount of 20 per cent. from prices of moldings and made-up frames. Frames include antique giles, Roman golds, rosewood, solid walnut, Circassian walnut, mahogany, ebony, quarter-cut oaks, in all finishes.

We also do re-glazing of old frames, re-fit frames with glasses and restitute old mirrors at reasonable prices.

Men's Fur Collar Overcoats \$8.45 at Less Than Manufacturer's Cost \$8.45

We have only forty of these coats to offer, and only in sizes 36 to 40.

We are losing dollars on each coat, not from any philanthropic motive, but because we do not want to take these forty coats, an incomplete line, into stock. These coats were very special value at \$12.95.

Made from good quality black English beaver cloth, cut double-breasted, with a Russian marmot fur collar, lined with padded and quilted Italian cloth, interlined with rubber to the bottom, sleeves have knitted wind cuffs, absolutely wind and weather proof. To clear Wednesday at 8.45



MEN'S HEAVY ALL-WOOL ENGLISH MELTON CHAMOIS-LINED OVERCOATS AT \$18.00.

20 coats only, splendidly tailored from black melton cloth, double-breasted, with notch collars of full-furred otter-dyed Russian marmot; lined with heavy quilted mohair, and interlined to the bottom with chamois skins; sizes 36 to 46. Regularly \$24.00 and \$25.00. Wednesday . 18.00

Muskrat-Lined Coats \$32.50

12 only Men's Canadian Muskrat Fur-Lined Coats, fine black beaver cloth shells selected, even, glossy curl, Persian lambskin collars, in shawl and notch shapes. Regularly \$65.00. Wednesday, half-price, 32.50

MEN'S PERSIAN LAMB FUR CAPS.

Driver shape, with adjustable peak and slip bands to pull over the ears; extra fine quality skins and rich glossy curls. Regularly \$11.50 and \$14.50. Wednesday . 10.00

Our Special \$5 Suits for Boys

Splendidly tailored from good wearing English and Scotch tweeds in brown and gray, showing striped patterns, single-breasted yokes Norfolk style with box pleats and belt; full cut bloomers, strong serge lined, sizes 26 to 38. Wednesday . 5.00

BOYS' FULL-CUT BLOOMERS, 95c.

Strongly made from imported Scotch and English tweeds, in brown, gray and tawny brown; well lined, belt loops and straps and buckle at knee; sizes 24 to 34. Wednesday . 95c

Furnishings for the Men

A Collection of Mufflers, knitted and silk fabric styles, assorted colors, fringed ends, squares, etc. Regularly 75c to \$2.00. Wednesday, each80

English Flannellette Nightrobes, with turn-down collar, pocket, extra-large models, medium colors and neat stripes; sizes 15 to 19. Regularly \$1.00. Wednesday67

Natural Wool Underwear, double-breast, English made, unshrinkable; sizes in shirts and drawers 34 to 46. Wednesday, special garment75

Specials in Floor Coverings

Cocoa Mats—A good bargain in two of the most useful sizes in this reliable quality Cocoa Mat; 14 x 24 inches, 60c; 16 x 27 inches, each65

Reversible Bedroom Rugs, 75c—A very serviceable and inexpensive small rug for the side of a bed, or any place where this size, 37 x 61 inches, can be used; plain centres with striped and borders. Special value, each75

60 x 90 "Orient" Rugs at 95c—A strongly woven twisted Japanese Fibre Cotton Rug, in Oriental, Art Nouveau and conventional designs; greens, reds, blues and tans; size 6.0 x 9.0. Special, each95

Inlaid Linoleums at 85c Yard—A particularly good range of designs, in tile, block, wood and carpet effects shown in this quality, in which the colors are made solid through to the back. Per square yard85

Draperies Fabrics and Shades

Futurist Linens at \$1.18 Per Yard—A number of new exclusive designs in linens of the most unusual combinations of coloring, suitable for living-rooms or bedrooms, to be used for curtains or furniture covering, printed on best quality linen, 30 inches wide. Per yard1.18

Filet Nets at 75c Per Yard—A collection of new dainty designs, suitable for almost any style of window, some with edgings, in ivory or white, 50 inches wide. Per yard75c

Holland Window Shades—Telephone any time and we will measure the windows of your home for these best quality window shades, in cream, white or green, and we will let you have an estimate.

Scotch Wool Tapestries at \$4.50 Per Yard—For upholstering furniture nothing is nicer than a good quality Scotch wool tapestry of effects. We have a large assortment, in various colorings, suitable for the living-room; 50 inches wide. Per yard4.50

Domestic Equipment in the Basement Wednesday

75c Size Bright Aluminum Saucepan, with cool handles and aluminum covers. Regularly \$1.15. Special for Wednesday49c

Aluminum-Covered Vegetable Cooking Pans, cool handles and aluminum covers. Regularly \$1.25. Special for Wednesday99c

Nickel-Plated Copper Teakettles, sizes 7, 8 and 9, for gas stove and range use. No phone or mail orders. Regularly \$1.25 to \$1.75. Wednesday97c

50 Galvanized Garbage Cans, Wednesday47c

50c Clothes Horses, 4 ft. high, wire drying rails. Wednesday 43c

BRASS AND CHINA ON SALE IN THE BASEMENT TOMORROW

100 Brass Jardinieres, ball footed, fit up to 8-inch pots, bright or dull brushed finish. Wednesday38c

Handled Jardinieres, solid brass, flanged foot; lion head and ring handles; bright or brush finish. Wednesday38c

Pierced Band Jardinieres, brushed finish, urn shape, lion's head and ring handles; 7-inch opening. Wednesday1.95

40-PIECE TEA SET, \$35.

Excellent English bone china, good variety of floral and conventional decorations. Wednesday\$35

Stock Clearance of Dinner Sets at \$5.95—25 sets of English semi-porcelain, 97 pieces each; new style, double border, in Persian effects. Regularly \$9.00. Wednesday\$5.95

\$9.95 Dinner Sets, \$5.95—The last 16 sets of this pattern, enamelled large wild rose decoration; 97 pieces. Regularly \$9.95. Wednesday at\$5.95