

THE ROBERT SIMPSON COMPANY LIMITED

CORSETS, WHITEWEAR AND UNDERWEAR
 \$3.25 "LA DIVA" CORSETS AT \$1.95.
 Finest white coutil, medium bust, very long hips and back, finest rustproof boning, wide side steels, elastic reinforcements each side, back of skirt, silk flossing, six strong garters, deep silk embroidery and silk bow trim; sizes 19 to 30 inches. Regular \$3.25. Tuesday 1.95

WOMEN'S COMBINATIONS.
 Finest nainsook, yoke of corset cover has deep insertions of handsome val lace and fine embroidery, with short sleeve of lace and embroidery to match, deep lace edges and silk draw ribbons, full of fine lace at knee sizes 34 to 44 bust. 1.95 Regular \$3.00. Tuesday 1.95

WOMEN'S NIGHTGOWNS.
 Nainsook, slip-over Empire style, yoke and short sleeves of beautiful all-over lace with embroidery insertion on front, wide silk ribbon trim in embroidery banding and finished with silk ribbon bow at high waistline; lengths 56, 58 and 60 inches. Regular \$2.75. Tues- 1.95

WOMEN'S PRINCESS SLIPS.
 White nainsook, has dainty embroidery edges on neck and armholes, silk draw ribbon at neck, deep flounce of fine embroidery run with wide washable silk ribbon; sizes 34 to 42 bust. Regular 1.95 \$2.50. Tuesday 1.95

GIRLS' SWEATER COATS.
 Of extra heavy, close knit wool, high neck style, with reversible collar, patch pockets; colors navy, cardinal and gray; sizes 6 to 14 years. Regular 1.95 Reg. \$2.50. Tuesday 1.95

WOMEN'S COMBINATIONS.
 A clean-up of two lines in a medium weight white silk and wool mixture, with fine weight white pure wool, high neck, long sleeves and low neck, short sleeves in the lot. Sizes 32 to 38 bust. Regular \$2.50 and \$3.00. Tues- 1.95

CHILDREN'S DRESSES.
 Heavy navy blue serge, pretty silk embroidery on yoke, black leather belt set low on skirt, lined with fine silk. Sizes 2 to 6 years. Regular \$3.00. Tues- 1.95

LINGERIE WAISTS AT \$1.95
 A French model of fine voile, with whole front of fine hand embroidery, crochet lace and tucking; low neck and three-quarter sleeves. Regular \$5.00. Tues- 1.95

ENGLISH VOILE WAIST.
 With high lace collar and yoke; embroidered in Dutch blue or rose color; heavy chuney insertion; high neck with deep lace cuffs. Regular \$3.75. Tues- 1.95

PRETTY MODEL BLOUSE.
 Of fine organdy muslin, front trimmed with linen net lace, with scalloped panel of finest embroidery; high neck and short sleeves. Regular \$3.95. Tues- 1.95

A FRENCH WAIST.
 Of voile, with front of hand-embroidery, high neck and short sleeves. Regular \$5.00. Tues- 1.95

ENGLISH VOILE WAIST.
 Front pin-tucked, with square yoke front and back lace; long sleeves, trimmed with lace. Regular 1.95 \$3.95. Tuesday 1.95

DRESS GOODS AND SUITINGS
MEN'S SUITING SERGES, \$1.95.
 Guaranteed quality, old dyes; 52 and 54 in. wide; soft Botany finish. 1.95 Regular \$2.50. Tuesday

COLORED BROADCLOTHS, \$1.95.
 All our best colors, for suits; spot-proof and shrunken. Regular \$2.50. Tuesday 1.95

SUITING GABARDINE, \$1.95.
 Best shades, including navy and black; soft shrunken. Regular \$2.50. Tuesday 1.95

COVERT SUITING CHECKS, \$1.95.
 For early spring suits, new covers, shepherd and fancy checks; 54 and 56 inches wide. Regular \$2.50. Tuesday 1.95

BLACK BROADCLOTH, \$1.95.
 Guaranteed quality, French satin finish. Regular \$2.50. On sale Tuesday 1.95

COATINGS, \$1.95.
 Including tweed, velours, cream and cream with fancy check; for spring and sports coats. Regular \$2.50. On 1.95 sale Tuesday

NEEDLEWORK
BATTENBERG LACE TABLECLOTHS, \$1.95.
 Five different designs; good Battenberg lace; deep borders with lace insertion or drawn-work centres; size 72 inches. Regular \$2.95 and \$3.95. 1.95

L'ENTENTE CORDIALE
 When you look through this great list of merchandise at \$1.95, you will see that most of it is Canadian—but there are included many things from the Mother Country and her allies that Canadians never want to be without.

Lloyd George has told us how vitally important it is that Britain should keep up her exports in order to finance this great war—and the same is measurably true of France, Japan, Italy, Russia.



That is why Canada, with a huge trade balance in her favor, will still buy English Worsteds, Irish Linens, Scotch Linoleums, French Gloves, Silks, Perfumers, Russia Leathers, Italian Camoes—and you'll find them all here today at \$1.95.

During this week in which we are helping the dependents of our fighting men by contributing to the Patriotic Fund, let there be an Entente Cordiale in our buying as in our thinking. At this time it is the function of a great store to put before its customers the merchandise of Canada and the Allies.

Bedding--Linens--Staples

\$2.38 HEMSTITCHED SHEETS AT \$1.95—Well made, nicely hemstitched, and linen finished; size 2 x 2 1/2 yards. Regular \$2.38. 1.95 Tuesday

\$2.50 COMFORTERS, \$1.95—Heavy cambric covering; sanitary filling; size 72 in. x 72 in. Regular \$2.50. Tuesday 1.95

\$3.00 TABLE CLOTHS, \$1.95—Pure linen, in an assortment of very dainty designs; size 2 x 2 1/2 yards. These cloths will launder perfectly. Regular \$3.00. Tuesday 1.95

FINE LONGCLOTHS, 12 YARDS FOR \$1.95—Fine, even thread; soft finish; perfectly bleached. Regular \$2.75. On sale Tuesday, 12 yards for 1.95

\$2.98 FRENCH CLUNY DRESSER SCARFS AT \$1.95—Size 18 in. x 54 in. Pure linen centre; real French cluny edge; neat design. Regular \$2.98. Tuesday 1.95

MEN'S FURS, \$1.95
ELECTRIC SEAL FUR CAPS.
 Wedge, sport and golf shapes; warm and dressy for cold weather wear. Regular \$3.00, \$3.50 and \$3.75. Tuesday 1.95

ADJUSTABLE FUR COLLARS.
 In Corean beaver and short ends of other furs; will fit any style coat, and easily put on. Regular \$1.50 and \$1.95. Tuesday 1.95

BABY CARRIAGE ROBES.
 In white imitation bearskin; large pocket shape. Regular \$2.50 and \$3.00. Tuesday 1.95

RARE BOOKS, \$1.95
 3 copies only "Roughing It in the Bush," by Susanne Moodie. Regular 1.95 \$2.75 each
 1 copy "The North Pole," by Robert E. Peary; white vellum; illustrated. Regular \$4.50. Tuesday 1.95
 2 copies "The Road Mender," by Michael Fairless; illustrated. On sale Tuesday 1.95
 3 only "David Copperfield," 1 only "Old Curiosity Shop," illustrated by Frank Reynolds. Regular \$5.00. Tues- 1.95 day, special

"An Artist in Egypt," by Tyn-dale, with 27 full-page colored illustrations. Regular \$5.00. On sale Tuesday 1.95

ROOM LOTS OF WALL PAPERS, REGULAR \$4.00, FOR \$1.95.
FOR BEDROOMS.
 Dainty shadow stripe walls, with floral out-out borders and white miter ceilings. Complete room outfit for. 1.95

FOR LIVING ROOMS, PARLORS AND HALLS.
 Tapestry and brush blend walls, with scenic borders and cream ceilings. 10 rolls wall, 16 yards borders, 6 rolls ceiling. Complete room outfit for. 1.95

POLISHING BRUSH AND WAX.
 Polishing Brush, weight 15 lbs., and 1 lb. tin Old English Floor Wax. 1.95 Complete outfit, Tuesday

CAMERAS, \$1.95
FOLDING CAMERA.
 For pictures 2 1/4 x 3 1/4 in.; direct finder, and focussing back; plate holder. Regular \$3.50. Special 1.95

BOX FORM CAMERA.
 For pictures 2 1/4 x 3 1/4 in. Regular \$2.50. Special 1.95

WOMEN'S DRESSES, \$12.50.
 Sizes 32 to 42, \$20.00, \$25.00 to \$45.00.
 A good assortment of styles, in serge, crepe de chine, taffeta and velvet; a few samples in the lot; colors are navy, green, brown and black; sizes 34 to 40. Tuesday, \$12.50.

WOMEN'S OUTING AND SKATING SKIRTS.
 A variety of smart skirts, featuring leather trimming on hem, pockets and belts; also other good styles; materials include tweeds, serges, corduroys and heavy all-wool striped materials, in dark gray or brown; full assortment in sizes, \$3.95 to \$10.00.

WOMEN'S \$12.50 TO \$16.50 COATS, \$7.50.
 The values are unequalled, as they comprise all the latest belted, yoked, trimmed, flaring or full ripple styles,

WOMEN'S \$18.00, \$20.00, \$22.00 AND \$25.00 SUITS, TUESDAY, AT \$15.00
 English worsteds and tweeds, in fine quality grays, browns and fancy mixed color patterns, in a splendid assortment of designs. They are cut in fashionable single-breasted sack style, with high-cut vest, and trousers finished with five pockets and belt loops. The linings and tailoring are the best. Sizes 36 to 44. Tuesday, \$15.00.

These Goods at Other Prices
 in a wonderful range of good winter coats. Regular \$12.50 to \$16.50. Tuesday, \$7.50.

WOMEN'S NOVELTY SUITS FOR SPRING.
 More New York Suits for your inspection; "chic" styles, in the newest shades for spring; materials are gabardines, checks, wool poplins, serges and a number of lovely silk and wool combinations.

WOMEN'S \$12.50 TO \$16.50 COATS, \$7.50.
 The values are unequalled, as they comprise all the latest belted, yoked, trimmed, flaring or full ripple styles,

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Boots at \$1.95
 1950 PAIRS WOMEN'S \$4.00 TO \$5.00 BOOTS FOR \$1.95 PAIR.
 Gipsy, button and lace, Blucher lace and regular button styles; selected patent calf, vic kid and gunmetal calf leathers, and beautiful black velvet, black, gray, sand, putty and fawn cloth tops; Cuban, military and French heels; latest long vamp and popular toe styles; plenty of all sizes. Regular \$4.00 to \$5.00. 1.95 Tuesday

200 PAIRS WOMEN'S \$1.65 SLIPPERS FOR \$1.95 TUESDAY.
 1200 pairs Beautiful, Cozy, House, Lounging and Bedroom Slippers, in Juliet, ankle and low pump styles; made of satin, velvet, fine felt, suede and soft kid; hand-turned, padded and flexible leather soles; low, Cuban and spring heels; all sizes 3 to 7. Regular \$1.25 to \$1.65; two pairs Tuesday. 1.95

MEN'S PROSPECTOR BOOTS, \$1.95.
 200 pairs, 12, 14 and 16-inch Long Leg Boots, lace and buckle style; full bellows tongue; heavy double soles; reinforced seams; the upper leather is worth more than Tuesday's price; sizes 10, 11, 12. 1.95 Regular \$4.00 to \$5.00. Tuesday

MEN'S \$3.50 BOOTS, TUESDAY, \$1.95.
 1225 Pairs Stylish Winter Weight Boots, in selected gunmetal calf, black, grain kip and dull calf leathers; double and one-eye soles; military and common-sense heels; round, wide and high toes; strong canvas; all sizes. Regular \$2.50 to \$3.50. 1.95

BOYS' "ACTIVE SERVICE" BOOTS.
 875 Pairs of Real Winter Boots, built to stand all kinds of hard wear; best box calf and box kip leather uppers; double weight soles; solid leather insoles; military and college heels; canvas and unlined uppers; "Active Service" Boots are 1.95 best. Sizes 1 to 5 1/2. Tuesday

MISSES' \$2.95 BOOTS FOR \$1.95
 Sizes 11 to 2, best quality, highest grade makers; Goodyear Welt Boots, in fine black calf and selected patent calf leathers; out of the ordinary toe shapes. Usually sold for \$3.99. Our regular price 1.95 \$2.95. Tuesday

WASH GOODS
 An American manufacturer's clearance of odd pieces; also some short lengths of plain voiles, stripe and printed, also silk and cotton fabrics, in great variety. Regular 60c, 75c and 98c a yard. On 1.95 sale Tuesday, 6 yards for

MILLINERY AT \$1.95
UNTRIMMED HATS.
 Black hatters' plush; black beaver, with velvet, and black silk velvet; also a few in colors; the season's best shapes that have been selling at \$3.50, \$4.00 and \$4.50. Tuesday 1.95

TRIMMED HATS
 Of hatters' plush or silk velvet; imported shapes; also many hand-made shapes, draped with black or colored velvet; the trimmings consist of flowers, fruit, feathers, ornaments, wings, ribbons or fancy mounts. Were \$3.00. 1.95 \$3.50 to \$4.00. Tuesday

FANCY OSTRICH MOUNTS.
 Ostrich Bandoaux and Ostrich Plumes, in good range of colors. Regular \$3.00, \$4.00 to \$5.00 each. On sale Tues- 1.95 day at

HIGH-CLASS FRENCH NOVELTY RIBBON.
 In the Millinery Department, suitable for girdles, millinery, fancy work, cushion tops, knitting bags; 7 to 15 inches wide; Roman harpe, plain, heavy plum satin back, \$4.50 yard; Serge Silk, with gold, \$4.50 yard. Hand-Cut Velvets, in floral design, \$4.00 and \$7.00 per yard, and many other similar ribbons to be cleared. 1.95 Tuesday, yard

JEWELRY.
 Women's 8k and 10k Gold Brooches, all real pearls; some in combination with emeralds, peridots and sapphires; many pretty designs in crescent, scroll and bar styles. Regular \$3 to \$5. Tuesday 1.95

WOMEN'S 10k and 14k Gold Cameo Rings, regular cameos, with fine carved heads, in pink and white shades, plain and fancy patterns. Regular \$3.50 to \$5.00. Tues- 1.95 day

SUIT CASES, \$1.95.
 "FIT REFORM" SUIT CASE.
 Best grade Keritil; leather corners; suit form inside for packing suit without its being mused or wrinkled; size 22 inches. Regular \$4.50. Tuesday 1.95

EMBRELLAS, \$1.95
 Cover of silk mixture, close-rolling frame, selection of handles, with sterling silver or rolled gold mounts; many of them are slightly counter rubbed. Regular \$3.00 to \$4.00 each. On sale 1.95 Tuesday

GLOVES AND HOSIERY
 Women's Pen-Angle Brand Plain Black Cashmere Hose, second quality; good plique; splendid value; sizes 5 1/2 to 9 1/2. Regular 29c pair; seven 1.95

Boys' and Girls' Ribbed Black Cashmere Stockings, fine 1-and-1 rib; good weight; elastic toe and heel; sizes 5 to 9. Regular 35c value. Tuesday, 29c pair; 1.95

Women's Chamollette Gloves, gray and brown; two dome fasteners; perfect fit; inches diameter. Regular \$3.75. 1.95

Women's Cape Suede Gloves, silk lined, tan, gray and black; two dome fasteners; 5 1/2 to 7 1/2; \$2.25 value. On sale Tuesday at 1.95

TOILET GOODS
 Three-piece Real Ebony Toilet Set, silver mounted, in neat lined case, containing hair brush, hand mirror and dressing comb. Regular \$3.85. Special 1.95

Four-piece Grained White Celluloid Toilet Sets, including concave hair brush, dressing comb, puff box and hair restorer. Regular \$3.25. Special 1.95

Real Ebony French Hand Mirrors, finest quality bevelled plate glass, 7 1/2 inches diameter. Regular \$3.75. 1.95

Real Ebony Hair Brushes, finest quality; long, stiff, pure bristles. Regular \$3.00. Special 1.95

Imported Perfumes and Face Powders. Regular \$3.00 and \$3.50 each. Special 1.95

HARDWARE AND CUTLERY.
ASH BARRELS.
 Corrugated galvanized iron, with cover and side handles. Tuesday 1.95

SKATES.
 For men and women. Regular \$2.25. 1.95 Tuesday

TABLE KNIVES.
 Silver-plated handles, good Sheffield steel blades. Regular \$4.00 dozen. Tues- 1.95 day, dozen

CASE CARVERS.
 Reliable Sheffield makes, genuine staghorn handles, three-piece sets, in leatherette covering. Regular \$2.50. 1.95

MISSES' DRESSES, \$1.95
 50 Dresses, in good quality serge, assorted styles, including sailors, trimmed with braid; shades brown, blue, green and black. Sizes 12 to 18. Tues- 1.95

GIRLS' DRESSES, \$1.95.
 Assorted styles and colors, in serges, panamas and velvet, suitably trimmed; also all-wool cream serge with collar of cream satin and fine pearl button trimming; sizes 6 to 14. Regular 1.95 \$3.50 to \$5.00. Tuesday

MEN'S \$3.50 AND \$3.75 TROUSERS AT \$1.95
 200 pairs, good quality English worsted trousers; cleared from one of our best manufacturers; English cloths give service and retain their finish; gray stripe pattern; sizes 32 to 42. Tues- 1.95

ELECTRIC FIXTURES, \$1.95
 Hall Lanterns, showers, pendants and ceiling fixtures; some slightly damaged. Price does not include installing. Regular \$3.00 to \$10.00. On sale Tues- 1.95 day

CHINA, GLASS, BRASS
ROYAL NIPPON CAKE SETS.
 Specially selected, pretty floral decorations, good assortment, seven-piece set. Tuesday 1.95

CHOCOLATE SETS.
 Of six cups and saucers and one jug, in Royal Nippon china, floral decorations. Tuesday 1.95

FRUIT SETS.
 Royal Nippon china, new floral decorations to select from; set consists of six nappies and one large fruit bowl. Regular \$2.25 to \$2.75. Tues- 1.95 day

CUT GLASS AT \$1.95.
 \$2.75 Sugar and Cream Set, \$1.95 — Genuine cut glass sugar and cream, full weight, clear blanks, floral cuttings. Our special price for Tues- 1.95 day

\$2.95 Cut Glass Vases, \$1.95—Cut glass vases, trumpet shape, 7 inches, floral design, on finest quality blanks. Our special price for Tuesday 1.95

BRASS JARDINIERS, \$1.95.
 8-inch Brass Jardiniere, three ball feet, dull or bright finish. \$1.95 top, Regular \$2.50. Tuesday 1.95

GOOD CARPETS AT \$1.95.
 1000 YARDS ENGLISH AXMINSTER CARPET.
 Regular \$2.50, \$2.75 and \$3.50 Yard. Part role of some of our best selling designs and a few discarded patterns which we cannot repeat; enough to do one or two rooms; some with borders to match, in rich Oriental, very pretty floral, two-tone blue and two-tone green effects. These are all extra fine carpets and will give the greatest satisfaction and wear. Tuesday, yard 1.95

RAG RUGS, \$1.95.
 Plain centres in green, rose, gray and mauve, with fancy chintz borders at the ends only; size 24 x 36 inches. Regular \$2.75. Tuesday 1.95

MOHAIR PIANO MATS, \$1.95.
 Protect the carpet where it gets the wear at the piano. Reds, greens, browns and blues; size 36 x 18 inches. Tuesday 1.95

ENGLISH AXMINSTER MATS.
 For vestibules and halls. Oriental designs; size 24 x 36 inches, wool backs. Regu- 1.95 lar \$2.35. Tuesday

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