

SIMPSON'S

Some of the Good Values for Women

80 Only Women's Dresses on Sale Saturday at \$10.00

These dresses are made in taffeta, satin, mes-saline, poplin and serge; some in smart combination effects; a large assortment of styles and colors to choose from. Sizes from 32 to 47 bust. Priced very attractively Saturday, each 10.00

Misses' Velvet Dresses.

Misses' and Small Women's Dresses, of rich velvet; many developed in combination with charmeuse; others are in plain styles, while many have a smart trimming of wool embroidery, and sash girdles; a splendid range of colors, and in all misses' sizes. Prices \$27.50 to \$47.50.

Special Values in Misses' Fall Suits

Regular \$17.50 and \$18.50 suits Saturday at \$13.95. They are a choice lot of good styles, made in extra fine quality serge, with braid trimmings and convertible collar; all nicely satin lined. They come in navy, black and brown. Sizes 14 to 20 years. Saturday sale at 13.95

Misses' and Small Women's Velvet Suits \$27.50 to \$35

We have just received a lot of beautiful suits made of good quality velvet; they are well tailored, showing ripple and flare effects, and are richly lined; they are belted models, and others with large collars, many of which are fur trimmed. Colors are navy, brown, plum, Burgundy, green and black. Sizes 14 to 20. Prices, \$27.50 to \$35.00.

New Hats at \$4.95

They are new goods from our own workrooms, and are carefully made and stylishly trimmed; they are of good black Lyons velvet, with flower and fur trimming; others with numidi and osprey effect. We made them up ourselves from materials that were bought at specially low prices. These hats would be good values at \$7.50 to \$9.00. On sale today 4.95

The Hats Reduced to \$3.75

Young women and misses will find a splendid assortment in this lot of hats. These are also of silk velvet, and are mostly in black, but the good colors are well represented. Today they are in our showcases. Marked \$5.50 to \$7.00 each. Today the price will be 3.75

The Smart Tailored Hat \$1.50

These are smart sailors, in silk velvet or plush, with corded silk bands; many other shapes with similar trimming will be in this much reduced lot. Regular \$2.75 to \$4.00 1.50 each, for

A Great Special Value in British Manufactured Cord Velvet at 49c

In a special purchase we secured 5,000 yards of 27-inch Cord Velvets in the wide wale, woven and Terry makes. They are from one of the best makers in Manchester, every yard dyed and finished by Worrall's, and guaranteed fast pile and fast dye. Included are seven shades of brown, Saxe, Copeland, navy, wine, cardinal ruby and other reds, rose, grey, ivory and Russian and moss greens. A great special value, per yard 49

\$2.95 Blouses at \$1.95

(At 2.30 p.m.)

200 Exquisite Quality 10 Mommy Habutal Silk Waists, a heavy and extremely lustrous quality, two designs, one showing the deep collar slit in two at the back and coming to a point, the other having a nice wide collar with deep ruffled silk edges; all sizes to 42 inch. Our regular \$2.95 waist. Saturday, 2.30 p.m., at 1.95

8.30 a.m. for Boys

Wonderful Ulsters at \$7.95.

A special purchase of 132 Winter Ulsters, double-breasted models, in loose-fitting slip-on styles that the well-dressed boys are wearing. Regularly these coats would sell at \$10.00, \$11.00, \$12.00 and \$12.50. Rich greys and browns in good wearing English chinchillas, dark grey Irish friezes and Scotch wool ulsterings, in solid weaves of brown and tan shades. Sizes 25 to 35. Ages 7 to 18 years. 8.30 Saturday special 7.95

\$6.75 to \$8.50 Norfolk Suits at \$4.85.

146 new Winter Suits bought to sell in our regular stock at \$6.75 to \$8.50, but marked for quick selling on Saturday at \$4.85. There are Norfolk styles with yoke and fancy pleats, also plain front styles with fancy pleated backs. The bloomers are lined throughout, and both coats and bloomers are splendidly tailored from good English tweeds in dark shades of greys and browns. Sizes 25 to 35, ages 7 to 17. Saturday special 4.85

Smart Fall Styles in Hats for Men

Borsalinos—This famous Italian hat, in all the new fall shapes and colorings. The McKibbin—A smart, young man's hat, with broad, flat brim and raw edge; comes in eight popular shades. 4.00
Christy—The well-known London shades. 3.50
Shades of steel, slate, myrtle, olive and black. In new and staple shapes; Station Stiff Hats—The latest shapes in this good American hat; six-Christy's Special—A hat which offers excellent quality as well as style. 4.00
English Stiff Hats—A big range of well-known English makes, such as King, Chandos, Maple, etc., \$2.00 and \$2.50.

AN 8.30 SPECIAL AT \$1.50

We have just received a shipment of English Soft Hats; the new flat set shape, with silk bound brims; shades of green, grey, navy and black, which we have priced at a special price for Saturday morning 1.50



—Is your heart and soul with this brave "Poilu" as he dashes on to Victory?

—Then your hand will be stretched out to him if he falls—you would want to help him.

—Therefore, you will be more interested in the trophies his Government has sent from Paris to Toronto, in order that thousands of brave fellows, such as he, may be helped when they fall.

—For hundreds of thousands of them have been wounded—they are suffering now—they need your help now.

To-day is the last time you can help them in this particular way—by coming and paying TWENTY-FIVE CENTS to the Toronto Branch of the Canadian Red Cross.

Sixth Floor, The Robert Simpson Company, Ltd.

An Early Morning Sale of Men's \$15 to \$18 Winter Ulsters Today \$11.95

They were made by a reliable manufacturer to sell at \$15.00, \$16.50 and \$18.00, but as they were left-overs we secured them at a clearance price low enough to give them to you at \$11.95. Materials are English tweeds in various greys and browns and blue chinchillas. They are well made, good warm ulsters, some with convertible collar and others with large shawl collar. Every one a fine coat. Sizes 36 to 44. A great special at 11.95

Young Men's Pinch-Back Suits

Made from good quality tweed, in a brown and grey mixture. Cut in that swager young man's style, single-breasted, with pinch-back. The vest has collar and the trousers have cuff bottoms. A beautifully tailored suit. Sizes 33 to 37. The 22.00 price is

Men's English Worsted Suits

A specially fine English worsted cloth in a rich shade of brown, in a smart small check pattern. A good stylish single-breasted sacque style, nicely tailored and perfectly finished. Sizes 36 to 42. The 21.00 price is

Another Fine Overcoat Value

This is one of the popular styles, a coat that is suitable for any occasion. It's a single-breasted Chesterfield of fashionable length. Made of black and medium grey meltons, with mohair lining and velvet collar. Sizes 36 to 44. Specially priced 15.00 for Saturday at

Men's Blue Cheviot Suits

These suits are made from a serviceable cheviot cloth, in navy blue, cut in a good-fitting single-breasted sacque style. The linings are fine twill mohair and the tailoring is splendid. Sizes 36 to 44. A splendid suit for 12.50

Men's and Boys' Boots From the Great Saturday Boot Sale

The Men's Boots that we offer at \$3.45 in several good styles; straight lace, Blucher, with various shaped toes; rubber flat heels, and either light or medium leather and fibre rubber soles. These better boot in town at \$4.50, and many cannot be excelled at \$5.00 and \$6.00. Special price, per pair

Men's Leather-lined Boots

Extra well made Blucher boot, of gunmetal calf leather, with brown kid leather full-fitting round toe shape; double Goodyear welt wet-proof soles. Sizes 6 to 11. Per pair, today

Boots for Boys \$2.95

Boys' "Active Service" tan box kip and gunmetal calf button boots, made on nish good fitting lasts, heavy solid screw soles, guaranteed counters and toes, military heels. Sizes 1 to 5. These extra good values; specially priced. Today

Special Values in Furnishings for Men

Sweater Coats at \$4.95

Traveller's samples, in plain and fancy grey, maroon, fawn, grey and green, brown, navy; high storm and shawl collar, buttons, two pockets. Sizes 38 to 44. Regular \$5.50, \$6.00 and \$7.00. Today

Winter-Weight Underwear

Broken ranges of wool and wool mixtures, men's Winter weight combinations, domestic and imported makes, including elastic rib flat stitch, Scotch wools, wool merinos, merinos; all have closed crotch styles. Sizes to 44. Regular \$3.00, \$3.50, \$4.00. Today

Work Shirts 69c

English and Canadian drill, manufacturers' samples and broken ranges from our regular black and white stripe, blue chambray, Oxford, flannelette, grey flannelette, collar attached styles; also blue engineers, with separate collar and tie to match; guaranteed fast dyes. Sizes 14 to 18. Regular 75c, 89c and \$1.00. Today

Negligee Shirts 63c

550 only, special clean-up of several broken lines, fine cambric materials, American and Canadian makes, various stripes; laundered soft cuffs; all coat styles. Sizes 14 to 17. Regular 75c and 89c. Saturday, 63c, 2 for 1.15

A Military Wrist Watch \$5.49

50 only, thin model, fully guaranteed, 15 jewels, nickel lever movement, luminous dial, hands, unbreakable glass. Regular \$8.00. Today

"The Rhymes of a Red Cross Man"

By Robert W. Service. Unquestionably the most sought book this No Canadian author has such a following of readers, and in this new volume of War Poems has struck a vein that finds a response in every true patriot.

Children's Black Velour Hats

A new, smart little Rah-Rah shape, with crown and roll brim. Extra fine quality of velour. BOYS' GOLF SHAPE CAPS. Four and eight-piece top, in light and dark shades of tweeds, homespuns, etc.; come with plain edged backs and bands. Extra well finished, 50c and

Dainty Pearl Necklaces \$5.00

10k and 14k gold, set with real pearls in floral designs, made to sell for \$7.50. Clearing 5.00 Saturday at. Solitaire Diamond Rings in Tiffany and showy Tiffany styles. Our regular \$25.00 ring, 18.75 Saturday. Cameo Rings, in 10k gold mount. Fresh Milk Diamonds, oval cut, securely set. Saturday special.

MARKET Telephone Adelaide 6100

Table with market prices for various goods including meats, groceries, and produce. Columns include item names and prices.

The SIMPSON Company Limited