Here's the Kind of News That Really Counts

Have You Ever Seen Such Wonderful Silks

and 65c.

When the Allies force the Dardanelles the price of wheat will drop---meantime you are vitally interested in the kind of news that makes living less of a problem. That is the news you'll find on this page. Such values as we ofter here are of great economical importance, and more people are recognizing this fact every day.

Because They Are New and Because the Values Are Unequalled

The new garments shown in this department are attracting more women every day. Come and see these mentioned for to-morrow. We promise you'll not have

New York Dresses, in exclusive styles, \$25.00 to \$40.00. A variety of fashionable materials and styles; silk crepes, faille silks, soft taffetas, and fine serges; in almost all the new colorings for spring, Belgian blues, apple greens, wisteria, rose, sand, putty and blacks; styles are the very newest, showing new tier skirts and empire waists, and attractive styles with flare or pleated skirts, and dressy bodices with sheer sleeves; youthful styles for misses, and becoming models for older women; sizes from 16 years to 44 inches. New Spring Suits, beautifully tailored, prices \$25.00 to \$35.00. Lovely suits of gabardine, wool poplins, silk poplins, covert cloths, whipcords and fine serges; in the leading shades of sand, putty, battleship grey, Belgian blue, navy, tan, brown, green, black and white and black. A very striking model is of silk poplin, with high waist line, belt, with full ripple, straight front peplum; high pleated medici collar, and flaring New Skirts, \$6.50 to \$8.50. Distinctly new models, in silk poplin, in black

and navy, \$6.50 and \$8.50 Women's Silk Coats, exclusive models of imported and home manufacturers; empire and yoke effects, with full flare skirt; silk lined; moire, corded silk, lustrous satins, silk poplin, tussah royal, and eoliennes. Prices \$17.50 to \$50.00.

Lingerie Waists

At one-third regular prices. Thin, sheer, handkerchief batiste, showing fine designs in solid embroidery, and the open square eyelet design; the styles are much varied, some having low neck, and short or long sleeves; 

\$1.50 Print and Gingham Dresses 79c Several different styles in the lot; prints in blue or grey, gingham stripes; weight, good-wearing fabric, in black only; flounce of knife-pleating and pin-tucking; underpiece depth of pleating; lengths 36 to 42. 1.00

Embroideries for Brides and Others Cambric, Nainsook and English Longcioth Embroideries, fine quality of cloth, and immense variety, with insertions to match, 2-inch to 8-inch wide.

Beadings and French Seamings, in cambric, Swiss and nainsook; beading for 4, ½, % to 2-inch ribbon. Thursday, per yard, 5c, 7c, 10c to 50c.

Floundings, nainsook, cambric and Swiss, for princess slips, combination sets and children's dresses; 9 to 26 inches wide. Thursday, per yard,

Nainsook and Swiss Embroideries, with insertions, in two or three different widths; beautifully fine in quality and patterns; embroideries 21/2 to 8 in. wide. Thursday, per yard, 12/2, 15c to 75c.
Corset Cover Embroideries, 17 inches; fine quality of cloth; all new patterns: pretty floral effects. Yard, 19c, 23c, 28c, 33c to 85c.

EMBROIDERY SPECIALS. 13,000 yards of New Embroideries; 3 to 5 inches wide; also insertions; a a splendid assortment of new patterns in cambric and Swiss. 8c values. useful widths, and excellent quality of cloth. 121/2c and 15c value.... .8

SECOND Semi-Annual Smallware Sales Buy now while the assortments last, these prices cannot be duplicated.

SPECIALS FOR THURSDAY.

Meuding Wool, on cards, extra weight, black only. Regularly three cards Stocking Darners, enamelled on wood, useful item. Regularly 5c. Sale 

In The Boots and Shoes for Thursday FOOTWEAR FROM BOSTON, MONTREAL, FREDERICTON AND LONDON IN THURSDAY'S BOOT SALE.

Men's \$6.00 Burt and Packard Boots, \$3.95. 200 pairs; sizes 5 to 11 in the lot; button and lace styles; tan and black calf, brown and black kid, and patent colt leathers; three weights of soles; newest and most fashionable toe shapes; cloth and dull leather uppers. "The boots with a reputation worth while." Widths C, D and E; sizes 5 to 11. No phone or mail orders. Regularly \$6.00. Thursday 3.95 Men's Advance Spring Sale of Low Boots, \$2.95. 500 pairs of London made and "Trot Moc" sample low shoes; button, Blucher and lace styles;

white, black, tan and brown leathers; the approved fashionable styles; only high-grade custom-made shoes in this sale: sizes 6½ to 7½. Regularly \$4.00 to \$6.00. No phone or mail orders. Thursday ..... 2.95
Ladies' Sample Low Shoes, "Queen Quality," \$2.49. 250 pairs, values \$4.00 to \$6.00; new and approved fabrics, leathers and heels; colonial, pump. La Vallier and lace styles. "Queen Quality" footwear at \$2.49 is a sale worth considering. Sizes 3 to 4½; widths A to C. No phone or Ladies' Black Kid Slippers, sizes 21/2 to 8, \$1.29. 400 pairs fine kid One

strap Slippers; hand-turned soles; low and Cuban heels; round and wide strap Suppers, naturalised solves, low and Cuban neers, round and wide toes; plain vamps; kid-lined counters; styles suitable for house or street wear; sizes 2½ to 8; easy-fitting widths. Slipper Section, Thursday 1.29 Wear; sizes 272 to o, easy inting windle. Suppler Section, Indreday 1.29 Children's Montreal-made Boots, 89c. 350 pairs spring style Lace Boots, in fine dongola kid leather, with patent leather toecaps; medium weight soles; low and spring heels; foot form toe shapes; sizes 5 to 10½. Reg-

#### Gloves and Hosiery

Women's Ail Black Plain Cashmere Hose, "Pen-Angle" brand, perfect finish, seamless, extra good wearing; spliced heel, toe and sole; sizes 8½ to 10. Regularly 35c. Thursday, three pairs.

Women's Fine Plain Black, Tan and White Silk Thrend Hose, three-quarter silk leg. Lisle thread top, heel, toe and sole; sizes 8½ to 10. Extra value. Thursday, 39c; three pairs, \$1.10.

Women's and Children's English-made Ribbed Black Cashmere Hose, seamless, extra close weave; sizes 6 to 10; 25c value. Thursday, three pairs 55c; Women's Wash Leatherette Gloves, like the real leather, suede finish, two dome fasteners, pique sewn seam, natural and white; sizes 5½ to 7½; \$1.00 value. Thursday

Women's Long Silk Gloves, 20-inch, black and white, opened at wrist, dome fasteners; sizes 5½ to 7½; 75c value. Thursday

The Crosswie

TELEPHONE DIRECT TO DEPARTMENT. ADELAIDE 6100.  4,000 Tins Finest Canned Peas, only six tins to a chistomer. 3 tins  2,000 lbs. Fresh Creamery Butter, in 1-lb. prints. Per lb.  Choice Sugar Cured Hams, half or whole. Per lb.  Pure Lard. 20-lb. pall.  E. D. Smith's Pure Orange Marmalade. 5-lb. pail.  500 Bags Purity Rolled Oats, 6-lb. bags. Per bag  Edwardsburg or Beehlve Table Syrop. 5-lb. pail  Salt in Bags. 3 bags  Finest Featherstrip Cocoanut. Per lb.  Pure Cocoa in Bulk. Per lb.  Pure Cocoa in Bulk. Per lb.  Faney Patna Bice. 3 lbs.  Finest Pot Barley. 6 lbs.  500 lbs. Smeked Fillets of Haddie. Per lb.  Patterson's Worcester Sauce. 3 bettles  Oxo Cubes. 3 tins.  500 lbs. Fresh Apple Blossom Biscuits. 2 lbs.  Choice Grapetruit. 5 for  Finest Cape Cod Crauberries. 4 quarts  Peanut Butter in Bulk. Per lb.  Criscoe Shortening. Per tin
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40c ASSAM TEA FOR 29.
1,000 lbs. Fine Rich Full-bodied Assam Tea of uni-
1,000 bs. Fine Rich Full-badled Assam Tea of uniform quality and fine flavor, a 40c tea any
where. Thursday, per lb
***************************************

Untrimmed Hats---New Arrivals

If you want to see the very newest shapes that have taken the fancy of smart New Yorkers, come and see the important showing in our millinery salon to-morrow morning.

The "Phyllis," a fine milan tagel, with double brim of crepe, The "Atlantic," a small sailor with tulle edge. Price. 2.75 The "San Antony," a large, handsome shepherd effect, in fine 

Beautiful Dress Crepes, per Yard 57c-All the new

est spring tones; pure wool qualities in crepe de chine, poplin and cord effects; 42 inches wide/

toys, crepe armures, granite crepes, poplins, wool-taffeta, etc.; 42 and 44 inches wide; guaranteed

raven blacks. Regularly 85c and \$1.00 yard. 

A BIG PURCHASE OF IVORY JAPANESE SILKS:

Five different weaves. Our "recommended" quali-ties, stamped on the selvedge; 39 and 40-inch wide.

Velvet Suiting Cords, 27 inches wide, Terry and woven cords, all the most favored shades, includ-

ing sand, myrtle, taupe and saxe; guaranteed fast

DIAMOND RINGS

REGULARLY \$20.00, FOR \$16.95. Six Men's and six Women's Cluster Rings; all platinum settings; 7 genuine white diamonds in each ruby or sapphire centre. 16.95

Such Wonderful Dress Goods

Such Wonderful Wash Goods

--- at Such Wonderful Prices?

Colored Satin Paillettes-A wide range of the very

best shades, with plenty of the popular Belgian blues, ivory and black; 36 in. wide. Thursday :94

WASH GOODS.

32-inch English Prints, light grounds with large polks dots and odd lines in ducks, crepes, muslins,

etc. Less than half-price, Thursday, at ..... 6

45-inch White Robe Muslin-A firm soft quality.

40-inch Volles-White with stripes in blue, sand, 

40-inch Voiles, in lace effect, white with shaded dots, grey and black, blue and mauve, green and pink, blue and pink, and tan and blue. Per yard . . .75

40-inch Black Voile-Silk embroidered floral design

in mauve, rose or gold. Per yard ...... 1.00

Some Very Classy Overcoats at \$19.50

these coats offered for to-morrow some of the best makers in the world. The balance of our imported coats, including some new spring models for 1915. Formerly priced at \$26.50, \$28.00, \$30.00, 19.50

Also a few winter weights, Canadian made, which have sold for \$18.00, \$20.00 and \$22.00. Will be cleared to-morrow at .......

### We're Making Many a Boy's Mother Happy These Days

-with the excellent values in Norfolk suits for little chaps. The boys, too, are saying that this is the place to be fitted out "RIGHT."

Boys' Blue Serge Suits, snappy single-breasted Norfolk and doublebreasted sack styles, with full cut bloomers, in imported serges. Sizes 25 to 30, Thursday, \$5.00. Sizes 31 to 34, Thursday, \$5.50. Sizes 35 and

Boys' Grey Tweed Norfolk Suits, medium grey English tweed, small check pattern, yoke style with three knife pleats down front and back. Full cut bloomers. Sizes 25 to 28, \$5.00. Sizes 29 to 34, \$5.50. Young Chaps' English Suits, \$13.50-Single-breasted, with narrow shoul-

ders, waist-fitting vest and long cuff bottom. Sizes 32 to 35. Thursday ...... 18.50 

#### Accessories for Men

English Natural Wool Shirts and Drawers, plain knit, fine and soft, will not irritate and are unshrinkable, 3 different qualities, all new spring weights. Per garment, 75c, \$1.00 and \$1.50.

\$3.50 Golf Corsets \$1.39 Women who "go in" for athletics or who wear a low bust corset can par-ticipate in this splendid bargain Thurs-day. These are the famous "C. C. a la

Grace' make,
Women's Fine Corsets, a beautiful model
for golfing, street wear or athletics or
for misses, finest white satin coutil, low
hust with Vandyke elastic top, medium 

50c Combinations 29c

A very special offer in Women's Spring Weight "Cumfy" Cut Combinations. We have 800 pairs to go on sale at 5.30 for quick selling. 'Phone orders filled. Women's Combinations; fine ribbed lisle finished white cotton, cumfy cut, can't slip off shoulders, low neck, lace beading run with mercerized draw tapes in neck and arms, wide knee trimmed with deep lace, sizes 32 to 38 bust. Regularly 50c. Thursday special

Girls' Dresses

Clearing a line of Junior Velvet Dresses, regularly sold at \$6.00, for \$1.75—Junior Velvet Dresses, in navy, brown, cardinal. Copen and green, for ages 13, 15 and 17 years, beautiful lace front, silk collar and cuffs and deep lace trim on sleeves, not all sizes in any one color, but all sizes in the lot. Thursday. 1.75

#### New Stock of Pretty Things for Baby

If there is a baby at your house you will be interested in this list of Infants' Furnishings. On the third floor is a large, airy section completely given over to the display and sale of dainty and useful garments and accessories for babies. High quality with extremely moderate prices prevail throughout the section. Infants' Outfits, 19 pieces. Price ..... 8.56

Infants' Outfits 27 pieces. Price .... 14.65 Infants' Long Skirts, white flannelette, 35c to 65c Infants' Long Skirts, white Hanneles flannel.
Infants' Long Skirts, finest French flannel.
Thursday \$1.26 and \$1.50
Infants' Short Dresses, for 6 months, 1 and 2
45c to \$6.00 Infants' Short Dresses, for 6 months, 1 and 2 years

Infants' Long Robes, lace and embroidery trims

Infants' Long Robes, lace and embroidery trims

Infants' Cloaks, finest cashmere and Bedford cords

St.56 to \$10.56

Infants' Wool Jackets, dainty designs. Thursday

For to \$1.75

Infants' White All-wool Honeycomb Shawls.

Carriage Covers, white pique, \$1.00 to \$3.00

carriage Pillow Covers, fine lines, hemstirched and embroidered

Garriage Pillow Covers, fine lines, hemstirched and embroidered

Bassinettes, the newest improved styles. Thursday

\$2.50 to \$5.00

Infants' Silk Bonnets, targe assortment of beautiful styles

Infants' Stockings, cashmere, black, white and tan, 25c and 35c; silk and wool, white only, 45c colors

Bibs, a splendid selection, in cotton and silk Infants Bibs, a splendid selection, in cotton and silk

Ivory Tollet Sets, for baby, 2-piece, 40c to \$1.00;
4-piece, hand-painted \$2.00 to \$3.50
Teething Rings, ivory and mother of pearl.
Thursday \$5c to \$1.00
Rattles, celluloid and ivory, quaint and novel designs 5c to 75c



# Br'er Easter Rabbit's Advice

"Get in on this Easter Club for Housefurnishers before to freshen furnishings up a bit before that join now, and spread your payments over the year—it's a prudent move, whether your mind is made up about the furnishings or not."

Second Day of Bedstead and Bedding Sale

Wood Bedstead, in solid oak, fumed finish or ma-hogany; heavy posts and rails, in 3 ft., 4 ft., and 4 ft. 6 in. sizes. Regularly \$13.00. Sale price 8.75 Wood Bedstead, solid oak, fumed or golden color, and white enamel finish; neatly designed fillers; supplied in 3 ft., 4 ft., and 4 ft. 6 in. sizes. Regularly \$14.00. Sale price ...... 9.50 Wood Bedstead, solid oak and white enamel finish; very heavy design; in 4 ft., 3 ft. 6 in. and 4 ft. 6 in. sizes. Regularly \$15.00. Sale price .... 10.50 Brass Bedstead, has heavy 21/2-inch posts and 11/2inch fillers; very massive design; supplied in satin, bright or polette finishes. in 4 ft. and 4 ft. 6 in. sizes. Regularly \$32.50. Sale price .. .. 18.75

Brass Bedstead, heavy 2-inch posts and 11/2inch fillers; very massive design; satin, bright or polette finishes; all sizes. Regu-larly \$34.00. Sale price ...... 18.75 50 Bed Springs, steel frames and steel fabric; all sizes. Regularly \$3.00 to \$7.00. Sale price ... ... 1.95 Bed Spring, has steel tube frame; spring is woven steel wire, reinforced, and strongly

supported by steel bands; all standard size Regularly \$3.00. Sale price ... 1.95 Bed Spring, steel tubing frame; spring is extra fine, specially woven steel wire, with steel rope edge; fully guaranteed; all standard sizes. Regularly \$5.00. Sale price ... ... 3.95 Box Spring, the best oil tempered springs are used in the constructaon, which are cov-

ered with fine canvas; then a heavy layer of pure white cotton is placed on top, and covered in high-grade quality art ticking; the materials used in this box spring are of the best obtainable; all standard sizes. Sale Mattress, filled with curled seagrass and heavy layer of jute felt at both sides : tufted and covered in art ticking; all sizes. Regularly \$3.10. Sale price ... ... 1.95 Mattress, well filled with all cotton felt; neatly tufted, stitched edges, and covering of fine art ticking; all standard sizes. Regularly \$7.50. Sale price ... ... 4.15 Mattress, extra well filled with all pure cotton felt; 100 per cent. pure. Regularly \$8.50. Sale price ...... 5.95

#### Wall Papers

A clearing up sale of broken lines from early spring selling; every roll perfect enough for rooms, halls or suites, in one coloring.

3.650 rolls Imported Leathers, Soirettes, Moirettes, Tapestries, Metallics, Crepes. fabrics, stripes, florals, in browns, greens, greys, tans, blues, champagne, soft greens, pinks, old rose, for parlors, halls, diningrooms, dens, living-rooms, bedrooms. Per roll, regularly 35c to \$1.00. Thursday 21c

New lines of Made-in-Canada and imported Papers, for any style room; assorted colorings. Prices, per roll, from 5c up. Practical suggestions given on request.

**Exceptional Drapery** 

Attractions WOOL TAPESTRY, \$4.50 YARD. A number of beautiful combinations in this heavy-weight furniture covering. which is renowned for its durability; 50 in. wide. Thursday, per yard 4.50

PANNE VELOUR, \$3.25 YARD.

One of the finest fabrics for window hangings or furniture coverings in the dining-room, living-room or hall, in all the leading colors, including blue, green, brown, red or mauve; 50 inches wide. Thursday, per yard .... 3.25

AUBUSSON LINEN, \$3.50 YARD. A wonderful fabric, extra heavy in weight, and remarkable for its beautiful colorings, suitable for the livingroom or dining-room; 50 inches wide. Thursday, per yard ... ... 3.50

SUNFAST SATIN CLOTHS, \$2.25 YARD.

A beautiful fabric, with a rich finish, in all colors; 50 in. wide; absolutely sunfast. Thursday, per yard... 2.25 COMBINATION WINDOW SHADES, 49c.

A heavy quality, well-finished oil opaque shade, in combination colors, cream and green and green and white; size 37 in. x 70 in., mounted on Hartshorn rollers; complete with brackets and rings. Thursday, each ... .49

SWISS LACE CURTAINS, \$8.50

A number of new designs, mostly rich border effects, appliqued on fine quality Brussels net; 3 yards long; in white or ivory. Thursday, pair 8.50

### Tapestry, Brussels and Ax minster Carpets

We are showing a very good range in these makes and in spite of advancing costs, higher freight rates and import duties we offer them at same prices as

Extra fine quality 10-wire Tapestry. Ys	rd. 1.00
Our "Special" Brussels. Yard	
Our "Special" Axminster. Yard	1.50
Heavy English Axminster. Yard	
Scotch Inlaid Linoleums—Hundreds of be	les of new
nlaid linoleums in the various qualities	

placed on show; the best assortment of styles and designs that we have ever shown. prices have not advanced yet.

Best quality, per square yard 1.2
Second quality, per square yard 1.1
docore dessel, her educte leta T'T
Third quality, per square yard
English Seamless Axminster Rugs-Orient
designs in brown, tans, blues and greens
the following sizes:—
76 - 00 Granial nules

Table Knives 15c

#### 100 dozen Table and Dessert Knives, extra fine quality Sheffield steel blades, celluloid

handles, warranted secure. Regularly \$2.50 and \$3.00 dozen. Thursday, each ...... .15 Silverware Dept,-Main Floor.

## The China

A "Grindley" Dinner Set Less Than Half-Price-"Copley" pattern, a pretty green conventional border design, full gold handles; famous "Grindley" make of English semiporcelain. Regularly \$19.50. Thursday, the set ...... 8.95

\$38.75 White and Gold China Dinner Set. \$27.95—Thin transluscent china with plain gold band on edges; coin gold handles; 97 pieces. Thursday special ...... 27.95 19c, 25c and 29c China, 12½c—An assortment of Japanese hand decorated china consisting of bonbon dishes, spoon trays, pin trays, cups and saucers, handled olive dishes, sugar shakers, hatpin holders, plates, etc. Values up to 29c. Thursday .... 12½

China "Clover Leaf" Decoration—Excellent grade English boile china, with popular gold "Clover Leaf" decoration, specially priced for Thursday's selling.

Cups and Saucers. Regularly 15c, for .10 Bread and Butter Plates. Regularly 120, 

The Robert Simpson Company, Limited

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