

CANADA'S PROSPERITY REFLECTED IN THE GROWTH OF SIMPSON'S

These Goods are on Sale Today

"Notwithstanding the war," said the Minister of Finance the other day, "Canada has been growing richer." In other words, the optimists are winning out!

The courageous enterprises and the magnificent stocks of this Company have ranged us definitely on the side of the optimists ever since the war began; and the growth of our business during this time is the result of a steady faith in the country and in the ample provision for the country's needs.

This provision is now at high-water mark. Come and see what it means here tomorrow.

A Big Sale of Boots at 8.30 A.M.

800 Pairs Women's Boots at \$1.99 (BROKEN LINES)

Beautiful new fall footwear; button, lace and side lace styles; dull black, champagne and dove gray kid, patent calf, gunmetal calf and all black satin boots, with gray, fawn, brown, putty and black cloth, also dull kid uppers; plain and toecap vamps; French, Cuban, English and American walking heels; bench-made, hand-turned and light Goodyear welt soles; all sizes 2 1/2 to 7. Widths AAA to E in the lot. Regular \$3.45 to \$8.00. No mail orders. Wednesday 1.99

MEN'S FALL WEAR BOOTS, WEDNESDAY, \$1.99.

Several hundred pairs of Blucher lace boots, in black box kip, dongola kid, dull calf and chrome tanned leathers; solid double soles; military and English heels; new and popular toe shapes; some styles have hollow tongues to keep out the wet. These fall boots, sizes 6 to 11. Regular \$2.49 to \$3.00. No mail orders. Wednesday 1.99

BIG BOYS' \$3.99 BOOTS, WEDNESDAY, \$1.99.

Neat dress up button boots, in dull black calf leathers; splendid double-sole styles; military heels, fall 1915 toe styles; sail duck lining, solid "Active Service" Blucher lace boots in polished black box kip, reinforced soles; walking heels; easy-fitting toe shapes; sizes 1 to 5 1/2 in the two lines. Prospector style Blucher boots, extra high cut uppers, with two military buckles at top; double viscolized soles; the upper leather is chrome tanned black grain calf, very soft and pliable, but tough as iron; sizes 1 to 5 1/2 in the lot. Regular \$2.29 to \$3.99 boots. No mail orders. Wednesday 1.99

CHILDREN'S \$1.25 TO \$1.49 BOOTS FOR 99c.

Dressy, school, play and house boots, in button or lace patterns, made of black dongola kid glove grain, black calf and water-proofed pebble leathers; flexible two-ply soles; low, spring and no heels; neat foot-form toe shapes; the smaller sizes have red, white and brown kid tops, with patent leather trimmings; sizes 2 to 10 1/2. Regular \$1.25 to \$1.49 per pair. Wednesday .99 Rubbers to fit .38



Men's \$13.50 Ulster Coats at \$9.95

Carefully tailored winter coats, in English tweed coatings, dark gray or brown; diagonal and stripe patterns, double-breasted style, 50 inches long, with convertible collar and belt at back, sizes 36 to 44.

YOUNG MEN'S BALMACAEN COATS, \$24.00.

Medium weight English coating in green and gray mixtures, with fancy color check, short length with box back; heavy silk sleeve linings; sizes 34 to 40.

THE ENGLISH WHIPCROD COAT, \$22.00.

Made from English whipcrod, plain brown pattern; good fitting, single-breasted, fly front Chesterfield style; silk sleeve linings and silk through shoulders; English hand-tailored; sizes 36 to 42.

BOYS' CHINCHILLA OVERCOATS, \$2.85.

600 coats, priced for clearing. Smartly tailored from dark gray or navy blue chinchilla; double-breasted with belted back and flannel linings; sizes 2 1/2 to 8 years.

BOYS' FALL AND WINTER SUITS, \$5.00.

Regular \$7.50, \$8.00, \$8.50, \$9.00, \$10.00 and \$11.00 stock suits; Norfolk and double-breasted models; bloomer pants; dark gray and brown English tweeds; sizes 26 to 34.

BOYS' CHINCHILLA OVERCOATS, WITH HATS TO MATCH. 200 TO CLEAR WEDNESDAY AT \$5.95.

Gray or blue "Rombo Chinchilla" coats, an exceptional value as we secured them much below the regular price. Neatly tailored in double-breasted Russian style, with belt at waist. Warmly lined with fancy check flannel. The hat is a "Polo" style. Sizes 2 1/2 to 10 years. Complete outfit 5.95

A Triumph of Value-- \$20 Suits for Women

75 suits, a direct copy from an expensive imported model in black and navy wool serge, medium twill. The coats have silk serge lining and are interlined; made with pleats back and front from waist-line, and finished with three rows silk braid; fur trimmed, military collar and fur cuffs. Skirts in flaring style with several rows of silk braid. The original model priced \$65.00. One of the smartest suits offered this season, at 20.00

\$10.00 SILK POPLIN DRESSES, \$7.95.

50 only, in Belgian blue, Russian green and black; made with flare skirt, some pleated in front. Waists show a plain and peplum effect with vestee of white poplin finished with self-covered buttons; collars and cuffs of self material or white. Sizes 16 years to 42 bust 7.95

NOVELTY COATS FOR WOMEN OR MISSES, \$22.50 TO \$50.00.

A special showing of exclusive models, latest American designs, made from materials such as wide wale corduroy, two-tone velvet, fancy plush, caracul, trench cloth and silk seal plush. A number have fur trimmings, and some show broad bands of fur. These coats are suitable for afternoon or dressy wear. Moderately priced 22.50 to 50.00

Rich and Dainty Materials for Fall



VELVETS AND PLUSHES.

New Chiffon Velveteens, in the popular shades of taupe, navy and green; 44 inches wide. Yard . . . 2.50
New Tarry Plushes, in the leading colors for fall suits and cloaks, etc.; 32 in. wide 3.50
New Silk Plushes, which are very fashionable just now, and in a splendid range of selected colorings; 32 in. wide. \$2.50, \$3.00 and \$3.50.

A big shipment of Black and Russian Green Silk Plushes just in.

Cord Velvets, for suits, etc. Extra value in a new shipment of beautiful suiting cords, in purple, Copenhagen, brown, tan, saxe, old rose, tabac, etc.; 30 in. and 32 in. wide 1.00

Black Silks and Satins, a one-day's special selling of our heavy black duchesse suiting satins and paillettes, including C. J. Bonnet's guaranteed qualities. Regularly sold at \$1.50. 36 in. and 38 in. wide 1.29

NAVY AND BLACK SUITINGS.

In Our West of England Serge and Broadcloth Sections. Practical English serges, gabardines, French and Belgian broadcloths, English and French worsteds, etc.

Special Showing of Fine Black Broadcloths, in our Black Suiting Section, in French chiffon, paeon and velour finish, Belgian, satins and glove finish; guaranteed fast blacks and soap shrunk.

Men's Finished Serge. The much wanted dark blues and black; fine Botany serge, that will not gloss; West of England serges, in an immense variety of weights and twills; all guaranteed fast dyes and London shrunk.

English College Serge Special. 3,000 yards of our guaranteed West of England, soap-shrunk serges, in navy and black; noted for their excellent wearing qualities. On sale, special tables, Main Floor, Queen Street entrance. Yard64

WASH GOODS.

27-inch Roman Stripe Krinkle Crepes, fast colors. Regularly 15c. Wednesday 8 1/2

32-inch Cotton Serge Suitings, navy, Alice, dark green, red and black. Yard 25

28-inch Wrapperettes, navy, Alice, black, red and gray, with dainty patterns 15

30-inch "Duro" Nurses' Cloth, in plain shades and stripes, in shades of blue, green, tan and black. Per yard 30

28-inch "Duro" Pique, stripes, checks and plain colors, guaranteed fast. Per yard . . . 39

\$12,500 Worth of New, Perfect Linens Underpriced

Owing to the British War Office needs, the devastation of the flax district of Belgium, and the closing of the Dardanelles, linens have become very scarce. In fact, in some lines there are no more to be had. This has caused unprecedented advances in prices, but

WE ARE NOT MAKING THESE PRICE ADVANCES.

On old contracts we have received immense shipments at the low prices. We have planned for the biggest four days' selling in the history of the store, to begin tomorrow. If you are in need of any lines for immediate or later use YOU WILL SAVE BY BUYING NOW. Double selling space; increased selling staff.

(On sale Fourth Floor)

- 300 Table Cloths for \$1.98. Just 500 in this lot, pure linen, range of pretty designs. Size 2 x 2 1/2 yards. \$3.00 value. Clearing 1.98
- Damaik Napkins, assorted designs. Size 22 x 22 inches. \$3.50 value. Clearing 2.50
- Round Scalloped Damaik Table Cloths, good designs. Size 70 x 70 inches. \$3.00 value. Clearing 1.98
- Pure Linen Scotch Table Damaik, 2 yards wide, elegant designs. \$1.25 value. Clearing, yard85
- Beautiful All Linen Hemstitched Damaik Table Cloths; size 2 x 2 1/2 yards; assorted designs. Extra special 3.50
- Napkins to match cloth; size 20 x 20 inches. Clearing at, dozen . . . 4.25
- Damaik Table Cloths, assorted designs, some slightly soiled. \$2.00 value. Clearing 1.45
- Pretty Scalloped Damaik Luncheon Sets, range of dainty designs, cloth; size 46 x 46 inches; 1/2 dozen Napkins to match. Set complete 3.75
- Damaik Table Napkins, hemmed ready for use; size 19 x 19 inches. \$1.87 value. Clearing, dozen 1.65

SPECIALS FROM THE BEDDING SECTION.

\$8.00 White Blankets, \$7.00 Pair. Made from pure Canadian wool; soft, lofty finish; weight 8 lbs.; size 68 x 88. \$9.00 value. Wednesday, pair 7.00

Imported Sateen Down Comforters, pretty designs, with plain panels; size 72 x 72. Clearing 5.50

Good Ideas for Furniture Buying at These Prices Today

Dresser, quarter-cut oak, fumed or golden, or genuine mahogany veneered. Regular \$21.50. Wednesday 12.95

Princess Dresser, "Colonial" design; mahogany finish. Regular \$24.75. Wednesday 18.50

Buffet, quarter-cut oak; fumed or golden. Regular \$36.00. Wednesday 27.00

Extension Dining Table, quarter-cut oak; fumed or golden; 48-inch top. Regular \$27.75. Wednesday 17.25

Extension Dining Table, quarter-cut oak; fumed or golden; 48-inch top. Regular \$29.00. Wednesday 19.95

Dining-room Chairs, quarter-cut oak; fumed or golden; loose slip seats, in genuine leather; five side and one arm chair. Regular \$24.75. Wednesday . . 18.75

Dining-room Chairs, quarter-cut oak; fumed or golden finish; slip seats, in leather; five side and one arm chair. Regular \$28.00. Wednesday 20.75

Grindley's English Dinnerware in October China Sale

\$17.50 Grindley's "Harrogate" Decoration, \$12.75—Finest quality English ware. Pretty new French border design; gold traced borders and handles; 97 pieces. Wednesday 12.75

\$17.50 Grindley Gray Darlington Set, \$13.50—Perfectly finished, brilliant clear overglaze, pretty French border design; 97 pieces. Regular \$17.50. Wednesday 13.50

Grindley's "Riviera" Set, \$12.95—Pretty green conventional border design. Grindley's finest grade English ware. 97 pieces. Regular \$16.50. Wednesday 12.95

\$19.00 "Marion" Set, \$14.75—Pretty brown hand, with black Greek key design. 97 pieces. Grindley ware. Regular \$19.00. Wednesday 14.75

"ROYAL NIPPON" CHINA. 35c China Assortment, Etc. Good quality Japanese china; lot consists of cups and saucers, bon-bone, cream jugs, tea strainers, spoon trays, teapot, tin, tin trays, sugar shakers, hair receivers, powder boxes, Cologne bottles, hatpin holders. Wednesday, each 49

90c China Butter Tubs, Etc. Dainty designs. Handled butter tubs with drainers, Royal Nippon china. Regularly 90c. Wednesday, each 49

Chocolate Sets, \$1.95. A large, well-shaped chocolate jug and six chocolate cups and saucers; pretty pink decoration; finest quality Royal Nippon china. Wednesday, the set 1.95

75c China Condiment Set, 46c. A pair of china salt and pepper shakers, a mustard pot, and toothpick holder, all on a prettily decorated tray. Regularly 75c. Wednesday, the set 49

75c "Royal Nippon" Mantique Sets. Pretty green, pink and blue floral decorations, one oblong and two round covered boxes on tray. Wednesday 49

\$1.50 China Trinket Sets, 80c. Dainty decorations, "Royal Nippon" china. Sets consist of comb and brush tray, powder box, hair receiver and hatpin holder. Wednesday, the set 80

Men's Wear Specials

Men's Natural Wool Underwear, English make, unshrinkable; fine wool trimmings; drawers reinforced seat; suspender loops; elastic ribbed cuffs and ankles; in sizes 34 to 44. Regular \$1.25. Wednesday 89

Men's All-wool Sweater Coats, in sample lines, in gray and khaki, gray and navy, brown and green, with military collar, with two pockets; in sizes 34 to 44. Regular \$1.50. Wednesday 95

Boys' Pure Wool Pull-over Sweaters, in fine elastic rib; buttoned on shoulder; in plain navy only; in sizes 22 to 32. Regular \$1.00 79

Boys' Flannellette Nightrobes, in pink, blue and brown stripes, in extra large bodies; sizes 8 to 15 years. Regular 75c. Wednesday 75

SEAMLESS VELVET RUGS.

Most of this season's designs are small conventional and Oriental designs in wood shades. These are woven in one piece. 7 1/2 x 11, \$12.75; 9 1/2 x 10, \$18.25; 9 1/2 x 10 1/2, \$21.75; 9 1/2 x 11 1/2, \$24.25; 10 1/2 x 12, \$28.50.

So many different qualities and kinds of small rugs that it is difficult to describe them. The Wilson finds a popular place and is shown in many attractive Oriental designs. 2 1/2 x 3 1/2, \$2.75; 2 1/2 x 3, \$3.50; 3 1/2 x 3, \$5.25; 2 1/2 x 4 1/2, \$5.25; 3 1/2 x 5 1/2, \$9.25.

FINE SCOTCH PRINTED LINOLEUMS AT 89c.

Matting, hardwood and conventional designs; unexcelled for durability. Square yard 55

New Chintz Patterns FOR THE BEDROOM.

American Printed Taffetas at 49c Yard. Floral designs, on cream or white grounds, in almost every possible coloring. 36 inches wide.

American Chintzes at 39c Yard. New designs; well printed; 36 inches wide.

French and English Printed Repps at 89c Yard. Rep of excellent quality; printed with great care; 30 inches wide.

FOR THE LIVING ROOM.

Futurist Linens at \$1.50 Yard. French printed linens, which cannot be duplicated even at twice the price; unusual colorings; unusual designs; fine quality linen; 30 inches wide.

American Linen Taffetas at 77c Yard. Heavy linen taffeta, 36 in. wide.

UPHOLSTERING TAPESTRIES AT \$1.85 YARD.

A limited quantity only; made in the northern part of France; floral effects, in soft colorings.

Scotch Wool Tapestries at \$4.75 Yard. Heavy weight; new designs; rich colorings; 50 inches wide.

Simpson's Stoves on Sale

Gurney Foundry, McClary's, Moffat's, Buck, are all represented.

The "Conqueror" Coal Range is a Gurney Foundry stove with six-hole top, large oven, reversible grate, nickel trimmed. Simpson's price is 19.75

Same stove with high shelf 22.50

Same stove with high closet 25.00

"Oak" Heater, medium size, feeder and mica doors, nickel trimmed. A regular \$10.00 heater. 25 only to sell. 7.50

The Nelson Gas Range, four burners and a simmering burner, large oven. Simpson's price is 10.75

"Perfection" Oil Heater, will heat a large room quickly; safe and convenient, smokeless and odorless. Price 3.50

Two-burner Gas Hot Plate, genuine Griswold make. Regularly \$2.00. Wednesday 1.39

Metallic Gas Tubing, 3 to 12-foot lengths. Wednesday, per foot7

Furnace Scoop, D handle. Wednesday 39

Dustless Ash Sifters, galvanized iron, 95c, \$1.98, \$3.25 and \$4.75.

Men's Soft Hats

Fall shape, new grays, bay, cactus, moss and ivory greens; American felt 2.00

Navy Blue, Brown, Slate and Black Soft Hats. 1.45

Electric Shower for \$1.98

10-inch diameter with two lights, dropped on chains, including shades, installed, brush brass or Flemish finish.

New Novels

"Deeds Than Life," a new novel by Joseph Hocking, author of "A Day for a Scrap of Paper," cloth50

"The Law Breakers," by Edgewell Curran, author of "Way of the Strong," cloth25

"A Young Man's Year," by Anthony Hope25

"Mr. Bingley," by G. S. McClure, cloth25

"The Money Master," by Sir Gilbert Parker25

"The Research Magnificent," by H. G. Wells25

"Nickle-Boat," by Mrs. H. M. Strickland-Porter25

"The Heart of the Matter," by Mrs. H. M. Strickland-Porter25

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The Robert Simpson Company, Limited

New Market Provision Prices Telephone for Meats, Groceries, etc. Adelaide 6100

THE MEATS.

Forequarters of Spring Lamb, per lb. 14
Loin of Spring Lamb, per lb. 18
Thick Rib Roast Tender Beef, per lb. 18
Brisket of Beef for Boiling, per lb. 14
Choice Mild Cured Breakfast Bacon, whole or half side, special, per lb. . . . 24
Cottolust Shortening, 3-lb. pails, gross weight, per 100 lbs. 15
Fresh Salmon Trout Steaks, per lb. 15
Smoked Finnan Haddock, per lb. 12
Smoked Kipper Herring, each 5
Smoked Cliscoe Herring, per lb. 15

VEGETABLES.

Choice Canadian Onions, 1/2 peck 15
Jersey Sweet Potatoes, 7 lbs. 25
Carrots or Beets, small basket 8

POULTRY FEED.

Mixed or Scratch Feed, 10 lbs., 30c; 50 lbs., \$1.25; 100 lbs., \$2.35.
Carrots or Beets, small basket 8
Ground Oyster Shell, 10 lbs. 10
Ground Mica Grit, 10 lbs. 10
Farmer Gregg's Egg Producer, packet . . . 23

THE GROCERY LIST.

6,000 packages Redpath's Granulated Sugar, in 5-lb. packages, 3 packages . . 95
Monarch Flour, 1/4 bag 75
4,000 tins Finest Canned Peas, 3 lbs. . . . 42
Clark's Pork and Beans, in Chili Sauce, tall tin, 3 tins 25
Pure Cider Vinegar, XXX, per gallon. . . 25
Finest Pickling Spice, per lb. 18
Pure Mustard, in bulk, per lb. 22
Park's Catsup Flavor, bottle 25
Macaroni or Spaghetti, 3 packages 25
Malta Vita Breakfast Cereal, 3 pkgs. . . . 25
Leaf Sugar, small tea cubs, 3 lbs. 25
Telfer's Cream Soda Biscuits, package . . 25
Banner Brand Jam, assorted, 5-lb. pail . . 48
Finest Mild Cheese, per lb. 19
Pure Gold Jelly Powders, assorted, 3 packages 25
Upton's Marmalade, 5-lb. pail 25
Knox's Gelatine, 2 packages 48
Heinz Pickles, mixed, bottle 14
Japan Rice, 3/4 cwt. 25
FRESH ROASTED COFFEE, PER LB. 27c.
1,000 lbs. Fresh Roasted Coffee, in the bean, ground pure or with oily, Wednesday, per lb. 27