

These Goods on Sale Today

THE ROBERT SIMPSON COMPANY LIMITED

Attractive Dresses and Coats for Misses



MISSES' DRESSES.

In green, brown, black and navy velvet with fur, fancy silk and braid trimming, mostly featured in normal waist line with silk girdle and overskirt, trimmed with band of fur; also plain flare skirt; sizes 16, 18 and 20. Prices \$10.00 and \$16.50.

COATS AT \$10.50.

An exceptionally good model, tailored in a heavy weight black and blue kersey cloth, military collar and wide belt, trimmed with velvet pipings. Specially priced \$10.50.

Economies for Women
500 Untrimmed Hats at 59c

UNTRIMMED HATS.

Of black silk velvet or plush. Regular \$1.50 to \$2.50. Wednesday 59c.

LITTLE GIRLS' HATS.

Hats of fine fur felt for little girls of from 2 to 6 years; trimmed with corded ribbon; most desired colors. Regular 35c and 50c. Wednesday 49c.

WHITE HATS.

Of silk velvet or hatters' plush; a number of very smart styles; some semi-trimmed with fur. Regular \$4.00. Wednesday \$1.49.

Spring Suits

Distinctive, individual styles in the suits we are now showing. Dozens of new styles and all the approved shades. Prices \$25.00, \$30.00 and \$35.00.

PLUSH COATS \$14.95.

Made from black silk seal plush; three smart winter styles; one style in three-quarter length, full flare, with full belt and chin-chin collar; other styles full sacque, with military or fur collar, set-in sleeves, satin lined. Were \$23.50 and \$25.00. Wednesday at \$14.95.

WOMEN'S DRESSES AT \$8.50.

65 only, in velvet, silk and serge. Broken lines from regular stock, good assortment of styles and colors. Sizes range from 34 to 40. Price \$8.50.

SKIRTS FOR WOMEN, \$3.95.

Smart, well-fitting styles, either plain flare, with narrow yoke and braid trim, or with pleats on front or side panels, and finished with bone or self-covered buttons; black and navy serges. All stock sizes, for \$3.95.

Black Lace Waists at \$1.00

All-over embroidered lace waists, lined with pure Jap silk; collarless, with ruche of lace at throat; elaborate medallion of heavy black silk lace; short sleeves; sizes 34 to 42 bust. Regular \$2.95. Wednesday \$1.00.

Needlework—3rd Floor

A pretty series of semi-ready Nainsook Gowns, in three new stamped designs and three sizes, together with floss for working. Regular 89c. Wednesday 69c. Hemstitched Pillow Cases, stamped in small designs; size 42 x 36 inches, together with floss. Regular 75c pair. Wednesday 59c.

Since the war began, The Robert Simpson Company have paid the Canadian Government about A MILLION DOLLARS in duties on merchandise from Britain and countries not at war with her.

As the Minister of Finance pointed out some time ago, such huge sums collected on imported goods are literally Canada's SINEWS OF WAR, for without this customs revenue it would be virtually impossible to send our contingents to the Front.

This week we must all do our best to boost the Fund for our soldiers' dependents and while we're at it, let us act and think Imperially and unselfishly—let our thoughts be as much for the mother country as for Canada---

"Here and here did England help me:
"How can I help England?"

Whitewear

A list of special attractions for Today in the Whitewear Sale. Dainty trimmings, finest materials and splendid workmanship on every garment. Phone orders filled.

WOMEN'S NIGHTGOWNS.

Two styles, round neck, slip-over style, in white crepe, or high square neck style with long sleeves; lengths 56, 58 and 60 inches. Regular \$1.75. Wednesday \$1.19.

WOMEN'S DRAWERS.

Nainsook, Isabella style; lengths 23, 25 and 27 inches. Regular 75c. Wednesday 50c.

UNDERSKIRTS.

White cotton, deep flounce of all-over embroidery, dust ruffle, with scalloped edge; lengths 36 to 42 in. Regular \$1.75. Wednesday \$1.25.

WOMEN'S FLANNELETTE DRAWERS.

Pink or blue stripes; lengths 28, 30 and 32 inches. Regular 25c. Wednesday 19c.

WOMEN'S NIGHTGOWNS.

Nainsook, slip-over style, "V" neck, deep insertion and edge of exquisite embroidery; lengths 56, 58 and 60 inches. Regular \$1.75. Wednesday \$1.00.

Pre-Inventory Clearing of Dress Goods

Tweeds at 65c, for spring suits, skirts and boys' suits; good range of colors. Wednesday 65c.

British Serges 69c, fine twill, soap shrunk finish, navy and black. Regular \$1.00. Wednesday 69c.

Cream Chinchilla Cloaking 95c. 54 inches wide. Regular \$1.25 and \$1.50. Wednesday 95c.

Black Broadcloth \$1.69. Rich satin broadcloth, for suits, skirts or coats; 52 inches wide, and spot-proof. Wednesday \$1.69.

THREE SPECIALS IN BLACK SILK.

Black Paillette Messaline, 40 in. wide. Regular \$1.33. Wednesday \$1.15.

Black Dress Satins, four different finishes; 38 to 40 inches wide. Regular \$1.50. Wednesday \$1.38.

"Queen Quality" Black Chiffon Taffeta; 6 inches wide, \$1.50.

WASH GOODS.

Delightful New Fabrics. 36-inch Embroidered Tussah, silk and cotton; small embroidered designs in pink, blue, mauve or maize, 59c.

45-inch Silk and Cotton Marquise, white ground; floral effects and borders, \$1.00.

45-inch Satin Stripe Bordered Cotton Voiles; white, with color stripes, 75c.

45-inch Bordered Floral Voiles, white, with colored borders, 59c.

40-inch White Voiles, with black or white silk stripes, 59c.

40-inch White Voiles; sheer. Regular 25c. Wednesday 12 1/2c.

Just Published

A NEW KIPLING BOOKLET. "The Fringes of the Feet." 25c. Phone your order to Main 7841.

Underwear for Men

Woolen Underwear, English and Belgian yarns; guaranteed unshrinkable; "Wolsey," "Body Guard," "Stralian" and "Dreadnought" brands; pure wool, silk and wool and silk mixtures; medium and heavy winter weights; some of the shirts are double-breasted and double-backed; all sizes in lot 32 to 48; not all sizes in each range. Regular \$2.25 to \$3.50. Wednesday \$1.95.

89c Scotch Wool Underwear, 63c. Winter weight; some of the shirts double-breasted; shirts and drawers; sizes 34 to 44. Regular 75c and 89c. Wednesday 63c.

Boys' Underwear, wool or fleece lined; Penman's and English makes; shirts are double-breasted; sizes 20 to 26 only. Regular 50c, 75c and 89c. Wednesday 39c.

Boys' \$4.50 and \$5 Overcoats \$2.95

95 Russian Overcoats, for boys of 2 1/2 to 6 years. Double-breasted styles, with self collars, all around belts and flannel linings. Tan-brown and gray cheviot tweeds. Wednesday \$2.95.

BOYS' DOUBLE-BREASTED SUITS, \$3.95.

92 regular stock suits, that sold at \$6.50, \$7.50 and \$8.00; odd sizes and broken lines; brown, grays and fancy weaves. Two and three-button styles. Bloomer pants; sizes 26 to 32. Wednesday \$3.95.

Furniture

15 only, Hall Seats, quarter-cut oak finish, large box seats. Regular \$8.00. Wednesday \$3.95.

Buffet, "Colonial" design, very massive. Regular \$52.00 to \$56.00. Wednesday \$39.50.

Brass Trimmed Iron Bedstead, white enamel, brass top rails, caps and uprights. Regular \$5.25. Wednesday \$4.15.

Brass Bedstead, heavy posts and top rails, turned ball corners. Regular \$24.75. Wednesday \$15.45.

Bed Spring, heavy steel tubing frame. Regular \$4.25. Wednesday \$3.25.

Mattress, sanitary seagrass filling, heavy layer of jute felt at both sides. Regular \$3.10. Wednesday \$2.60.

\$5.50 Bed Comforters at \$3.95

40 only, for early buyers, pink grounds with green floral designs, made in England, strong cambric covering and down filling; size 72 x 72 inches. Regular \$5.50. Wednesday \$3.95.



The gospel of preparedness can be applied even to your wardrobe. The last few days have been mild enough for a light coat, a raincoat, or no coat, BUT there are nine or ten weeks of winter still to come. Don't wait for a blizzard to stampede you into buying an ulster in haste and without an opportunity of prices like today's.

Men's \$10.50 Ulsters at \$7.95

Of heavy English tweeds, in gray and brown stripes; single-breasted ulster style, with convertible collar; 50 inch-length; heavy twill mohair linings; sizes 36 to 44. Wednesday \$7.95.

MEN'S ENGLISH TWEED SUITS, \$10.50.

Brown diagonal weave; single-breasted, three-button sacque style; high cut vest; sizes 36 to 44. Wednesday \$10.50.

ENGLISH WHIPCORD TROUSERS.

100 pairs, plain gray; sizes 32 to 44. Wednesday \$2.75.

GRAY ALL-WOOL BLANKETS.

Size 62 x 82 inches. Regular \$5.00 pair. Wednesday \$4.45.

"SECONDS" IN TABLE CLOTHS.

All linen, slight imperfections, good designs, size 2 x 2 yards; \$2.00 to \$2.50 grades. No phone or mail orders. Wednesday \$1.69.

GRAY ALL-LINEN CRASH TOWELLING.

Red border, width 18 inches. Regular 18c yard. Wednesday 15c.

LONGCLOTH.

36 inches wide, done up in 12-yard lengths. Wednesday, 12 yards \$1.19.

NAINSOOK.

Fine quality, 36 inches wide. Wednesday, yard 14c.

HORROCKS' SHEETS.

Heavy quality, size 2 x 2 1/4 yards, hemmed. Regular pair \$2.25. Wednesday \$1.68.

Men's Furs

Canadian Raccoon Coats, heavily furred dark skins, well lined, deep shawl collars. Regular \$100.00 and \$125.00. Wednesday \$85.00.

Electric Seal, Astrachan Lamb and Plected Persian Lamb Driving Shape Caps. Wednesday \$3.45.

\$1.00 CLOTH CAPS AT 69c.

Imported tweeds, worsteds and chinchilla, new golf shape, with or without fur ear bands; sizes 6 1/2 to 7 1/2. Wednesday 69c.

The New Market Telephone Adelaide 6100

MEATS.

Roiled Brisket Beef, boneless, for pot roast, per lb. 17c.

Blade Roast Tender Beef, per lb. 16c.

Wing Roast, finest quality, per lb. 26c.

Fresh Leg of Young Pork, for roasting, whole or half, per lb. 20c.

Leg of Young Lamb, per lb. 25c.

Best Pork Sausage, our own make, per lb. 17c.

Breakfast Bacon, mild and lean, whole or half side, per lb. 25c.

GROCERIES.

6,000 Packages Redpath's Granulated Sugar, in 5 lb. packages, 3 packages \$1.08.

4,000 tins Finest Canned Peas, 3 tins 23c.

Ogilvie's or Purify Flour, 1/2 bag 95c.

Choice Muscatel Raisins, 2 lbs. 22c.

2,000 stone Fresh Rolled Oats, per stone 44c.

Finest Canned Beans, golden wax or green, 3 tins 25c.

Finest Canned Tomatoes, 3 tins 25c.

Clark's Pork and Beans, in Chili Sauce, tall tin 11c.

E. D. Smith's Pure Orange Marmalade, 16 oz. jar 15c.

Macaroni or Spaghetti, 3 packages 25c.

Teifer's Cream Soda Biscuits, package 29c.

Choice California Prunes, 2 1/2 lb. 25c.

Choice Pink Salmon, tall tin 10c.

15-Jeweled Watches at \$2.49

100 only, Men's and Boys' Watches, 15 jewels, thin model, Swiss lever movements, 15 jewels, gunmetal open face case; also 100 7-jewel Swiss lever movements, in sterling silver open face case, engine-turned pattern. Regular \$4.00 and \$4.50. Wednesday \$2.49.

Inventory Sale of Footwear

WOMEN'S \$3.00 TO \$4.00 BOOTS, WEDNESDAY \$1.99.

A good variety of just the right kind of boots for present wear; patent with dull kid and black and colored cloth tops; gunmetal calf and tan Russia calf leathers; button, lace and Blucher styles; wide, medium and narrow toes; all styles of heels; light, medium and heavy soles; there are all sizes from 2 1/2 to 7 in the lot. Regular \$3.00 to \$4.00. Wednesday \$1.99.

WOMEN'S 65c TO 99c SLIPPERS, WEDNESDAY 49c.

Many dainty and practical styles for house and boudoir wear; in felt, velvet and camel hair material; flexible leather, leather covered and noiseless soles; all sizes 3 to 7 in the lot. Regular 65c to 99c. Wednesday 49c.

MEN'S \$4.00 TO \$5.00 BOOTS, WEDNESDAY \$2.95.

Over 600 pairs of High-grade Custom-made Boots, in selected gunmetal calf, tan Russia calf, vic kid, patent calf and storm calf leathers; button, lace and Blucher styles, with toe cap to suit the man with conservative or fashionable taste; oak bark tanned, one-year welt soles, in light, medium and heavy weights; sizes 5 1/2 to 11. Regular \$4.00, \$4.50 and \$5.00. Wednesday \$2.95.

SPATS FOR MEN, 49c.

Fine quality fast black broadcloth; ordinary foot height; all sizes. Wednesday 49c.

Spats for Women, 75c. Black, gray, brown and fawn broadcloth; in 10, 11 and 7-button styles; all sizes in every style. Wednesday 75c.

MISSES' 65c SLIPPERS, WEDNESDAY 19c.

Splendid quality camel hair and wool material, in a popular plaid pattern; neat turn-down collar; little pom-pom on vamps; thick felt, leather-covered soles; sizes 11 to 2. Regular 65c. Wednesday 19c.

All kinds of Rubber Footwear at special prices Wednesday.

Gloves and Hose

Women's Plain Black Cashmere Hosiery Wednesday 3 pairs \$1.10, pair 59c.

Women's Fleece-lined Hose, plain black cotton. Regular 25c. Wednesday 19c.

Women's Fur-lined Gloves, tan and leather; "Fowner's" and other English and Canadian makes. Regular \$2.00 to \$3.75. Wednesday \$1.59.

Men's Light-weight Socks; all-wool plain cashmere; black, tan and gray. Regular 35c and 50c pair. Wednesday 25c.

Women's Natural Chamollette Glove, sizes 5 1/2 to 7 1/2. Wednesday 75c.

Boys' and Girls' Stockings, ribbed black union cashmere; sizes 6 to 12. Regular 25c. Wednesday 3 pairs \$1.00, pair 19c.

Infants' Cashmere Hose; silk and wool; plain black and white; "Pine Angle"; fit ages 2 months to 2 years. Regular 50c and 60c. Wednesday 3 pairs \$1.00.

Office for

C. P. R. Building, 2nd floor, overlook second floor, overlooking E. H. WILL & Sons

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