

Rout 'Em Out Shoe Sale

STARTS TOMORROW

TO OUR MANY FRIENDS AND PATRONS:

Shoe Prices have been steadily advancing to a level never before known in the history of the trade, and they are going higher still.

In view of this fact we feel that you are entitled to a common-sense explanation of why a Cut-Price Sale should prevail at this store at such a time.

THE 2 BIG REASONS ARE:

1st—It converts the Broken Sizes, Broken Lots and Discontinued Styles into cash before inventory time, March 1.

2nd—Anticipating Advanced Costs, we contracted early in 1916 for many thousand pairs beyond our usual capacity. These contracts have been completed, and the goods are here to be sold at less than we can purchase them for in today's market.

PLAIN STATEMENTS WITHOUT EXAGGERATION will comprise the make-up of our every announcement during the **ROUT 'EM OUT SALE**. For instance, four-dollar values quoted at one ninety-eight or at two ninety-eight will be just that exactly.

HUBERT ASHPLEANT & SONS.

Men's Gunmetal, lace, English last, \$4.00 values.....	\$2.98
Men's Box Kip Bluchers, viscolized soles, \$4.00 values.....	\$3.28
Men's Patent Colt, lace, English last, \$4.00 values.....	\$3.48
Men's Patent Colt, lace and button, English last, \$5.00 values.....	\$3.98



A Remarkable Offering in Men's High-Grade Calfskin Shoes at - \$3.98

600 pairs in this lot; choice of three shapes, light or heavy weight sole, all at the one price. Every pair made from real calfskins; uppers, as well as vamps, every pair Goodyear welt construction; Recede, English and Hi-toe shapes; blind eyelets. See the Shoes in our West Window. You'll wonder how we do it in the face of a rising market. Come and get yours. A \$5.50 value for \$3.98.

Special lot of Men's Small Sizes, 6, 6½, 7, leather lined, storm weight boots, \$4.00 and \$5.00 values.....	\$3.48
Military Tan Boots, sizes 6, 6½, 7, 7½ only, \$5.00 value	\$3.98
Men's Tan Calf, lace, English last, Neolin sole, \$5.00 value.....	\$3.98
Men's Dark Tan Button Boots, full toe, sizes 8, 9, 10, \$4.00 values.....	\$2.98



A Genuine Saving in High Grade Patents for Ladies.

Patent Colt Button Boots, dull kid uppers, extension sole, Cuban heels, plain toes, \$3.50 values.....	\$2.98
Patent Colt Button and Lace Boots, black cloth uppers, half Louis heels, plain toe, \$4.00 values.....	\$3.28
Patent Chrome Button Boots, plain toes, spool heels, fancy cloth uppers, \$3.50 values.....	\$2.48
Patent Colt Button and Lace Boots, standard makes, cloth tops, plain toes or toe-capped, \$5.00 values.....	\$4.18
Patent Calf 7½-Inch Lace Boot, dull kid uppers, half-Louis heels, \$5.00 values.....	\$3.98
American Patent Colt Lace Boot, 7½-inch leg, with patent collar, plain toe, half-Louis heel, \$5.50 value.....	\$4.28
Small-Size Special in Patent Boots, 150 pairs of sizes 2½, 3, 3½, \$4.00, \$4.50 and \$5.00 values.....	\$1.98

Sale Prices at East End Branch

Identically the same prices are in force at our Branch Store, 648 Dundas street. S. Lancaster, Manager.

Ladies' Gunmetal Button Boots, good styles, \$2.50, \$3.00, \$3.50 values, all sizes.....	\$1.98
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700 Pairs of Kid Boots for Women On Sale.

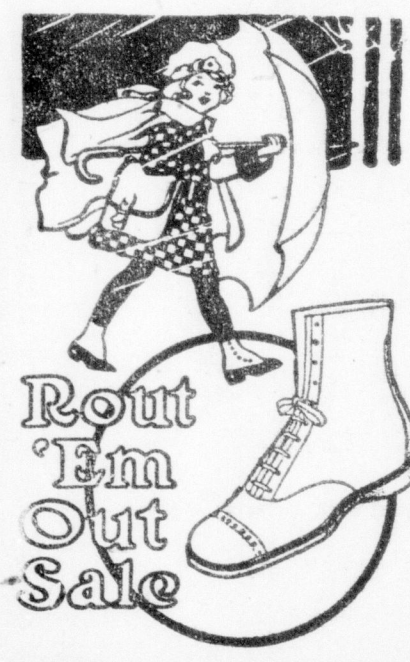
Dongola Kid Button Boots, extension soles, patent tips, Cuban heels, \$3.00 and \$2.50 values.....	\$2.28 and \$1.98
Dongola Kid Plain-Toe Button Boots, spool heels, extension soles, \$4.00 and \$3.00 values.....	\$2.98 and \$2.48
Dongola Kid Gipsy Button Boots, spool heels, white stitching, pointed toe, \$3.50 values.....	\$2.48
Vici Kid Button, with black cloth uppers, plain pointed toe, half-Louis heels, \$4.00 values.....	\$3.28
Bronze Kid Button Boots, up-to-the-minute styles, \$5.00 values.....	\$3.48
Eight-Inch Black Vici Kid Button Boots, plain toes, half-Louis heels, \$5.00 values.....	\$3.98
Gunmetal Button Boots, schoolgirl's style, low heel, \$3.50 values.....	\$2.48
Black Bronze and Midnight Blue Velvet Button Boots, \$5.00 values.....	\$2.98

Cushion Soles, \$2.68

60 pairs of Vici Kid Cushion Sole Button Boots, with rubber heels, all sizes, regular \$3.50 values.

Mahogany Lace, \$3 98

30 pairs to clear in this Eight-Inch Boot, with half-Louis heels, all sizes. These are \$6.00 values.



CHILDREN'S SIZE

4 TO 7½

Special lot of Kid and Box Kip Button Boots at 98c	
Dongola Blucher and Button, extension soles, patent tips, \$1.75 value	\$1.28
Box Calf Blucher and Button, extension soles, \$1.75 values.....	\$1.38
Vici Kid Button, extension soles, dull tops, \$2.00 values.....	\$1.68
Gunmetal Calf Button, oak tanned soles, \$2.00 values.....	\$1.68
Patent Colt Button, cloth top, \$2.00 values.....	\$1.68

CHILDREN'S SIZE 8 TO 10½

Special lot of Black Kid and Patent Lace at.....	\$1.18
Dongola Blucher and Button, extension soles, patent tips, \$2.00 value.....	\$1.48
Box Calf Blucher and Button, extension sole, \$2 values	\$1.58
Little Gents' Chrome Grain Bluchers, all solid, with hooks, \$2.00 values.....	\$1.68
Gunmetal Calf Bluchers and Button, extension soles, \$2.25 values.....	\$1.78
Vici Kid Button Boots, dull calf tops, \$2.50 values.....	\$1.98
High-Grade Box Calf Bluchers for little boys, with hooks, \$2.50 values.....	\$1.98

MISSSES' SIZE 11 TO 2

Box Calf Bluchers and Button, extension soles, \$2.25 values.....	\$1.78
Dongola Kid Bluchers and Button, extension soles, \$2.25 values.....	\$1.78
Special lot of Tan Calf Button Boots, \$3.00 and \$3.50 values.....	\$1.98
Patent Leather Button Boots, dull top, extension sole, \$2.25 value.....	\$1.78
Patent Colt Button Boot, cloth tops, extension sole, \$2.50 values.....	\$1.98
High-Grade Vici Kid Button, extension soles, \$3.00 values.....	\$2.48

Advertiser Patterns



1555—Ladies' Dress, with Sleeve in Either of Two Lengths.

This model will make an excellent morning dress of percale, gingham, chambray, lawn, linen or drill. It will also develop nicely in serge, crepe, voile or wool poplin, cashmere and flannel. The waist is made with a vest, and the skirt has a panel to correspond. The V-neck opening is neat and becoming, and is outlined by a smart collar. The sleeve in wrist length has a straight cuff. In three-quarter length a turn-back cuff forms a neat finish. The pattern is cut in six sizes, 34, 36, 38, 40, 42 and 44 inches at bust measure. It requires 5½ yards of 44-inch material for a 36-inch size. The skirt measures 3 yards at the lower edge.

A pattern of this illustration mailed to any address on receipt of 10 cents in silver or stamps.

ADVERTISER PATTERN DEPT. Please send above-mentioned pattern, as per directions given below, to:

Name.....

Town.....

Province.....

Age (if child's or miss's pattern).....

Measurement: Bust..... Waist.....

Caution: Be careful to include the above illustration and send size of pattern wanted. When the pattern is sent measure your neck only mark 32, or whatever measure you desire in waist measure, 22, 24, 26 or whatever it may be. If a skirt, give waist and measure. When miss's or child's pattern, write only the figure representing the age. It is not necessary to send money. Patterns cannot be returned. Patterns cannot reach you in less than one week from date of application.

Habutai Silk Blouses Are Smart, Practical and Reasonable \$1.50 to \$3.50

The average woman has a real liking for attire which combines smartness with practicability. And more particularly at the present time, she desires to add to these two attributes moderation in price. Here are blouses that fill all requirements. They are made of soft white habutai silk, the kind that washes and wears well. They are in smart, practical styles, and the prices are most moderate, ranging as follows:

AT \$1.50—White Habutai Silk Blouse, made with large collar and neat jabot, both edged with dainty lace, in all sizes.

AT \$2.00—White Habutai Silk Blouse, made with a large square collar, with smart lapels, in sizes 34 to 44.

AT \$2.50—White Habutai Silk Blouse, with square collar and fancy frilled jabot, both have an inch-wide hem-stitched flesh, maize or sky border, in sizes 34 to 42.

AT \$2.50—White Habutai Silk Blouse, with large square collar, buttoning with four neat pearl buttons, sizes 34 to 44.

AT \$3.25—White Habutai Silk Blouse, with a pretty large collar, two neat tabs buttoning criss-cross in front, excellent quality silk, in all sizes.

AT \$3.50—Heavy Quality Habutai Silk Blouse, with smart collar, the points turned back and held down by a neat pearl button, two buttons on each cuff, in sizes 34 to 44.

Two Specials in Women's Underwear

Women's Union Vests in winter weight, with high neck and long sleeves; drawers to match, open or closed. Special, per garment 59c

Women's Fine Combinations that are three parts wool, with short sleeves, low neck, buttoned over back, ankle length. Special value at \$2.00 suit

Clearance of Eiderdown Wool at Half Price

Reg. 10c Skein for 5c

Here is a lot of Eiderdown Wool that we only have in the following colors—navy, grey, brown and pink, suitable for crocheting, that were marked to clear at half price; regular 10c skein. To clear at .5c

AGENTS FOR THE LADIES' HOME JOURNAL PATTERNS.
140 DUNDAS STREET.
Phones 115, 116.

Gray's LIMITED.

Can Farm Woman's Life Be An Ideal One?

Woman Writer Urges Less Work and More Recreation to Keep Young Folks on the Farm.

Under title of "The Girl's Life on the Canadian Farm," Miss F. B. M. Collier, writing in Saturday Night, gives a picture of farm life from a girl's standpoint, that is far from ideal. Saturday Night writes a discomfiting picture of the girl's life on the farm. Collier's paper, and some interesting letters should result. Farm readers of the Advertiser may perhaps be pleased to scan Miss Collier's article, or rather extracts therefrom.

The Simple Life.

The writer introduces the subject by referring to "Back to the Land Movement," especially noticeable since the outbreak of the war with the ever-increasing cry for "more production." After the war Miss Collier has a vision of revolutionized modes of human living and a reversal towards "the simple life."

"The ideal life is the simple life we are told," she writes. "But this is the most attainable kind of simple life is the farmer's life we rarely have the opportunity to see, or the courage to advocate. Why do the farmers' sons and daughters nearly always hold as their supreme ambition the getting away from the farm, even though it be to serve as a clerk in the store of a distant town, at say, three dollars a week?"

I honestly believe that the farmer or herself by his present niggardly reluctance to spend money, and his disregard of all the gentler amenities of social and family life, is really responsible for the young girl's dread of farm life in Canada, and for the deplorable influx of young Canada to "the new" teeming and overcrowded cities.

"Ontario is, in its old settled half, well settled, prosperous, thriving and fertile. Why do the farmers' sons and daughters, who are the backbone of the ideal life, we should find our nearest approach to that condition. Yet I venture to say that not one girl in five hundred would equal financial prospects in two weeks of life would choose the life on the farm, were that one of the alternatives. . . . Yet ask any ordinary person, thoroughly conversant with the typical conditions of the farm and girls on the farm, and what sort of a program would be laid down for a day's work? It would probably run something like this:

A Woman's Day's Work.

"Rise at four, perhaps five, milk four or six cows, feed as many if not more calves, as so many chickens, ducks, geese, turkeys and oftentimes pigs. Wash and scald innumerable milk vessels, cook the breakfast, bake pies and cake,

get a lunch for the men in the field by eleven. Cook a hot dinner by twelve, as well as churn, wash and scrub. Get a lunch for the men in the afternoon and walk a mile to deliver it. Next, bake or cook something for supper at four and then walk half a mile for the cows and milk them. Leisure moments you must watch the cattle from the barnyard, weed and tend the kitchen garden, sweep and clean and tidy the house, knit the family socks, make the men's shirts and get the farm produce ready for market. But never waste your time dressing, save for company from town or on Sunday. Never hope to sit anywhere but in the kitchen. Never open and air your goose room or parlor, for thereby you make yourself unnecessary work, and when half-past eight comes the men are ready for bed, for heavy dreamless sleep. And if you are a diligent industrious wife, you will waste no foolish labor on table decorations, fancy edibles or fine dressing. And in due course as you work like a slave, you will find that the farm is a life of independence, you will develop the slave's air of weakness and degradation. It is a horrid portrayal but too universal to be ignored, and too true to be altogether false.

This impression, so deeply made, so widespread in its vogue, is responsible for the fact that, in the city, the clerk department of the huge stores, and the domestic service bureaus are abundantly staffed with the girls from the farm. . . .

Let us look a little more carefully at the condition of girl life on the farm from its various ordinary standpoints, that of eating, dressing, schooling and recreation, each of which will in turn touch upon the general work involved and reward attained. . . .

Glance for a moment at the farmer's attitude towards the nourishment problem. The gospel of utility in the matter of dishes, cutlery, table linen and edibles has been so universally adopted that the family meal hour is undoubtedly one of the very trying and unlovely experiences of the casual visitor. You will find three-pronged forks and wooden-handled knives, thick, heavy plates and cups, great open brown or yellow bowls for vegetables, often at least, for a table cover. Plenty of potatoes and fat pork and bread, with heavy, pasty pies for dessert. Farmhands and family eat together. Each one reaches for what he wants, and helps himself, which is what the farmer calls "making a long arm." Sometimes the farmer himself helps the meat, using his own fork and an adroit thumb to thrust your portion upon your plate. For supper there is bread and butter and apple sauce or stewed rhubarb or onions, according to the season, and good solid pies and cake or biscuit. Fresh eggs, whipped cream, and dainty salads are a rarity, even in such homes as countenance them at all.

Women's Institutes Help.

"The establishment of the Women's Institute under Government patronage in Canada has done wonders to alleviate the sordid existence of women in the rural districts. Now we want practical, courageous women here and there to take up the farm life and yield all the satisfaction and beauty and luxury of which at the present time it is capable under a different regime. . . .

"When you go to a young woman, with meagre finances and influence better lead a full life? What other walk in life is so rich in labor-saving devices as farming, and the abundant opportunities to earn enough to buy them? Besides it is the most hygienic and healthful of all lives, if you bring a little common-sense to bear on your management, it will foster every God-given instinct for beauty you possess if you give it a chance. And it will provide the jolliest sporting realm a boy or girl could wish for. Why cannot the country girl skate and snowshoe and toboggan or play tennis and basketball, as the town girl does?"

Stamp out the hard, manual labor from the woman's life. Regenerate the diet, beautify the personal appearance, and spend some money and time on snowshoes, tennis rackets, new music or art supplies, on magazines and books, and there, added to the very substantial comforts, not to say luxuries, already attained, will make the girl on the Canadian farm the queen of all womanhood. Even a small piece of land, a medium of knowledge and a rational industry will yield you food and shelter. Increase these factors to a normal percentage, and you have secured a comfortable remedy. There is not a worthier problem nor perhaps an easier or more important one that a capable woman could tackle today than that of demonstrating the ideal possibilities of life for the girl on a Canadian farm."

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ODDS AND ENDS

PICKED UP BY PENLOPE PENN.

"Talk about gratitude," said Cornelia the other day. "Why, some people don't even know that it starts with 'g.' We looked sympathetic, having met certain species of 'ungratefuls' in our lifetime, so Cornelia proceeded with her tale of woe. . . .

Here I had a lovely chance last week to get out of the matins. You know, since this war began to drive home its terrible meaning, I've forewarned many galleys, but just this once I was without my usual luck. How- ever, I had promised Amy B. to go over to her place and take some time exposures of the baby, and, as it was Philip was at his worst that afternoon, I fussed and fretted about for an hour, and finally succeeded in getting a couple of snaps. Get them developed and sent the prints up to Amy. But do you think they please her? Not much. The little dear's nose looks too long in one, and in the other his new tooth doesn't show. They're not a bit cute, in fact—not near as cute as her own darling little tootsie-wootsie, and 'we're dus' gold' to let his picture taken by a real photo man, so we are. 'Well, I was nudd,' continued Cornelia. 'After waiting a whole afternoon, not to have a word of thanks or appreciation. Catch me ever trying to take anybody's picture again. I just had one bit of satisfaction out of it all as though with a mischievous reminiscence. 'What was that?' we asked. . . .

Someone wrote to Cynthia Grey the other day and asked her for a remedy for "hoar" feet. Miss Grey, of course, being a dear nice person, changed the spelling and advised a remedy. But we were wicked enough to tell that correspondent that if her feet showed a decided tendency for "hoariness," I just weight tied firmly to each might bring about the desired result and anchor them to terra firma. . . .

PENLOPE PENN.

SUPPER DISHES FOR WINTRY NIGHTS

The Hungry Home-Comers May Find These Tempting.

Tomato Soup—½ tin of tomatoes, 1 oz. butter, 1 onion, pepper and salt, tablespoonful flour or cornstarch, ½ teaspoonful baking soda, 2 cups milk. Heat tomatoes with butter, seasoning and onion, minced very fine (some omit onion entirely), wet up the flour in a very little cold milk, heat the milk in a second saucepan; beat in the flour, and lastly add the milk, stirring carefully. Let boil up a minute or two, then serve.

Tomato Omelet—Make the same as any other omelet, but adding a cupful of stewed tomato to the beaten eggs; beat together well, add salt and pepper, and proceed as with other omelets. Baked Salmon With Onions—½ can salmon, 2 slices bread (crumbed), 2 onions (chopped), milk, pepper and salt. With half can salmon put two onions chopped, and two slices of bread crumbed. Cover with milk and season with pepper and salt to suit the taste. Bake in a moderate oven about half an hour. More salmon may be used if you wish it to taste more of the fish.

Rabbit—One-quarter pound cheese, ¼ cup milk, 1 egg, 1 teaspoon salt, 1 teaspoon mustard, pinch of cayenne. Melt cheese in saucepan, mix melted butter, salt, mustard and cayenne with a little cold milk, and add to cheese; then add egg beaten slightly, and last of all, milk. Serve on toast or crackers.

Macaroni and Cheese—Break macaroni in two or three-inch lengths, put

in saucepan and cover with boiling water. Boil hard for about one hour. Remove from fire and drain. Grate cheese—cheese that has dried out is best, cover well with grated cheese and pepper and salt to taste, and pieces of butter. Repeat this till macaroni is all in. Bake in oven for about ten minutes or till you think the cheese is all melted.

HOME.

Home is the place where I long to stay. The place that I'd never part from. But all that home seems to be today. Is the place that we used to start from.

Whenever you sprain your ankle or

wrist, think of

COMPASS OIL

The oil that soothes, strengthens and limbers up the joints.

Cut Flowers

Plants That Bloom

That's All.

West Floral Co.

247 Dundas St. Phone 2187.

Brussels Sprouts.....Box 20c

Head Lettuce.....20c

Celery Hearts.....15c

Main & Collyer

Phone 2831. P. O. Box 275.

Asphplant's
THE GOOD SHOE STORE