

SEATING COATS FOR MISSES.
The latest novelty from New York, in a large range of tweed effects, with leather trimming on collar and cuffs. This coat is popular this season as a sports coat. Sizes 14 to 20. Price \$6.50.

THE ROBERT SIMPSON COMPANY LIMITED

HALF-PRICE ITEMS.
Wicker Tea Stands and Curators, at \$2.95.
Waste Paper Baskets, 50c to \$2.50.
Satin-lined Work Baskets, \$1.00 to \$3.50.
Indian Burnt Leather Banners, \$2.95.
The prices quoted are regular prices, marked today half-price.
(Third Floor)

Today's Mid-Winter Sale Prices Mean Saving for You

Sewing Week Specials on Sale Today

Rainbow Hues in Dainty Silks

4,000 yards Natural Shantung Silks, 50c and 59c qualities, at 39c yard—The most serviceable all-silk fabric on the market, launders perfectly and looks more silky still after being washed; 33 to 34 inches wide. Wednesday, 39c.

Clearance of Plain Velveteens and Corded Velvets, 22 inches wide; navy, green, wine, gray, cardinal, mahogany, plain petunia, etc. Wednesday, 48c.

65c Swiss Peau de Soies at 39c—Splendid qualities, but in the following colors only: Moss, myrtle and reseda green, helio, mauve, purple, saxe, old rose and ashes of roses. Wednesday, 39c.

\$1.14 Black Duchesse Paillette at 93c—Firm, weighty weave, perfect in dye. Wednesday, 93c.

250 yards C. J. Bonnet's Black Satin Duchesse. Regular \$1.35. Wednesday, \$1.18.

Great Cloaking Values

FOR COATS AND SUITS.

\$2.00 and \$2.50 Cloakings in almost every wanted color; fancy curls, tweeds, chinchillas, poio, etc. Wednesday, yard, \$1.39.

French Wool Delaines, 44c. Cream, navy, black and gray grounds, with stripes, sprays, spots or floral designs, 34 inches wide. Regular 50c and 65c. Wednesday, yard, 44c.

875 yards British Serges, perfectly soap shrunk; navy and black only. Regular 85c. Wednesday, yard, 74c.

New Dress Fabrics at \$1.00. A lovely range of poplins, pure wool, rich new tones. Wednesday, yard, \$1.00.

Fur Trimmings

25 sets only, black or brown fur necklets and cuffs, in various skins, all in the best of fashion. Regular \$4.00 to \$5.50 per set. Wednesday, set, \$2.25.

Lingerie Waists

A number of beautiful Waists, in sheer white, all showing embroidered organdy collars; fronts splendidly embroidered in floral and conventional designs; hemstitched seams; long sleeves. Sizes 34 to 42 bust. Regular \$1.95 to \$2.48. Wednesday, \$1.48.

50 Hand-made Hats at \$5

Fifty Dainty Hats, made from Georgette crepe, ninon or faille silk, in black or colors; trimmed with flowers and narrow ribbon; all in the new popular, close-fitting styles. Wednesday, \$5.00.

A clearing of all the better dress shapes, best Lyons silk velvet and hatters' plush, in black, white, brown or navy. Regular \$3.50, \$4.50 and \$5.00. Wednesday, \$2.19.

CHILDREN'S SILK BONNETS.
Warmly lined, trimmed with swansdown or silk ruchings. Regular 75c, \$1.25 and \$1.50. Wednesday, 49c.

For Home Sewing

20c Pillow Cotton, at yard, 16c. Circular, fine weave; 44 inches wide. Regular 20c yard. Wednesday, yard, 16c.

Factory or Unbleached Cotton, wide width, 40 inches. Wednesday, yard, 10c.

White Flannelette; soft, warm napping; 32 inches wide. Wednesday, yard, 13c.

Caston Flannel, unbleached; heavy quality; 28 inches wide. Wednesday, yard, 11c.

Bridal Madapolam, extra fine quality; 36 inches wide. 12 yards regular \$1.85. Wednesday, \$1.65.

Checked Glass or Tea Towelling, splendid drying quality, 23 1/2 inches wide. Regularly 17c yard. Wednesday, 14c.

All Linen Crash Roller Towelling, 17 inches wide. Regularly 16c yard. Wednesday, 13c.

French and English Flannels, pure wool, range of stripes and pretty floral designs. Regularly 50c and 60c yard. Wednesday, 35c.

Damask Table Cloths, manufacturers' "seconds," all pure linen, assorted designs; sizes 2 x 2 and 2 x 2 1/2 yards. Regular \$2.00 to \$3.75. Wednesday, \$1.69.

Double Bed Sheets, pair \$1.00; bleached, good serviceable quality, hemmed; size 68 x 90 inches. Wednesday, pair, \$1.00.

White Crochet Bed Spreads, closely woven, hemmed ends; size 70 x 90 inches. Regularly \$1.45. Wednesday, \$1.25.



Notions

Coats' Sewing Thread, 200-yard spools, 6 cord, black and white, all numbers. Wednesday, 46c dozen.

Banding for dresses, black and white, 3, 4 and 5 inches wide, hemmed and bonded. Regular 12 1/2c and 15c. Wednesday, 8c yard.

Dome Fasteners, all sizes black and white, secure and flat. Regular 10c dozen. Wednesday, 7c dozen.

Hooks and Eyes, smartest black and white; sizes 1, 2 and 3. Regular 5c card. Wednesday, 3 for 10c.

Dress Shields, garment tie-on style, silk and nainsook, guaranteed, all sizes. Regular 50c and 60c. Wednesday, 39c pair.

BUTTONS.
2 and 4-hole, pearl, finest quality, sizes 12 to 24 line. Regular 8c and 10c dozen. Wednesday, 5c dozen.

Men's Blue Chinchilla Ulsters, \$15.00

The English Chinchilla cloth in navy blue is extremely scarce, which lends interest to these few ulsters made in our own factory from a number of yards we had left. The dye is indigo and the cloth good. They are made in double-breasted ulster style, with shawl collar and belted back; linings of heavy twill mohair; sizes 36 to 44. Wednesday, \$15.00.



SWAGGER YOUNG MEN'S OVERCOATS.

Made from English black cheviot cloth, heavy weight; cut in snappy style, double-breasted, with wide soft roll lapels; silk velvet collar; short length, form fitting; sizes 35 to 49. Wednesday, \$16.50.

Men's Fur Lined Coats

Extra fine imported black beaver cloth shells, cut in latest style and well tailored; collars of prime, heavily furled Canadian otter, or selected curl Persian lamb skins; black Russian rat linings. Specially fine garments. Regular \$125.00. Wednesday, \$85.00.

MEN'S PERSIAN LAMB FUR CAPS.

Driver shape, even glossy curls, satin lined, made with sliding bands to protect the ears and adjustable peak. Regular \$12.50, \$13.50 and \$14.50. Wednesday, \$10.00.

To Clothe the Boy Well

Youths' Hand-tailored Suits at \$8.95

REGULAR \$13.50, \$15.00, \$16.50 AND \$18.00.

52 of our smartest suits, single-breasted models, with soft roll lapels, two and three-button cuts, natural shoulders and slightly fitting back; single-breasted vests and long cuff-bottom trousers; dark chevots, tweeds and worsteds, in check patterns. Sizes 32 to 36. Wednesday, \$8.95.

Boys' Russian Overcoats \$3.95

REGULAR \$5.50, \$6.00, \$6.50, \$7.00 AND \$7.50 VALUES.

150 Sample Overcoats, double-breasted styles, with collars that button up to chin and belt; assorted patterns in browns and grays; warmly lined; sizes for boys of 2 1/2 to 7 years. On sale Wednesday at \$3.95.

Boys' Underwear at 39c

Fine natural Botany wool, some of the shirts double-breasted, drawers with reinforced seat; sizes 20 to 26. Regular 75c and 89c. Wednesday, 39c.

Boys' Negligee Shirts, fine cambric cloths, in blues, black, brown or gray stripes, coat styles, laundered cuffs; sizes 12 to 14. Regular 50c and 65c. Wednesday, 33c.

Boys' Fleece-lined Underwear, natural shade, shirts and drawers, Penman's make, sizes 20 to 26 only. Regular 59c, for 29c.

"Kayser" Brand Silk Gloves

Made in Canada, 16-button length, perfect finish, guaranteed finger tips, black and white; 16-button lengths, \$1.75 to \$1.50; \$1.50 to \$1.25; \$1.25 to \$1.00; 12-button length, \$1.00 to 75c.

Boys' Black Leather Mitts, deep ribbed wool cuff, wool knitted lining, soft pliable finish, strong knock-about hand coverings for ages 4 to 12 years. 25c and 35c pair. Wednesday 19c.

Boys' and Girls' Mittens, heavy ribbed wool, deep wool cuff, close knitted finish, strong and warm, great range of shades; ages 4 years to 12 years; 29c value. Wednesday, 25c.

Men's Tan Suede Gloves, gray, fur lined, gore wrist; sizes 7 to 10, Regular \$2.50. Wednesday, pair, \$1.59.

Chauffeurs' and Motorists' Gloves

600 pairs of Automobile Gauntlet Gloves, a clearing of regular stock, at a price to make a one-day clearance, the lot mostly consists of black leather gloves, both lined and unlined; strap wrists, deep wide cuff, heavy sewn seams; well made, perfect, clean merchandise; good range of sizes. Regular \$2.00, \$2.25 and \$2.50. Wednesday, \$1.13.

50 Umbrellas at \$2.48

Selected from our \$3.00, \$3.50 to \$5.00 stocks that have been slightly counter rubbed, covers of silk and silk mixtures; handles with sterling silver or rolled gold mountings. Wednesday, \$2.48.

Footwear for Everybody

10,000 Pairs of Rubbers at Less Than Usual Wholesale Prices

Women's Best Quality Light-weight Rubbers, all styles and sizes, per pair, 57c.

Women's City Rubbers, per pair, 52c.

Women's Fine Black Jersey Overshoes, high or low heels, per pair, \$1.44.

Women's Best Quality Knee Rubber Boots, all sizes, per pair, \$1.99.

Misses' Rubbers, all sizes, 43c.

Children's Rubbers, all sizes, 36c.

Misses' One-Buckle Overshoes, limited quantity, 99c.

Children's Knee Rubber Boots, \$1.74.

Misses' sizes, \$1.44.

Boys' Heavy Gum Knee Rubber Boots, \$2.24. Youths' sizes, \$1.79.

Boys' Double Sole and Heel Rubbers, sizes 11 to 13 and 1 to 5, 45c.

Men's Knee Rubber Boots, all sizes, \$2.55.

Men's City Style Rubbers, all sizes, 60c.

Men's One-buckle and Three-eyel Lumbermen's Rubbers, sizes 10, 11, 12, 13, for 98c.

Men's Best Quality Light City Rubbers to fit all sizes and styles, for 77c per pair.

Men's One-buckle Cashmerette Overshoes, fleece-lined, all sizes, \$1.29 per pair.

8.30 A.M. SPECIALS IN SLIPPERS AND BOOTS.

1,000 pairs Women's Felt and Sate House Slippers, all sizes, regular \$1.40 to \$1.65, for 99c per pair.

900 pairs Children's Camel Hair Cloth Slippers, regular 49c to 65c, for 39c.

ALL DAY SPECIALS.

900 pairs Men's \$5.00 to \$5.00 Boots, for \$3.45 per pair. Save \$1.55 to \$2.55.

600 pairs Boys' \$2.50 Boots, for \$1.99. Every 51c counts.

1,000 pairs Women's \$5.00 Black Velvet Boots, latest New York fad, widths A to D, all sizes, per pair \$2.80. Note the \$2.20 saved.

Today's Values in Whitewear

Prominent in today's good list is the clearance of corsets, and many items in "Simpson Quality" white-ware—the kind you love to wear.

212 pairs Women's Corsets; small lot left from our best models in C.P. a la Strene, La Reine, Redfern, Bon Ton, C. E. a la Spirite, and Thomson's Glove-Fitting; all models for fall 1915, and types for slender, medium and full figures. Not all sizes in any one model, but sizes 18 to 30 inches in the lot. Regular \$4.00 to \$6.00. Wednesday, \$2.50.

Combinations, French hand-made and hand-embroidered, fine nainsook, cover and drawers exquisitely embroidered, linen lace insertions, hand-buttonholing and hand-scalloped edges, silk draw ribbons; sizes 34 to 42 bust. Regular \$6.50. Wednesday, \$5.00.

Matched Set, Nightgown, Underskirt, Drawers and Corset Cover, fine nainsook, insertions, beadings and edges of Val lace, wide fine embroidery insertions, ruffles and flounces, silk draw ribbons. Regular \$6.50. Wednesday, \$4.75.

Night Dresses, fine nainsook, V neck, button front, Empire style, front finished with wide, beautiful embroidery, wide and narrow silk ribbons; lengths 56, 58, 60 inches. Regular \$2.50. Wednesday, \$1.75.

Combinations, fine nainsook, envelope style, yoke and skirt finished with fine Val lace insertions and edges and fine embroidery insertions, Val lace beadings run with silk ribbon; sizes 34 to 42 bust. Regular \$2.00. Wednesday, \$1.50.

Drawers, fine nainsook, ruffles of three rows of Val lace sewn together, silk ribbon bows, open or closed; lengths 28 to 27 inches. Regular 75c. Wednesday, 50c.

Favorite Novels at 50c

"The Clansman," by Thomas Dixon, jun.; "The Iron Trail," by Rex Beach; "The Way of an Eagle," by Ethel M. Dell; "On With Torchy," by Sewell Ford; "Secrets of the German War Office," by A. Karl Graves; "Red Pepper Burns," by Grace Richmond; "Heart of the Hills," by John Fox, jun.; "The Inside of the Cup," by Winston Churchill; "Knave of Diamonds," by Ethel M. Dell; "Judgment House," by Sir Gilbert Parker; "Daddy Long Legs," by Jean Webster; "The Harvester," by Gene Stratton-Porter; "Diary of the Green Van," by Leona Dalrymple; "V.V.'s Eyes," by H. Sydney Harrison; cloth bound.

Silverware Half Price

Large Fruit or Berry Bowl on stand, heavily silver-plated, plain design, bright finish, gold lined. Regular \$4.00. Wednesday, \$2.00.

Fruit Stand, with tinted glass lining and silver-plated base. Regular \$2.00. Wednesday, \$1.00.

Sugar Bowls, with tinted glass linings and fancy pierced silver-plated holder. Regular \$3.00. Wednesday, \$1.50.

THE NEW MARKET Telephone Adelaide 6100

SPLENDID MEATS.

2,000 lbs. Sirloin Steak, best quality, Wednesday special, per lb. 24c.

1,000 lbs. Choice Cut Porterhouse Steak, Wednesday special, per lb. 26c.

2,000 lbs. Tender Round Steak, Wednesday special, per lb. 20c.

1,000 lbs. Brisket Boiling Beef, Wednesday special, per lb. 12c.

Family Sausage, our own make, per lb. 12 1/2c.

All-Pork Sausage, our own make, per lb. 17c.

Sweet Brier Breakfast Bacon, mild peameal curing, whole or half, per lb. 26c.

Sweet Brier Pure Lard, 3 lb pails, gross weight, per pail 47c.

DEPENDABLE GROCERIES.

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

Ogilvie's or Purty Flour, quarter bag, 95c.

Choice Muscatel Raisins, 2 lbs. 22c.

2,000 stone Fresh Kotted Corn, per stone 44c.

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

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

Clark's Pork and Beans, in Chili Sauce, tall tin 10c.

Sherrill's Marmalade, 2-lb. jar 85c.

Finest Canned Spinach, Simcoe brand, per tin 10c.

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

Macaroni and Spaghetti, 3 packages 25c.

Choice Pink Salmon, tall tin, per tin 10c.

Buchanan's Pure Raspberry, Strawberry and Black Currant Jam, 16-oz. jar 20c.

Fresh Buttermilk, per gallon 15c.

Imported Malt Vinegar, imperial quart bottle, per bottle 27c.

Aunt Jimmie's Pancake Flour, packages 12c.

Finest Mild Cheese, per lb. 22c.

Canned Green Gage Plums, per tin 10c.

Foster's Parsley Beans, 3 packages 25c.

Roman Meal, large package, 24c.

Blue Bell Jelly Powders, assorted, 4 packages 25c.

1,000 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory, Wednesday, per lb. 27c.

VEGETABLES AND FRUITS.

Choice Potatoes, box 32c.

Greening or Baldwin Apples, for cooking, No. 1 quality, box 50c.

THE ROBERT SIMPSON COMPANY LIMITED

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